



CITY OF AMBERG GAP ANALYSIS

GAP Analysis for Cultural-led Development of
Small and Medium Sized Cities

Version 3
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1. Urban Identity/Town's profile

1.1. General Information

1.2. What constitutes Amberg's urban identity?

1.1. General Information

LOCATION AND ECONOMY

The Independent City of Amberg (DE: "Kreisfreie Stadt Amberg") is located in Eastern Bavaria, about 68 km northwest of Regensburg and 68 km east of Nuremberg. As the regional centre, Amberg has a very high supply function for the rural surroundings. Amberg is the third largest city in the Upper Palatinate District (after Regensburg and Weiden i.d. Obf.) and part of the Nuremberg Metropolitan Region (NMR)¹.

The first historical record of the city Amberg dates back to 1034: in a document of Emperor Konrad II it was referred to as "Villa Ammenberg"². The city has a population of 42,248 (2017)³. Over 3,500 companies are registered in Amberg, which together generated a GDP of €2.40Bn in 2017 and which translates into a GDP per capita of €56,757 (2017), above the German average of €44,469 for that year. For comparison, the neighbouring, similarly-sized Weiden i.d.Opf. had a GDP of €2.38Bn and Regensburg had €13.59Bn in the same year⁴. 11,494 people are employed in the manufacturing sector in Amberg. Compared to previous years, it can be said that the labour market has developed positively until 2019⁵.



Figure 1: Location of Amberg in (from left to right) Germany, Bavaria and in Upper Palatinate; source: District Government of Upper Palatinate

INDUSTRIAL SITE

At the time of the data collection, 35 large industrial companies and 68 industrial SMEs had an important company location or their headquarters in Amberg (e.g. Siemens, Grammer, Baumann, Lüdecke, Mickan,

¹ <https://www.gewerbebau-amberg.de/standort-amberg/profil-der-stadt/> - 13.01.2020

² https://amberg.de/fileadmin/Inhalte/Statistisches_Jahrbuch/2012-2013_Jahrbuch.pdf - 13.01.2020

³ Bayerisches Landesamt für Statistik 2018

⁴ <https://www.ihk-regensburg.de/blueprint/servlet/resource/blob/3834294/ce579ed9469ec5edd29cf718d04fb101/bruttoinlandsprodukt-data.pdf>

⁵ <https://www.ihk-regensburg.de/blueprint/servlet/resource/blob/3834294/ce579ed9469ec5edd29cf718d04fb101/bruttoinlandsprodukt-data.pdf>

⁵ Gewerbebau Amberg 2019



etc.)⁶. According to the Amberg Economic Development Office (DE: “Gewerbebau Amberg”), metal and mechanical engineering as well as electronics technology are particularly well represented in the city. Other industry focus areas are automation technology, environmental and energy technology. Amberg has the “highest share of employment in cutting-edge technology among all cities in the Nuremberg Metropolitan Region”⁷. In comparison with the Upper Palatinate district and the State of Bavaria average key economic indicators, Amberg does very well. The export quota in 2018 was 81.2% in Amberg (compared to 56.6% in Upper Palatinate and 63.9% in Bavaria) and the industrial density (measured in industrial employees per 1,000 inhabitants) in Amberg is 217.3 (compared to 129.8 in Upper Palatinate and 102.3 in Bavaria). A decisive factor for this high industrial density is also the location of the East Bavarian Technical University Amberg-Weiden (OTH Amberg-Weiden, <https://www.oth-aw.de/>). The Technical University has around 3,500 students in 4 faculties (including around 1,000 in Amberg) and offers around 20 specializations such as IT & automation, innovation-focused mechanical engineering, environmental technology, business administration, media production and media technology, etc. The OTH Amberg-Weiden maintains unique cooperation and partnership models with companies that have a direct knowledge and experience transfer between teaching and practice, science and business. There is also a technology campus for all types of technology transfers⁸.

Another important component of future development for industry locally but with relevance for the CCI sector as well is the “Amberg Digital” initiative (www.amberg-digital.de), which has developed strongly since May 2019. Here, the City Administration and the Amberg Economic Development Office work closely together to strengthen the profile of the city as industrial site and initiate further digital projects.

CULTURE AND CREATIVE INDUSTRIES

The concentration of cultural and creative industries in Amberg was, in 2015, in average of the Nuremberg Metropolitan Region - around 6% of all registered companies⁹. The latest available absolute numbers dates back to 2011, when 103 companies were registered in Amberg¹⁰.

According to the latest study on demographic development in Amberg, a slight population decline to around 40,000 inhabitants is expected by 2028. This runs counter to the general trend in the Upper Palatinate district and the State of Bavaria, where an increase in the population is forecasted. As far as the distribution across different age groups is concerned, a sharp increase in the age group over 65 years is to be expected and a decline in all age groups under 65 years, in particular between 18 and 40 years¹¹. For the cultural and creative industries, this development can represent both an opportunity and a risk, but it is difficult to make general statements here. Regardless of the demographic development, there is a great affinity and tradition in Amberg to take part in public events (festivals, sporting events, initiatives, etc.).

⁶ <https://www.bayern-international.de>

⁷ <https://www.gewerbebau-amberg.de/standort-amberg/profil-der-stadt/2019>

⁸ Gewerbebau Amberg 2019, mdl.

⁹ Bayerisches Zentrum für Kultur- und Kreativwirtschaft 2019

¹⁰ IHK Regensburg für Oberpfalz/Kelheim, IHK für Niederbayern in Passau 2013

¹¹ https://www.statistik.bayern.de/mam/statistik/gebiet_bevoelkerung/demographischer_wandel/demographische_profile/09361.pdf



1.2. What constitutes Amberg's urban identity?

MEDIEVAL CITY

Amberg, as the “festeste Fürstenstadt“ (EN: “most stable Prince-residence City”), is proud of its well-preserved city wall and medieval appearance, as it was firstly described in the chronicle of Michael Schweiger dating from 1564¹². It is moreover one of the very well preserved medieval city complexes in Germany. The city wall with its famous “Stadtbrille“ (EN: “City Glasses”) was surrounded by a moat which was later transformed in a green belt that is used as a local recreation area. Because of its oval shape, it is also known as the “Amberger Ei“ (EN: “Amberg egg”). Centrally located is the large market square with the largest of the six inner-city churches, the Basilica of St. Martin, the largest Gothic hall church after the Regensburg Cathedral in the Upper Palatinate and the historic Town Hall.

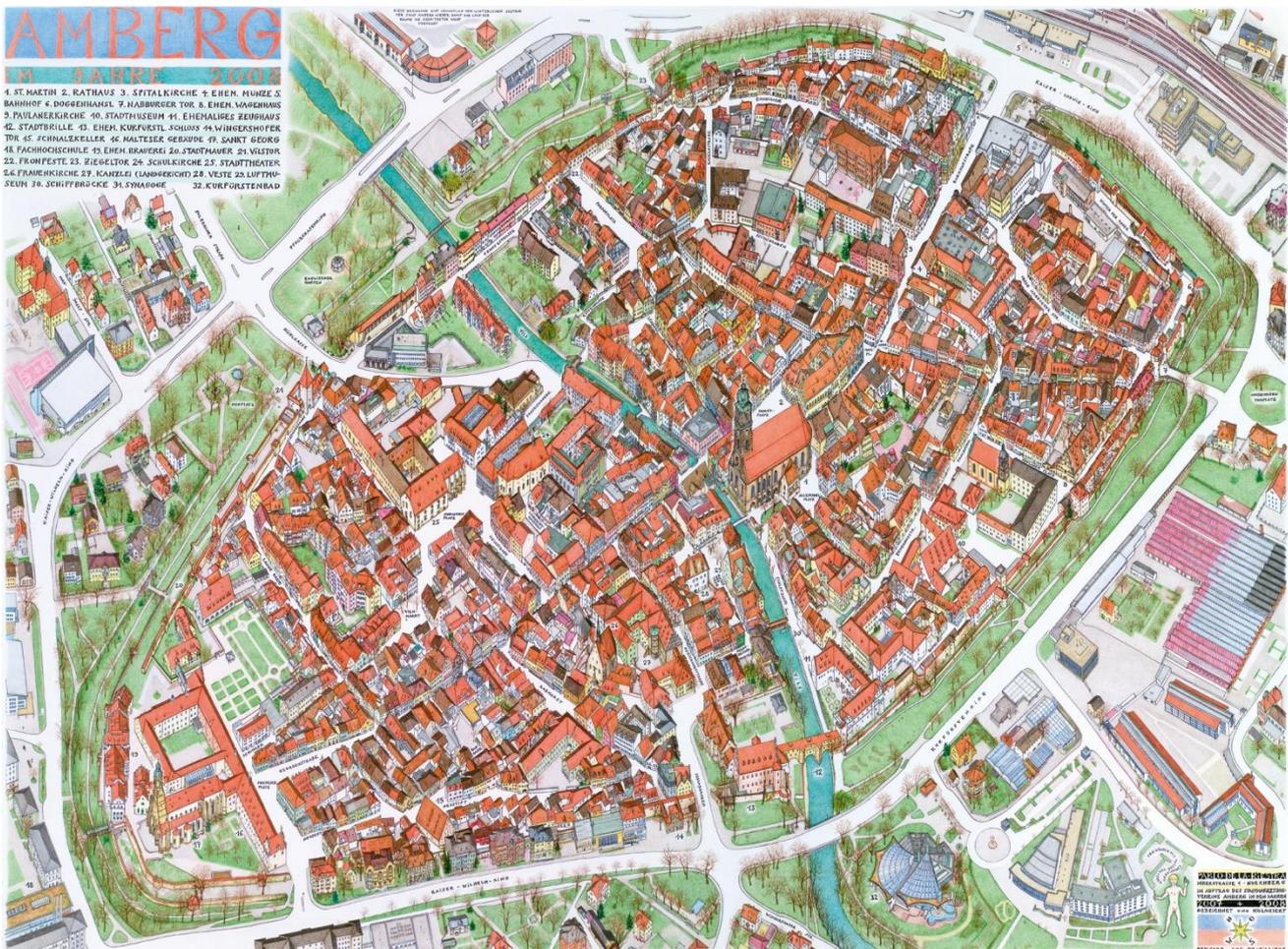


Figure 2: Drawing of Amberg Old Town Centre; source Stadtmarketing Verein Amberg eV

The old town is the central area of activity for the administration, for shopping, for social urban life and for events throughout the year. The City Council supports this through targeted business development and marketing of inner city activities (via the City Economic Development Office).

Nevertheless, there are a number of empty buildings or shops in the city center for which solutions and concepts are currently being worked on (including forum, hospital ditch, etc.).

¹² <https://www.literaturportal-bayern.de/staedteportraits?task=lbbplace.default&id=18> - 16.01.2020



ASPECTS OF THE CULTURE SCENE

In addition to all the city administration, the old town centre is host to the City Theatre, the City and Provincial Libraries, the City Museum with the City Gallery "Alte Feuerwache" (in the field of visual arts, <https://stadtmuseum.amberg.de/>) and the Air Museum (<https://www.luftmuseum.de/>). The Provincial Library (<https://www.provinzialbibliothek-amberg.de/>) has a historically valuable library hall of the former Jesuit College and very valuable books from the Cistercian Abbeys Waldsassen and Walderbach, the Premonstratensian Abbey Speinshart, the Benedictine abbeys Michelfeld, Reichenbach, Weißenhohe and Ensdorf as well as the former Jesuit College¹³. Among the museums, the Air Museum (DE: "Luftmuseum" <https://www.luftmuseum.de/>) stands out as a special feature; the museum was established in 2006 at the initiative of the graphic designer and artist Wilhelm Koch. According to some Gap Analysis interviewees, the Air Museum is very important because it has increased the visibility of the cultural and creative scene in Amberg. Amberg has also been a "Aerial Art Venue" (DE: "Luftkunstort") since 2009 and the so-called "Luftnacht" (EN: "Air Night") takes place every two years with various events throughout the old town. Through the marketing of the "Luftnacht im Luftkunstort Amberg" by the Stadtmarketing Verein Amberg eV (<https://www.stadtmarketing-amberg.de/>), the city received the city marketing award in its city size category (30,000 to 70,000 inhabitants) in 2012.

BIERSTADT, BERGFEST, WELTTHEATER (EN: "Beer City"; „Mountain Festival“, „World Theatre“)

Amberg, like many other cities in Bavaria, has a very long tradition in brewing beer. In 1860 there were 40 breweries in the city. Nowadays Amberg markets itself as a beer city, even if there are only five medium-sized and one home brewery, which besides pure beer brewing offer other activities or products (such as beer brandy). An important festival at which all Amberg breweries are represented is the so-called Bergfest (EN: "Mountain Festival") at the pilgrimage church on the Mariahilfberg (<https://www.mariahilfberg-amberg.de/>). The construction of today's pilgrimage church began in 1696. Some Franciscan monks still live in the monastery. The Bergfest takes place every year in the week of the Visitation of the Virgin Mary (July 2). In addition to the religious part, there is also a secular dimension to it. The pilgrimage dates back to the plague epidemic of 1634. On the advice of P. Caspar Hell, Rector of the Jesuit College, the citizens promised to build a chapel on the mountain, provided the plague would subside in the city of Amberg¹⁴.

In addition, every five years the city organizes the Amberger World Theater on the Mariahilfberg (<https://welttheater.amberg.de/>). This is an open-air theatre on the theme of "The Autumn of the Winter King", which is very well attended.

There are also beer tours, beer clubs or other events. The also city of Amberg beer culture was also recognized as such in 2018 by the Minister of Agriculture as a "Genussort" (EN: "Enjoyment Place").

SHOPPING AND CELEBRATIONS

There are many shopping opportunities in Amberg, with two to three open Sundays a year and weekly markets. Amberg is a trading centre in the triangle between Nuremberg, Bayreuth and Regensburg, with a catchment area of around 180,000 people. The Society for Consumer Research in Nuremberg (GfK) regularly certifies that Amberg is very central, retail-wise. In addition to the East and West industrial

¹³ Bayerische Staatsbibliothek (o.J.)

¹⁴ <http://www.mariahilfberg-amberg.de/> - 13.01.2020



areas, the Amberg city centre is the main focus of trade. Over 200 retailers are located here on almost 40,000 sq.m. of retail space¹⁵.

Amberg organized the “Heimat shoppen” (EN: “Shop locally”) campaign for the first time on 7 October 2019. On that occasion, locals had the opportunity to take a look behind the scenes of some handcrafters during a city tour. The interest of the citizens was so great that registrations were stopped and participation numbers limited before the initially scheduled time¹⁶.

In addition, throughout the year several events also take place: Hexennacht (EN: “Witches Night”) on Fat Thursday, the Old Town Festival, the Beer Festival, the Luftnacht, the Krügel market, the Medieval Market, the Duck Race on the Vils, the Campusfest of the OTH Amberg-Weiden, the Fountain Festival, a Children’s Festival, a Street Food Festival, a Pentecost and Autumn Markets, parties in the Casino Hall, film screenings in the Ring Theatre, concerts, shows and other events in the Amberger Congress Centre (ACC) and the Christmas market. As mentioned above, the Mountain Festival takes place in summer on the Mariahilfberg, with its Franciscan monastery, the art-historically valuable baroque church and the beautiful view of the city.

GLASS CATHEDRAL

Long forgotten and only open to the public for the 100th Bauhaus anniversary in 2019 is the so-called Glaskathedrale (EN: “Glass Cathedral”) on the south-eastern outskirts of Amberg. This is an industrial building by Walter Gropius and Alex Cvijanovic, built in 1970 in the Bauhaus style - the last building by Walter Gropius. This was built for the former Rosenthal AG Selb Company and is now operated by Riedl Glas.

The building is still considered an excellent example of a successful combination of modern functionalism with simple architectural elegance in a minimalist industrial design. The current owner, the Riedel Glas Company, still benefits from the functional design, which focused on smooth heat dissipation. The factory hall was placed deep in the ground for this. Only the gable is visible on the surface and turns the roof surface into a facade¹⁷.

The city of Amberg has applied with the Glaskathedrale for recognition as a UNESCO World Heritage Site¹⁸.

SMALL SPECIAL FEATURES

There is no shortage of small special features in Amberg. One can sail on the Vils, for example, with a so-called “platte” Vilskahn, and take city tours with torches and the “hangman” or visit the Landesgartenschau Gelände (Landesgartenschau 1996 in Amberg). Starting from 2020, additional themed city tours will be offered.

There are also three hotels in the old town with a special offer for accommodation: one can stay in a former women’s prison in the Hotel zur Fronfeste (<https://www.hotel-fronfeste.de/>), spend the night in rooms designed by local artist in the Hotel Brunner (<https://www.hotel-brunner.de/en/>) or spend the night in Eh’häusl, which is the world’s smallest hotel and is only two and a half meters wide (<https://www.ehehaeusl.de/>).

BAYERISCHE EISENSTRASSE (EN: “Bavarian Iron Road”)

¹⁵ <https://www.gewerbebau-amberg.de/standort-amberg/einkaufsstadt-amberg/>

¹⁶ <https://www.onetz.de/oberpfalz/amberg/ansturm-amberg-aktion-heimat-shoppen-kommt-gut-id2862904.html>

¹⁷ Bayern kreativ 2019

¹⁸ <https://www.br.de/nachrichten/bayern/amberg-will-glaskathedrale-als-weltkulturerbe,RPo6RXn>



Amberg is part of the "Bayerische Eisenstraße" network, which connects historical industrial and cultural monuments between the cities of Pegnitz and Regensburg. The trade of iron ore and its products has been very important in Amberg and also in the district of Amberg-Sulzbach since the 13th century.

IMPORTANT (HISTORICAL) PEOPLE FROM THE CULTURAL AND CREATIVE SCENE

Michael Mathias Prechtel, an internationally known German painter, draftsman and illustrator, was born in Amberg (1926- 2003). He achieved great publicity through numerous cover illustrations for the New York Times and Spiegel, which he designed in the 1970s and 1980s. The City Museum Amberg therefore dedicates an elaborately designed permanent exhibition area to him. The Association Michael Mathias Prechtel eV is also located in Amberg.

Friedrich Schmidt (1871-1948), the inventor of the "Mensch ärgere dich nicht!" game, also comes from Amberg. The game was produced in 1910 by the company Schmidt Spiele (which was founded by the inventor himself), and was sold more than 90 million times since then. 100 years later, Deutsche Post launched a special stamp dedicated to the game (55 cents). In 2014, the card game with the same name was developed. In 2017, the city of Amberg set a world record for largest number of people playing the board game at the same time, with 1,692 participants playing 375 game boards¹⁹.

TOURISM

For tourism, a branch that benefits from a distinctive cultural and creative scene, 87,954 overnight stays in Amberg can be cited in 2018, which corresponds to an increase of 14.5% compared to the previous year²⁰. The following graph (Fig. 2) shows the number of overnight stays for Amberg divided into German and foreign overnight guests between 2013 and 2017. For 2018 there is no breakdown between the two categories of tourists, but overall the total number of overnight stays in 2018 was by 11,000 overnight stays higher than those registered in 2017. The positive trend of the past few years continues and follows the Bavarian-wide trend. With an average length of stay of two days, Amberg can also boast the longest stay of all independent cities in Upper Palatinate²¹.

In addition, the tourists on day trips (without overnight stays) have an important contribution to local retail consumption in Amberg. An important group among day tourists consists of American soldiers and their families, given the proximity to Amberg of some of the largest American Barracks in Germany (Vilseck - 22 km away from Amberg, Grafenwöhr - 38 km away, Hohenfels - 41 km away). The motives for visiting the day tourists include shopping, visiting the medieval city centre, one of the many regional-known events or the local public bath (Kurfürstenbad).

¹⁹ <https://www.onetz.de/deutschland-welt/amberg/mensch-aergere-dich-ganze-geschichte-amberger-stadtmuseum-id2916086.html>

²⁰ Gewerbebau Amberg 2019

²¹ <https://www.onetz.de/oberpfalz/amberg/amberg-touristen-immer-beliebter-id2686023.html>

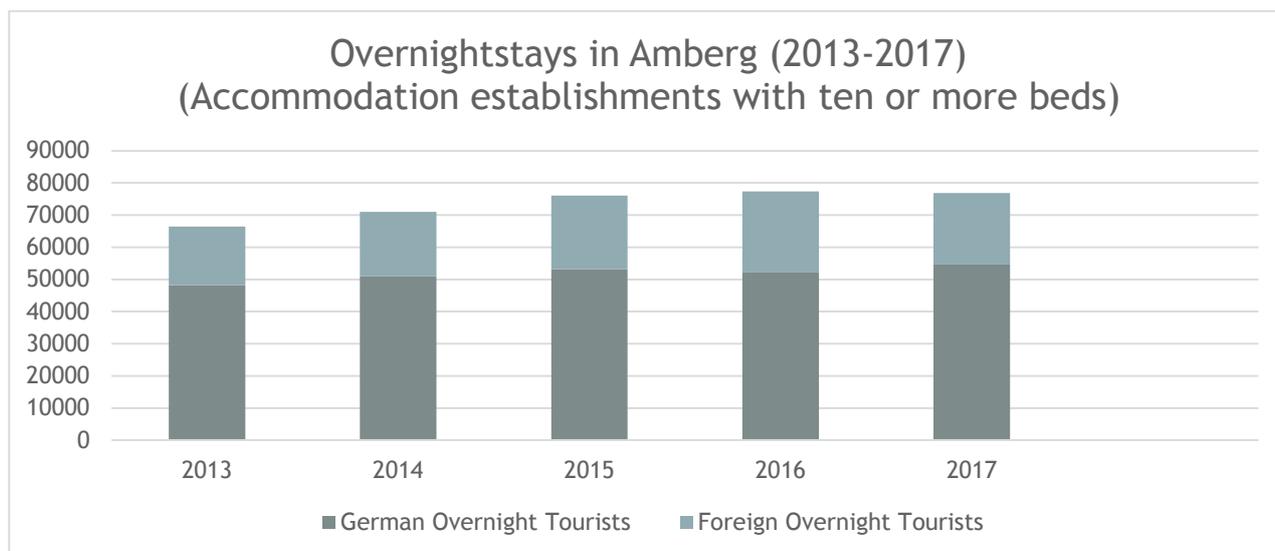


Figure 3: Overnight Stays in Amberg (2013-2017)

LOCALS' IMPRESSIONS OF THEIR CITY

In order to determine the identity of a city, it is also important to look at the way its citizens assess it. For this purpose, the online survey (whose respondents, as a reminder, were local CCI representatives) stated that the city has a variety of offers from many CCI sectors, diversity which is not fully explored by citizens. According to the respondents, Amberg and most of its cultural and creative scene are not well known in Bavaria. An important factor for this limited awareness is the city's geographical location, in the respondents' view, since the nearby larger cities of Nuremberg (second largest city in Bavaria) and Regensburg (UNESCO World Heritage Site) and their very rich cultural and CCI offers represent a great competition to the Amberg actors. Nevertheless, the city is well known as a "aerial art venue" for people interested in culture across Germany²².

A series of citizen surveys were organized in 2017 and 2018 as part of the integrated urban development concept (ISEK). Interesting results were gathered via civic participation and school participatory processes (cf. <https://amberg.de/rathaus/projekte/isek/>):

When asked, in 2017, what makes Amberg stand out to them, locals mentioned culture second- to third-most often (in one participatory study in 04/17, 21% of total responses mentioned culture as key in defining Amberg, after 27% of mentions of the Medieval Centre and, followed closely, with 21% of mentions, by the "city character"; in another participatory study in 06/17, 17% of total responses mentioned culture, after 36% mentions of the Medieval Centre which is equally relevant for CCI and 19% mentions of green spaces and landscape). Some examples of cultural offer that respondents particularly appreciated in Amberg were the Luftnacht, Duck race, Beer Festival, Air Museum, Old Town Festival, etc.

The respondents however also mentioned that, in comparison to other neighbouring cities, (e.g. Sulzbach-Rosenberg, Weiden, Neumarkt) there are too few cultural offerings in Amberg such as readings, cabaret, etc. This mismatch between the representation of CCI representatives about the cultural offers and the locals' evaluations of the same offer indicates the need for better communication/marketing of CCI targeted to locals. The following were mentioned as ideas from the ISEK surveys respondents for a richer cultural life: cabaret, more colourful sculptures (sculpture park), places with historical context, car or open-air cinema, graffiti wall, culture club for performances by small bands, pop-up-shops, guerrilla

²² <https://www.sueddeutsche.de/kultur/ausstellung-oben-bleiben-1.4350866>



campaigns, Vils bank festivals, art on the Vils, opening of the old Theresienstollen, more events on the marketplace by artists and a better involvement of the cultural and creative industries and visibility for their ideas.

These subjective assessments regarding the cultural and creative scene in Amberg are supplemented by the following statements from the survey that we carried out for this analysis: Amberg is described as diverse, creative and active ("small-scale diversity, you know each other, you value yourself", "variety of offers", "Liveliness", "Creativity, good mix, quality"). There are very committed people ("individual committed people / actors", "the people concerned are there with their body and heart and stand behind their work"), some lighthouse projects, such as the Air Museum, which is also a unique selling point. It is important to note that, from the point of view of the Gap Analysis survey respondents, there is nothing special in Amberg with regard to "events supported or sponsored by the local public administration". Instead, the focus is primarily on "too conventional and non-experimental". Experimental things are usually based on private initiative (see Chapter 4 on Enabling Environment for a more detailed discussion).

2. Cultural and Creative Industries and the creativity of the economic sector

2.1. Activity level of the producers of cultural and creative products

2.2. Activity level of the producers of traditional trades and crafts

2.3. Level of creativity in the traditional economic sectors

This chapter deals with the level of activity of producers in the cultural and creative industries as well as local traditional handicrafts and trades. Specific numbers for the cultural and creative scene in Amberg are not available, which is why general figures from the „2. Berichts zur Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg (EN: "Second Report on the cultural and creative industries in the European Metropolitan Region of Nuremberg") are quoted in order to at least get a rough overview of the situation of the region in which Amberg is situated. According to interviewees that were consulted for this Gap Analysis Amberg was invited, in 2015, to participate to a larger regional data collection study, which would have inventoried local cultural and creative industries. However, Amberg did not participate to the study. It would therefore be important to make up for this omission via the StimulART Project analyses in order to obtain specific figures for the situation in Amberg.

2.1. Activity level of the producers of cultural and creative products

Generally speaking, a positive development can be seen for the development of the cultural and creative industries in the Nuremberg Metropolitan Region, which Amberg is a part of. Between 2011 and 2016 there was an annual growth of between 2.5% to 5.2% in the cultural and creative industries (measured in terms of companies with social security liable employees). By comparison, the overall economy in the NMR was of only 1.0 to 2.2%²³.

With the only two relevant data points at our disposal - the total number of companies registered in Amberg and the information that the proportion of CCI companies as percentage of total registered companies in Amberg was in the NMR average of -6% - we can estimate the total number of CCI companies

²³ Bayerisches Zentrum für Kultur- und Kreativwirtschaft 2019



in Amberg to have been of aprox. 210 in 2017. No further statistical information is available concerning the profile, employees, revenues etc. for these companies.

For the same reason of data scarcity, we included questions about the distribution across the submarkets in the Gap Analysis online survey, which were answered by 27 people. The respondents were mostly active in the following submarkets: art, performing arts, design economy and advertising market. These figures are not representative and only serve as another piece of information on an otherwise data-scarce picture of CCI in Amberg (see Fig. 4).

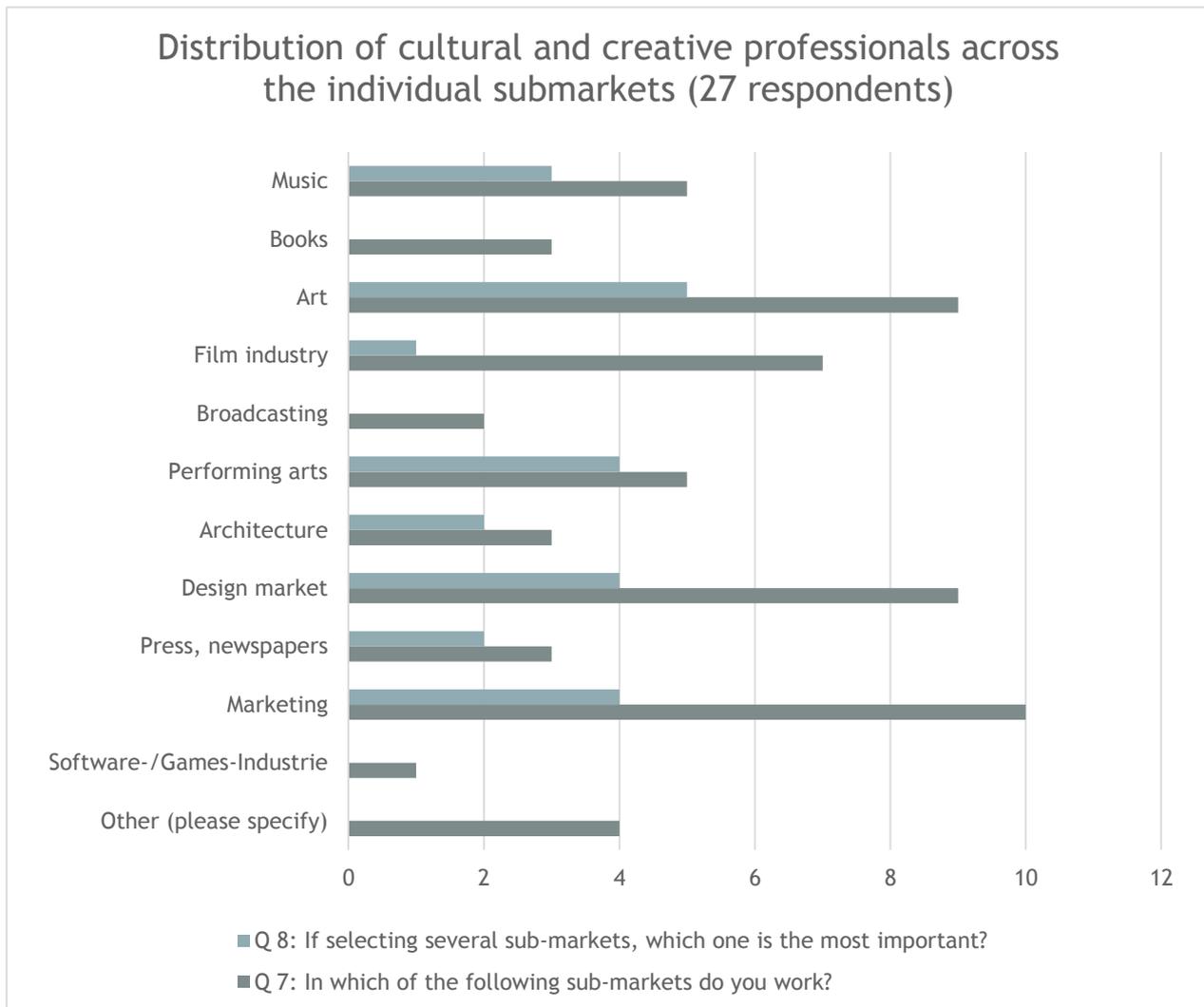


Figure 4: Gap Analysis online survey results: Amberg CCI professionals' distribution across CCI submarkets

In order to shed more light on the local CCI situation, specific information (most often qualitative) and assessments are presented below for the most important submarkets of the cultural and creative industries.

MUSIC

The music industry is represented in Amberg by numerous ensembles, choirs, bands or solo artists that cover all types of music. There are different levels of professionalism, from professionally trained and active musicians to amateur artists, all of whom can be heard at various events in the city. Music education is provided by the state schools, including the Max Reger Gymnasium (<https://www.max-reger-gymnasium.de/>) as a music high school (represented, for example, by the Ensemble Vox Aterna, the 2019



winners of the cultural award of the city of Amberg) and private music schools that offer basic music lessons. The offer for musical instruments and singing lessons is tailored to all ages. Church music and its ensembles also play an important role in the regional music scene (including the Choir of the Parish of St. Martin or the Oratorio Choir).

Attractive musical events also take place in the Amberg City Theatre (<https://stadttheater.amberg.de/>) and in the Amberg Congress Centrum (<https://www.acc-amberg.de/home.html>).

In addition to the active musicians, there are also some companies in the field of marketing and management of artists and (artist and promotion).

BOOK MARKET

The book market in Amberg is represented by libraries, book stores, publishers and writers. There are three libraries that are aimed at different target groups: the City Library with 70,000 titles is aimed at a wide audience; in addition to lending books and other media formats, it also offers lectures and children's afternoons. The Provincial Library is part of the supra-regional academic library network and, in addition to fiction, offers access to academic publications. The core of the old inventory comes from the Upper Palatinate monastery libraries (see Section 1.2). The OTH Amberg-Weiden offers all students specialist literature, scientific works, etc. The Amberg Volkshochschule (VHS) also sometimes offers book club meetings.

Books and other media can be bought from three bookstores in Amberg.

Many advertising companies are also active in the book market, for example as publishers.

The city of Amberg has two well-known writers. These are Eckhard Henscheid (1941, Amberg -) who wrote, among others "Die Vollidioten" and "Trilogie des ongoing Schwachsinn" and Friedrich Brandl (1946, Amberg -) with his most recent work "inmitten meiner grünen Insel" or "Zu Fuß auf der Goldenen Straße".

ART

The art market covers many facets and can be classified as quite lively due to the large number of players and activities. A measure of this is the high number of events, for example in the form of exhibitions that run regularly in Amberg. Important actors in this area organize in associations, like for example the AKT Kunstverein Amberg. eV (a member of the Association of German Art), the Amberger Kunstkombinat or the Kulturstift Amberg.

A closer look at the scene reveals that a large part of the Amberg artists is involved in arts and crafts at most in the form of part-time work, provided that the whole thing is not done at the level of a hobby anyway. Only three artists that responded to the Gap Analysis online survey are full-time dedicated to their art and can make a living from it. According to expert interviews, this number is closer to eight or even ten.

Art is also present in the public space in Amberg, below the key examples:

- the Bürger-Skulptur (EN: Citizen Sculpture) at the Multifunctional Square (opposite the train station) by Hannah Regina Uber and Robert Diem, which was designed via a participatory process together with Amberg locals. It is a three meter high ball made of 1,250 bronze plates divided in the middle. Pictures creatively drafted by Amberg citizens were glued onto the individual bronze plates.
- the Skulpturenweg (EN: Sculpture Trail), which was created in 1996 for the State Horticultural Show and was gradually further developed. The 3.5 km circular route between the Stadtbrille and



the State Horticultural Show area currently consists of 26 works of art by 23 artists from Amberg and the region, but also from other European and non-European countries.

- the sculpture „12 Würfel“ (EN: 12 Cubes) on the OTH Campus by Sabine Straub, which was completed in 1999, is made of iron and was made from a single cast.
- The steel sculpture “Gummiboot”, which was installed by Basel artist Jean-Marc Gaillard on the corner of Zeughausstraße and Schiffgasse in 2018 as part of the Luftnacht.
- Exhibitions at the Alte Feuerwache - Städtische Galerie, where an Amberg artist can hold an exhibition every year. “The focus of the exhibitions is on contemporary art from Eastern Bavaria. The high-quality presentation ranges from painting, graphics, plastic, objects, photography, new media to installation”²⁴.

This list can of course be expanded and is only intended to show that visual art is rather present in Amberg. Nevertheless the City support for artists could be even more sustained, according to interviewed and surveyed creatives.

In the art scene of Amberg, "aerial art" is particularly well represented. This non-standard domain mixes with the submarket of the performing arts is promoted, for example, via the "Luftkunstort" brand that Amberg chose for itself and the bi-yearly "Luftnacht". This will be discussed in more detail later on in chapters 4.1 and 5.2).

There are also 3-4 antique dealers, several artist-led and artists-organized events like the Amberger Kunstsymposium (<http://www.amberger-kunstsymposium.de/>)²⁵ and the AM.PULS Festival²⁶ or the initiative of the Trinity Middle School, which has established itself as a pilot arts middle school (<https://dreifaltigkeits-mittelschule-amberg.de/>)²⁷.

FILM

The film industry, which is partly also shaped by the OTH, is also represented in Amberg. Oberpfalz TV (OTV, <https://www.otv.de/>) has been in existence since 1996, offering TV productions, cinema spots, company portraits, image films, product and production films or Internet clips. Aura-Filmproduktion (<http://aurafilm.de/>) has been active in cinema and TV commercials, image and trade fair videos for 25 years.

In addition, there are young companies in this sector, such as PG10 (<https://www.pg10.de/>), a service provider for video and film productions or, since 2016, the company TymClyps (<https://tymclyps.de/>), whose business idea is the organization and transmission of live streams on modern video platforms.

These companies also benefit from the Digital Start-up Initiative Upper Palatinate (DGO, <https://www.digitale-oberpfalz.de/>), because in addition to supporting creative companies in the start-up phase, it also offers training, office space, etc. to companies in the film industry that have been established on the market for some time (see above).

Cinema also plays an important role in Amberg: The Ring Theatre (<http://www.ring-theater.de/>), one of the two large cinemas before the opening of the Cineplex, was opened in 1957 as a cinema with only one large hall. There was also the so-called "Parktheater", which had 4 cinema rooms. The Park Theatre has now been converted into a gastronomic facility. The Ring Theatre is still used for various events such as: the Amberg Short Film Days (<http://akut-amberg.de/>), the French Film Night but also for musical performances or for private celebrations as a multifunctional cultural stage. In the medium term, its

²⁴ <https://stadtmuseum.amberg.de/index.php?id=440>

²⁵ <https://www.onetz.de/oberpfalz/amberg/blumen-sterbendes-blau-id2836940.html> (letzte Edition)

²⁶ <https://www.onetz.de/oberpfalz/amberg/achtmal-kunst-acht-ungewoehnlichen-orten-ampuls-id2914233.html>

²⁷ <https://dreifaltigkeits-mittelschule-amberg.de/hp1014/Schule-wird-PilotKunstmittelschule.htm?ITServ=acgrcbrjl3ktd5cv0khrj7mkgst>



owner is considering establish the Ring Theatre as a cultural centre in Amberg. In 2015, the Cineplex Cinema opened in Amberg (<https://www.cineplex.de/amberg/>) with a total of 8 cinemas rooms. The number of visitors is constantly high, selling 250,000 tickets in 2017.

BROADCASTING

The broadcasting industry is represented in Amberg by the regional station Radio Ramasuri (<https://www.ramasuri.de/>). The transmitter was founded in Weiden in 1990 and has a branch in Amberg. According to the station, Radio Ramasuri had around 350,000 listeners in 2018. Bayerischer Rundfunk (<https://www.br.de/>) is also represented with an office and regional editors.

PERFORMING ARTS

In Amberg, performing arts are at home in the City Theatre. The City Theatre was built in 1478 as a Franciscan monastery and, with the wave of secularization, was converted into the current city theatre in 1803. It is owned by the City of Amberg since 1872. In 1953, the building had to be closed for technical reasons and was extensively renovated from 1977 until it opened in October 1978. In 2003 the City Theatre received a new stage technology. Further renovations are currently pending, so that in the course of 2020 a decision on how to proceed must be made. At the moment, the Amberg City Theatre is not on stage with a fixed group of actors, but is played as a guest theatre by Konzertdirektion Landgraf (<https://landgraf.de/>, a private company). Landgraf receive an annual subsidy, staff support, the use of the building and the income from ticket sales. In addition to many classical theatre performances, the “Amberger Lachnacht” (EN: Comedy Night) has also been held here since 2010. The Theatre had 10,550 visitors for 36 performances in the 2017/2018 season.

The second large stage can be found in the Amberg Congress Centre. It is operated by a commercial company that has been hosting balls, product presentations, and cultural events such as musicals, shows, theatre, etc. since 1996. In 2018, 337 events with over 77,000 guests were organized here.

In addition, since 1999 Amberg has a puppet theatre that opens its doors once a month²⁸.

The Oberpfälzer Schlossteufel (EN: Upper Palatinate Castle Devils) show up in Amberg with their unusual and homemade costumes at the Christmas market every year²⁹.

ARCHITECTURE

According to the interviews and desk research, the architecture market is well development, owning perhaps to the intense construction and renovation activities over the past years and decades. For Amberg, the historic city centre and its redevelopment since the 1980-1990s and cooperation with the preservation of historical monuments is another factor. The last major renovation measure was the roof structure of the St Martin basilica, which was completed in 2018. Architecturally modern items, on the other hand, can hardly be found according to some interviewees. The so-called Glass Cathedral for Rosenthal AG Selb, built by Walter Gropius and Alex Cvijanovic in 1970, is an outstanding building, as an example of a successful connection of modern functionalism with simple architectural elegance in a minimalist industrial design. Most other public buildings follow more traditional styles. Monument protection of most of the inner city plays a prominent role in limiting experiments. On the one hand, the city centre has particularly beautiful buildings, including the Gothic-style town hall, the City Archive, the Provincial Library, four historic monasteries in the old town (Franciscans - City Theater, Jesuits - St Georg Church, Arme Schulschwester - Dr. Johanna Decker School, Paulaner Monastery - District Court) and the

²⁸ <http://handpuppentheater-elisabethkraus.com/spielplan-2/>

²⁹ <https://www.oberpfalz-schlossteufeln.de/>



continuous city wall with the Stadtbrille. On the other hand, monument protection can also be an obstacle to the design of experimental or particularly striking architectural solutions.

SOFTWARE/GAMES-INDUSTRY

The software industry is also represented in Amberg, including the Siemens AG company site in Amberg being named as the 4.0 innovation site. The creative-technical courses at the OTH with their technology campus and courses such as media technology and media production also make a significant contribution. When founding a company, the many creative and technical graduates sometimes remain close to the OTH. The Digital Entrepreneurship Initiative Upper Palatinate (DGO) is located in close proximity to the OTH, a location that is supported by the City Economic Development Office. This is where creative, technical start-ups are supported in the early phase and beyond (subsidized office space, information about start-ups, etc.) and can network. More information can be found in Chap. 2.3.

DESIGN

This sector encompasses, according to the German definition, various areas including photography, fashion design, handicrafts, product design, etc.

Photography is well represented in Amberg, among other things through intensive cooperation with the advertising industry and the need of regional companies for good (product) photography. An important part of the photography scene in Amberg is often active in the field of industrial or product photography, such as the agencies Zweckdesign (<https://zweck.design/>) or Marcus Rebmann (<https://marcusrebmann.de/>). In addition, many photographers can be found with websites and Instagram accounts. These are both full-time photographers and those who understand photography as their hobby. In any case, the number and spectrum of actors in the field of photography is very high and varied.

There are two fashion design companies in Amberg, both of which are at home in the Bavarian costume sector, but under the motto "tradition reinterpreted".

The arts and crafts also belong to the design industry submarket and are represented in Amberg by two master goldsmiths, including S. von der Recke (<https://goldschmiede-recke.de/>) and Melzer&Schwanzl.

PRESS

The press market in Amberg is made up of various editorial offices, the most important of which is the Amberger Zeitung together with Der Neue Tag Weiden. The same publisher also offers the free weekly newspaper Oberpfälzer Wochenzeitung (OWZ). The Leo magazine is a free 'People Magazine' and is produced for Amberg, Weiden and also for Regensburg. The online editorial team of O-netz (online media, <https://www.onetz.de>) had 50,000 subscribers in 2019.

The Mittelbayerische Zeitung from Regensburg (<https://www.mittelbayerische.de/>) is also read in the Amberg distribution area and offers the free weekly newspaper "Rundschau".

The press market is of great importance for all other CCI, since the daily press (print and online) essentially disseminates information about current events and activities of creative actors. There is often a tension between the press duty to inform and its economic survival based on advertising; according to some interviewees, information of CCI events is often not reported on and instead reference is made to the possibility of advertorials (see Chapter 4).



ADVERTISING

Advertising is very well represented in Amberg, with over 40 advertising agencies active in the city. One reason for this is surely the large number of industrial and medium-sized companies that need advertising services. Especially companies that operate worldwide, such as Siemens AG, Grammer AG or Baumann GmbH etc. need effective and appealing advertising for their products.

Among the design and advertising companies there are some well-known businesses that have already won international awards, including the Büro Wilhelm (<http://www.buero-wilhelm.de/vorschalt/>) that won the ICONIC AWARDS 2019 or the Joseph Binder Award 2018 in the Museumsquartier Wien.

Another interesting company is the company Zeigewas (<https://www.zeigewas.de/>) and Bewegewas (<https://www.bewegewas.com/>) which was awarded the 21st Economic Prize of the City of Amberg in 2019. The company is active in the field of advertising, digitization and process optimization (<https://www.bewegewas.com/wirtschaftspreis/>).

2.2. Activity level of the producers of traditional trades and crafts

As already stated, Amberg is an important business location in the Upper Palatinate and in Bavaria. 3,500 companies are registered here, of which 249 are active in trade and crafts (as of 2017)³⁰. This testifies to a high level of activity. As for culture-relevant handicrafts, some defining sectors can be named for Amberg.

From a historical perspective, Amberg is an important location for handicrafts. As part of the Bavarian Iron Road, mining and iron ore production were an important economic sector in the city and district from the 13th century to 1986 (when Theresienstollen was closed down), in particular with the large ironworks, the Luitpoldhütte (in Amberg) and the Maxhütte factories (in neighbour city Sulzbach-Rosenberg). From 1759 to 1911 there was an earthenware factory in Amberg that later became an earthenware factory, with earthenware products and hand painting. Another traditional and artisanal company in Amberg was Baumann enamel factory, which operated between 1869 to 1986 in the northern part of city, below the Mariahilfberg. Today modern office buildings can be found there, which were built by the successors of the Baumann family³¹. Baumann Automation, on the other hand, produces in one of the Amberg industrial areas outside the city. Today, individual pieces of the enamel tableware can still be viewed in the City Museum; still many households in the city use enamel tableware from the Baumann company. For Amberg, the glass production of Rosenthal AG Selb was also an important craft, which is still carried out at the same location (but now by the company Riedel Glas).

With the exception of glass production, there are no longer skilled trades in the city. Nowadays, it is other companies that determine the market for traditional handicrafts with cultural relevance in Amberg.

Due to the lack of data for Amberg, some figures from the Nuremberg Metropolitan Region are discussed below.

The number of companies in the Nuremberg Metropolitan Region increased from 4,310 to 5,020 between 2009 and 2015. This corresponds to an increase of 16.5%, which is above the national average of 13.8%. If one looks separately at the 6 Districts and independent cities in the Upper Palatinate, which are part of the NMR (Neumarkt idOpf., Amberg-Sulzbach, Stadt Amberg, Stadt Weiden idOpf., Neustadt ad Waldnaab, Tirschenreuth), the growth was of 19,3%, from 617 to 736 companies in the same period. In comparison to the craft as a whole, the culture-related craft accounts for 9.9% (as of 2015)³².

³⁰ Gewerbebau Amberg 2019

³¹ <https://www.ihk-regensburg.de/meine-ihk/neuer-inhalt175-jahre-ihk/menschen-ideen-geschichten/von-der-emaille-zur-mail-3910870>

³² Bayerisches Zentrum für Kultur- und Kreativwirtschaft 2019



For Amberg, a few traditional handicraft companies include:

- 1 Hat maker
- 1 Mosaic layer
- 2 Stonemasons
- 3 Glassblowers
- 5 Pastry shops
- 6 Tailors
- 6 Breweries
- 16 Carpenters

2.3. Level of creativity in the traditional economic sectors

In addition to the cultural and creative players, the creative level of the traditional economic sector is also important in evaluating the creativity of a city: on the one hand because the CCI also contribute to the local economy as an important actor (buyer, seller), and on the other hand because the presence of CCI increases the quality of local and regional life.

To measure creativity and innovation, a good indicator is the number of patent applications or related awards from locally-based companies. One such example is Baumann Automation GmbH (<https://www.baumann-automation.com/>) that received, in 2018, the BAYERNS BEST 50 recognition that is awarded to the best medium-sized companies in Bavaria³³. If one looks at the number of patent applications, Siemens AG (as a whole and not the Amberg Branch exclusively) is one of the 10 leading companies worldwide. In this context, the Siemens AG location in Amberg was recently named 4.0 as an innovation location. In addition to Baden-Württemberg, Bavaria is one of the most innovative states in Germany with 114 patent applications per 100,000 inhabitants³⁴. The Upper Palatinate makes up 1.3% of the German population, but file 3% of all patent applications³⁵. The companies based in Upper Palatinate are correspondingly innovative. At the OTH Amberg-Weiden there is even a bachelor's degree with the title "Industry 4.0 Computer Science".

In order to assess the creative potential in classic economic areas in Amberg, we inquired during the qualitative interviews about patents, innovative start-ups or business models. It became clear that Amberg has great potential according to the respondents. In addition to the strong industrial companies in Amberg, there are various creative-technical courses at the OTH, including media technology and media production, which draws young talent to Amberg and specifically support it (in cooperation with the city, the district or the local companies). Some examples of start-ups founded by OTH graduates are:

- Brainjo (www.brainjo.de)
- CHP, Custom Help (www.customhelp.de)
- Moviaq (www.moviaq.de)

Brainjo has in the meantime relocated to Regensburg, mainly because the potential customer base there is larger, according to our interviews - an indication of the importance for a suitable environment, which the city has to support.

³³ https://www.gewerbebau-amberg.de/aktuelles/meldungen/detail/?tx_ttnews%5Btt_news%5D=139&cHash=75319555714b3e271082566bb42a60eb

³⁴ <https://www.oberpfalz.de/region-oberpfalz/10-fakten-ueber-die-oberpfalz/tsches-Patent-und-Markenamt-2019>

³⁵ <https://www.oberpfalz.de/region-oberpfalz/10-fakten-ueber-die-oberpfalz/>



The start-up Zeigewas and spin-off Bewegewas (mentioned above in the Advertising Market section) are also frequently named among the very successful examples and have already received the city of Amberg economic prize.

Local technical and creative start-ups have the option to access support by the Digital Entrepreneurship Centre in Upper Palatinate, which is located right next to the OTH in Amberg and offers creative minds space (subsidized offices for a year and a half), networking and technology to grow their businesses. The Planery company (Cloud-based services, <https://planery.net/>), for example, was supported in the initial phase by the DGO³⁶.

In addition to technical and creative start-ups, there is also the very interesting "Tiny house" initiative by Zinipi (<http://www.zinipi.de/de/>), a company that builds mini-houses from pinewood, also based in Amberg³⁷.

A rather high rate of emigration of start-ups is a feature often mentioned during our interviews. It is therefore important to work on Amberg's attractiveness as a location to set-up and develop businesses, especially for young companies.

3. Consumption of cultural and creative products

- 3.1. Level of consumption of locally produced cultural and creative products
- 3.2. Presence of patrons, collectors, or wealthy persons and families
- 3.3. Level of consumption of locally produced traditional craft products

Following the analysis of the level of activity, the next step was to look into the consumption of CCI products as well as from local traditional handicrafts and trades. A qualitative answer to this question can be derived from the previous discussion on the offer and the existing activities in the individual economic sectors and submarkets. In addition, the results of the interviews, online survey and data research are included in the following sections.

3.1. Level of consumption of locally produced cultural and creative products

When assessing the consumption of CCI products, the number of purchased products is only one piece of information. What is also important is to analyse which CCI products are best known in a city. From this perspective, some important brands for Amberg are: the Air Museum or Amberg as an "aerial art venue", which has become a brand of its own from a tourism and city marketing perspective. Of great importance is also the "Beer City" brand and related products, the City Theatre, the art scene and its events in general and the other nationally known festivals (e.g. the Mountain Festival) as important elements of cultural consumption. In the opinion of the interviewees, Amberg local consumers particularly enjoy "predominantly local products" (also in the sense of events) as "unusual creations are less popular".

According to the results of the online survey that we carried out for this analysis, the client base of cultural and creative professionals largely consists of residents of the city of Amberg and of the District (Upper Palatinate). Few respondents mentioned customers from all over Germany. If one looks at the composition of the customer base of our survey respondents, they mainly sell to private customers,

³⁶ <https://www.oth-aw.de/informieren-und-entdecken/aktuelles/neuigkeiten/news/201804204575-dgo-erstes-startup-eingezogen/>)

³⁷ <http://www.zinipi.de/de/#die-zirbe>



secondly to companies and only in third place comes the public sector. An interesting factor for Amberg is the high industrial density, which could represent an opportunity to further expanded the customer base. Active marketing can potentially win new and interesting customer groups.

We also have a few figures concerning partial local public spending in support of (some submarkets) CCI, including that the total budget of the Cultural Department of Amberg was ~€190,000 in 2018, that promotion of aerial art receives between €50,000 to €100,000 every 2 years and that the operation of the City Theatre was subsidized with €166,000 in 2019 (and this excludes staff support, the use of the building and the income from the ticket sales)³⁸.

As additional information and in the absence of local quantitative data, the distribution of sales of the individual sub-markets in the Nuremberg Metropolitan Region in 2015 is presented below, with software / games industry (22%) and the press (21%) as sales pioneers. This was followed by music, design, advertising, architecture and others (see Fig. 5). A CCI Mapping exercise, as the one scheduled within StimulART, should make more light on this matter for the local situation in Amberg.

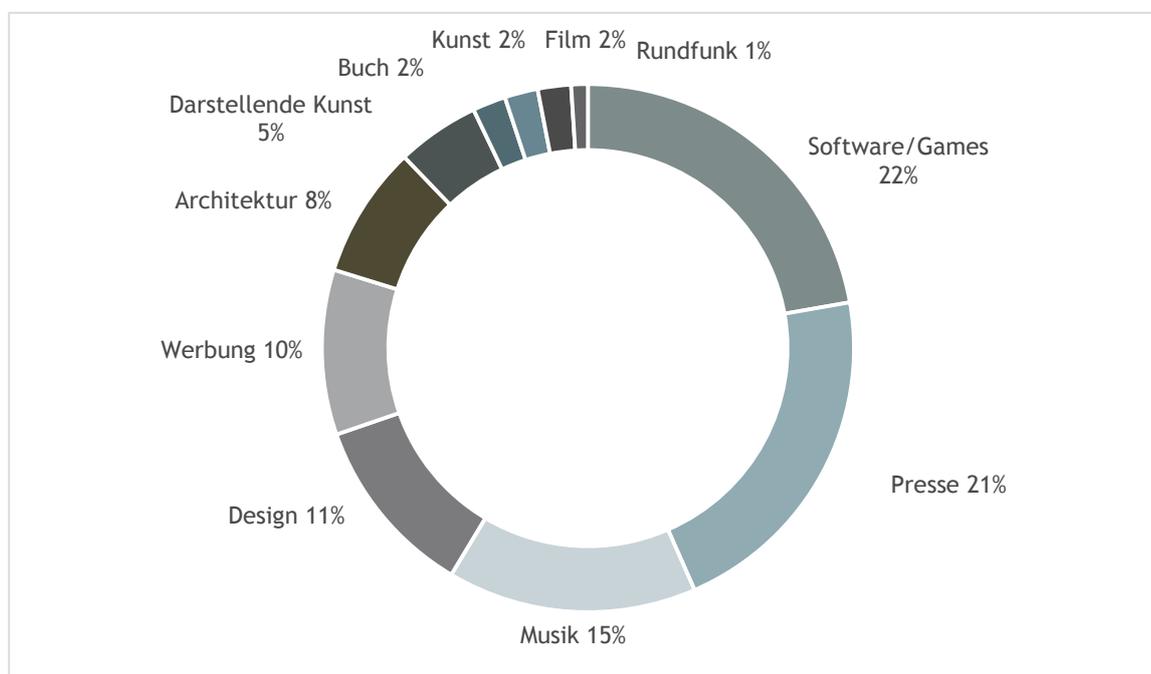


Figure 5: Distribution of sales in the cultural and creative industries in the Nuremberg metropolitan region (as of 2015)³⁹

3.2. Presence of patrons, collectors, or wealthy persons and families

Supporters, collectors and wealthy people make an important contribution to the promotion of the cultural and creative industries, as they act as customers on the one hand and as sponsors for events or exhibitions, etc. on the other. According to the respondents, there are some particularly interested people in Amberg, but not too many. What were named quite important for the CCI community are the supporters: companies or institutions that provide funds for the promotion of creativity. Such supporters already exist, for example the Sparkasse (a bank), the Municipal Utility Company or private companies (e.g. the sponsorship of Lüdecke GmbH and Baumann Automation). The amounts distributed for sponsorship are usually relatively low however and there is the problem that always the same companies are usually willing to contribute and it is difficult to identify new sponsors. There are also partnership

³⁸ <https://amberg.de/rathaus/zahlen-und-fakten/haushalt/>

³⁹ Bayerisches Zentrum für Kultur- und Kreativwirtschaft 2019



projects between private companies and cultural professionals, such as the joint design of rooms or events by Hotel Brunner.

In addition to direct support, there are other forms of support for (young) artists, e.g. via the organization of events such as Poetry slams, live jams, workshops, exhibitions, etc., where especially young talent can perform in front of a wider audience (e.g. Café Beanery, <https://www.beanery.de/>, Bar UNS, <https://www.facebook.com/zuuns.amberg/>, Club LaVida, <https://www.facebook.com/ClubLaVidaAmberg/>).

3.3. Level of consumption of locally produced traditional craft products

In Amberg, 249 traditional crafts companies (as of 2019) were registered and in 2017 had sales of €512 Mn⁴⁰. Many companies in this area have been around for many years, indicating that they work on the basis of a viable business model. In addition to carpenters, furniture stores and a furrier, there are also crafts with cultural relevance, such as pottery and crystal glass production.

In 2020, the "Glass Cathedral", in which the Riedel Company produces glass, will celebrate its 50th anniversary. A targeted marketing of the crystal glass factory as a modern architectural work by Walter Gropius could help to increase its awareness on a national level. Riedel could also use this greater attention for the production site to further advertise its products.

Other culturally relevant craft businesses can also grow through the strategic promotion of the cultural and creative industries. Well-known events take place here, e.g. the Amberger Krügelmarkt, the medieval market, the Luftnacht, etc. and they all play a role in attracting more visitors to the city. In addition to gastronomy, traditional handicrafts can also benefit from increasing tourist numbers through better visibility of products and services. These marketing approaches already exist, but they can be operated even more intensively.

4. Enabling environment

- 2.4.1. Awareness of political decision makers for CCI
- 2.4.2. Awareness of the CCI actors for CCI
- 2.4.3. Technical Infrastructure
- 2.4.4. Role of Educational Institutions

An enabling environment is crucial for the long-term success of motivated people. It is both the basis for its creation and a springboard for its further development. This chapter deals with the awareness raising of political decision-makers, that of the creatives themselves, the technical infrastructure and the role of educational institutions in this context.

⁴⁰ Gewerbebau Amberg 2019



4.1. Awareness of political decision makers for CCI

A large part of the enabling environment for the cultural and creative industries is shaped by the city of Amberg through its politicians in the city's decision-making bodies. For this reason, it is particularly important that political decision-makers are aware of the cultural and creative scene as well as of its economic and cultural importance.

Generally, the cultural and creative professionals have the perception that they are seen and supported by the decision makers as an economic force, if not in all areas. Overall, decision makers are open to the cultural and creative community and their concerns, although this is more of a recent development. The StimulART project is seen, for example, as an impetus for greater political acceptance in Amberg.

Art and culture have however long been an important issue locally. For example, the City of Amberg's Culture Prize exists since 1984 and was awarded 10 times to people who have made a special contribution to the Amberg cultural scene. The award is supported by the City of Amberg and Siemens AG. In 2019, the prize went to four young musicians. The signalling effect that such an award ceremony gives is rated as high and contributes strongly to the motivation of young artists in particular to maintain their commitment in the field of art and culture⁴¹.

AERIAL ART AS A BASIS FOR AWARENESS

Some interviewees and survey participants were of the opinion that the existing awareness of CCI is attributable to the initiator of the Air Museum Wilhelm Koch, and his great perseverance and commitment. The opportunities that could result from this were not recognized for a long time by the City, according to the same respondents. Today, however, aerial art plays an important role for Amberg, which should also be present all year round. This was decided at the 2016 Round Table City Centre Development. With the "Luftkunstort" brand, Amberg has a unique selling point that it can use in many different ways. Perception should therefore not be limited to the establishment of the Air Museum or the bi-annual event Luftnacht. Instead, the promotion of the brand and thus of the City of Amberg should be achieved through an increased representation in public space and an identification of the citizens with this brand⁴². Conversely however, the "Luftkunstort" brand may have the problem that perception and the resulting support are often restricted or focused on aerial art, according to yet other interview and workshop participants.

SUPPORT OF THE CITY OF AMBERG FOR THE CULTURAL AND CREATIVE INDUSTRIES

Amberg offers several supporting measures to the CCI in terms of subsidies but also information sources, further education or certain networking programs. Some of the local offers include:

The City Economic Development Office (Gewerbebau Amberg) and the Bavarian Centre for CCI (Bayern Kreativ):

- bayernkreativSTUNDE: individual, one-hour free of charge consultations on topics such as suitable business models, effective customer acquisition, suitable networks or the right funding and financing options.
- bayernkreativMITEINANDER: Workshops for the promotion of entrepreneurial qualifications, cross-market networking and market-oriented further development of innovation-based cultural and creative companies are offered.

⁴¹ <https://www.otv.de/amberg-verleihung-des-kulturfoerderpreises-402828/>;
<https://amberg.de/rathaus/presseinformationen/2016/3332016/>

⁴² Oberpfalz Medien 2016



Chamber of Industry and Commerce, Amberg Branch:

- Courses eg on (online) marketing, human resources, tax law and bookkeeping.

City Cultural Directorate:

- Funding in the field of art, performing arts, literature and music.
- Subsidies from artists' associations and cultural sites (see also Section 3.2 above).
- Art and culture consulting and match-making.
- Annual exhibition of the “Amberger Künstler Group” in the City Gallery “Alte Feuerwache”.

City Marketing Association (Stadtmarketing Verein Amberg e.V.) - partially funded by the City:

- Network with actors from the areas of public life: mediation and contacts.
 - “Amberg” brand, inner city development and events: increasing the attractiveness of the city in order to attract more visitors.
- Product Marketing: Strengthening retail and product development support.

According to our research, further financial and organizational support from the City, which goes beyond the above-mentioned institutions, is selectively made available. A strategic concept for the promotion of the cultural and creative industries in Amberg has so far not been developed: “There is no special concept behind it, but you will be helped” (*quote from an interview, Nov. 2019*).

Looking at the available funding in Amberg, it is important to note that it originates from and is managed by different City authorities but also by the cultural and creative professionals themselves: various foundations (e.g. Kulturstift), cultural promotion awards (e.g. Kulturpreis), cultural funds (e.g. Kulturfond München), Bayern Kreativ, INTERREG (e.g. StimulART), funding from the Free State of Bavaria (e.g. State Ministry for Science and Art, State Ministry for the Environment and Consumer Protection), funding for State Museums, EU funding (e.g. Leader funding). However, applying for and managing funding generally requires a high level of bureaucratic effort, which is due to the underlying legal requirements. According to the respondents, greater flexibility in use of and greater openness for art projects and ideas that have not yet been formulated as “funding elements” would be desirable in order to adequately support creatives in maturing their ideas and raising support for them.

Another way to support the local CCI is to work towards increasing the number of public contracts that are awarded to local cultural and creative professionals. It is clear that public procurement procedures are subject to strict rules that must be respected. However, it would be desirable that tenders, which include CCI services to be announced in a targeted manner, or for suitable projects to have criteria that integrate services from the field of art and culture in a special way, e.g. for urban planning projects. In the case of procedures that only specify the price as a decision criterion, original ideas that may take more time to implement are doomed to fail in advance. The decision-making processes regarding the awarding decisions should therefore possibly take place as part of participatory procedures before a tender. A discussion of suitable procedures together with potential providers from Amberg would be a possible option to come up with good solutions.

4.2. Awareness of CCI actors for CCI

In order for the cultural and creative scene to distinctively be recognized outside their submarkets and niches, creatives must identify with the industry as a whole and to network with each other and with the outside world.

NETWORKS OF CCI

Both formal and informal networks exist in Amberg. The most important are listed here:



- Cultural and Creative Association Upper Palatinate Amberg (“KuK Mittlere Oberpfalz Amberg”), which was founded in 2019 to be part of the Bavarian State Association of Culture and Creative Industries eV (founded: October 22, 2019 in Munich). The association was established from the Culture and Creative Regular’s Table (DE: “KuK Stammtisch”) - an informal group of CCI representatives meeting once for the past couple of years with the purpose of getting to know each other and exchanging information. The aim of the new Association is to support the local cultural and creative scene.
- AKT Association, which has existed since 2007 and has currently around 135 members. Its goal is to specifically promote the art scene in Amberg.
- Kunstkombinat Amberg, a free association of female artists who work in the wide range of visual arts. The group meets at regular intervals to organize and conduct joint exhibitions and actions.
- The Cultural Foundation (“Kulturstift eV”) is a non-profit organization that, like the AKT Association, wants to promote local artists, but also promotes exchange between artists and people interested in them. Until the end of 2019, Kulturstift also rented rooms for external exhibitions.

Respondents to the online survey mentioned various networks with colleagues from the scene. It is noteworthy here that although the existence of informal networks is known, access to them is not known or is only partially known or transparent. It is also important to note that not all cultural and creative professionals are active in networks or for the development of the CCI. Instead, a core group of active CCI professionals form and meet in different constellations and other actors are much less involved.

At present, the networks are organized along the respective submarkets. The newly founded association “KuK Mittlere Oberpfalz Amberg” has started to operate across sectors. Networks that extend from the cultural and creative industries to other branches of the economy were not known.

4.3. Technical Infrastructure

Positive framework conditions, such as the provision of technical infrastructure, are particularly important for cultural and creative professionals who are still at the beginning of their development as well as for established ones who are trying to grow and diversify their business. In many cases, easy access and inexpensive use of technical equipment, “creative classes” and a place to act are essential to survive the initial phase.

TECHNICAL EQUIPMENT

According to statements collected through expert interviews, some support exists locally, for example the provision of technical equipment or the provision of rooms, but this is often temporary and provisional. Only the Digital Start-up Initiative Upper Palatinate currently offers such a space, which can be used continuously by technical start-ups. Otherwise, rooms for meetings or events must be explicitly booked or offered on a private basis.

CENTRE FOR CCI

What clearly emerged during the interviews was the need for a dedicated, openly accessible place for the creatives in Amberg. In order to promote the cultural and creative industries and to create positive framework conditions, it is important to give the various submarkets, networks and creatives a constantly available and well-known space to exchange and test new ideas, to cooperate and to work. Such a place with a flexible concept is not only important for the actors themselves, but also to increase public



awareness of the cultural and creative scene. The Ring Theatre, the former cinema in the old town of Amberg and a place occasionally used for the organization of events was mentioned as a solution for such a space. It is already used for the monthly meetings of the aforementioned “KuK Mittlere Oberpfalz Amberg” Association. It also hosted the first meeting of the StimulART project, at the request of some local CCI representatives.

4.4. Role of Educational Institutions

Educational institutions shape people of all ages. In this respect, they also play an important role in promoting the cultural and creative scene. In the expert interviews, it became clear that there is certainly a large creative offer in educational institutions in Amberg, but this is in part considered the standard in Germany. For example, there are various courses at the Volkshochschule, or offered by Bayern Kreativ, as well as the usual art and music lessons in general education schools. Many believed that there is funding for creative education, but there would be more potential to expand it.

SPECIAL FEATURES IN EDUCATION

In response to an explicit inquiry, interviewees mentioned special features in the field of education. For example the Air Museum offers children opportunities to explore air-related topics via special birthday offers, guided tours, teaching units with “air teachers”, a “flying classroom” or the youth art school. The Association “KuK Mittlere Oberpfalz Amberg” plans to bundle the existing offers to promote creativity. Since the market for educational offers outside of school in Amberg is likely to be limited due to the number of inhabitants (compared to Nuremberg or Regensburg), suitable programs must be developed (providers in coordination with the city / Cultural Department).

ANCHORING OF CREATIVITY IN THE SCHOOL CURRICULUM

Our research showed that day-care centres focus on art and cultural work, for example in the SieKids kindergarten from Siemens (<https://www.caritas-amberg.de/beraten-und-helfen/kinder-jugendliche/siemens-kindertagesstaette>). It is fundamentally important to support children and young people in the subjects of culture and art throughout the school curricula, since society defines itself through this. The respondents generally agree that creativity is anchored in the curriculum from primary schools to OTH, but the intensity varies.

Amberg, for example, has various schools that are committed to culture and art. On the one hand, there is the Max Reger Gymnasium Amberg since 1880, which as a so-called Musisches Gymnasium in Bavaria offers special musical training from the 5th grade. The Trinity School in Amberg has also transformed into an (pilot) art school. The Amberg Franz-Xaver-von-Schönwert-Realschule (<https://www.srsamberg.de/>) has introduced a vocational for media and video. School Theatre Days also take place and there are various choirs, ensembles and bands at schools. In addition, Amberg has two private music schools that provide basic music lessons and are the point of contact for particularly interested students who want to improve their skills. An important area of private music schools is the early musical education of children, which is offered directly by both schools and is also carried out in cooperation with kindergartens and primary schools. Amberg also plans to set up a city music school based on the Regensburg model.

In the higher education, the OTH can be named again: it is primarily designed technically and educates and promotes the “digital creatives” through its courses. Here one could think about the possibility of allowing guest auditors to attend relevant events at the OTH, in order to inspire young people on media topics, for example, and to generally positively influence the technical-creative sector.



CREATIVE EDUCATION OPPORTUNITIES OUTSIDE THE SCHOOLS

Outside the schools there are also offers different services offered by the Amberg museums (v.a. Luftmuseum, Stadtmuseum, in the extended catchment area also the Mining and Industrial Museum of Eastern Bavaria)⁴³. These are accessible to the general public and all ages. They do not offer face-to-face lessons, but a creative program that relies on different types of teaching. One tries, for example, to attract artists to workshops that are accessible to all citizens, have small fees and run within the school holiday program in a socially and barrier-free manner. Older people should also be more involved here. The offer, which among others aims to support more artists, is currently being disseminated primarily through schools and the State Office for Non-State Museums.

5. Potentials for a cultural led social and economic development and its obstacles

- 5.1. Untapped Potentials
- 5.2. Best Practice for Untapped Potentials
- 5.3. Obstacles
- 5.4. Bad Practice

The focus of the analysis was to examine the obstacles and potential direction for a culture-led social and economic development in the city of Amberg. Many ideas and examples were collected throughout the research, which are summarized here and partially backed up with best and bad practice examples.

5.1. Untapped Potentials

The interview partners of the expert interviews attribute great potential to the city of Amberg and its cultural and creative scene. The following chapter describes action areas mentioned by the respondents or determined based on our analysis results and states possibilities for promoting them.

DIVERSE POOL OF CREATIVES

The cultural and creative scene in Amberg is diverse; there are actors from almost all sub-markets of the cultural and creative industries. This versatility should be deliberately encouraged and supported, especially through experimental cultural and art formats in combination with a targeted promotion of young talents. Firstly, in spite of the perception of some interview respondents, the public audience desires versatility in the cultural and creative scene (see results from the ISEK participation process) and secondly, experimental formats offer young artists the opportunity to present themselves and thus help them find their place in Amberg.

⁴³ https://stadtmuseum.amberg.de/fileadmin/Dateien-Stadtmuseum-Amberg/Museumsp%C3%A4dagogik_Fyler_2018_2.pdf



OTH AND INNOVATION

Alongside its courses in media production and technology, the OTH has a great potential to foster creativity in digitization and thus support the sectors of the software / games industry and the film industry. Here the existing potential should be explored and CCI professionals should be involved through active networking. The cooperation between OTH and some industrial companies in Amberg could also be used to gain additional interesting industrial customers for creative service providers from Amberg.

ARCHITECTURE

As already shown in Section 2.1, the intact medieval Town Centre in Amberg presents the local architecture especially well. Outside the old town walls, renowned buildings include the Glass Cathedral built by Walter Gropius and Alex Cvijanovic in 1970 for Rosenthal AG Selb. While there are only few other outstanding buildings from more recent decades, there is a big untapped architectural potential. Against that background, most survey respondents are of the opinion that although there is a certain willingness in the local community for beautiful or innovative architecture, most of the time more traditional forms are chosen. There is a need for more awareness raising among the city and among the citizens of Amberg to further exploit the existing skills.

UNIQUE SELLING POINT "LUFTKUNSTORT AMBERG"

The "Luftkunstort Amberg" is already used as a unique selling point for the City marketing; it could also be used to raise awareness on other CCI subsectors. The main focus should be on cooperation, joint actions and mutual support among CCI. Cooperation is conceivable with all submarkets, as some existing examples already provide it (e.g. Amberger Sound Mile, common exhibitions, etc.).

SUPPORT FOR INITIATIVES OF THE CULTURE AND CREATIVE SCENE

The cultural and creative association "KuK Mittlere Oberpfalz Amberg", which was founded in 2019 to form part of the Bavarian State Association of Culture and Creative Industries, has already set itself the goal of stronger networking in the region and at the state level. In addition, suggestions for events are made by the city's cultural and creative professionals, one example being the new Art Event "AM.PULS", which is to take place for the first time on April 18th 2020 to showcase the city's creativity. For this event, a budget of 30.000 Euros was reserved in the city's 2020 budget. The efforts of the "KuK Mittlere Oberpfalz Amberg" and of other associations in the cultural and creative industries should thereby be further supported by the city to increase the awareness of the city and its CCI among the locals and region and state-wide.

STRONGER COOPERATION OF TOURISM AND THE CULTURE AND CREATIVE SCENES

The city of Amberg is an attractive destination for tourists (see Section 1.2 Urban Identity), "provided they hear about it". The previous marketing for Amberg at one of the last German tourism fairs was limited to the "Amberg - Bierstadt" brand, which is described as too one-dimensional. An active cultural and creative scene (especially in the fields of art, music, innovation) would make it possible to build and increase the city's tourist appeal in a more diverse manner, while the range of potential buyers for creative arts would be enlarged. To develop both effects equally and for mutual benefit, a holistic



strategy should be developed with due consideration for other strategic development concepts of the city of Amberg and the district of Amberg-Sulzbach. The StimulART project offers a good opportunity for the development of such a strategy and should be used actively along with the involvement of as many actors as possible.

5.2. Best practice examples of the cultural and creative industries in Amberg

As part of the personal interviews, participants stated best practice example of the cultural and creative scene in the city of Amberg. There were two particularly striking examples of this: the 'Luftmuseum' (Air museum) and the 'Luftkunstort' ('Place of aerial art") Amberg on the one hand, and the Digital Start-up Initiative Upper Palatinate on the other.

AIR MUSEUM

The Air Museum combines many different aspects: There are exhibitions all year round, which are accompanied by special offers for children (museum education), events for citizens ('Air Night') and architecture lectures. The city funds the use of the building, while the museum also receives additional funding. A committed and enthusiastic private initiative established the museum about 15 years ago, but the city of Amberg hardly noticed it for a long time, according to some interviewees. Only as the initiators persisted, other actors besides the circle of supporters began to recognize and financially support the museum. Some believe that only the title 'Luftkunstort' helped Amberg get to its today's position in the cultural and creative scene, because the Air Museum is popular throughout Germany.

DIGITAL FOUNDING INITIATIVE UPPER PALATINATE

Another example of best practice is the Digital Start-up Initiative Upper Palatinate (Digitale Gründerinitiative Oberpfalz). The Federal Ministry for Economic Affairs and Energy (BMWi) is funding the initiative with around two million euros. Upper Palatinate offers publicly funded office space at the universities that have been members of the Upper Palatinate University Association for 1.5 years or more, cross-sector networking of innovative start-ups with established companies and qualification programs for potential founders. Technical start-ups in the OTH environment, but also non-OTH graduates can use these services. In particular, the initiative also wants to identify the innovation potential in the entire region and can therefore be an important starting point for players from the cultural and creative industries, which should be used through regular exchange with the entire initiative (also in Weiden and Regensburg).

FURTHER EXAMPLES

Occasionally, people refer to Amberg as the beer city. Further, they named the City Theatre with its good management and wide range of events, as well as the many festivals (beer festival, mountain festival, etc.).



5.3. Obstacles to the cultural and creative industries in Amberg

As it emerged from the study, there are various problems regarding the development of the cultural and creative industries in Amberg. These obstacles are summarized below, and initial recommendations are made on how to overcome them.

MISSING AWARENESS FOR THE IMPORTANCE OF CCI FOR THE LOCAL ECONOMY

Awareness-raising and appreciation for the cultural and creative industries in Amberg does not always come naturally (quote from an interview: "Not criticized means being praised enough"). In order to ensure that Amberg's citizens identify with local culture and creativity targeted communication, strategic planning and promotion of the related issues as well as active marketing are fundamentally important. It is just as important to inform Amberg's citizens that the economic power of the cultural and creative industries makes up a considerable share of the added value overall. This can increase their appreciation for local culture and creative companies.

PREFERENCE FOR THE TRADITIONAL

While the CCI already is established in Amberg, it is primarily limited to traditional and well-known products and services. Amberg cultural traditionalism contributes to the cultural life of the city, but it becomes problematic if it principally rejects something new, according to those surveyed in the present study. At a time when all citizens are open-minded, e.g. for digitalization and global trends, the cultural and creative scene in the city of Amberg should also be supported when it works innovatively and experimentally. The Traditional and the New should complement and not exclude each other.

Interviewees cited the lack of a young art scene in Amberg as example of the preference for traditional forms of creative pursuits and cultural products but named repeated skepticism or hesitant acceptance on the part of citizens towards the new and unknown. It is just as important that the cultural and creative scene itself is ready for its own diversity. Existing communities should target and integrate young artists, creative start-ups or contemporary art, etc. This offers exchange and experience for the young artists, new impulses for the existing scene and reduces the likelihood that young talents will migrate away from the city.

Initiatives and events also need to bring the public audience in Amberg closer to the creative. The critical analysis of new concepts like events or ideas that think outside the box by citizens and political decision-makers is essential for the development of the cultural and creative scene. The development of the Air Museum is a good example for this. The initially very cautious assessment from the official side shows very clearly that new ideas can have great potential for a city like Amberg.

INSUFFICIENT PRESS COVERAGE

Advertising, media reporting and making the cultural and creative scene visible is the crucial basis for increasing awareness among Amberg's citizens and decision-makers. Stakeholders criticize that the press reports after events took place, but often does not report sufficiently in advance about the activities of the cultural and creative scene and ignores press releases. Obviously, this on-going preselection would be worth considering. On the part of the press, a possible competition-distorting effect is pointed out in the case of a press report. From the perspective of some parts of the local editorial teams, the actors would



have to place an advertisement. This shows the competing interests of the media: between its own economic interests on the one hand and the importance of the cultural and creative scene for the city of Amberg on the other.

A new concept for communicating CCI activities via the press together with the professional marketing of events, as has already been implemented by the Stadtmarketing Verein e.V., can have a positive impact on the awareness of the cultural and creative scene. A dedicated online magazine or the website of existing initiatives (such as the website planned for StimulART) would be relevant here.

SUPPORT FROM THE PUBLIC SECTOR: COORDINATION AND FUNDING

The cultural and creative industries consist of 11 different sub-markets, which in turn operate in different thematic areas and scenes and can request different types of support. However, many actors are affected by the same problems or require similar support.

Another shortcoming is the sub-optimal organization and cooperation between public institutions, since the allocation of competences is not always clear or even defined. A coordination point, serving as a common knowledge hub for funding possibilities, further training, exchange of experience and networking has not yet been established in Amberg, even though there is a clear demand for it on behalf of the CCI professionals.

The interviewees mentioned a cluster manager (as it exists for example in Regensburg) several times during the interviews as an important organizational entity they see the need for in Amberg. Such an entity would help to foster the networking among individual actors, create cross-sector synergies, facilitate market access, coordinate funds and initiatives, make the cultural and creative scene more visible and organize targeted marketing. It is important for the cultural and creative professionals that they have a contact person who is easily approachable and open to deal with their concerns and who can act as an intermediary between the CCI and various public administration offices (in the city, region, state).

The establishment of such a coordinating position at the office of Economic Development or the Cultural Directorate of the city of Amberg would send a clear signal to strengthen the cultural and creative industries and according to the respondents have immediate benefits for all submarkets of the cultural and creative industries. At the same time, a too excessive and thus potentially hindering coordination and regulation should be prevented.

Regarding support from the public sector, some interviewees also mentioned that decision on awarding subsidies and public procurement are not always clear for professional local and regional actors (see Section 4.1). For example, "public contracts are often carried out (at least partially) as study projects by the OTH" (interviewee). It was also noted that the integration of art and architecture in public spaces could also be promoted in a targeted manner through orders that consider appropriate quality criteria when evaluating competing offers.

INSUFFICIENT BROAD (ACROSS SECTORS) NETWORKS

Another important aspect currently missing in Amberg, according to our research, is the strategic and targeted activation of CCI representatives themselves. Consequently, a networking gap remains between cultural and creative professionals themselves as well as between these and the manufacturing sector and city institutions.



Furthermore, the integration of new and young CCI professionals has proved to be challenging. The existing networks seem to be rather limited to a circle of a few very well connected and active individuals. As a medium-sized city, Amberg has a small pool of cultural and creative professionals (compared to larger cities), which is why as many people as possible from this scene must be actively involved in the promotion and design of the sector. To achieve this activation, the networking among professionals is crucial. The newly founded association "KuK Mittlere Oberpfalz Amberg" considers this as one of its main tasks. Within this context, it is important to organize the meetings in such a way cultural and creative professional can participate despite their professional obligations of their commercial companies (e.g. via the opportunities offered by new means of communication, i.e. online platform).

In line with the participants' opinion, Amberg's 975-year celebration in 2019 was a good indicator that networking and joint product placement and sales of the cultural and creative industries in Amberg are possible. Here however, diversity of offer is also worthwhile mentioning as an important point for future similar events, as only about 10 - 15% of the anniversary offer consisted of new creations, while the rest of the "anniversary package" relied on already existing creative infrastructure.

ABSENCE OF A CENTRE FOR THE CULTURAL AND CREATIVE PROFESSIONALS

A major obstacle for cultural and creative professionals is the lack of a location for meetings and events ("rooms for cultural events, funding from the city", "a creative centre as a permanent source of inspiration and impulse to act"). With a location explicitly designated for the cultural and creative industries in the city of Amberg, a space could be created for joint activities and a regular exchange within the community of actors and workspaces for young creative people. In addition, such a cultural and creative centre would be a central and clearly recognizable point of contact for all inquiries and concerns in the field of cultural and creative industries. As already mentioned in Section 4.2, the Ring Theatre was proposed as an ideal place for networking and events in the course of the survey.

SEPARATION OF AERIAL ART AND ART

While Amberg's brand as "Luftkunstort" attracts guests and produces a level of awareness throughout Germany, it is also sometimes criticized, since artists who are not involved in aerial art have difficulties in finding acceptance or receiving funding. Overall, there are too few funds available for cultural purposes, since funds for aerial art leave no financial leftovers for "non-air artists". Of course, this is a strategic advantage, as aerial art is without question successful, but it is a disadvantage for "Non-air artists", who also have ideas worth promoting. It is therefore important not to allow unnecessary competition between the sub-markets and CCI players, on the other hand, but still to keep "aerial art" high in the attention of the local, regional and national audience. For this reason, a transparent and strategic approach to promoting culture (creators) by the whole public sector would be desirable. In the best-case scenario, there are synergies between individual CCI actors and projects. Private cooperation remains unaffected by this and any creative can initiate this.

COMPETITION AMONG LOCAL CCI

Many sub-areas in the cultural and creative scene often work individually. This leads to a self-centered mindset and competitive thinking. According to the survey, there is the problem in Amberg that "everyone [...] does his own thing". Although there are many "lonesome warriors" in Amberg who are very strong on their own, their potential could be even better unfolded, if they would seek cooperation with other



actors. Working together would often be the better alternative and the preferred way of working according to most actors. In this context, a trend towards more cooperation is already visible, but with the remark that there are still enough people in the scene a competitive, zero-sum game thinking. The expansion of stronger networking is also crucial here.

LIMITED MARKET

A problem for the cultural and creative industries in Amberg is the small size of the city and the economic area, if compared to the neighbouring cities of Regensburg and Nuremberg, which offer a larger pool of potential customers. This factor can be an obstacle to further development. A conscious examination of the possibilities of marketing for specific local and regional products can be a solution here. It was also noted that a greater range of shopping options, explicitly dedicated to CCI-products, would be desirable.

INSUFFICIENT INFORMATION

In order to be successful, it is important to have competencies in areas such as business development. While municipal and regional institutions already offer some workshops and information (e.g. through Bayern Kreativ) the offer could be further developed according to CCI professionals. In this context, we also explicitly inquired about the type of information / education / training the participants would like to receive to grow their companies. The most frequent mentioned topics were business development and entrepreneurial skills, but new product development was also oftentimes referred to as well.

5.4. Bad Practice Examples

The personal interviews focused not only on "best practice examples", but also considered "bad practice examples" and revealed the following:

OSCILLATING INTEREST FROM THE CITY OF AMBERG

One particular initiative by a CCI actor that was mentioned during our interviews was the installation of a pop-up store type of initiative in the main market square: the "Tiny house" project was a temporary coffee art shop. Although the adjacent shops gave their permission, the city rejected the proposal. At the time of drafting of this analysis we had no information as to the reasons for this rejection.

Another example, in which the partial disagreement between individual offices and institutions becomes clear, is the Bürger-Kugel sculpture (EN: "Citizens' Ball") at the Amberg train station. When the initially requested funds by one department turned out to be insufficient, the initiators asked for further funding from other institutions, but those declined because one department had already funded the project.

The postponed renovation of the City Theatre provides another example. The City Theatre is a place that, to a large extent, represents some cultural and creative industries in Amberg. The constant postponing of the renovation works is seen by several interviewees as a lack of attention for a culturally important location and thus a lack of support for creatives.



The Spitalgelände (EN: “Hospital Grounds”) in the Old City Centre was also mentioned. While initially thought of as dedicated place for a regional and maybe even national attraction and thus symbol for CCI, the space was reserved for a residential building instead. The intensive discussion about the Spitalgelände shows the great complexity of decisions in urban development.

MIGRATION OF START-UPS

One final example uncovered during our research and interviews is the emigration of innovative companies and start-ups (as, for example, Brainjo discussed in Section 2.3). Due to the size of the market in Amberg and a lack of strategic support, the probability of young companies and creative individuals leaving the Amberg for larger, more attractive cities is assessed as rather high.

6. Amberg, a city with potential

Amberg is a city with numerous opportunities in the cultural and creative field. It offers many different topics to the cultural and creative professionals to explore and develop their offerings for their further economic development, that of the city itself as well as to increase the local quality of life.

So far, Amberg has essentially marketed itself as an “aerial art venue” and “beer town”. However, there are many other topics and offers in Amberg that could develop and advance the culture and creative scene in the city. But this requires the development of a strategic concept about the future of the city and its CCI. The high industrial density and the strong economic power of the city itself as well as the location within the Metropolitan Region of Nuremberg offer a lot of untapped potential. At the same time, it remains crucial for Amberg to step out of the shadow of the larger nearby cities of Nuremberg and Regensburg. This requires a clear definition of its own identity. The current obstacles and potentials for the cultural and creative industries that were revealed by this study can be tackled together, among others within the cooperation framework of StimulART. The project offers a unique opportunity to consolidate cooperation in the cultural and creative industries, to exchange information internationally, to strengthen entrepreneurial spirit and skills and to remove important obstacles for further development of CCI in the course of the project.



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