



GAP ANALYSIS REPORT KAMNIK

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

Version2
05 2020



Contents

1. Gap Analysis Reports.....	5
1.1. Urban Identity / Town’s profile.....	5
1.1.1. City atmosphere	5
1.1.2. Attitudes of citizens	5
1.1.3. Citizens	5
1.1.4. Traditions	6
1.1.4.1. Historical traditions and habits.....	6
1.1.4.2. Contemporary traditions	6
1.1.5. Cultural heritage	7
1.1.6. Products	7
1.1.7. Trades and crafts.....	7
2. Cultural and Creative Industries and the creativity of the economic sector	9
2.1.1. Activity level of the producers of cultural and creative products	9
2.1.1.1. Music	9
2.1.1.2. Book market and publication	10
2.1.1.3. Fine arts and visual arts.....	11
2.1.1.4. Film and photography	11
2.1.1.5. Radio	12
2.1.1.6. Performing arts	12
2.1.1.7. Design and industrial design	13
2.1.1.8. Architecture design	13
2.1.1.9. Press market and media	14
2.1.1.10. Fashion, clothing and decoration	15
2.1.1.11. Advertising	15
2.1.1.12. Software and games	16
2.1.1.13. Museums and galleries	16
2.1.1.14. Food production.....	17
2.1.1.15. Youth, culture and its expressions.....	18



2.1.2. Activity level of the producers of traditional trades and crafts	18
2.1.3. Level of creativity in the traditional economic sectors	19
3. Consumption of cultural and creative products	21
3.1.1. Level of consumption of locally produced cultural and creative products	21
3.1.1.1. Music	21
3.1.1.2. Book market and publication	21
3.1.1.3. Fine arts and visual arts.....	21
3.1.1.4. Film and photography	21
3.1.1.5. Radio	21
3.1.1.6. Performing arts	21
3.1.1.7. Design and industrial design	22
3.1.1.8. Architecture and engineering	22
3.1.1.9. Press market and media	22
3.1.1.10. Fashion, clothing, decoration and accessories.....	22
3.1.1.11. Advertising	22
3.1.1.12. Software and games	22
3.1.1.13. Museums and galleries	23
3.1.1.14. Tourism and cuisine	23
3.1.1.15. Creative youth and its expressions	23
3.1.2. Presence of patrons, collectors, or wealthy persons and families.....	23
3.1.3. Level of consumption of locally produced traditional craft products	23
4. Enabling environment	24
4.1.1. Awareness of political decision makers for CCI	24
4.1.2. Awareness of the CCI actors for CCI	24
4.1.3. Technical Infrastructure	25
4.1.4. Role of Educational Institutions.....	25
5. Potentials for a cultural led social and economic development and its obstacles....	26
5.1.1. Untapped Potentials	26
5.1.1.1. Festivals and cultural production	26
5.1.1.2. Start-up environment.....	26



5.1.1.3. Education.....	26
5.1.1.4. Nurturing city creativity	26
5.1.1.5. Tourism and culinary	27
5.1.2. Best Practice for Untapped Potentials	27
5.1.3. Obstacles	27
6. Conclusions: Gaps and chances.....	28



1. Gap Analysis Reports

1.1. Urban Identity / Town's profile

1.1.1. City atmosphere

City atmosphere consist of two strong spatial and at the same time historical elements. First one is old medieval city centre and second one a post WW2 industrial and socialist area of city extension with factories, apartment blocks and suburban housing areas. Due to this two distinctive spatial entities, city of Kamnik is always trying to crate its identity between “old” and “new”. These two entities are recognized as a strong holding point of identity and atmosphere by the citizens.

We should also mention that there are another two parts of a city, which add quite a big value and impact on atmosphere. Green surrounding forests with a nice alpine scenography at the back and lately, few shopping centres (areas), which are unfortunately becoming more and more powerful in attracting inhabitants and not adding much to a city life, micro - economy or cultural improvement.

In general, city atmosphere is calm, safe and filled with quite a lot of sports and cultural initiatives by the locals. Especially when we compare the city with the same size cities in Slovenia (Kranj, Škofja Loka or Radovljica if we mention the ones in a proximity of 50 km radius), we find out, that city is still keeping its identity and to a certain level, its city life.

Time horizon is also notable in city atmosphere; there are much less events in winter than in summer.

There is no notable nightlife as we know it from bigger cities, though, there are quite some cultural and sports events during the most of the time of a year.

1.1.2. Attitudes of citizens

Citizens of Kamnik are very attached to the nature in everyday life - mountain hiking and cycling are just two of the most notable activities that are publically appreciated and popular. They like to visit cultural events and are also often engaged in cultural activities such as membership in chorus, bands, orchestras, theatre plays, visiting the exhibitions, concerts, etc.

Very important in understanding the attitudes of citizens of Kamnik is also the fact, that a huge amount of people is migrating every day to Ljubljana for work. Estimated 3.000 - 5.000 Individuals daily (Source: data from SURS 2010), which means, they spend most of their best time of the day in other city than Kamnik.

In general, public opinion about Kamnik is, that it is a nice city to live in but not a good city to do work here. This image or idea is much more important as someone might think, since because of that, Kamnik is a known destination for family living and much less for young, talented, and creative individuals.

1.1.3. Citizens

Citizens of Kamnik are 94% of Slovenian nationality and 6% of foreign (source: SISTAT - for Kamnik Municipality), from which when we look foreigners, males are much more present (1160 males versus 651 females). By observation, we can see that there are strong communities from ex-Yugoslav republics and few notable individuals from China and Syria.



In city of Kamnik (statistical urban area of Kamnik), there is 13.742 inhabitants (source: SISTAT - for Kamnik Municipality, 2019) where 16,9% of the inhabitants is more than 65 years old. Average age is 41,4, which is younger than Slovenia average with 43,4 years.

Density of population is 1.516 persons on square kilometre, which is high above Slovenian average with 102,7 inhabitants on square kilometre. That shows us that our focus area is considered urban in a scope of Slovenia.

1.1.4. Traditions

1.1.4.1. Historical traditions and habits

Historical traditions of Kamnik inhabitants are in general part of folklore or historic customs that are happening in the local environment and are usually part of traditions in wider regions (Slovenia in general or Gorenjska region). Some of more creative traditions are connected to religious holidays (Easter or Christmas) and winter carnival, when people are very creative in the making of costumes or ornaments. Also during events such as weddings or anniversaries birthdays, people can be very innovative and creative, how to celebrate those events. Famous one is “mlaj” which is a big peeled tree with intact tree top, usually with attached traffic signs that show us a celebrators age and it is positioned right in front of celebrators home.

Important historical tradition today is a festival Days of national heritage, which will celebrate the 50th edition next year (2020). At that festival, people dress in old costumes and national dresses and march through Kamnik with the help of marching bands, horses and carriages and majorettes. There are many tourist visiting the festival, which is accompanied with traditional culinary events.

Somehow another part of similar tradition (used in much wider regions) is also “veselica”, that is a small local festival, usually organised by fire brigade or villages around Kamnik (in Kamnik urban region for instance, it is organized by a Kamnik fire brigade). On those festivals, folklore bands play folklore or national music, people dance and they usually drink lots of beer and eat certain type of contemporary local festival food (based on meat and bread - sausages, burgers, čevapčiči...).

As tradition from the past, we could also expose strong attachment to mountain hiking (mountaineering) and memberships in local fire brigades. Those two does not connect directly to a creative element of a city, but does describe certain involvement in healthy lifestyle and volunteering of the citizens.

First of May holiday is the time, where traditionally workers from the factories have gathered in Kamniška Bistrica valley or on the top of Old castle hill for celebration of international workers day. They ate goulash and listen to workers themed speeches. This event is still considered as an important tradition in the city. Kamnik had a very strong industrial heritage in the past, with strong workers presence, which makes this holiday or tradition still very important part of social life and is especially famous with the urban part of Kamnik population.

1.1.4.2. Contemporary traditions

Contemporary traditions are mostly still the same as the historic (religious holidays, winter carnival...). Lately we have noticed, that not a tradition, but more a trend or habit of citizens is developing, which is nature hiking or visiting the nature. Because of a big forest hinterland of Kamnik urban area, many citizens spent their afternoons and weekend in the nature. On a bike or by foot, visiting mountains or neighbouring hills is becoming part of the culture or almost a tradition.



Another contemporary habit or “tradition” that we have noticed is, many home owners invest a lots of time and energy into the arrangement of their gardens, and a lots of money is being spent on that. It is not only one family houses that invest their time on gardening, but also inhabitants of the apartment blocks are known to rent a small garden and do the gardening as their free time activity. Garden produces vegetables and fruits, help people to go out of a small apartments and also help them socializing with neighbouring gardeners.

Festival Kamfest is another contemporary tradition, which brings people together and has going on for more than 15 years. It is a central event of summer and very strong point for people to interact with each other. People tend to go to a festival not only because of an events, but mostly to meet their friends.

1.1.5. Cultural heritage

Cultural heritage in the urban area of a city is mostly recognized as medieval city centre, churches, monasteries and castles. All those are important attractor and identity builder for the city. They form an important cityscape and altogether are important element of tourism development. We can also find few architecture works from famous Slovenian architects such as Jože Plečnik and Vinko Glanz.

Lately, there are some initiatives also to recognize industrial heritage as part of cultural heritage. Industrial heritage is very prominent and used to have a big effect on expansion of the city boundaries and growth of inhabitants. Therefore, we recognize a big potential in that part of the city. Industrial heritage is also present in form of industrial design products and people skills.

Artists (painters, sculptors, poets, musicians, architects and writers) who lived and worked in Kamnik are important element of Kamnik cultural heritage. Bigger issue is that city does not have a proper gallery or exhibition space, which would focus on preserving and exhibiting local artists.

1.1.6. Products

Historically, design offices (including some engineering development design) and especially designers were very respectable occupation inside the factories producing different products in many of Kamnik factories. One of the most important in the history was Stol furniture factory with very famous and big designer department which designed some national famous designs (Rex chair). There was important design department in Svilanit factory (textile - towels and ties) and in leather factory Utok (women bags).

All those factories with their products were strongly dependant to Yugoslavia market and after the breakup of Yugoslavia, that market fall for 90%. Suddenly, industries that were designed to a market of 20 million, had to adopt to a market of 2 million. Much production has been closed after that and instead of them small, niche and technological products and services were introduced trough the following decades.

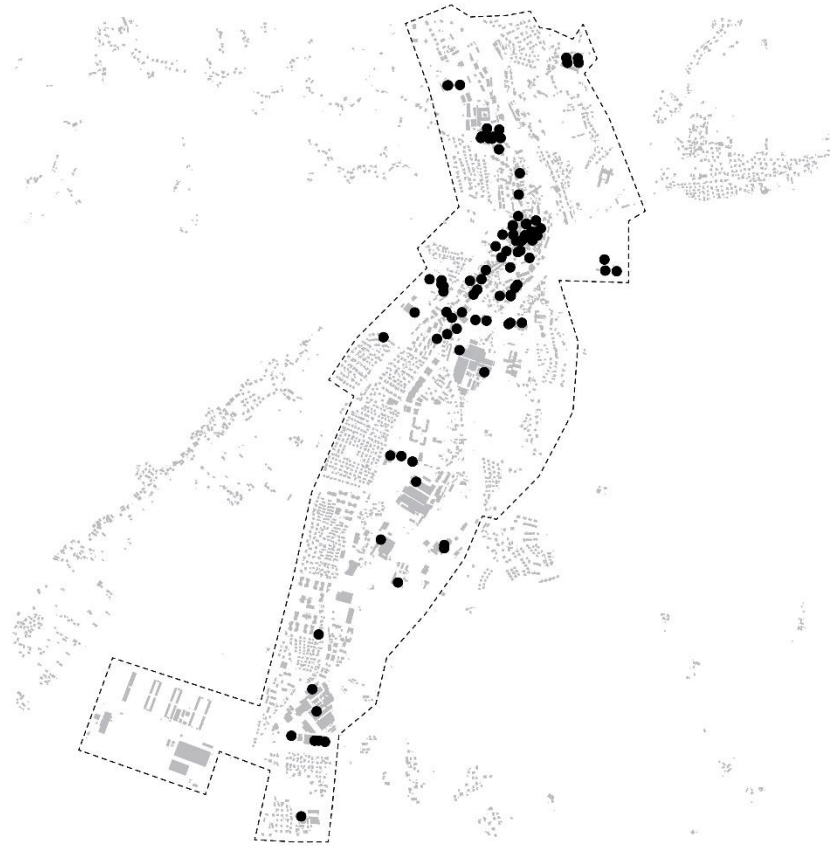
Important historic product in Kamnik is Majolka, which is special ceramic jug, painted in distinctive flowery look livery, usually with some Kamnik type motives and was used to serve wine. Today, the tradition of that product has been kept alive in “house of ceramics in Kamnik”.

1.1.7. Trades and crafts

Traditionally Kamnik trade was strongly dependant on the big industrial factories, at the time of Yugoslavia and the market was big. Today, primarily market is still Slovenia, though being part of the EU definitely helps with trades. Today, much of craftsmanship has been kept or transformed into carpenter and metal businesses.



Because of its position, Kamnik was always more production-focused town than town where trading is happening. Trade was always stronger in Ljubljana and lately, because of better transport to the capital, this is even more notable.



Centres of Kamnik notable CCI programs, marked with the black dots.



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

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

2.1.1.1. Music

The main musical institutions in Kamnik are Kamnik public music school and two private music schools. There is a marching band and symphonic orchestra, which is shared between Kamnik and city of Domžale. Music is based mostly on volunteering bases but generally has a very rich and notable tradition in Kamnik.

There is a strong presence of choirs, small garage bands (contemporary music), bands of folk music and individual professional musicians, who play in different national orchestras, bands or institutions. From time to time, also initiatives as school musical performance happens, but are more limited to specific occasions. Music education in Kamnik is strong; many parents wants to send their kids to music school, which almost always have more applicants than free openings.

Except for the professional musicians and few folk bands (Ognjeni muzikanti who are partially from Kamnik or Ansambel Poljanšek - from Tuhinj valley), most of music engagement is volunteering and people do not make living out of it. It is considered as a hobby but still much appreciated in public. Young successful contemporary music bands usually find their market in Ljubljana and folk bands more often in rural areas around Kamnik. As an example there is a band Matter which regularly perform on the concerts in Ljubljana (Kino Šiška and Metelkova art centre), but they do not live from their performances.

Spatially looking, main centres for music production and consumption in Kamnik are around public music school of Kamnik and house of culture Kamnik. For more alternative musicians and bands, public summer festivals are also important, since young performers can show their knowledge to wider public with more peculiar taste. Lately, Mekinje Monastery institution is trying to break through with the idea of a centre for baroque classical music (orchestra), which would be good addition to diverse composition of Kamnik music scene.

Also almost every choir, marching band or orchestra has their own concerts during the season, which makes Kamnik well connected to a music offer and there is every month something going on.

House of culture in Kamnik, Monastery Mekinje, summer festival Kamfest and festival of national costumes are biggest providers of music performances through the whole year, not only from local producers but also from many national and international productions.

As conclusion, music scene in Kamnik is very dispersed and present on hobby level, though for professionalization of that part of a creative sector, <an individual must get regional or global recognition or become connected to Ljubljana music scene. Regional level, for example is considered Gorenjska region, which is traditionally focus area for national folk music bands and on the other hand, Ljubljana capital, which has more audience for different innovative and contemporary urban music.



2.1.1.2. Book market and publication

Book market in Kamnik is almost 100% dependent on Ljubljana (capital), since all the publishing houses and big bookstores are there. Local book production is mostly limited to self-publishing and small number of printed books, connected to local topics. Most of local self-publishing efforts are supported by the municipality funds.

There are few writers in Kamnik but none of them really depends on a market in Kamnik - market is very small and one could not make a living just to sell books or publications in Kamnik. Though, there are some individuals, who publish nationally and internationally recognised books - Noah Cherney (completely dependent on those two markets). Central institution for promoting books within Kamnik is France Balantič Library and several school libraries. The France Balantič Library also helps to publish local books, which are usually financed by the Municipality. They are especially focused on covering the local topics and children books in connection to Križnik fairy-tale festival).

Even if the book publishing scene is not prosperous and profitable, it still exists. Few individuals and organisations publish professional books (Štajn group projects book, artist's exhibition publications such as Polde Mihelič or Miha Maleš exhibition catalogues, books about climbing and Alps), scientific books (diplomas or doctoral thesis from different professional authors) or historical books (Kamničani by Marija Klobčar). For most of them, it's common, that they don't focus on the market to be sold but are rather the result of someone's interests and creativity.

There is also another important publication from Kamnik Municipality - Kamniški Zbornik, which is usually a yearly book, covering different topics from various authors. Its main focus is, that topics need to be connected to Kamnik Municipality. It covers from contemporary themes, art, history, politics, nature, tourism, etc.

Throughout the history, there were some notable writers born or have worked in Kamnik and also there are some books which refer to the city. Today the most important event in this segment is a festival of storytelling, which is not placed directly in city urban area but its organizer is a main city library, so in the future, we could see some improvement on that field. Storytelling and stories is very powerful potential that this city has.

There is poetry reading and poetry content creation movement in Kamnik going on lately and it does attract specific type of visitors and fans. It is happening in Kotlovnica youth centre, where few young individuals are occasionally writing and reading the poetry and making a competition out of it. It is not regular event but in the last years can occur few times a year.

When we discuss alternative publications, we cannot miss the skate park Kamnik publications - "skate zine", which, despite their amateur design, is kind of unique alternative publication.

Important part of the book culture in Kamnik is also historic Franciscan monastery library, with some very precious and old books.

As conclusion, our assessment of situation is that book market and publication market is almost nonexistent in Kamnik, though there are some potential artists and events, which could drive this sector a little bit forward in the future. There is no publishing business and due to small market it is hard to expect that in the future there will be, but creating stronger ties to Ljubljana book market and publication environment should be crucial for that sector.



2.1.1.3. Fine arts and visual arts

Fine arts market (or fine arts production) is the same as previously described parts of creative culture, strongly dependant on volunteering level. We also need to consider, that many of the artists in Slovenia, get a support from the state (ministry of Culture) so some of them can still live by just doing their design work. It is not a predominant model in Kamnik, but it does exist. Here we must say volunteering and not hobby or amateur, since there are many educated artists with quality production, but there is a very weak or almost non - existent arts market.

Kamnik has a rich historical tradition with painters and sculptor, but there is not any central institution that would connect or more actively and consistently support the existing fine and visual arts producers in terms of bringing them up to the market. The gallery Miha Maleš in city centre is mostly focused on presented artist Miha Maleš and from time to time does some other exhibitions, but they lack of infrastructure and funding. They are also focused on exhibition and not so much on selling the art. Painters and other artists are therefore mostly left on their own to organize and their work.

There are initiatives of ex tempore artist camps, which have certain success in the local and regional environment and can attract few local sponsors. To a field of visual artists, we could also count art photography, which will be described in next chapter. One of those is Day of Dušan Lipovec, organized by cultural and artist society Podgora and usually takes place at the end of May (last Saturday of May).

As conclusion, notable individuals in fine arts and visual arts are present in Kamnik, but the lack of structural support and investors in that arts makes it very difficult to thrive. Artist ex-tempore festivals are definitely something to work on in the future as also improving education about local art in curriculums of primary and high schools could help to improve this sector.

2.1.1.4. Film and photography

Film production in the city is only present through some individuals, working in that specific industry. Majority of film jobs are in Ljubljana. In the history, there was a local TV station (Impulz TV) with some self-production, but had to shut down due to stronger national competition.

Today we can find some self-made local productions in a shape of vlogs, short art videos, music videos, youth productions and film school education in Kotlovnica youth centre. All this production on a local level is voluntary and educationally based and does not support the artists with the living. For living from video production, someone needs to be connected in to Ljubljana video production environment.

Consumption of cinematic film production is mostly taking place in House of Culture Kamnik, which in fact used to be a cinema, and during summer festivals (Kamfest). The rest is exclusively accessed online or trough national TV providers.

Photography and art photography is stronger than film production thanks to well-organized photo club Kamnik and few semi-professional photographers that offer their service on the market - mostly wedding photography. There are initiatives and exhibitions of art photography, but the art part of the field still just on hobby level and does not attract clients.

Despite all, Kamnik always have some film producers or actors, but they rarely do the work in Kamnik itself. Usually, they are connected to national and to international environment. As an example of production, recently (2016-2018) there used to be cultural - video production in old Alprem factory area, that not only make films but also some electronic music connected to it. They were called Kulkura and were especially active in the years of 2015 - 2017. Another video production comes from the very unusual source - skate park Kamnik. Young skaters make their skating movies and publish



them online regularly. Third type of video production comes from young film enthusiasts, such as high school student Blaž Bergant, who despite their young age, make great videos for various clients (music videos, city tourism commercials, education videos for sustainable mobility, etc...).

Other more interesting thing is, that Kamnik, with its picturesque medieval city scenography, is on some occasions used as a shooting location for different movie productions.

There is a film festival of mountaineering films in a very proximity of a city centre (old castle above Kamnik). It attracts certain range of visitors and creative individuals from film industry to Kamnik. This is mostly to the fact, that mountaineering is very important part of Kamnik culture and tradition.

For conclusion, video and film industry is very barely present in Kamnik though, city could be used or even promoted to different film production companies, which could use it for film scenes. Photography as a service to citizens exists and is frequently used by the citizens. Art photography is only seen in few exhibitions and art photographers cannot live out of their work.

2.1.1.5. Radio

There is no commercial or national radio studio or station in Kamnik, but there are some art initiatives / projects, that transmit the program in the past. Currently, also due to big changes in that whole industry, there is not seen any future radio development in the city. National or regional radio stations are present as also all the possible digital radio media.

Although, there is a lots of possibility, that individuals will use modern ways of voice - information techniques (podcasts) that would have similar effect to a radio transmittance in the past. It is hard to keep track or put those initiatives into a sufficient frame, but it is happening from time to time on different topics and different locations.

For conclusion, radio industry is not present in Kamnik and it is hardly likely, that it will happen in the future, due to the big changes in that industry. We do see potential of developing podcasts and similar voice transitions.

2.1.1.6. Performing arts

Production:

There is not a constant and organized theatre/musical production in Kamnik, but there are small producers from different origins, performing some plays almost every season. There are school actor groups from high school, local cultural societies from city centre or suburban surroundings and street theatre group with very strong production over the last years.

There is no theatre school or professional theatre ensemble; most of the actors are locals with different acting experiences and ambitions and are often also involved with many other cultural and art activities in the city. Performing, in most cases, is a hobby and individuals cannot live out of it but they still perform with great care.

On the dancing field, there are dancing schools for kids and for adults, which mostly just teach dancing and rarely perform in bigger shows or invent self-productions. Usually, each of that dancing school makes the yearly performances for its members and parents of kids. As part of the dancing movement, we should mention a group of majorettes, which in Kamnik already have tradition and are well cooperating with local marching band.



Another quickly emerging field in performing arts are stand-up comedy shows, stand-up competitions and also poetry competitions. They are popular and many visitors attend to their performances.

Usually, local theatre, dance, musical or other productions are well attended by the citizens, even if they don't appear regularly on the calendar and in most cases, they don't reach wider population outside of the municipality. One of the few exceptions is local street theatre performing group (cultural organization Priden Možic), which offers some plays and productions on a national and international level.

Offer:

When we look to the consumption of a performing art, we see that the main place where this is happening is House of culture Kamnik, Mekinje Monastery and summer festivals in the city centre. From time to time, there are some smaller informal local venues in old gunpowder factory or in old Alprem factory but not very consistent.

In described locations, offer of performing arts venues is quite good and accessible through the whole year or season. We can visit anything from stand up comedies, theatre plays to musical and solo performances. There are at least 30 events yearly on different locations, where Kamnik citizen can visit a performing art event.

For conclusion we see performing arts as one of the potentially strongest cultural productions in the future of the city. People have ambition to work with it, there is an infrastructure already developed and educational system is supporting it. Of course, market for it should be also outside wider - national and international, but still, potential is there.

2.1.1.7. Design and industrial design

Historically, design offices (including some engineering development design) and especially designers were very respectable occupation inside the factories of Kamnik, which produced different products in past decades. One of the most important in the history was Stol furniture factory, which employed many furniture designers with one of the most famous chair designs in Slovenia.

Today, most design occupations are in the field of graphic design, generally as free lancers or micro-companies. There are few businesses in furniture industry (carpenters) which employ their own designers / industrial designers or interior architects, but it is not a trend it is more of an exception. Big businesses or producers in food, furniture or textile industry mostly outsource design professionals on the project basis, according to their needs. Most of those hired design offices are from Ljubljana.

There are also some internet (webpage) designers present, combined with classical graphic designs and inside that cooperation, there is also few web developers (programmers) who are working on a webpages development and programing. In the past, this web design business was more thriving, but nowadays, with the global offer of pre-made webpages, it is slowly disappearing.

For conclusion, design and graphic design is present in the area, though it is mostly limited on a freelance basis and on selected projects. It is also common, that graphic design is combined with the architectural design practices due to local and small market.

2.1.1.8. Architecture design

There are few architecture offices and self-employed architecture professionals who offers architecture services on the local and regional market. Cooperation within those architecture design



professionals is in general good and they are capable to tackle some local developments and work on projects in their local environment.

Architecture practice usually includes also urban design, urban planning and interior design, since as there is a small market and strong specialization on those fields is unlikely. Some of the architecture design businesses such as Štajn architects, managed to build up their brand in the regional level (Gorenjska region and Ljubljana).

Occasionally, there are also “bottom-up” initiatives on urban design scale, which are trying to redevelop public space through the design and creative approaches. Some of them usually find their way to the public through the summer festivals or youth centre Kotlovnic programs.

In the city, there is one major construction company and few smaller ones as also one concrete prefabrication producer. They are all very important driving force for the architecture engineering and design knowledge on the local basis. They engage local architects and export their knowledge and brands on the regional level.

In carpenter industry, we can find few small sized companies, producing different types of furniture or services in furnishing - interior redecoration. They are also important partner in development of architecture and interior design professionals. Most of the time, cooperation between architects and local carpenters is good and some of them are working on a regional and international level.

Engineering (combined with industrial design) is also present in some of Kamnik technological companies, or companies, that are partially connected to Kamnik business and creative environment. There are businesses which are developing products on the field of electro motors, smart homes, gambling machines, food services and sailing technologies. They also drive the creative and design thinking of their employers and are important in understanding of Kamnik technological creativity.

Biggest player in the business of landscape design is Arboretum Volčji Potok, which is a company that takes care for a botanical garden Arboretum, sells different flowers and design and take care for all the gardens and flower public spaces in Kamnik. Flower business is very important part of Kamnik and also people tends to use that service a lot. For the conclusion, architecture design is one of the strongest field of creativity in the city and is also strongly supported by some local businesses. They make a good living and are important part of city economy. There is still a lack of cooperation on that field, but lately, Kikštarter start up centre is trying to bridge that gap. Problem is also, that most of young and talented architects and engineers are looking for jobs in Ljubljana or even in wider Europe, so it is difficult to hold them in the city.

2.1.1.9. Press market and media

Press market is divided on a national media (big media brands, magazines, newspapers or TV stations) and local media (newspaper and web-portals), which are sold or distributed through various media channels and newspaper shops. Mostly inhabitants get their daily news through big newspapers, television and internet news portal. Local news are distributed through one internet web portal and few monthly or bi-weekly local municipality newspapers.

Lately, there are also many secondary media channels in a shape of influencers or internet shows, which are interesting source of information. People usually very quickly share interesting local news on the social networks and are highly engaged in commenting and other interactions on the social media.

Altogether, we can say there are 3 notable local media sources (two newspapers and web media portal) that are widely present and commonly followed by the locals. There are less than 5 influencers or other similar types of alternative media or news distribution sources.

Considering professional production of the news, three professional media sources are present in the municipality, of which two are relatively independent. First one is Kamnik.info web portal, of which



general people's opinion is that is accurate, fast and independent. News are published every day. The owner of the portal and a journalist is one single person. Second media is a monthly (two times a month) newspaper Kamničan-ka, Municipality owned newspaper, published by Gorenjski glas publishing company. It works as a franchise. The third one is newspaper Modre novice, which is local and privately owned monthly newspaper Independent local media landscape is sometimes questionable because of a small market and need to survive of the media providers.

As a conclusion, we can say that individual inhabitant of Kamnik can consume different types of local press and media. People who want to share any interesting or important news with the wider audience can easily do that, local journalists are usually very accessible and eager to help to spread that local news. Lateley, social media networks have been excessively used in sharing the interesting and important contents and in the future, we can expect that social media will continue to rise and local printed or tailored media will be stagnating.

2.1.1.10. Fashion, clothing and decoration

In category of fashion and clothing, we can find some individuals or businesses, working on that field. City has few fashion designers and individuals connected to fashion industry, tailors and seamstresses running their own small business.

Though city doesn't produce many clothing, there is only one active fashion designer, who can live out of her products and few seamstresses which occasionally also do the "designers" work. since local productions are more and more appreciated buy the buyers.

Despite traditionally hairdressers, cosmetics and beauty industry would not be accounted into a creative industry but rather classical economy sector (service), they occasionally perform or work in the way that they use or engage some creativity. For instance, some hairdressers sometimes make hairdressers shows or fashion designer and hairdresser make together small events.

In a field of accessories and decoration accessories, we can find several small producers who make interesting design objects, that can be used as fashion accessories (necklaces, rings, earrings...) or part of interior decoration (vases, bookshelf décor, lamps...). Designers on that field cannot live from product they make, but they create important part of creative environment of the city.

As conclusion, fashion and accessories market is well developed for a size of the city and could be even more upgraded in the future as support to tourism offer. Many actors in this field believe that they could add more to it and in the future, they could make a living from it. Business in flower/garden and hairdresser/beauty service is well developed and many people can make a living in that part of the sector.

2.1.1.11. Advertising

Classical advertising is not particularly strong business in Kamnik and is usually connected with graphic design and press market or press content creation. Most of advertising on a local level is done by people in graphics industry or just by local businesses themselves.

There are some bigger advertiser movements and start-ups in Kikštarter centre, but as soon as they grow enough, they need national framework of business to sustain their business model and usually that means they move closer to Ljubljana, where they can be closer to bigger clients. Such a case is company AdStar, which started as one person company, focusing on improving the advertising campaigns for other companies on social media and today, they have close to 20 employees. They moved their offices to Trzin industrial zone (in proximity of Ljubljana). The company still actively works and cooperates with the Kikštarter centre, having a lectures and workshops for younger talents.



Other type of advertising creatives are graphic designers. They work in two ways, as graphic designers (offering designs from logos, web pages, publications) and advisory advertising service. Since their clients are local, service provided from those kind of creative individuals are often very broad. For instance, one individual graphic designer from Kikštarter centre, cooperate with product design for a bottle for milk for children and also made a design, webpage and run a marketing campaign for that other start-up, which was from Ljubljana. Currently, there are between 1 - 3 graphic designers connected to Kikštarter that also work on the field of advertising.

Local big companies usually outsource the advertising agencies from Ljubljana creative pool.

As a conclusion we can say, that Kamnik is small market to keep advertising on a local level and as soon as there is any advertising business appearing (that is more than one individual person), it needs to go to a bigger market in Ljubljana. Yet, rather high quality of life, proximity of start-up centre and good cultural offer, might be the potential to change that trend.

2.1.1.12. Software and games

Software industry is present within the technological clusters of companies, especially some in gambling industry, smart homes and web development software. For instance, Elektrina d.o.o. is developing different software for smart homes, gambling industry and software for mechatronics. Interblock d.d. is completely focusing on developing some software and gaming and casino equipment. The location of both companies today is in neighbouring town Mengeš, but their original founders and many of the employees are actually from Kamnik. They regularly cooperate on joint projects and in Kikštarter events. In Kamnik, there is also company called POS elektronček, which have connected ownership with Interblock and could be seen as a part of that “cluster”. They develop software for tourism and catering. So we can say, even that this companies might not be specifically in Kamnik, they are very well connected to Kamnik creative and business environment. At the moment, more detailed study is going on, where it will be assessed to what extent the companies are related to individual municipalities (Kamnik and Domžale).

On the other side, there are also few individual computer programmers, who are capable and also are working in software development and application development.

Gaming industry (computer games specifically) is not strong in Kamnik, but, as we described before, there are individuals and companies, that are partially connected to that industry - especially gambling - and could in the future become even more important factor in Kamnik CCI.

2.1.1.13. Museums and galleries

Kamnik has one important museum, Inter-municipal Museum Kamnik, which has several dependences. Most important is Zaprce castle, where there are several exhibitions and permanent collections. People in the museum are engaged with researching and presenting different historical eras of Kamnik. They are famous for the exhibitions of old furniture and old industrial heritage.

Second important place is Miha Maleš gallery, which is in the centre of the city and is one of the central places to exhibit and show graphic art. They focus on the presenting the art and not so much on selling the art.

There is also historic house of general Rudolf Maister with permanent historic collection.

As conclusion, our assessment of situation is that museum activity is well present in the city center but for gallery business, we cannot say so. There would be very important action that one of the institutions in the city would start to see the art as investment opportunity and try to sell different art to clients and therefor support the local artists.



Tourism Creativity is also notable in tourism and restaurant business, where in the last years, new types of restaurants, tourism products and ideas are introduced to the city and clients seems to like the diversity of it. Number of tourists is growing.

In restaurant and bars, we can see that new ideas, that combine different and fresh approach to food creativity and composition of the ingredients as same as new types of interior design are growing and attracting audience and clients. Market for quality food and beverages products as also new unique restaurant and bar design is growing. Restaurants and bars has to offer a content, story and it is not enough just to cook the meal. Especially that is important in a tourism sector, with the restaurants and bars which wants to attract the tourists. One of those restaurants/bars is Korobač, which managed to attract younger clientele back to the city centre (what was the issue before, since all the youth was regularly spent the weekend nights in Perovo business zone and not city centre). They offer interesting interior, creative food and unique beverages. Also they managed to activate some local designers to help them with marketing.

Another interesting tourism product of urban Kamnik area (besides the obvious ones: museums, churches, monasteries, galleries and city centre) is old industrial heritage. There is a cultural society (KDPM), that offers an interesting experience, where visitors travel between different industrial sites and are experiencing the “old - works way of living” through cultural experience. It is called the “path of gunpowder and tourism”.

On the level of tourism in general, we can see some new creative ideas being produced or incorporated during events and festivals, and usually are acting as important “catalisators” of different types of creativity in the city. New ideas in tourism in the city centre will hopefully slowly attract more tourists and will have beneficial effects on other types of business. One of those possible events are medieval days of Kamnik. In the past it already used to be an interesting late spring festival (lasted one weekend), but was later abandoned due to lack of funding. It attracted many tourists and engaged local individuals to participate in the venue. Many city centre bars and restaurants benefit a lot from those kind of festivals (for instance: Kamfest and days of national costumes) and owners of the businesses are always open for even more of those kind of events.

2.1.1.14. Food production

In the food productions sector, there are some national big brands, such as Eta Kamnik, known for products with pickled vegetables and fruits, or Nektar Natura, both of which produce new products and packaging design on the market regularly. They are important supporters in creativity through their way of production and financing the design and marketing.

On the other hand, there is steadily growing market in the area of local products, which could be offered to tourist, local inhabitants and national market. There are now few local brands or products in food sector, that are becoming recognizable and are creating local driving force in food creativity market. Also it is important to acknowledge, that many of the owners of those brands are well connected to Kikštarter entrepreneurial environment and are all the time using its know-how and tools to update their products, marketing and business processes.

One example of those is Belife - Kombucha, (beverage product) that was developed by young entrepreneur in Kikštarter. It already hits the national market and even won an important young entrepreneurial TV award. Another group are products focusing on tourists, for instance made from unique cheese Trnič from Velika planina - chocolate filled with that special cheese or Rušov'c spirit beverage, made from the local plants or “Kajžar” sausage. They are all well designed and packaged so they can be offered as a nice gift. Third example is unique coffee roaster company - Stow, active in south of Kamnik and which offers to its clients very specific and unique world coffees.

Very successful story in a beverages sector are beer industry. There are two producers of craft beer in the city urban area and there is one, already internationally known producer of fruit beverages.



Event they are very keen to incorporate creativity in developing new products, tastes or marketing approaches into their business models. They regularly employ local designers, use different marketing tools (social media, local newspapers, “talks”), they make small events in city centre, where people can gather, taste the beer and trough that, support the development of cultural areas (Alprem - where one of the brewery is located).

As a conclusion, we see food and beverages production as an important influencing factor on the city creativity process or on the CCI in general but more trough events, funding and cooperation, rather than creativity itself.

2.1.1.15. Youth, culture and its expressions

On the level of youth and creativity - observed trough specific subcultures, there are some very big changes in the last few years. We can say that in Kamnik, there are two important urban - subculture movements, which produce a new driving force of creativity and connects different creative people together.

One is skate park Alprem with its extensive skating culture. They are regularly extending their operation on the level of “bottom-up” approach, where young participants are building the skate park on their own. It is very interesting and creative approach and they are keep on doing it for a few years in a row. With that creative force, they are changing the idea of public space and are driving force behind old Alprem factory redevelopment. Through their process they help local concrete producing company to develop new technologies and technological know how about pouring and shaping the concrete. May of the members of that society, they also draw and make the design projects, 3D models and technological sketches of the skate park and now live out of that same knowledge.

Another important urban sport is indoor climbing (bouldering), which also gathers many individuals and is becoming an important player for gathering people in two locations. First one in old Alprem factory and second one in House of culture Kamnik. It helps to support redevelopment of the areas end micro economic growth in that places. Due to development of those centres (and climbing “sub-culture cluster”), there are few designers and architects now, which occasionally design climbing walls or centres around the world and earn money with the specific knowhow about climbing walls and climbing centres.

As a conclusion, we can see that many of participants in this two urban sports are creative in away, that they always try to create new designs in their sport acting. It is also seen, then some of the “members” of those sport cultures, live from design work, they learned in this places. Locally, they are the key for micro redevelopment of certain city areas, since they are unique users of abandoned factor spaces and should be supported.

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

Producers in traditional trades and crafts in the urban environment are mostly hold on a hobby level, but there are also professionals - for instance carpenters, who are quite well developed business segment in the city and surroundings. Throughout the history, many of carpenters were employed by giant furniture factory - Stol, which was bankrupted in the 90’s and is the reason, why so many small carpenters are now working in this area. There were people with skills and they had to survive. What is important today is that many of these, today are important economical driving force on the level of crafts but also they employ many designers, interior designers and architects. Some of them, what we could find out through interviews, even think about making (furniture) products and put them on the market.



In carpenter industry, a good example is Lina furniture, which is the local company focusing on interior design products - they design and produce them as also they work in the interior design process. Another company on that field is new Stol Kamnik, the reminiscence of old big Stol factory, but they still own some of the chair designs and are selling them as also they furnish congress centres and theatres.

Another good example of crafts being develop is gallery “why not Majolka”, which started as an organization to keep the knowledge about designing Majolka pots alive and later, they upgraded their skills and operational model also to produce new designs, events and techniques. They combine different traditional methods, materials, colours and patterns and are in a way already seen as an artist not only as a craftsman organization.

Unfortunately, today, transition of knowledge and activities in craftsmanship is less and less present in organized forms and is only available in the specific - direct knowledge transition from a teacher or master to a student.

2.1.3. Level of creativity in the traditional economic sectors

There is some creative level in the traditional business sector, which offers few innovation or patents models and usually, it is hard to talk about disruptive business models in Kamnik. More often, we can find start up or disruptive business models or ideas, which are already trend in some other part of the world and are in a way translated into a local market or regional market.

Still, traditional economic sector (primary and secondary) are often well connected to the creative sector or at least, they use their services to support their own growth and development. One of the first cases we could present here is Žurbi beton. Company that is focusing on the reinforced concrete and construction prefabricated products and is now starting to use some of their employees knowhow and technologies to create prefabricated designer urban furniture (benches, home garden kitchens, skating equipment...). They could sell it on the market for higher price and they are developing the business model and cooperation with the university of architecture, to work on that task. Young and creative employee - architect, who is also well familiar with what is happening in the start-up centre (Kikštarter) and global design community, leads that initiative. Adding design products with higher added value in their traditional business model could be a good potential for the company.

Another interesting example of primary sector company is Calcit, they operate a quarry where they produce calcite powder as well as sand for production in construction. In the past, there was only production of sand for construction, but later they realized, calcite powder is a product with high added value and they started with that. They have strong research department. Of course, there is not much creativity in their production but still, the owners and directors use many opportunities, to fund local creativity - trough investment in good industrial and production architecture or just office design or as a patronage to Kamnik artists.

When we discuss secondary sector, there are three interesting companies that should be described here and that can give us a bit better insight of how the traditional sector is cross-connected with creative sectors. Wfoil, GEMmotors and Sleepy bottle are those companies. Also previously described in chapter of gaming - Elektrina, POS elektronček and Interblock could be added to this chapter, but we decided that here only first three would be representative. First two, Wfoild and GEMmotors are located in Kamnik, third, Sleepy bottle was just partially connected to Kamnik trough Kikštarter.

Wfoil is a company, of which owner and main designer, created an innovative boat called hydrofoil and the company is now selling and developing this type of vessels. Hydrofoil powerboat is available on the global market, but it is a product of creativity and engineering knowledge from Kamnik. They sell the boat - product, but they also rely on specific set of local creativity to design and develop new



models and additional services. It is a good example, how the idea from the “garage” can end up in a prototype and later it results in a company with an innovative and designer product.

Another company, GEMmotors is technological company, which is producing and selling electrical in-wheel motors. Most commonly, they are used in urban mobility. Lately they started interesting creative process of which the result is self-driving electrical “motorbikes” named Bicar. In order to develop such a complex prototype, they had to collaborate with the Swiss research company. Developing technology for a new product in a sustainable and urban mobility and also designing it, requires quite some creative thinking and creative people.

The third start-up company is from Ljubljana, but they worked with members of Kikšstarter on designing the product, brand graphic design and creating marketing solutions for the brand. Start-up company developed bottle for breasts milk for children, so women could store the milk for some time and use it when they need it. Product

As a conclusion we can say that there are some interesting players in traditional economical sector who are doing interesting work. Also high technological companies are present in the city, but in order to succeed, they usually find partners outside of Kamnik. Anyhow, there is a great opportunity, that those companies would still support creativity, trough patronage or direct cooperation and will incorporate creative individuals in their business processes.



3. Consumption of cultural and creative products

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

Consumption level of cultural and creative products is strong and present, but its amount differs from field to field. Some creative products or services are very well consumed some other much less. Here we will describe the amount of consumption by the specific field of consumption.

3.1.1.1. Music

Local purchasing power for music is medium strong, people do go to the concerts and listen for specific music performers, but most of the time they expect free concerts or they are part of the amateur local music performances. Entrance fees, which could give authors or performers some earnings, are very low and very limited. Music consumption therefore is mostly based on free entrance. There are several festivals, which attracts significant visitors from outside of the city, but it only happens few times a year, again, on a very low financial basis.

Most of the music purchases on a daily basis are purchased over the internet, so it is hard to tell how much economic revenue it gathers.

3.1.1.2. Book market and publication

People in the city generate certain amount of book and publication purchases, most of the time over internet or Ljubljana bookstores. Local purchase of the book is almost non-existent.

3.1.1.3. Fine arts and visual arts

Fine arts are not regularly sold in the city; market is non-existent with the difference of some single event purchases from local wealthy businesspersons or families from local artists. In many occasions, it is made as a gesture of philanthropy or charity.

3.1.1.4. Film and photography

Films are consumed through regular television program and online streaming sources such as Netflix and HBO, or Slovenian versions of it. During summer festivals, there are few films screened to the public and people like to visit that kind of events. Usually they are free of charge.

3.1.1.5. Radio

Commercial radio stations are present, local radio shows are not regular and are free of charge.

3.1.1.6. Performing arts

Local theatre production does certain number of theatre plays every season, which are also part of regular theatre repertoire. Every year bigger amount of visitors are buying tickets or season tickets for the shows, if they know, local actors would play in it. We can conclude that market in that creative and cultural field is rising but it is not steady. Summer festivals also host some performing art shows, but in general are free to the visitors.



3.1.1.7. Design and industrial design

Local purchase of design exists, and few local graphic designers can make some money from the local consumption or demand. Most of the industrial design is sold and consumed on the regional, national and global markets.

Industrial design is usually incorporated into the companies for which research, design and development is key element to stay in front of competition and in the business.

3.1.1.8. Architecture and engineering

Architecture and engineering market in the local scale is present and the demand of architecture and engineering services exists. However, most of the offices and professionals in that field, work in the regional market and are not only limited to a local demand.

In general, architects sell their works from urbanism to interior design and engineers usually sell their knowledge to the construction sector or individuals, who needs and construction experts.

3.1.1.9. Press market and media

Local press is free of charge and people are reading it regularly. Their business model is made on advertising or are financed by the municipality directly. Readers are also very engaged in notifying the press about important local events. Local media are rarely consumed outside the municipality.

National press is being purchased or consumed but in most cases, printed media is having less and less sales and is being replaced by the web media and direct social media news protocols.

3.1.1.10. Fashion, clothing, decoration and accessories

Fashion made locally by fashion designer(s) is mostly purchased locally or in nearer region. The only brand, that used to be from Kamnik and is also nationally recognised is Svlanit. It has recently moved the production to a foreign market (Turkey and Poland), as also the design. All that stayed in Kamnik are some old retired seamstresses, that sometimes do some of the work for locals, as a part time job.

In fashion and beauty market, local hairdressers and beauty salons have business and are regularly used by locals. In that segment, consumption is big and locals support that part of the business.

3.1.1.11. Advertising

Advertising agencies or individuals in advertising are mostly dependant on the outside market. Most of the time, that is national market, focused on Ljubljana business environment.

3.1.1.12. Software and games

Software producers are completely dependent on the national and global market, except few local projects - for which municipality is the client. There aren't many programming experts in Kamnik so big businesses hire programmers from different regions. There is limited webpage market present in the local area, but it is not significant and has been severely threatened by free webpage templates from international competition.



3.1.1.13. Museums and galleries

Museums and galleries are mostly free to visit and locals do visit them when they show new exhibitions. There is a lot of potential for foreign visitors to use that part of the creative market, but it needs to improve marketing.

3.1.1.14. Tourism and cuisine

This is probably the most developed market for local consumption and there is constant growing demand for a high quality and creative food products from the locals. Also selling culinary products and experiences to tourists is becoming more and more important for local restaurant and culinary economy.

Many products in that sector are result of creativity in are also available on the national market, especially notable in the segment of beverages.

3.1.1.15. Creative youth and its expressions

Consumption in that sector/areas is seen in growing visit of skate park and climbing centres (members and one day visitors), which results in some side benefits for the locals. Those benefits can be seen as a higher consumption of nearby services - bars and restaurants, better designed public space as in a case of Alprem or just tourists visiting the town.

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

Presence of patrons and art collectors in the area is low, mostly we can speak about few individuals, who are usually having well-established business and are buying art from local artists as more as an act of personal support, than an act of collecting the art. In general, buying art in Kamnik was more popular in the past in so called “socialist” times, where it was not so unusual that even and average income citizens bought art from the local artists.

Festivals are regularly supported from local businesses, companies, wealthy individuals and municipality funds for culture. The local companies and municipality funds also regularly support youth engagement in creative actions.

Special part where we can see amazing support of local business in the last few years is Kikšstarter start-up centre, where wealthy individuals and business are investing in new creative ideas and support learning about business and therefore also partially into a creative process. Some of the patrons are also aware of quality architecture and design, but since they want a high end design or product, they usually order it from Ljubljana design or architecture studios.

Another patron action was also described in the chapter of art and visual arts. Ex-tempore Dušan Lipovec is supported by the local wealthy individuals and they also buy the art at the end of the event.

3.1.3. Level of consumption of locally produced traditional craft products

Since traditional crafts are made only on a limited amount, there is no significant market for this kind of products in the area. There are some sold in central tourist office (Tic), but in general, there is very low level of traditional crafts being produced and sold in the urban area of Kamnik. Yet, there is a good market in tourism for products such as Majolka.



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

4.1.1. Awareness of political decision makers for CCI

After interviewing of local decision makers, there was clear conclusion, that most of the awareness about CCI are based on Kikštarter and some municipality grants, available for the cultural entities. Therefore, activities, organizations or businesses connected to those two sources of support can only count on the decision makers to work with them.

Most of decision makers don't see CCI as a wider spectrum of human creativity and activity and are still not enough aware of how much impact they actually could have on the development of the city in general.

Though, there are two promising organizational structures that are partially connected to decision makers. First one is general city - centre manager, who is directly appointed by the mayor of a city and could have a significant role in the future and the other one is institute for sport, tourism and culture in Kamnik, which occasionally lead the role of creative development process and is directly responsible to the city government.

At the municipality organization level, there is department of social activities, which is in general responsible for all the social policies. Department directly and indirectly works with different institutions, such as cultural house, institute for tourism, library, museums, etc. Department is also leading two type of a grants, cultural grants and youth grants.

Grants systems are important for creatives who seeks financial aid for their creative or cultural projects, but are not meant to be profitable in any financial way.

4.1.2. Awareness of the CCI actors for CCI

Many CCI actors are aware, that they are part of the creative spectre of the economy (CCI). Still, there is a big difference between the ones, which are creative just as a hobby and the ones, which have to live out of the creative process. Usually, many times, people who have to live out of their creative process are less aware of the fact, that they are part of the creative and cultural industries and city life.

In a sense of any kind of clustering such as trade unions, chambers or associations - creative individuals are usually connected to a national clusters based on the specialization. For instance, architecture chamber or education union. There is almost no locally based clustering that would support creatives, except Chamber of Crafts, which is not really specialized into the creative industries. There are also some non-formal initiatives or associations on a local level, mostly between the artists, but mostly not well organized and with limited operating time.



4.1.3. Technical Infrastructure

Social media and good internet connections are two of the main characteristics of CCI and are well used in Kamnik. Technology is accessible for the creatives on several levels, either companies has their own equipment or there are businesses that offers technology as a service (such as 3D printing etc.)

Technological workshop is available in Kikštarter, which is also the only place in Kamnik, where young entrepreneurial or cultural developers can go and have some very basic access to technology.

Municipality provides a support for subsidized rents in a city centre through grants.

4.1.4. Role of Educational Institutions

Basic educational institutions in Kamnik are primary schools and high school, which are providing only basic educations, with very little focus on creativity or creative economy.

Music schools (public and private) are well visited by the students, but for higher education in music you need to go to Ljubljana.

Kikštarter centre offers basic courses in business and start-up knowledge but less in creative processes.

There are no high academic education facilities present in a city itself, but there are some courses (language and music) that are specialized in citizens of all ages.



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

5.1.1. Untapped Potentials

5.1.1.1. Festivals and cultural production

First and probably easiest to reach and develop short-term potentials are festivals with all the life and events they bring with them. Energy and human capital surrounding those events could be very easy to transform in strengthening creative and cultural potential of the city, especially with a focus on young people, who can participate and learn through those events.

There are already well established infrastructures with two most present actors, cultural society Priden Možic with their Kamfest festival and The institute for tourism, sport and culture of Kamnik, which is focusing on several festivals and cultural events through the whole year.

Another very highly potential part of creative society in Kamnik is its own cultural production, which with the right set up of leaders, could go from amateur and hobby level to certain professional level of production. House of culture Kamnik and Mekinje monastery could be two such hubs, for innovative cultural and creative production.

5.1.1.2. Start-up environment

With already established Kikšstarter start-up centre and entrepreneurial club of Kamnik, main elements of developing a start-up culture and environment are already there. Supporting the start-up environment in a city is one of the keystones of future creative city life and also a good way how to bring creativity and culture also to the level of self - sustaining.

Several actions towards better business education would be appreciated and also some actions in direction of making the citizens understand, why it is important to nurture and develop creativity and culture.

5.1.1.3. Education

Establishing a new educational models and approaches within existing education facilities could be a good start to achieve higher level of entrepreneurial, creative and cultural awareness especially of young people.

Another, more long term solution would be to attract or develop specialized schools (education courses), universities (department of universities) and research institutions and to connect them with the local businesses and cultural developers.

5.1.1.4. Nurturing city creativity

As we already described, there are several very interesting ways of creativity of the people in the city, which could be easily supported with not much of an effort and finances, but can bring good results in a long-term creative potential of human capital in the city.



5.1.1.5. Tourism and culinary

We also recognized tourism and culinary tourism as one of the very important and easy way of developing creativity of the city. We noticed a lack of those kind of offers in the city centre so that is why; there is still a room to grow this kind of approach to creativity of locals.

Another potential for tourism are old abandoned factories with its many stories and products from the past. There already are some initiatives and programs to revive those factories with tourism and should be better supported by the local decision makers.

5.1.2. Best Practice for Untapped Potentials

House of culture used to be a centre of alternative culture. It has worked as a fusion of different ideas, businesses, cultural productions, alternative sports and it used to have very important role at the level of alternative education of the youth. Later, when house of culture professionalized, this alternative centre slowly but steadily disappeared. For a city as Kamnik, this kind of central place, where people could create without creative boundaries, would be very important to still exists, to achieve higher level of city creativity.

5.1.3. Obstacles

Proximity of Ljubljana capital, which is taking many jobs and education positions. Most of the Kamnik inhabitants are still going to work to Ljubljana and also majority is going to Ljubljana for high school and university.

Lack of research institutions and university in the city has a consequence. Many creative or research based companies or cultural productions move to the Ljubljana, where access to this kind of services is better.

Suburban model of a city; city primarily used for housing and living and not for working and developing business and cultural content.



6. Conclusions: Gaps and chances

Biggest potentials that this city has could be following:

- Old industrial heritage with great empty spaces and ability to host creative programs.
- Medieval city centre which adds nice scenography to the city life.
- Emerging start up community around Kikštarter, with vibrant business environment and business owners willing to help the young people to start their own start-ups. Definitely this is one of the biggest advantages of Kamnik.
- Vibrant cultural life and citizen's participation in cultural venues including tradition of bottom up cultural practices. Through that, citizens are making the cultural statements, urban redevelopment or just expressing the need for their creativity. People accept creativity and are interested to participate in those events, even if it doesn't bring them financial benefit.
- Festivals (Kamfest and national costumes festival) are two of the most important focus points, where culture and creativity can reach widest audience. Would be important to work on marketing of creative products or services through those two events.
- Numerous amateur cultural and creative societies, where different age people gather, perform, innovate or act.

In conclusion, we would like to point out that Kamnik, despite its small size, still offers many quality elements for the development of arts and creative industries. Local residents are fond of art and creativity; city has festivals, cultural events and many empty - unused spaces, waiting for new tenants. There is a start-up center, which is slowly but steadily creating and entrepreneurial mentality among young people and quite some older entrepreneurs. We see the connection of those two poles art and culture with a start-up way of thinking, as a biggest opportunity for any kind of a project to grow and have long-term benefits.