

Executive summary and report on the PILOT project of Naumburg PP9

DELIVERABLE NR: D.T3.2.4

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SHORTS:

Deliverable; title of the PILOT: <ul style="list-style-type: none">- D.T3.2.4 - Pop-up Festival »Naumburg Kreativ«
Name of the institution: <ul style="list-style-type: none">- PP9 - Stadt Naumburg (Saale)
Purpose of the PILOT: <ul style="list-style-type: none">- networking, organizing event(s), marketing, education and mediation (according to the concept of the festival manager)
Expected results: <ul style="list-style-type: none">- further cooperation with the University of Applied Science in Merseburg, using synergies and developing cooperations, establishing a pop-up festival in Naumburg
Key activities: <ul style="list-style-type: none">- exhibitions,- concerts,- workshops,- networking events
Key stakeholders/target group(s) involved: <ul style="list-style-type: none">- local and regional CClIs,- members of the municipality,- county administration- and regional associations

Brief summary of the pilot project:

The Naumburg pilot, the pop-up festival „Naumburg Kreativ“ took place from September 17 to 26., 2021. In these ten festival days 25 different events were hosted and presented. The festival predominantly focused on the local CCI as a platform for presentation and networking of CCI stakeholders and their products. The central venue was a vacant building that housed an exhibition of 16 artists as well as a pop-up store that was open during the whole festival period. It offered regional products, arts and craft, illustrations, design, books etc. Associations and initiatives of Naumburg and the surroundings were also given the opportunity to present themselves. The admission to the exhibition and the store was free. The festival was advertised and accompanied by a facebook campaign, presenting the people involved, the venues and the activities. It got coverage in the local press and the official gazette »Amtsblatt«.

Most of the events were well attended with a total of around 1500 visitors.

Linked activities (e.g. event(s)/workshop(s)), and summary of the activities performed:

The 25 different events covered the following areas: exhibition of regional artists in the festival venue, concerts in the Cathedral gardens and on the Naumburg market square, a networking event for the regional CCI, literary readings, a pottery workshop, a literary readings in cooperation with the local library, a public rehearsal in cooperation with the municipal theatre. Several events were developed and organised by the students of the University of Applied Sciences in Merseburg such as a jam session, a 24h camp in the park and a speed dating events for CCI and members of the local economy.

Expected effects and benefits:

The pop-up festival »Naumburg Kreativ« with the festival venue and the different venues all over town put a focus on the CCI and made them and their work visible and increased their presence in the city life. A lot of visitors commented that they had not known about the number of CCI and the scope of their work before. The festival raised the attention of the Naumburg citizens for this topic and will hopefully lead to a sustainable interest for the CCI and their needs. The festival also brought members of the CCI together that had not known each other before. Starting and enlarging the network was an important result. Many members of the Naumburg creative scene discovered possibilities to develop projects together.

Most important findings, results:

The experience of the pop-up festival made it clear that synergies are possible among the CCI but also in regards to the cooperation of the CCI with other areas, f. e. the city administration, the county administration, the regional economy and regional associations. A core group of CCI is taking advantage of these findings and is working on establishing a »creative house« / a co-working space for the CCI and other partners. Together with the

city administration they have agreed that this is a common goal. It is planned to organise a pop-up festival in Naumburg every two years.

The main outcomes of the pilot action (in total):

The CCI involved as well as the visitors of the festival agree to a great extent that this event format was a success and that it should be repeated. The experience of the artists who made an abandoned building come to life led to the initiative of a small group among the CCI to establish a task force that meets regularly and works on the goal of establishing a »creative house« / a co-working space. A good cooperation of the CCI and the city administration has been established and common goals have been developed.

Budget:

The budget planning was adhered to. The total expenses of the festival amounted to 28.129,30 Euro in total.

Lessons learned and recommendations:

The corona pandemic was the reason that the initial plan to have the festival just in one place, was abandoned. Organizing lots of different events in different places with a team of three people and some helpers was a challenge. The next pop-up festival that is already in the pipeline for 2023 will therefore be concentrated in one building and its surroundings. Public relations work should be improved. The social media channels were used very well, but the communication with the print media should be intensified. Also, the distribution of advertising materials could be improved in the future. Furthermore, certain decisions - also due to the pandemic - were made very late in preparation of the festival, such as registration procedures and ticketing. Monthly meetings with the city administration departments of economic development and the cultural department should have started earlier. All these points will be taken into consideration for the organization of the next festival.

Follow-up activities:

Task force of a core group of CCI that meets regularly and focuses on the goal of establishing a »creative house« / co-working space and works on establishing a pop-up festival in Naumburg to be held biannually. Constant efforts to enlarge the network, regular meetings with the city administration and regional organisations.

Attachments:

Photos:





