

Project Plan

Lasse Lyytikäinen March 4, 2007



DEVELOPMENT PROJECT OF CULTURE PRODUCTION IN KAINUU

The Kainuu Vision and State of Intent of the Role of Culture in Developing the Region

The regional plan of Kainuu 2025 includes a vision on cultural industry. Cultural industry as a concept combines the artistic creativity and innovativity to production and entrepreneurship. In the vision, the following areas are included in the cultural industry in the circumstances of Kainuu: **1) culture, nature, sport, adventure, and experience tourism, 2) audiovisual media culture, 3) environment and object culture, 4) performing culture (theatre, dance, music), and 5) literary culture (literature and literary art).**

The vision believes in growth in the branches of media culture and tourism in particular. The pre-requisite and, at the same time, the strategy of the vision is that the public sector will support **1) people engaging in art and tradition as producers and recipients, 2) professional making of art, and 3) professional and university-level education in culture, as well as that 4) the research of culture done in Kainuu is connected to the national and international innovation activities. By 2010, it is hoped that distance teaching techniques and practises can be promoted, the production area of films is developed, and cultural industry and tourism are mutually integrated.**

A Short Description of the Project

The target of the project is to create a **culture production development unit** as a co-operation of the Kajaani University Consortium, the University of Lapland and the Kajaani Polytechnic and the cultural actors of Kainuu. The project will promote the combination of the know-how in culture production of Kainuu and the production of culture products, develop media-technological operating and learning environment, and create a co-operation network of the Kainuu cultural actors in order to execute the project. The unit will gather and exploit **the research, business and marketing skills connected to culture production, entrepreneurship and tourism as well as the EU and Russia know-how of the culture field. The so-called Kajaani process will be executed through the project as a part of the development project of culture production.**

Kainuu has a lot of important cultural activities, but only a few of them are vigorous and they are active only a short part of the year. In addition to this, there are only few entrepreneurs in the field of culture and tourism entrepreneurship, although there would be a lot of potential for development. The culture co-operation with the EU and Russia have been exploited only little in developing the cultural entrepreneurship and tourism. Most of the activities are small in extent and the companies are very small. Kainuu should develop more activities which function all year through by promoting the existing projects and events and by creating new ones through co-operation.



The Effectiveness of the Project

Through co-operation, new culture productions and products will be created, by combining skills, by networking and by making larger project entities. The skills of the companies are improved and more companies will be founded. The effect on employment may prove important. **International experience shows that branches connected to creative experience economy and industry are one of the fastest growing businesses in the world.**

Also, the project will develop academic research and university-level know-how in culture entrepreneurship and tourism as well as in internationality.

The Central Targets of the Development Project

1. Establishing a culture production development unit at the Kajaani University Consortium
2. Promoting culture activities in Kainuu, carrying out culture productions and making products
3. Developing a media-technological activity and learning environment and executing a culture portal
4. Creating a culture actor co-operation network in Kainuu to support the project

1. Establishing a Culture Production Development Unit at the Kajaani University Consortium

A culture production development unit will be established at the Kajaani University Consortium in co-operation between the University of Lapland, the Kajaani University Consortium and Kajaani Polytechnic. The unit will be developed in small-scale and with low organisation. The central operating method will be network co-operation through which synergy advantages will be available.

The unit will include the planned **International Master's Degree programme in Culture Entrepreneurship** of the University of Lapland, the activities in Kainuu of **European Master in Art, Culture and International Management programme** (Erasmus Mundus) co-ordinated by the University of Lapland, as well as the **Senior Academy of Art and Culture** and the planned **Culture Production Development Project**, in case the financing is granted.

The tasks of the unit will include the execution of the education, research and social services for **production of art and culture, culture entrepreneurship and tourism** as well as gathering and exploiting the **know-how of the cultural field of the EU and Russia.**

2. Promoting Culture Activities in Kainuu, Carrying out Culture Productions and Making Products

The target is the development of high-quality art and culture production as well as development of culture entrepreneurship and tourism in co-operation with the cultural actors and entrepreneurs. The project will define the objectives which will be concentrated on.

The culture production development project will promote and support the central existing art and culture projects in Kainuu and, with the partners and co-operation, will develop the above mentioned projects and will create new cultural events and units (compare for instance: Kajaani Poetry Week, Kuhmo Chamber Music Festival, Elias Lönnrot Centre, Eino Leino House, Juminkeko, etc.) The central target is to develop all year round activities for the strongest cultural events.

The project will also promote the creation of pre-requisites for executing film, tv, theatre, dance, music, literature and literary art performances, and for the joint performances of the above mentioned branches. The project will also support the modern and traditional culture and their combinations. New ways of exhibition will be carried out for the traditional culture (e.g. the Kalevala-rock opera being planned). The project will develop culture tourism services and products together with the entrepreneurs of the field.

The project will exploit the new technology in supporting and executing art and culture productions.

3. Developing a Media-technological Activity and Learning Environment

The making of productions and products, their exhibition and distribution, organisation of distance teaching: The existing tv, media, voice and music studios, laboratories, distance teaching facilities, and solutions will be updated, developed and integrated.

By means of the above mentioned units and their technologies, culture productions and products will be made through the above mentioned units and their co-operation. The units will also act as operating environments for distance teaching.

4. Creating a Culture Actor Network in Kainuu to Support the Project

The co-operation oriented cultural actors participating in the project (parties are given as example only):

Academic teaching and research

Kajaani University Consortium

The University of Lapland (on the basis of the consortium agreement of the University Consortium)

Kajaani Polytechnic

Culture and tourism companies

Art and culture producers

Groups of media, theatre, dance, music, and literary art, producers, and artists

Cultural associations

Cultural events

Cultural institutes

Culture projects



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