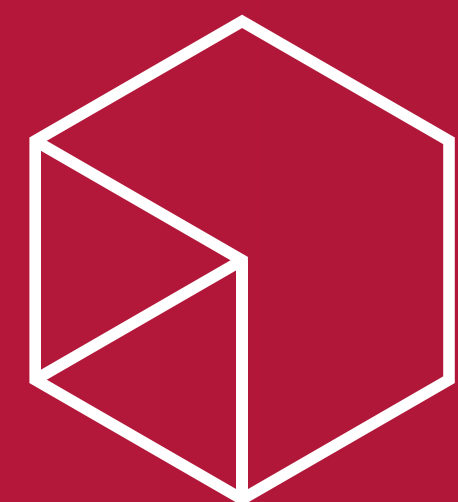




Presentation of the **Zlin Creative Cluster**

Brussels, 11th May 2017



who?



Jan Blazek

Vice president, Zlin Creative Cluster
Managing Partner of international
creative consultancy Little Greta

Dott. Martina Dlabajová

Chairwoman of the Supervisory Board,
Zlin Creative Cluster
Member of the European Parliament





where?





Population: **75.000**

East of the Czech Rep.

(Prague 300 km, Vienna 175 km, Bratislava 170 km)

Development and production of **household appliances, automobile industry components, plastics manufacture, metal machining** and **food industry**

Tomas Bata (1876—1932) as the key persona from the past

Home to the **Tomas Bata University**, and the **Faculty of Multimedia Communications**, the world's 11th best arts and design faculty on the Red Dot rankings.



what?



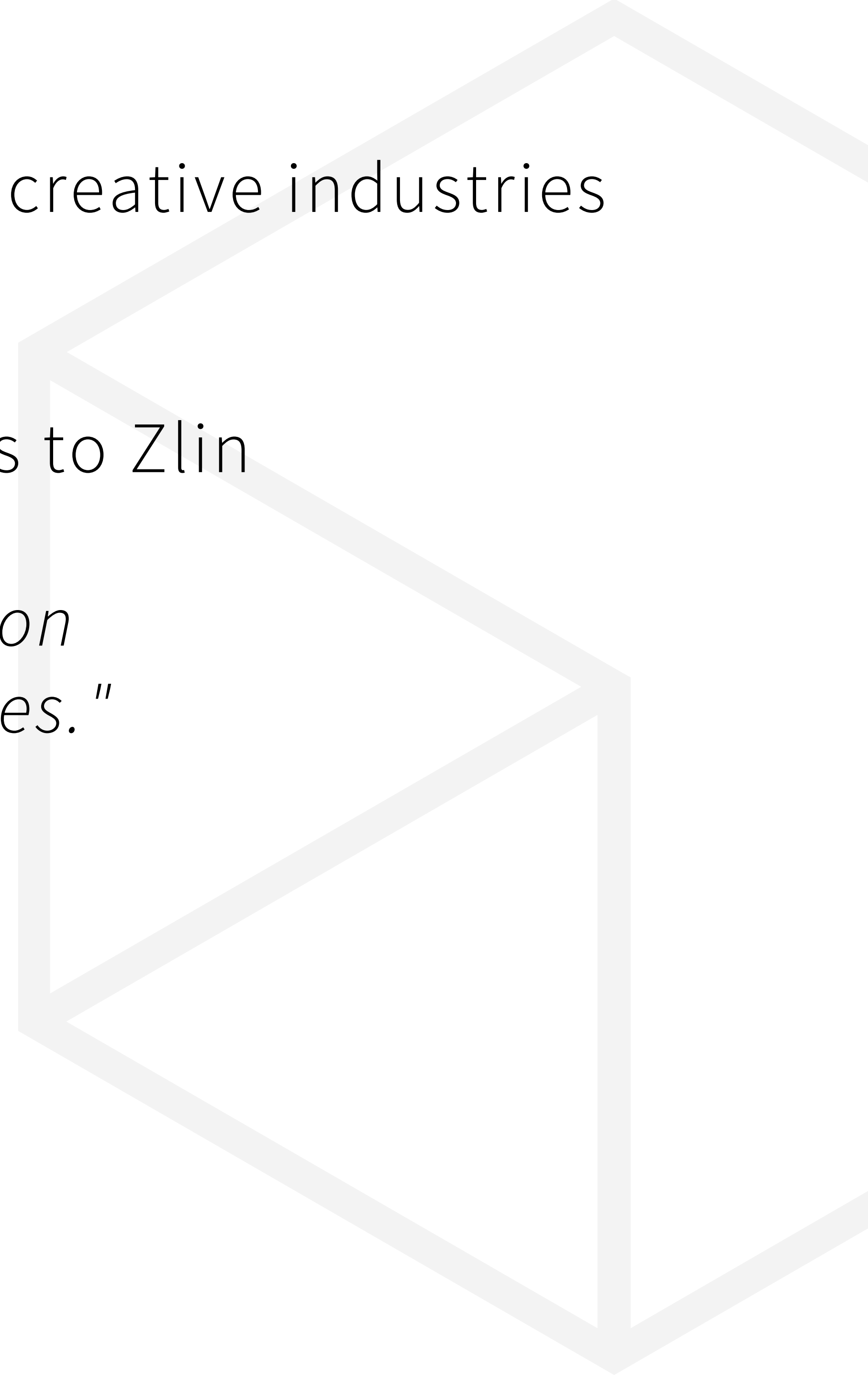
2012 / Mapping project of the cultural and creative industries in the Czech Republic

2013 / Noema Research, Lia Ghilardi comes to Zlin

2014 / *"The city of Zlin & the entire Zlin region has a huge potential in the creative industries."*

2014 / Creative Zlin work group

2016 / Zlin Creative Cluster





"Our vision is for Zlin and the Zlin region to be one of the Czech Republic's most important centres for the creative industry by 2020 — especially in design, audio-visual, marketing communications and architecture."

Key goals

to support the **creative professions**, especially design, marketing communications, audio-visual and architecture in terms of **strategic planning** and **cultural and economic development** of the city and region

to propose projects aimed at **increasing the competitiveness** of the city and participants in the creative industries

to coordinate activities in the creative professions: networking, promotion, conferences and seminars

consultation for **ensuring the quality** of the area's strategic and creative output by **building the city's brand** long term

3 working groups

culture

audio-visual

marketing & design







thank you!

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