

# YORK UNESCO CITY OF MEDIA ARTS PLAN 2015/16



# WITH THANKS TO THOSE SUPPORTING THE BID\_

## Steering Group

York@Large

## Official support

Cllr. Julie Gunnell, The Rt Hon the Lord Mayor of York (2013/2014)

Cllr Ian Gillies, The Rt Hon the Lord Mayor of York (2014/2015)

Cllr Sonja Crisp, Cabinet Member for Leisure, Culture and Tourism

Kersten England, Chief Executive, City of York Council

Cllr. James Alexander, Leader, City of York Council

## Bid Patrons

Greg Dyke, Chancellor at University of York

Charles Cecil MBE, CEO of Revolution Games

## Bid Management Group

Gill Cooper, City of York Council

Stuart Goulden, Like No Other & Co

Marcus Romer, Pilot Theatre

Tom Sharp, The Beautiful Meme

Mat Lazenby, LazenbyBrown

Heather Niven, SCY

Simon Newton

## Letters of Endorsement

Arts Council England

NESTA

Creative & Cultural Skills

UK National Commission for UNESCO (UKNC)

Hull City of Culture 2017

Leeds City Council

Lyon City of Media Arts

Enghien-les-Bains City of Media Arts

Sapporo City of Media Arts

## Media

BBC Radio York

The Press

One&Other

York Mix

Aesthetica Magazine

Minster FM

Yorkshire Art Journal

Local Link

Soundsphere Magazine

## Creative individuals & organisations

Stage One

Bright White

Revolution Software

KMA

Pilot Theatre

Aesthetica

Inspired Youth

The Knife That Killed Me

Theremin Bollards

Isotoma

LazenbyBrown

Punk Pie

The Beautiful Meme

Continuum Group

According to McGee

KhaoZ Media

WeEnrich

MilesTone Films

Mark Herman

Deborah Bowness

Peter Lord CBE

## Academic institutions

University of York

York St John University

York College

Askham Bryan College

Manor CE Academy

Canon Lee Specialist Arts College

## Cultural institutions

York Minster

Yorkshire Film Archive

York Art Gallery

York Theatre Royal

University of York Sound Archives

York Museums Trust

Jorvik Museum

National Railway Museum

New School House Gallery

York St Mary's

Inclusive Arts

Converge

New Visuality

Accessible Arts & Media

York Grand Opera House

York Barbican

Friargate Theatre

The Joseph Rowntree Theatre

Heslington Studios

City Screen Picturehouse

The South Bank Community Cinema

National Centre for Early Music

The Duchess

The Black Swan Folk Club

The Basement

House Concerts

TFTV

## Festivals

Illuminating York

York Human Rights Festival

York Mystery Plays

Aesthetica Short Film Festival

York Stories

The Jorvik Viking Festival

Early Music Festival

Festival of Ideas

Theatre Café York

York Open Studios

York Literature Festival

Create Your Future

## Conferences & Symposia

No Boundaries

Shift Happens

TEDxYork

Innovation in Music

Venturefest

## Researchers

Professor Nick Holliman

Dr Jenna Ng

Dr Sandra Pauletto

Dr Ambrose Field

Dr Damian Murphy

Richard Walsh

Daniel Kudenko

Professor Gary Peters

Dr Matthew Reason

Professor Adair

Dr Claire Hind

Saffron Walking

Research Centre for Occupation and Mental Health

The Centre for Digital Heritage

The Interdisciplinary Centre for Narrative Studies

## Production Centres

Bar Lane Studios

The Phoenix Centre

Ron Cooke Hub

York Science Park

Heslington Studios

Green Screen Studios

THE HIVE

Middleton's

## Other partners

Visit York

City of York Council

Creative England

United by Design

Screen Yorkshire

York Youth Council

Joseph Rowntree Foundation

Explore Libraries

The Borthwick Institute of Archives

Learning City York

Higher York partnership

Welcome to Yorkshire

York Civic Trust

Make It York

York's residents and business community



**WORKING TOGETHER  
AS YORK, UNESCO CITY  
OF MEDIA ARTS\_**

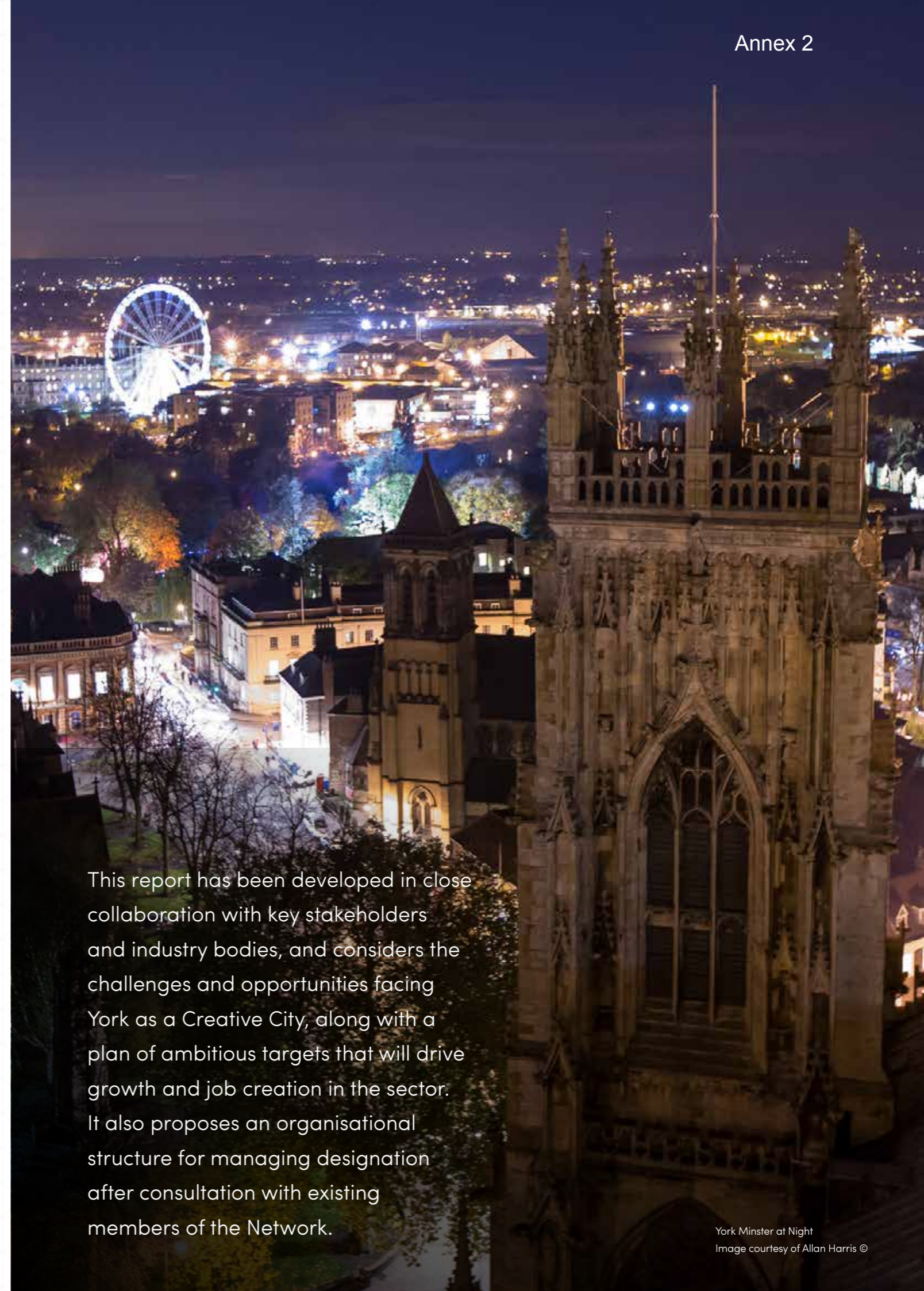


## INTRODUCTION

On 1 December 2014, the Director-General of UNESCO, Irina Bokova, designated York as a UNESCO City of Media Arts and the newest members of the Creative Cities Network.

The Creative Cities Network now comprises 69 cities from all the regions of the world and aims to develop international cooperation among cities that acknowledge and seek to support creativity as a strategic driver for sustainable development, through multi-stakeholder global partnerships.

---



This report has been developed in close collaboration with key stakeholders and industry bodies, and considers the challenges and opportunities facing York as a Creative City, along with a plan of ambitious targets that will drive growth and job creation in the sector. It also proposes an organisational structure for managing designation after consultation with existing members of the Network.

## A DEFINITION OF MEDIA ARTS\_

Media Arts is defined as the integration of new media technologies into creative practice and social exchange.

This includes disciplines such as video games, computer animation, digital and interactive art, sound art, film, television and theatre.

In York, it is an activity partaken in by professional artists, designers, academics, researchers, enthusiasts, the general public and voluntary sector.

## 10 BENEFITS OF DESIGNATION\_



**1\_** Contemporary culture will be more visibly celebrated and accessible in the city, with new projection points and digital facades

**2\_** An iconic Digital & Media Arts Centre (DMAC) will be built, blending creative invention, participation and industry

**3\_** York will benefit from the thought leadership and ingenuity of the world's other leading creative cities as active members of the network

**4\_** There will be a new drive for sponsorship of media arts events, adding new dimensions to our already-popular festivals

**5\_** Creative education will be embedded at the heart of the learning experience for all ages, including new overseas residencies and exchanges

**6\_** York's creative talent will be retained in the city and others will be drawn here as our creative industries thrive

**7\_** York will recognise and reward its creative talent with an annual awards ceremony, acting as a platform to international markets

**8\_** York will be a place that promotes the value of diversity of people, ideas, and cultures

**9\_** York will be known as a place that is inventive, pioneering and surprising – complementing its historical charm

**10\_** York will be an international crossroads for the world's ideas and creativity once more

## » WHERE ARE WE NOW?\_

For two millennia, York has been the meeting point for the ideas and creativity of the world. Through digital media it is finding itself once more.

The legacy of York's standing as the social capital of the north is all around us: iconic architecture, renowned bookshops, galleries and theatres, world-class museums and archives, and the contemporary interpretation of this heritage for a thriving tourism industry. This melting pot of assets has always cultivated an appetite for education, culture, and self-expression that has allowed the people of York to make a highly distinctive contribution to culture in the UK.

Constantly evolving in its history, York's latest chapter is gathering real pace with creative industries the fastest growing area of its economy. As recently as last month, York's creative artists and institutions received international recognition for a decade's creative endeavour as Illuminating York's joined the Connecting Cities network. Connecting Cities is an

exciting global network of digital facades and artists, using media arts to explore urban issues. Through the network, York is linked to partners in other leading creative cities such as Berlin, Sao Paulo, Linz, Istanbul, Brussels, Madrid, Vienna, Montreal, Melbourne, and Helsinki.

These evident strengths in media arts and its supporting technologies allow York to play a part as a centre for new ideas and art forms in the 21st Century, both reaching into the world and drawing the world towards us.

The bid that led to UNESCO designation recognised the driving contribution of media arts to the city's quality of life, the ingenuity of the local economy, high levels of public participation, and the investment in the human capital in our academic institutions. York's creative community is increasingly making its mark abroad through best-selling computer games, new music technology, immersive digital playgrounds, cutting-edge museum interpretation, and by

making its cultural and creative output available across boundaries.

With York's economy expected to continue growing, we aim to ensure everybody feels the benefits. Creative activity and economic prosperity has always followed a dedication to social equality and the flourishing of human talent, rooted in the values of the city's famous chocolatiers and philanthropists, the Rowntrees. York's precedent as the UK's first Living Wage City and the York Fairness Commission are embodiments of this commitment, sitting side by side with the values of openness and collaboration empowered by the digital age and the values of UNESCO.

York is excited about the prospect of sharing these experiences and exploring new ideas with the Creative Cities Network. It will also prompt greater cultural collaboration with our regional neighbours such as Hull, Leeds, Sheffield and Bradford.

The quest for UNESCO City of Media Arts designation began with a desire to unlock the city's creative potential and to realise its full value for all. It is now up to us to make it happen.



Photo courtesy of Illuminating York

# » WHERE DO WE WANT TO GET TO?

## Vision

York is to be internationally recognised as a place of outstanding media arts invention and experiences.

Official accreditation is treated as an invitation to become world leaders in the art form and a beacon for the exploration of creative pursuits and professions. It is by doing so that we will truly become a City of Media Arts and feel the benefits of the city's undisputed creative and economic potential.

Particular focus is on giving life to York's new UNESCO designation and achieving the desired outcomes of the Creative Cities Network mission through partnership working. As the city becomes more global in its outlook, York will once more share its cultural influence on the world stage as a birthplace of brilliant new ideas, whilst embracing the innovative thinking of others. This will be visible for all to see as York's streets and famous built heritage come alive

through digital artworks and people are given greater access to technology and creative opportunities – be it an interactive front row seat, a place on stage, tools in the workshop, or encouragement in the classroom.

Our 2,000-year standing as a cultural capital will continue as creativity is embedded into the fabric of the city and its development plans, bringing benefits for many future generations.

## Aspirations

As part of this transformation this plan sets out four major aspirations for York's creative sector:

- \_ To double the size York's creative economy\* from £164.8m to £329.6m by 2025
- \_ To increase engagement in the Arts\*\* from 50.3% to 75% by 2025

- \_ To double the proportion of schools in the area with Arts Council Artsmark accreditation from 17% to 34% by 2025
- \_ To increase the proportion of cultural tourists from 17% to 25%, contributing to a doubling of the value of tourism to York to £1bn by 2025

\* Defined as the 'Information and Communication sector' by Oxford Economics

\*\* As reported by DCMS on Active People. Baseline taken from 2010 figures.

# » HOW WILL WE GET THERE? \_



Photo courtesy of ASFF 2014 and Jim Poyner

## The Challenge – a situational analysis

### Strengths

- \_ Civic leadership/support
- \_ Digital & Creative economy growth
- \_ World-class creative organisations
- \_ Creative learning & skills development
- \_ Social innovation and inclusivity
- \_ Museum and stage interpretation
- \_ Livestreaming and digital archiving
- \_ Local and national appeal of festivals
- \_ Cultural Access & Participation
- \_ Conferences and symposia
- \_ Digital infrastructure
- \_ Media support/influence

### Weaknesses

- \_ Visibility and interactivity of artworks
- \_ Links with national professional bodies
- \_ Size and frequency of commissions
- \_ International networks and exchanges
- \_ Lack of Media Art awards
- \_ Accessible media arts venues and production spaces
- \_ Arts Council funding for media arts in York
- \_ Perceived red tape for 'bottom up' events

### Opportunities

- \_ New Destination Management Organisation
- \_ Research & Innovation
- \_ International exchanges
- \_ New funding models
- \_ Joined up cultural programme across full spectrum of creative activity
- \_ Waterfront as a media arts destination
- \_ Integration of university assets and efforts
- \_ Commercial sponsorship
- \_ Engagement and proximity to existing UK Creative Cities
- \_ Extend and enhance existing assets

### Threats

- \_ Grow-on space
- \_ Heritage planning sensitivities
- \_ Ongoing funding challenges
- \_ Weight of heritage-led cultural identity
- \_ Realigning and reprioritising stakeholder initiatives towards City of Media Arts goals





## FOUR THEMES

The long-term cultural vision for the city and its immediate priorities as a City of Media Arts follow four themes:

### Create

Championing the acts of creation, learning, and expression, whilst cultivating the right conditions for each.

### Participate

Refreshing the experience we offer and opportunities to get involved, whoever or wherever you are in the city.

### Transform

Balancing the established cultural and economic identity of York with the growing attributes of its digital and creative industries.

### Exchange

The discovery of new audiences, ideas and opportunities through better connections to other leading creative cities.



# CREATE\_

- \_ Facilitate better access to new technologies for artists and organisations
- \_ Stimulate new production spaces and commissions by exploring developer incentives and Section 106 payments
- \_ Make SME business support more sector-relevant and effective
- \_ Maximise supply chain opportunities for creative businesses in major national projects
- \_ Develop a central contact point and incentives for production in the local area, encouraging the use of local talent
- \_ Recognise and reward creative talent with an annual awards ceremony

# PARTICIPATE\_

- \_ Enhance the visibility of media arts in the city as an interruption and enhancement to everyday life with projection points and digital facades
- \_ Embed creative education at the heart of the learning experience, for all ages
- \_ Promote the value of diversity of people, ideas, and cultures
- \_ Redefine event 'excellence', exploring the feasibility of fewer but bigger festivals combining all creative disciplines
- \_ Boost community enthusiasm and attendance through better communication of contemporary culture
- \_ Branding the city with a new era of honorary plaques, celebrating artistic dignitaries and landmarks

# TRANSFORM\_

- \_ Build an iconic Digital & Media Arts Centre (DMAC), blending creative invention, participation and industry
- \_ Develop a new narrative for the city in its marketing – as a place that is inventive, pioneering and surprising
- \_ Ensure a strong creative presence in city development plans, priority business sectors and regional conversations, such as local enterprise partnerships
- \_ Display cultural leadership by proactively seeking opportunities to champion York's creative industries on the world stage, utilising organisations and individuals already operating internationally
- \_ Work with industry bodies to develop compelling propositions and priorities for each creative sub-sector
- \_ Focused targeting to drive inward investment and political lobbying for large-scale infrastructure investments

# EXCHANGE\_

- \_ Agree single vision and strategic alliance approach for York's creative industries, leveraging the new centralised agency and point of contact
- \_ Be active partners in global networks through the exchange of research, ideas, artworks and artist residencies
- \_ Work in consortia with like-minded organisations in other Creative Cities to bid for major cultural projects and developments
- \_ Work with UKTI and Creative England to provide support for our creative industries to access new markets
- \_ Work with neighbouring cities to support creative industries capacity building across the region
- \_ Expand on the Genius! Platform to channel creative thinking towards new solutions to pan-city issues in the network
- \_ Offer support to existing and aspirant cities of media arts in areas of strength

## » MAJOR PROJECTS\_

York will build an iconic new Digital & Media Arts Centre (DMAC) blending creative invention, participation and industry



Consultation with local creative companies has found close proximity to one another and demand for grow-on space as the key issues they faced.

In response, York's first major investment will be the creation of a new Digital & Media Arts Centre (DMAC) in a prime city centre location. In a skyline dominated by the Minster for centuries, the Arts Centre and cluster will act as a visible feature of the city's creativity in its landscape.

York's Guildhall and Riverside will provide a world class venue supporting and nurturing the expansion of York's vibrant creative businesses; combining events and exhibition space with state-of-the-art collaboration and co-working facilities, securing a sustainable future for this historic building.

A RIBA (Royal Institute of British Architects) Open Idea design competition has already explored the opportunities afforded by this unique setting, attracting 53 entries from international architectural practices. The shortlist was put to public consultation in 2012 with the winning idea by Rob Loader Architects and partners.

### The DMAC is proposed to:

- \_ Provide a base for a new 21st century digital art Guild, continuing the long tradition of craft Guilds in the city.
- \_ Generate new business and jobs, helping established businesses to grow
- \_ Create up to 20,000 sq. ft. of serviced office accommodation and collaboration and project spaces for creative, digital and technology enterprises of all sizes
- \_ Unlock critical business space required to drive growth in the creative business sector
- \_ Improved public access to an iconic historic building and to an enhanced riverside public realm
- \_ Engineer encounters between disciplines to further integrate art, education and recreation
- \_ Enable the city to provide a ladder of progression in which businesses in the creative and media industries can locate, from start-up enterprise, to high growth business
- \_ Create an iconic Media Arts destination venue, contributing to the cultural tourism offer of the City
- \_ Be animated at night with the potential for external digital projections, offering a constant reminder of the city's creativity
- \_ Further demystify the sector for many by showcasing emerging digital technologies and practitioners, and making their activities directly relevant to solving some of the challenges facing the city today
- \_ Lead to the net generation of over a hundred digital and media arts jobs on the assumption that businesses will on average double in size by locating in highly suited grow on space



Image courtesy of Inspired Youth

»  
**York will work with other Creative Cities to develop an international programme of cultural festivals showcasing Media Arts**

The overall aim is to double the value of tourism to York over the next ten years, representing £1bn of economic activity and a further 2000 jobs. The York Annual Visitor Survey suggests that 17% can be described as purposive cultural tourists who come to York specifically because of its cultural offer, whilst, only 4% reference a specific festival or event. Making our contemporary cultural sector more visible through festivals will rebalance 'heritage York' to include 'creative York' and attract new target markets.

As a UNESCO City of Media Arts, York would work with other members of both the Creative Cities and Connecting Cities networks to contribute a calendar of international festivals and thought leadership conferences for media arts. These could include:

– **An international symposium** to coincide with the 10th anniversary of Illuminating York festival in 2015, working with counterparts from Lyon's Fête des Lumières, Bains Numeriques, and Sapporo's International Arts Festival.

- **Connecting Cities events**, transforming the network of media facades and urban screens into community platforms to create dialogue and connect communities virtually with the other places
- **Connecting Cities Salons**, bringing together experts and enthusiasts to explore topics over social media.
- **Connecting Cities Labs**. Preparatory events for artists, curators and citizens to meet and exchange their practices and develop the curatorial vision for future projects.
- **Competitions and challenges**, encouraging artistic scenarios that encourage creative exploration and provide new ways to connect with York.



There is also significant opportunity to improve the coordination and coherence of York's cultural offer amongst local partners. This should include pooling resources to form an event of international standing, as evidenced by existing Creative Cities. For example, the **Sapporo International Art Festival 2014** (SIAF2014) – the city's first international art festival – was held as part of its Creative City celebrations over a period of 72 days from Saturday, July 19 to Sunday, September 28, under the stewardship of Guest Director and globally renowned artist Ryuichi Sakamoto. The theme of the event was City and Nature, providing opportunities for visitors to explore the concept of nature, cities, economy and lifestyles and to find out more about how cities can coexist with nature based on a reassessment of urban and environmental issues in Sapporo/Hokkaido, Japan, and the region's history in the context of arts.

Closer to home, **Liverpool Biennial** is the largest international contemporary art festival in the United Kingdom, running for ten weeks, every two years. Since its launch in 1999, the Liverpool Biennial has commissioned over 200 new artworks. Nine hundred artists participate in each festival and its fringe. On average, the biennial attracts over 600,000 visitors over 10 weeks.



## HOW WILL WE MANAGE DESIGNATION?\_

It is deemed critical that the connectivity, inclusivity and expertise of the bidding vehicle – York@Large – is carried over to delivery body. It is also important the delivery body is in a strong position to facilitate partnership working for York to fully embrace designation and thrive as a Creative City.

In the process of researching the optimum mechanism for the strategic direction and day-to-day delivery of York's objectives as a City of Media Arts, we have consulted every existing UK Creative City.

### Official Office

Recommendation is for the creation of an official office of designation under the custodianship of York's new Destination Management Organisation 'Make it York'. The Office would consist of a management team of two positions (one senior, one junior) tasked with the management, promotion and development of 'York UNESCO City of Media Arts' and the city's objectives for accreditation.

Posts are filled either by direct recruitment by Make It York or secondment from partner organisations.

Supported by wider functions of Make it York such as Press Relations, Economic Development and Marketing, the structure has the capacity and accountability to do the job.

The management team will work with Make it York to develop an ongoing business model for the Office.



Image courtesy of John Saunders



### **Board**

A board will form and review the strategic direction of the Office. Meeting four times a year, its 6-8 members will include broad representation of creative practitioners and organisations, public, community, education and private sectors, tourism bodies, property development and media. It will also blend experience with youth following an inclusive recruitment campaign.

The Board will be refreshed every three years.

### **Collaboration Group**

A wider Collaboration Group will channel the strengths and energy of both the public and private sectors towards these objectives. Less formal in structure, it will be representative of the mix of practitioners, organisations and audiences contained in the bid and act as an important gateway to community enthusiasm and participation.

### **Business Plan**

A full business plan, including targets, will be developed by Make It York within three months of designation.

There are not currently any joining or membership fees associated with UNESCO designation and the Creative Cities network, or the Connecting Cities network.



# HOW WILL WE MEASURE SUCCESS?

## Key Objectives

The Office will identify key performance indicators and targets for the main objectives for designation. It is recommended that the socio-economic impact is tracked by existing city measures for competitiveness, employment, and investment and community participation in the arts.

## Finances

The financial performance and accountability of the office will be the direct responsibility of Make It York.

## Annual report

Consistent with existing Creative Cities, it is recommended that York UNESCO City of Media Arts Office publish an annual report detailing its ongoing activities and accomplishments, an operating and financial review, and performance against key objectives.

## Implementation Report

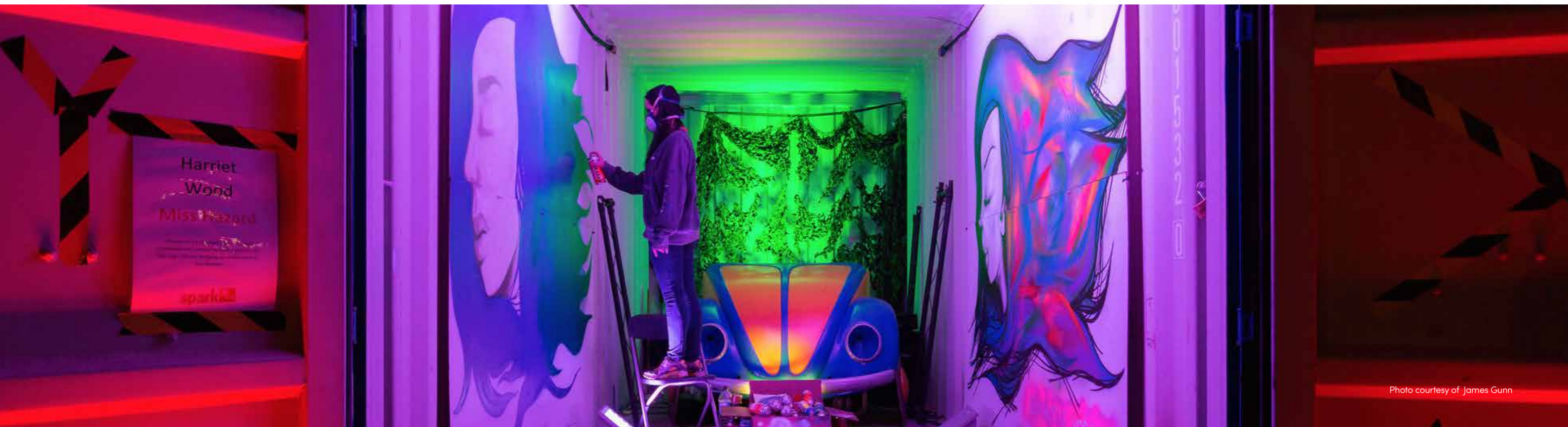
UNESCO may request an Implementation Report from Member Cities that includes details of initiatives undertaken, outcomes, key learnings and programme evaluation. Elements of the Implementation Report include but are not limited to:

- \_Details of participants: how many?  
Who? From where?
- \_Financial and VIK budget  
for initiatives
- \_Outcomes as related to  
stated objectives
- \_Key learnings and next steps

## Major Projects

The Office will also be expected to provide Make It York and key stakeholders with regular management information on the progress of individual major projects. To facilitate this and embed a culture of learning, the Office is expected to develop a standard monitoring and evaluation framework for major projects.

Wherever possible, all of the above should be published in the public domain.



# THE CREATIVE CITIES NETWORK

## Mission Statement

York's mission statement for membership to the Creative Cities Network:

**York will be a place where creativity defines the future understanding and enjoyment of our heritage**

**York will be a meeting place of ideas, creativity and innovation for the next millennia**

**York will be a place where media arts helps define the quality of life for our future generations**

**Membership to the Creative Cities Network will be a catalyst for new experiences, connections and initiatives reaching our entire city population and contributing to international understanding of the power of media arts to improve the lives and wellbeing of our citizens.**

## Partnerships

The objectives of the Creative Cities are implemented through partnerships in the following areas:

1\_ **Pilot projects:** initiatives that demonstrate the importance of creativity as a key to development.

2\_ **Promoting good practices:** exchanges on projects and measures of proven efficiency and effectiveness.

3\_ **Studies:** research, analysis and assessment of the creative cities experience.

4\_ **Meetings:** consultations, gatherings and virtual conventions.

5\_ **Cooperation programmes:** North-South, South-South and North-South-South initiatives to support member cities in need of assistance.

6\_ **Training and capacity building:** Exchange of interns, trainees and educational modules.

7\_ **Policy measures:** initiatives linked to local and/or national development plans.

## Obligations

Beyond the opportunities for collaboration and cooperation with other member cities, York is required to attend annual network meetings with the representatives of member cities. The main objective of these meetings are to:

\_exchange updated information of each city's recent activities;

\_discuss the network's communication strategy and operations;

\_agree upon important matters related to future developments of the Network.

Physical meetings have been held in Paris 2008 (UNESCO HQ), Santa Fe 2008, Lyon 2009, Shenzhen 2010, Seoul 2011, Montréal 2012, Bologna 2013, Chengdu 2014.

In addition, international Conferences are held in association with the Creative Cities Network. Organised as major discussion forums with a wide range of inter-sectoral stakeholders, the conferences

demonstrate the Network's international and multidisciplinary character incorporating cross-cutting themes related to global concerns such as creative governance, creative economy and sustainable development. The conferences also serve as platforms fostering knowledge sharing and exchange of good practices as well as promoting partnership opportunities.

Members are also expected to partake in sub-network initiatives and different forms of collaborative platforms to strengthen the common basis for cooperation.

A new digital platform was recently launched to facilitate instantaneous communications among the Network.

[www.unesco.org/new/en/culture/themes/creativity/creative-cities-network](http://www.unesco.org/new/en/culture/themes/creativity/creative-cities-network)

# CONNECTING CITIES

In October 2014, York was accepted into the growing media arts network Connecting Cities, with Illuminating York as associated partner.

Connecting Cities is an exciting global network of digital facades and artists, using media arts to explore urban issues and open up dialogue on a local and translocal level. Supported by the Culture Programme of the European Union, the network also pursues an artistic research and exchange programme that combines workshops and conferences with the production of interactive artworks, which go on display across member cities.

Through the network, York is linked to partners in other leading creative cities such as Berlin, Sao Paulo, Linz, Istanbul, Brussels, Madrid, Vienna, Montreal, Melbourne, and Helsinki.



## Obligations

Membership of the Connecting Cities network comes with a commitment to:

- \_share the vision of Connecting Cities
- \_bring in your infrastructure as part of a worldwide networked infrastructure of urban screens, media facades and digital projections
- \_become part of the Connecting Cities website and social media platforms
- use the Connecting Cities logo and PR tools
- \_share your urban media activities in the Connecting Cities newsletter
- \_inform regularly the CC Initiator about your networking activities with CC Partners and provide information material for the documentation

Participating in Connecting Cities activities involves a commitment to:

- \_organise a Connecting Cities Event
- \_present Connecting Cities Projects\*
- \_bring in urban media projects for the Connecting Cities Network
- \_host a Connecting Cities Lab\*

- \_create a programme for a Connecting Cities Conference
- \_organise an Urban Media Kitchen or Connecting Cities Salon to build local network, audience and PR
- \_invite CC Initiator for key note speech\*

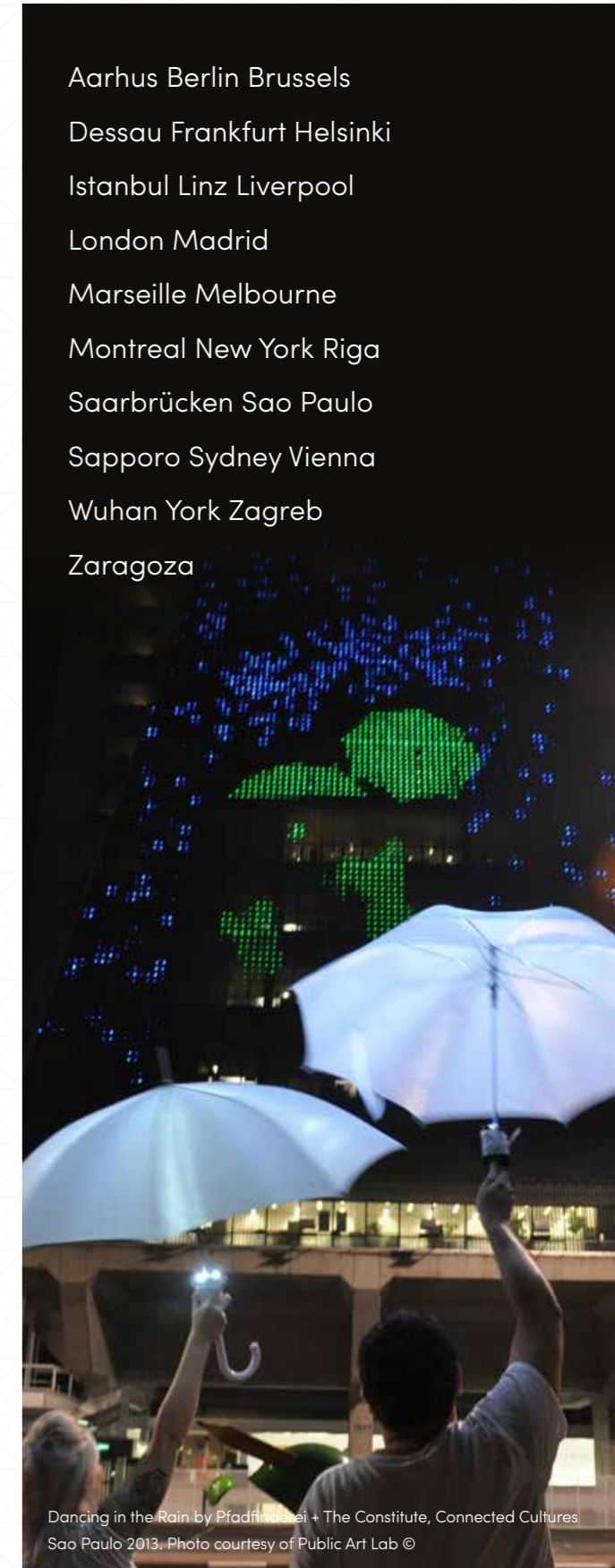
As active members of the network, York is expected to comply with at least one of the activities listed above and which is marked with an asterisk(\*). As a new partner, York has to implement the activity(ies) within two years after the joining date of October 2014.

## Artistic Theme

The curatorial theme for 2015 is InVISIBLE and VISIBLE Cities. Curating and funding 10-15 projects across the year, Connecting Cities are calling artistic scenarios to visualise the data that underpins our everyday lives. York is encouraged to create its own local programmes within the theme, tailored to our needs and circumstances.

[connectingcities.net](http://connectingcities.net)

Aarhus Berlin Brussels  
Dessau Frankfurt Helsinki  
Istanbul Linz Liverpool  
London Madrid  
Marseille Melbourne  
Montreal New York Riga  
Saarbrücken Sao Paulo  
Sapporo Sydney Vienna  
Wuhan York Zagreb  
Zaragoza



Dancing in the Rain by Pfadfinder + The Constitute, Connected Cultures  
Sao Paulo 2013. Photo courtesy of Public Art Lab ©

# BRANDING

It is recommended that the 'Media City York' branding for the bid campaign is replaced with official accreditation assets.

## Official logo

Membership in the Creative Cities Network grants, under certain circumstances, the right to use the official logo, composed of both UNESCO's graphic logo (the 'temple') and the city's own Creative City identity graphic. The regulations for the use of this logo are very strict.

Communication materials featuring the UNESCO Creative City logos that are produced by events and project organisers must include a disclaimer such as: "[name of the organiser] is responsible for the choice and the presentation of the facts and opinions in this [name of the document], which are not necessarily those of UNESCO and do not commit the Organisation".

The UNESCO Creative City logos must not be used for commercial purposes. The sale of goods or services bearing the UNESCO Creative Cities name and logo for profits is considered to be commercial, and thus is not allowed.

An electronic file of the logo will be sent to the designated city by UNESCO.

## Connecting Cities

The network has provided access to communication materials and tools including, but not limited to, logo, concept, artists' description, business cards, press materials, templates, videos, etc.

The Connecting Cities logo must be used on the promotional material of any network activity.

## Brand Guidelines

To build and maintain the integrity of the York City of Media Arts brand, clear guidelines will be developed. They will be designed for use by the official Office primarily and external parties on receiving permission.

# KEY STAKEHOLDERS\_

- \_York@Large
- \_York's creative community
- \_Creative Cities Network
- \_Connecting Cities network
- \_The UK National Commission for UNESCO
- \_Key institutions in the region's public and private arena
- \_National professional bodies for the creative industries



