



United Nations
Educational, Scientific and
Cultural Organization



Bandung - City of Design
Designated UNESCO
Creative City in 2015

10 things to know about

BANDUNG

UNESCO City of Design

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1. People, Place, Ideas

What makes Bandung as it is today is no other than the factors of Place, People and Ideas. The geographic position of Bandung gives the city cool mountain climate and hot water springs, which has made it a pleasant place to live. Such Place naturally attracts People to come, and those who stay form a population, whose characters are, more or less, gradually shaped by the Place that provides pleasant spots to gather and encourage conversations. People who are active in such Place would generate Ideas, which would contribute to their living environment and consequently influence the Place, making it more livable. These three factors intermingle, influence each other, and determine a city known as Bandung.

2. From Military to Civilian Government

Bandung was a prosperous plantation region in the 19th century, where a rail-road line that connected it with the capital Batavia (present-day Jakarta) changed Bandung cultural life. Hotels, restaurants & shops served revellers who came from highlands or up from the capital. In 1906, the change from military to civilian colonial government brought a decentralisation policy, thus Bandung became a municipality. It was designed based on European Garden City, enlivened by Art Deco buildings and appealed mainly by the latest fashion design.

3. "The Paris of Java"

Around the mid-19th century, the completed rail-line that connected Bandung and Batavia has changed the cultural life in Bandung, where facilities such as Art Deco styled hotels, cafes and shops were built to serve the revellers. Among the most famous destination for such cultural life was Braga Street, a promenade that became a place to see and be seen, where people tend to display the latest fashion. It is due to this fact that Bandung gained the reputation as Parijs van Java (The Paris of Java), a city of fashion.

4. International Festivals and Events

As the host for Asia Africa Conference (AAC) in 1955, Bandung has become a place for its commemoration that constitutes a big event in every 10 years. The 60th AAC commemoration in 2015 comprised of 60 sub-events over 60 days, including festivals, conferences & exhibitions; among them was the Asian African Parade of costume design participated by >1,000 delegates from 27 countries. It will be held as an annual international festival. Other big events are Smart City Summit (an international conference for governments, industries, and academia to enhance cooperation for advancement of civilisation through creative technology), Creative Cities Conference that led to the establishment of Indonesia Creative Cities Network, the biannual Arte-Polis (a multi-stakeholder forum that connects creative urban & rural communities in place-making

context), and DesignAction.bdg (a workshop-conference on design thinking to find innovative solutions for urban issues, involving all stakeholders of a city).

5. Community-Based Learning Centres

Community-based learning centres in villages or creative places such as Saung Udjo Art Learning Center for Angklung involves >1,000 people; Selasar Sunaryo Art Space is a cultural centre that covers various art disciplines such as visual, performing and literature; vocational institutions are e.g. SMKN 14 that focuses on crafts, design and production of leather, wood, and ceramics and SMKN 10 that focuses on traditional art and non-classical music, and traditional dance; Bandung also has >70 music schools and performing art communities involving 4,000 youths. Special design collaboration is exemplified in Creative Village, a community development-based program to cover various art disciplines, i.e. visual art, traditional music, and performing arts. In 2015, 8 Bandung urban villages were established as Creative Villages, made possible by quadruple helix collaboration.

6. Creative Industries Districts

The seven creative districts are designated by Bandung Mayor's Regulation no. 530/Kep. 295-DISKUM.PERINDAG/2009 on Revitalization of Centers for Industries and Trade dated 3 March 2009, which aims to provide programs and incentives for revitalisation of local creative industries, positioned for added-value through exports, developed in 7 districts of Bandung: Binong Jati (knitwear), Cibaduyut (footwear), Cigondewah (textile/fabrics), Cihampelas (jeans), Suci (t-shirt and printing), Cibuntu (tofu and tempeh), and Sukamulya (dolls and soft-toys).

7. Proactive Community Outreach

Academic institutions and communities are active in design and creativity-related programs, including international awards and competitions, i.e. Bike Design for Living (2006), Third Automotive Design and Styling Competition (2007), Bike Design and Human Interaction (2007), Eco-Product (2008) and City Car Design Development in Indonesia (2009). Collaboration between Musashino Arts University (Japan) and the Industrial Design department of ITB in the form of joint exhibition and workshop on Bamboo has started since 2009. Bandung Creative City Forum (BCCF) has partnered with UNEP and The Indonesian Ministry for Environment in holding TUNZA, an international conference for children and youth for the environment, in 2011. In 2012, BCCF and the World Islamic Economic Forum held Marketplace of Creative Arts. In the same year, BCCF partnered with MTV EXIT in a campaign to end human exploitation and trafficking, in a concert and "youth leaders" activation.

8. Innovation in Policies

Bandung municipal government has a strong commitment to stimulate the establishment of 100,000 new creative entrepreneurs over 5 years. The Regional Development Acceleration Innovation Program (PIPPK) is an initiative to financially support Family Welfare Program (PKK), Karang Taruna (Youth Organisation) & Civil Society Empowerment Institution (LPM). It amounts to \$7.5 K per organisation per village to promote and activate local potentials into programs, including creative industries & One Village One Product (OVOP). Through CSR Forum the city endorses enterprises projects and startups to receive grants or soft loans from companies. Bandung is also developing an online one-door permit system to facilitate startups. The Bandung Online Store acts as a promotional facility for SMEs, with Creative Hubs as a platform in every district.

9. ABCG+3C

In order to get a creative ecosystem running continuously, all programs are run based on the formula of ABCG+3C, referring to the active involvement and contributions of all stakeholders: Academics, Business sector, Communities, and Government; employing the phases of 3C: Connect, Collaborate, Commerce/Celebrate.

10. .bdg City Branding

Bandung Creative City Forum (BCCF) that accommodates a variety of creative industry sub-sectors, agreed to produce an identity, which is able to unite creative stakeholders of Bandung to become a Creative City. The visual identity is expressed in a letter-typography character *(dot).bdg*. This typographic frame can be filled with patterns or colours, depending on the characteristics of each creative economy actor. This typography is straightforward, memorable and attractive, all of which are design principles of a visual identity. The expression of *(dot).bdg* represents all aspects of creative economy in Bandung, and as the identity of a creative community, place or city. This unique identity of Bandung becomes the brand that unifies the city, for an idea that belongs to the people and produced collectively in a place that defines Bandung.