

APPLICATION FORM

2015 Call for applications

This application form, duly completed, must be sent as an attachment by email to ccnapplications@unesco.org, with the "subject": Application [name of the candidate city].

The following documents must be also attached:

- (i) A formal letter from the Applicant City's Mayor presenting the candidature;
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iii) Two formal letters of support from active national professional association(s) in the creative field concerned¹;
- (iv) Three photos of your city related to the creative field concerned s (JPEG, max. 3MB);
- (v) The "Cession of rights and register of photos" form dully filled.

No other document or attachment will be considered in the evaluation. A maximum of four URL links to Internet sites may be included in the application form, providing additional information.

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 15 July at midnight (Central European Time) using the following address: ccnapplications@unesco.org. Applications that are not received in the required format, as well as those that are incomplete and/or received after the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

¹ For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement

1. NAME OF CITY:

Kaunas

2. COUNTRY:

Lithuania

3. CONTACTS:

3.1 Mayor of the City

Title (Mr/Ms/Mrs): Mr.

Family name: Matijosaitis

First name: Visvaldas

Address: Laisvės al. 96, LT-44251 Kaunas, Lithuania

Telephone number: tel. +370 37 42 60 58

Email address: meras@kaunas.lt

3.2 Main contact

The main contact will be the focal point and correspondent for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4)

Title (Mr/Ms/Mrs): Mr.

Family name: Petrauskas

First name: Gintaras

Institution/function: Kaunas City Municipal Administration / Director

Status/type of institution: Budgetary institution

Address: Laisvės al. 96, LT-44251 Kaunas, Lithuania

Telephone number: +370 37 42 54 52

Email address: administracijos.direktorius@kaunas.lt

Other important information:

3.3 Alternative contact

Title (Mr/Ms/Mrs): Mr.

Family name: Banaitis

First name: Gediminas

Institution/function: Kaunas City Municipal Administration / Chief Specialist of Culture Division

Status/type of institution: Budgetary institution

Address: Laisvės al. 96, LT-44251 Kaunas, Lithuania

Telephone number: +370 37 42 40 58

Email address: gediminas.banaitis@kaunas.lt

Other important information:

4. CREATIVE FIELD:

Choose between: crafts and folk arts, media arts, design, film, gastronomy, literature, music [Click on the drop-down menu].

design

5. GENERAL PRESENTATION OF THE CITY:

Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1700 characters maximum).

Kaunas is a hearth of Lithuanian culture, traditions and history, the second largest and significant city in Lithuania that has rich history and is important nationally because of its geographical situation and economics. It is not just a city of old traditions, but also a modern centre of science, business, industry, sports and culture.

Kaunas is attractive because of its famous music, dance, visual art festivals, non-traditional projects, museums and galleries. It holds annual music, design, photography, modern visual art, modern dance, architecture, street art and new media festivals that are appreciated by people of different taste and age.

As an academic town, Kaunas is the most youthful Lithuanian city that is characterized by intellectual, friendly and international atmosphere. More than 30 000 students are coming to study at 5 universities in Kaunas every year.

Kaunas is the only Lithuanian city that belongs to the international city union New Hanseatic League. It successfully presents Lithuanian culture to Kaunas residents and guests every year. Centuries old, the Old Town perfectly reflects the history of the medieval city. However, Kaunas is also famous for its unique New Town which contains the only in the Baltic States so numerous and concentrated exposition of modern interwar architecture of the 1920-1930s of the Lithuanian Bauhaus.

Now Kaunas city with the population of over 300 000 inhabitants is open to new friends and partners, innovations and investments, novelties and cooperation. The site is a potential candidate for the World Heritage List and is striving to become a visible participant of European culture – the European Capital of Culture 2022.

6. MAIN DEVELOPMENT CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:

Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying solutions to the main development challenges they face (1000 characters maximum).

The “golden age” of Kaunas, when it became a provisional capital in 1920, was related to the flourishing of architecture. Rapidly spreading worldwide, modernism ideas came to Lithuania, where they acquired a unique form, which was awarded the European Heritage Label and for which enlistment among the UNESCO World Heritage objects is sought.

In 25 years after regaining Lithuania's independence, Kaunas has not managed to find a key to its' future success. In an identity crisis, the city acknowledged that one should not be afraid to look back to the past as the things behind us may push us forward. Therefore, drawing onto the interwar cultural experience, the thirst for knowledge and the creativity of the then creators, Kaunas strives for its' “golden age” again and undertakes to model the city on the ground of the uniquely national and, at the same time, global modernism.

7. MOTIVE FOR THE APPLICATION AND MAIN OBJECTIVES OF THE CITY IN TERMS OF ITS MEMBERSHIP OF THE NETWORK:

Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city (1200 characters maximum).

We apply for participation in the network “Creative cities – Design” in order to attract attention of people in Lithuania and worldwide to the unique phenomenon of Lithuanian interwar modernist architecture. Participation in the Network would certainly contribute to the preservation of the cultural landscape of interwar modernist architecture in Lithuania, consolidation of its’ public status, building the attitude towards this modernism heritage, further research and creativity.

The attempt to become a part of the Network is related to the wish to start a new “golden age” of Kaunas. In collaboration with the Network’s partners, creators from Kaunas could analyse foreign practices, share experience and step up the activities of creative hubs, deepen integration of socio-cultural clusters and create modern Kaunas anew, looking back to the heritage of Kaunas interwar modernism, studying it and searching for their own style and unique solutions within the context of modern design and architecture.

8. PREPARATION PROCESS FOR THE APPLICATION:

Presentation of the preparation process underlying the application and the members of the management team involved. The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators (1000 characters maximum).

Being aware of the significance of the interwar modernism heritage and the possibilities to continue creative processes in search for unique solutions, Kaunas city municipality presents the application in cooperation with various non-governmental organizations, such as the Architecture and Urbanism Research Centre at the Institute of Architecture and Construction of Kaunas University of Technology, independent festivals (Kaunas Architecture Festival, Kaunas Photo, Design Festival) and visual art biennial Kaunas Biennial. Special interest in the participation in the Network’s activities was also expressed by specialists preparing and implementing academic programmes of creative industries at Vytautas Magnus University, Kaunas University of Technology, Kaunas College and Kaunas Art Faculty of Vilnius Academy of Arts.

9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:

In the following fields, candidate cities are invited to present their main cultural assets – particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network’s objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are advised to avoid presenting lists and to provide brief answers, including more relevant information so that the city’s cultural and creative assets can be assessed (1000 characters maximum for each field).

9.1 Role and foundations of the creative field concerned in the city’s history

In the beginning of the 20th century construction works were booming in Kaunas – new significant architectural objects were built, public spaces arranged, small architecture objects (signs, outdoor clocks, etc.) designed. Publication of Lithuanian magazines started, new products and advertisements were created. Because of this Kaunas

image was changing rapidly in the European context – the city started to look as a modern European metropolis.

Driven by the desire to create a Western European city that would not lag in terms of industrial and creative developments, young and gifted Lithuanians went to study abroad and realized their received education in Lithuania, while trying to remain distinctive and creative. These were the tendencies that formed the unique Lithuanian school of interior and exterior architecture and design of furniture or shop windows characterized by Baltic symbols and ornaments.

- 9.2 Economic importance and dynamism of the cultural sector and, if possible, of the creative field concerned: data on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

Kaunas is very active: with the population of 300 000 inhabitants, the city has over 60 museums and galleries, more than 10 professional theatres, various cultural facilities, 8 active art unions and holds over 60 representative festivals and events. Architects' community in Kaunas is one of the busiest and most numerous in Lithuania, undoubtedly contributing greatly to Kaunas' economic growth.

- 9.3 Fairs, conferences, conventions and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

A conference was organised within the framework of Kaunas Architecture Festival. Other smaller events have been regularly organised by academic institutions.

- 9.4 Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience

The cultural life in Kaunas is characterized by a particularly intensive schedule, rather great variety and high quality of events. The list of events supported or organized by Kaunas city municipality in 2015 contains more than 100 events, 32 percent of which are international. Besides, the city hosts events organized by independent cultural institutions and organizations.

With regard to size and artistic value, the following traditional international culture festivals are especially noteworthy: Kaunas Biennial, photography festival Kaunas Photo, multimedia art and music festival Centras, street art festival Nykoka, light festival Spalvotas Kaunas, Kaunas Architecture Festival, Design Week, media festival Insanitus and public space festival Grynyparkas.

- 9.5 Mechanisms, courses and programmes to promote creativity and arts education for youth in the creative field concerned, both within the formal and informal education systems

The universities located in Kaunas (Vytautas Magnus University, Kaunas University of Technology, Kaunas Faculty of Humanities of VU, Kaunas College and Kaunas Faculty of Vilnius Academy of Arts), that prepare specialists of cultural and creative industries, contribute the most to the development of the sector of creative industries, architecture, design, media art and other creative areas.

Within this context, a privately funded open co-working centre Talent Garden Kaunas is working towards creating favourable conditions for education and activity.

Opened this year, Talent Garden Kaunas hosts over 50 specialists of creative industries, which are active in the areas of design, photography, architecture, etc. Similar activities will soon be started at Kaunas arts incubator founded by the public institution Artkomas in cooperation with Kaunas city municipality.

- 9.6 Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned

Development of residences, international exchanges and non-governmental education in the areas of design and architecture are the areas where Kaunas city needs to step up. Being in the Creative Cities Network, we will attempt to eliminate this drawback drawing onto partner cities' experience and human resources. We intend to support the programmes of residences for creators, which would undoubtedly contribute to the international visibility of Kaunas city and would help to develop international relations and projects, from which cultural and economic benefit for the city could be expected. As the dimension of academic youth is especially strong in Kaunas city and thousands of graduates in cultural and creative areas enter the world of action every year, artists' residences should become one of the factors creating opportunities for young creators to make international contacts and get involved into international cooperation.

- 9.7 Research centres and programmes in the creative field concerned

Science centre Architecture and Urbanism Research Centre at the Institute of Architecture and Construction of Kaunas University of Technology, design centre Interjero erdvė, Kaunas Architecture Festival (KAFe), Kaunas street art festival Nykoka, Kaunas department of the Union of Architects, association Design Forum, KTU Science and Technology Centre in Santaka Valley, KTU Design Centre, Vytautas Magnus University, Kaunas College, Kaunas Faculty of Vilnius Academy of Arts and Lithuanian Association of Graphic Design are actively operating in Kaunas.

- 9.8 Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at professional level (for example, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)

A privately funded open co-working centre Talent Garden Kaunas, Kaunas arts incubator developed by the public institution Artkomas together with Kaunas city municipality, and design centre Interjero erdvė are operating in Kaunas. They focus on promoting and growth of creative industries' specialists acting in the areas of design, photography, architecture, etc.

- 9.9 Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, vulnerable groups, etc.)

As specified in the paragraph 9.8. Youth and special social groups receive big attention from the universities located in Kaunas, from which Vytautas Magnus University and Kaunas University of Technology are the most active.

- 9.10 Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

Kaunas pays special attention to various social groups that are often vulnerable because of still difficult economic situation in Lithuania. The city works in a complexive way, constantly renewing infrastructure, establishing new day care centres and coordinating social services without distinguishing any particular social group.

The city government also promotes social integration of elderly people. Apart from financial support and discounts for public transport, they have good leisure conditions – the majority of representative events organized by Kaunas city are free of charge.

Moreover, the city community contributes to the creation of the city – in 2014, Sanciai kiosk was opened in Sanciai eldership. A former conventional trade spot has been turned into a cultural “laboratory” uniting the community, attracting attention to social and architectural cacophony and the need for culture spaces and performing functions of a socio-cultural cluster.

9.11 Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society and/or academia

Kaunas Architecture Festival initiated the project Impulses of Freedom that was exhibited in the main pedestrian street of the city, Laisves Avenue, for two months. Architectural visions were demonstrated, in which young architects offered realistic, funny or provocative ideas for the selected buildings of the avenue, Kaunas interwar modernism buildings or the structures nearby. The creative laboratory invites young architects (under 40) from all over the world and has a goal to induce broader discussions, which would make to reconsider the value of urban spaces and buildings, and to decide about the possibilities of their appearance and expansion.

Kaunas city municipality also successfully implements a programme aimed at promoting creation of cultural and creative area in the pedestrian zone and the old town of Kaunas city, which involves academic community and NGOs in organising events encouraging inclusion of the society and actualising its’ memories.

9.12 Role of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

The key engines of Kaunas city architecture, design and urbanism are the festivals held in Kaunas, acting as generators of ideas and not only encouraging artists and specialists to create, but also forcing the government of Kaunas city to pull up and search for non-traditional solutions that are favourable for the city. The main catalysts are visual arts biennial Kaunas Biennial that is held for the tenth time this year, international Kaunas Architecture Festival and the Design Week that is organized throughout Lithuania at the same time. Architecture and Urbanism Research Centre at the Institute of Architecture and Construction of Kaunas University of Technology is especially significant for analysis of Kaunas interwar modernism and education of the society and creators.

9.13 Main policies and measures implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

The municipality runs the following programmes: supporting young artists, partial funding of projects aimed at promoting creation of cultural and creative area in the pedestrian zone and the old town of Kaunas city, participation of municipal public cultural institutions in raising general culture of inhabitants, partial funding of amateur artistic projects, partial funding of the main cultural events of Kaunas city, and partial funding of professional artistic projects. In financial terms, the municipal assignments for culture are the biggest among all Lithuanian municipalities, reaching 4.2 percent of the total budget.

In consideration of Kaunas city's attempt to become the European Capital of Culture, its potential candidature for the World Heritage List and the increasing interest of the society in Kaunas interwar modernism, Kaunas city municipality intends to increase assignments for culture and urban heritage.

9.14 Main policies and measures implemented by the city in the past five years to support the establishment and development of dynamic local cultural industries in the creative field concerned

On the 2nd of April 2015, the Kaunas city municipality council adopted the new Kaunas city municipality strategic development plan until 2022, which aims at making Kaunas sustainable and public-spirited city, a leader of advanced business and innovation, centre of modern and immersive culture and home of studying and happy people. In this strategic plan, urban creativity, distinctive cultural landscape, sustainable development of the city and high-quality residential environment are given even greater attention. Being a part of the Creative Cities Network and active participation in cooperative activities are expected to help to achieve this.

9.15 Main international cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

The most prominent examples of international cooperation are the exhibitions of Kaunas Architecture Festival and the presentation of the album Kaunas Interwar Architecture in Lithuania and abroad. International interest has prompted to pursue wider recognition. Kaunas city achieved this in 2015 – Kaunas interwar architecture modernism was awarded the European Heritage Label.

One of the most successful projects for Lithuania is Kaunas Biennial. Being the biggest textile and visual arts event in Europe, it is largely based on a long-lasting international cooperation, involving foreign curators and inviting worldwide famous artists.

The photo-art festival Kaunas Photo also implements ambitious goals together with partners, being a co-organizer of the project FLÂNEUR – New Urban Narratives.

9.16 Support mechanisms, programmes and projects implemented in the past five years by the city establishing synergies between the creative field concerned and at least one of the other creative fields covered by the Network (cross-cutting or intersectoral projects)

Kaunas interwar architecture modernism, design and actualisation of public spaces, as well as creating a new “golden age” of Kaunas became critical only in recent years, thus no experiments, exceptional projects or programs have yet been implemented. Until now, there were attempts to involve cinema industry and media art into reviving of interwar architecture and design; however, bigger and more significant intersectoral projects are still in the stage of discussions and planning.

- 9.17** International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

As yet, no international cooperation projects involving several areas covered by the Creative Cities Network have been implemented.

- 9.18** Main facilities and infrastructures available and events, such as fairs, conferences and conventions, organized by the city in the past five years with the aim of promoting the creative fields covered by the Network other than the main creative field concerned by the application

Being a founder or a stakeholder of budgetary and public cultural institutions, the municipality does not only manage, improve and maintain the infrastructure of culture centres, museums, libraries and concert entities, but also supervises their activities. Besides, the city municipality initiates and coordinates various events, establishes and grants awards and scholarships, prepares and funds joint cultural and artistic programmes. The municipality supports 7 programmes covering all the areas of the Network, except gastronomy. The following programmes are being run: supporting young artists, partial funding of projects aimed at promoting creation of cultural and creative area in the pedestrian zone and the old town of Kaunas city, participation of municipal public cultural institutions in raising general culture of residents, partial funding of amateur artistic projects, partial funding of the main cultural events of Kaunas city, and partial funding of professional artistic projects.

10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development.

The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

- 10.1** Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3500 characters maximum).

Understanding the importance of education and awareness of young people about architecture and design, Kaunas city municipality plans to prepare a partial funding programme which aims at promoting mobility and studies of young people in this area, developing partnerships of youth organizations, founding clubs and organizing competitions and researches. Partnership with the Architecture and Urbanism Research Centre at the Institute of Architecture and Construction of

Kaunas University of Technology, Vytautas Magnus University, Kaunas Architecture Festival, Design Week and Kaunas department of the Union of Architects will be used to implement that and prepare means for young people helping them to get acquainted with the tendencies in other countries and interwar modernism schools in the world, as well as to receive scholarships for studies at universities in the Network's cities, and to gain practice in the studies of design and architecture.

The authentic and unique zone of interwar architecture in the New Town of Kaunas and the neighbouring boroughs must definitely be protected without changing the fundamental details, as this would have a negative effect on the character of the entire territory. As the New Town of Kaunas lacks a common and comprehensive information system (in the city streets, virtual space, media, etc.) about Kaunas interwar modernist architecture and the related events and personalities, Kaunas city plans to create such system for spreading information and educating the society that would satisfy the public and tourism needs. This stylized system would be adapted to the heritage signs, references, information tables, stands, advertisements and other visual means.

Another planned project is related to media and information technologies. The tourism application "Kaunas is advertising" is a virtual and alternative guide of Kaunas city that allows city residents or guests to get familiar with the city through advertisements of interwar Lithuania. The application will consist of hundreds of advertisement illustrations (on the basis of the material collected by the compilers of the book "Advertising in Interwar Lithuania") with information about the objects, photos, maps and contacts. When moving in the city, the function "Near Me" would automatically inform an owner of a smart phone about the building, where the advertised goods and services were provided. The stylishly designed application would transfer city residents and guests almost one hundred years back, where they would see how famous world brands and the major Lithuanian manufacturers were advertising in Lithuania at that time. It would be a vivid meeting with the straightforward, but still pleasant to a Lithuanian heart advertising language that prevailed in the interwar period, with interesting consumption habits and with the first graphical solutions in advertising.

Besides, there are plans to implement a project related to private business and pleasure that the interwar high society found in participation in social life and in tasty food – at the moment, no legendary restaurant is open in Kaunas, although it was even called "little Paris" because of merry-making at that time.

10.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. (3500 characters maximum).

Seeking the Network's expansion and bigger attention to Kaunas city, Kaunas city municipality plans to initiate a new tourist route and create virtual memory storage.

The interwar architecture of Kaunas is unique and well known in Europe, often compared to the White City of Tel Aviv, the 20th century modern architecture of Budapest, Brussels and other European cities. In order to use such potential, the visibility of the city has to be promoted by international means; therefore, inclusion in the Network would give a great positive impulse and international recognition. To strengthen these positions, it is planned to cooperate and make strategic partnership with other European cities that have their own individual modernism schools, with the cities rich in such heritage, with authorities, private tourism sector and civil society. To

increase the involvement of cities into the Network, we plan to initiate a new tourist route “Interwar Architecture Modernism” that would extend along entire Europe, passing through the areas with objects of interwar modernist architecture. Seeking to promote visibility of these cities, the route’s website in Lithuanian, English and other languages will be created. Besides architecture, it will also present the interwar epoch, various stories of representatives of intelligentsia, business and culture areas, as well as interior and domestic items reflecting that era.

Another project is an interactive memory storage by the interwar Lithuania’s and the world’s residents, employees and guests, dedicated to the lovers of interwar modernism, enthusiasts of history, students, scientists and everyone interested in interwar modernism, Bauhaus style, history and the here-and-now of the objects. In this virtual portal the landscape of the world and of Kaunas city is presented as a map of collective memory, where material forms of memory – buildings, streets, squares, monuments, interior, furniture and other modernist objects – allow revealing the hidden or forgotten past. The portal would store scientific, publicist, literary texts and researches, art and research projects, photos, audio and video records, and a virtual map of memory places would be created. The greatest advantage of such database would be people’s individual memories and stories. These micro-stories, which often originate from strong emotional sources, can bind us with the history of the city or the place and link the past with the present. This project would not only be a point of immortalizing memory and archiving testimonies of the past, but also an active platform of the Network’s cities for inspiration of changes, visions, civil initiatives, expectations and collective imagination of residents.

An international conference on creative cities’ management, open competitions of ideas for complexive development of free lots in the New Town, creation of public space on the Nemunas riverside and other urban design projects are planned in the future.

10.3 Estimated annual budget for implementing the proposed action plan

It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the percentages that will be devoted to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any funding applications envisaged to national and international funding bodies, in order to complement the budget (500 characters maximum).

The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.

The proposed action plan will be funded from the budget of Kaunas city municipality, Kaunas tourism information office, funds of the Government of the Republic of Lithuania, culture and heritage funds or tourism programmes, structural funds of the European Union, etc.

Kaunas city municipality plans to assign around 200 000 EUR every year to the projects that it has initiated.

10.4 Intended structure for the execution and management of the action plan in the event of designation

Present the resources in terms of personnel and/or the unit that will be established to ensure the planning and execution of the proposed action plan and an active contribution by the city to the achievement of the Network’s objectives. The person or the director of the proposed unit will be the focal point for the city. Presentation of the planned working arrangements (1000 characters maximum).

The project will be supervised by the administration of Kaunas city municipality (Culture and Tourism Development Division (head – Albinas Vilčinskas) and Culture Heritage Department (head – Andrijana Filinaitė). The activities will be run and the projects implemented by Kaunas House of Artists (located in an interwar modernism building built in 1930 by the architect Vytautas Žemkalnis-Landsbergis for Vatican Diplomatic Corps in Lithuania). Kaunas House of Artists is one of Kaunas city municipality's culture entities that create conditions for the city's residents and guests to use culture services and to participate in the city's cultural life and artistic processes.

10.5 Plan for communication and awareness

Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan. (1000 characters maximum).

Upon becoming a part of the Network, the process of promoting and actualizing interwar modernist architecture, design and history of Kaunas and its partners, as well as information spreading would consistently follow the prepared detailed communication strategy highlighting creativity, affinity and uniqueness of each partner. Recognising the role of joint projects as a catalyst of the partners' marketing and public relations strategies, we will direct our attention to exchanging experience and knowledge. We believe that an innovative attempt to communicate through "repetition" of the unique heritage characteristics using new tools helps to integrate the historical areas of the city into the interests of a changing city. In order to implement the activity management and communication plan successfully, it will be coordinated with the specialists of various areas, institutions and society. The major attention will be given to new media that reach target audiences quickly and effectively.

11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION

☒ If designated, the city agrees to provide, periodically as requested by UNESCO, detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK

☒ If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred.

13. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.

13.1 Brief presentation of the cultural assets and creative industries of your city in the creative field concerned (1400 characters maximum)

The interwar architecture of Kaunas created during the city's "golden age" in the swirl of European events in 1918-1940, its dense concentration in the city centre, a distinctive Lithuanian style of interior, exterior and furniture design is a unique phenomenon not only in Kaunas and Lithuania, but also in Europe. Within the

context of international modernism, Kaunas interwar modernism reflects both tendencies of the Bauhaus style popular in Europe at that time, and high quality stylistics of the individual Lithuanian school. As a proof of the international recognition of this particular cultural landscape, Kaunas interwar modernism has been recently awarded the European Heritage Label and is a potential candidate for the World Heritage List.

Numerous and active community of Kaunas' architects draws its inspiration from this specific architecture heritage. The Architecture and Urbanism Research Centre conducts scientific studies and promotes architectural knowledge, acknowledged architects' studios and design-driven creative hubs integrate the tradition into the modern reality, and Kaunas Architecture Festival draws attention of the international public to Kaunas' modernist past and its' viable future.

13.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented as bullet points)

- Discussions and conferences on the enabling of the interwar modernism heritage;
- preparation of the object protection strategy;
- inter-institutional cooperation and discussions with the owners of the buildings;
- preparation of an encouragement and exemptions programme and approval of partial funding for reconstruction of interwar modernism objects;
- spreading information about the heritage;
- preparation of an action plan for preservation and promotion of Kaunas interwar modernism;
- encouraging international partnerships and cooperation;
- preparation of an application for the World Heritage List.

13.3 A maximum of four URL links to Internet sites related to the creative field concerned and the contents of the application

www.kaunas.lt, www.autc.lt, www.kafe2013.lt, www.bienale.lt

Date 2015-07-15

Signature _____

