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GUIDEBOOK “Best Practices in Creative industries sector”



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BEST PRACTICES MOLDOVA

ARTCOR



ARTCOR

The first Moldovan Creative Industries Center is located in the historical center of Chisinau in the courtyard of the Art Academy (AMTAP). Opened in 2019, the Hub offers a media lab, several small offices, meeting rooms, a library, rehearsal rooms, a recording studio and a small performance room, in the first building, and in the new building, constructed in the yard of the Academy, the hub is hosting an exhibition space, an event venue and a coworking area. There are eleven subsectors of the creative Industry represented, among them: graphic design, animation, movie and music.

The Center offers coworking and event spaces, as well as incubation for start-ups. The Artcor School is a non-formal education platform that aims to develop hard and soft skills in the field of creative industries and provides a variety of courses on graphic Design, Songwriting, Creative Mobile Filmmaking or 2D animation. Courses are thought by renowned Moldovan or international artists.

The newly constructed building itself is a piece of art, and has won an important international price in architecture "Bigsee Architecture Award 2020".



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SIMPALS

simpals®

Founded by Dumitry Voloshin in April 2002, Simpals represents one of the most successful Moldovan companies. On the national market, the company is the leader of the online advertising, with its portals (19 portals as of 2020) visited by approximately 1.3 million unique visitors per month, which represents about 70% of the internet user in Moldova. The company was the first to make an online video broadcast in Moldova.

Online platforms and social activities

Through the years, the company has launched online platforms in a variety of areas, including a social network, Yes.md and Forum.md. The last one became the Internet Project of the Year in Moldova in 2004 and Yes.md in 2005. In 2006 the company launched point.md, and information resource platform, actively used these days.

Animation

A big part of the company's activity is the production of the animated films. In 2008 Simpals produced first Moldovan 3D "the Gipsy". Later in 2009, the company produced 3 more short 3D animated films: "Baro and Tagar" — a life scene of Balkan Gipsy, and "Santa and Dji" — a "different" Christmas story. In 2015, it's animated film "Dji. Death fails", produced by Simplas animation Studio received a few awards at the animation festivals and got more than 1 million views on YouTube.

In January 2020, the cartoon ARIPI, the animated movie created by Simpals Studio entered the Forbes TOP-50 VR debuts of 2019, participated in 28 festivals and won 9 awards. Simpals Studio also released a series of social sketches treating environmental issues — "The Ocean", "The Harvest", "The Flat". "The Flat" participated in 36 festivals and won 2 awards. The Studio was also engaged in the production of a social video about children with Down syndrome.

The studio is also managing the "Monsters School" — the first school of computer graphics and animation in the Republic of Moldova.



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ZIPHOUSE



ZIPHOUSE Fashion Hub is the only place where the future of the fashion industry in the Republic of Moldova is designed. Founded and supported by strategic partners, ZIPHOUSE is an innovative platform, which offers opportunities for development, learning, co-working and networking for everyone who works in the Moldovan fashion industry.

The hub offers spaces and rooms for rent, equipped with the necessary equipment for a good performance of various types of events and trainings. Also, it has special designed spaces with sewing equipment, as well as a library that provides an extensive collection of national and international books and magazines on fashion and fabrics.

The hub runs as well a fashion academy for future designers, where courses on: fashion, business, fashion design, printing, tailoring, are provided.

The hub has currently 11 residents, and has implemented more than 30 projects. ZIPhouse stimulates the creative potential and entrepreneurial spirit in the field of design, contributing to the development of a professional community integrated in the vibrant world of fashion. ZIPhouse offers young designers, startups, professionals and academic staff a unique opportunity to sharpen their technological skills and design abilities.

GEORGETTE

Georgette

Founded in 2010 by Georgeta Mir, the brand Georgette is one of the most famous Moldovan brand that offers a variety of clothes for women.

The Georgette brand stood out on the Moldovan market by maintaining high quality products and defining elements that design, produce and supply women's clothing, casual items, cocktail and office suits with impeccable design. In each collection, the brand managed to establish fashion trends and individualize a delicate style. The specificity of the romantic details tends to

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highlight the feminine character and the essence of the romantic style. Thus, the brand managed to be recognized, standing out through the multitude of models.

The brand was noticed at various exhibitions and international events such as Pure London, CPM Moscow, and Central Asia Fashion, and exports to Romania, France, Great Britain and Kazakhstan.

TEKWILL



Tekwill™
Be great together

Inaugurated on March 15, 2017, TEKWILL is the first ICT Excellence Center in Moldova. The overarching goal of Tekwill is to ensure maximum impact on Moldova's economy through enhancing the educational capacity and research potential of the higher education institutions in line with industry needs; hence achieving quantitative and qualitative increase in qualified IT professionals and ICT skills.

Tekwill is where people, community, ideas, resources, science, and industry meet to identify, facilitate, and enhance excellence in information technology. Driving the Moldovan ecosystem, as a leading connector and networking facilitator, organizing and supporting local and regional tech-related events.

Tekwill aims to improve the skills needed within the IT sector, thereby creating high quality and well-paid jobs, and deterring the emigration of talented young people. By enabling the tech sector to continue to grow, Tekwill encourages local startups and existing companies to expand and attract international IT companies to invest in Moldova.

The center offers educational programmes for youth and children: Tekwill Academy, Tekwill Academy Kids, Tekwill in Every School, ICT career orientation, as well as IT courses and programs for beginners.

"Tekwill in Every School" is one of the most successful projects and aims to identify and promote the development of digital and creative skills among students so that they are better prepared for the professions of the future. Achieving international results, we are extremely proud of the courage of our students to test their skills and take advantage of all the opportunities and benefits the technologies offer.

TEKWILL is created with the support of the United States Agency for International Development (USAID) and the Government of Sweden through Sida/Swedish International Development Agency in the framework of the project "Development of Moldova ICT Excellence Center" implemented by Moldovan Association of ICT Companies (ATIC) in partnership with Technical University of Moldova.

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BEST PRACTICES INTERNATIONAL

SLOVENIA

POLIGON



Poligon is the first Slovenian creative center, based in Ljubljana in a former tobacco factory. It works as an autonomous, bottom-up, coworking platform for non-profit and for-profit project development and aims to empower the rising number of self-employed workers in the fields of creative industries, social entrepreneurship and culture. Opened in February 2014 it has become the most important Slovenian creative hub. It is offering its members and visitors a creative working environment as well as a rich program of various events, lectures and workshops. Poligon's biggest asset is the multidisciplinary community of over 200 international members, coming from over 15 countries and working in the fields of graphic and industrial design, programming, architecture, engineering, media, music and video production, non-governmental sector and culture. Poligon is closely collaborating with other similar institutions around Europe with a special focus on Balkan countries and countries from Eastern Europe. Most collaborations are based on exchange of know-how and residency programs.

LATVIA

HUB RIGA

HUB Riga is considered a nerve centre for change in Latvia. It is designed as a platform for creative and active individuals, organisations and companies from every profession, background and culture to meet and interact with the common goal of affecting change. Hub Riga has started to play a proactive role in warming up Latvia's economy by offering business incubation services to young enterprises in the creative industries. This programme is supported by the European Regional Development Fund and the Latvian State and provides young creative enterprises with financial support during their first years of operation. This support includes partial compensation for administrative, legal, accounting, fund-raising, marketing and rental costs as well as the costs of establishing partnerships and other business processes. The Hub Creative Incubator is anchored in Andrejsala, a district experiencing promising development, where young enterprises are selecting the most suitable spaces for

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their offices, workshops, warehouses and production facilities. Existing and new tenants and partners use Andrejsala as a place to meet, exchange ideas, make mistakes, learn, be inspired and share experiences; it is a place to bridge the gap between those making their first steps in enterprise with more experienced businessmen, artists, thinkers and other personalities.

ROMANIA

ONE NIGHT GALLERY & RADAR

One Night Gallery & RADAR - (Romanian Artists Developing Alternative Realities) are new media art platforms that offer strong visibility for Romania's Contemporary artists who often struggle to be recognized in the current economic landscape. Through exhibitions, use of visual arts and technologies as well as knowledge sharing, this social enterprise quickly built up a strong community of artists, investors, and visitors who recognized the quality of its art projects. Constantly innovating and creating new art projects, it was recently awarded a 7000 euro prize by UniCredit at Finance4SocialChange Business Plan Competition, for their activity in new media art and their future business pitch idea „Future jobs of Tomorrow“- an educational platform which will further contribute to job creation and skill development of artists and developers through a combination of workshops, New Media Resource library and talks.

With its innovative approach and projects, it quickly became a bridge between artists, public, private and public institutions creating an ecosystem where artists received commissioned projects, the general public's appetite for art was expanding, and sustainable infrastructure for new media art projects where brands and public administrations support and promote these initiatives were being created.

This also led to the development of a new media art festival – RADAR – reuniting artists and developers from all over the country, alternative educational projects for children of all ages, as well as adults. The exhibitions provide emerging artists new skills and visibility and educate the public about new media in everyday life.



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UKRAINE

THE UKRAINIAN CULTURAL FOUNDATION



The Ukrainian Cultural Foundation is a state-owned institution created in 2017 with the aim to facilitate development of culture and arts in Ukraine, to provide favourable environment for development of intellectual and spiritual potential of individuals and society, wide access for the citizens to national cultural heritage, to support cultural diversity and integration of the Ukrainian culture into the world cultural space.

The purpose of the UCF is to provide favorable conditions for the development of intellectual and spiritual potential of the individual and society, wide access of citizens to the national cultural heritage, support for cultural diversity and integration of Ukrainian culture into the world cultural space. The Ukrainian culture and creative industries sector continues its operation despite Russia's military aggression. The Foundation launched an online platform «Cultural Space», which aims to support Ukrainian culture during the war and preserve Ukrainian culture today and its development in the future.

TURKEY

ATÖLYE



A community-powered creative services organization. Through strategy and design, we help organizations tackle complex challenges and create lasting impact.

The three components of the ATÖLYE system: design studio, academy and creative hub, work together in a symbiotic manner—complementing one another to define the future of the creative workforce. While the Strategic Design Studio helps organizations tackle wicked challenges through design and strategy, the Academy helps teams and individuals build the skills necessary for transformation. To serve as a source of constant learning, the Creative Hub fosters our global community by creating an inspiring environment through membership, collaborations, events, and public programs.

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ATÖLYE started as an academic spin-off project with ties to Stanford University's d. school and New York University's Tisch ITP, hence acquiring a strong inclination towards strategic design with a social impact mindset. Since 2013, ATÖLYE has traversed through a journey of creating community-driven approaches to design and innovation. Today, with a core team of over 60 multidisciplinary designers and creatives, we tackle design challenges across many sectors on multiple scales. Through our fluid system, with a clear intent of transdisciplinary, we love addressing wicked problems that deal with shifting paradigms, stakeholder complexity, and emergent processes.

BEST PRACTICES

BULGARIA



The mission of the company is to make business and education more interesting, innovative and fun. How? Their secret weapon is called gamification and allows us to turn mundane and boring tasks into fun experiences. They want to make a change, just like you, so let's grow together. What's a Gamifinnator? – Gamifinnators are not just innovators, they are also cool, creative, fresh, fun and know how to enjoy life and find the positive in every situation.

Who can become a Gamifinnator? – The managers of the company believe that there is a hidden gamifinnator in every one of us, just waiting to show up and start changing the world.

What are their secret superhero weapons:- ProcessInno – They can turn any process and training into a fun software game to improve employee motivation and engagement - <https://gamifinno.com/processinno/>

- Gamifinnopoly – A software platform for gamified task management. They can use it to turn all your everyday tasks into a fun board game that motivates you to keep going. <https://gamifinnopoly.com/>

- Kreatino Erasable Notebooks – The ultimate notebook, which you can reuse as many times you want, add, remove and organize your pages, change pages and covers. It's your own content station. Winner of Green Innovation of the Year, 2020 <https://gamifinno.com/kreatino/>

- Gamified workshops and trainings

<https://gamifinno.com/>



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Chaos is a world leader in visualization and computer graphics.

The company creates technology that empowers artists and designers to visualize anything they can imagine. Their ecosystem of 3D rendering, real-time rendering and simulation software is used by top design studios, architectural firms, advertising agencies, and visual effects companies around the globe. With their continued research and advancements in ray-traced rendering, cloud rendering, and real-time exploration, we make the tools to help you create your world.

The company has developed also an R&D center for creative projects – digital filmmaking, virtual reality, and rendering technology. And that’s not all - Chaos Laboratories is their collaborative research hub, where artists, industry leaders and academic researchers are invited to contribute to development discussions and help solve key computer graphics challenges.

CG Labs is also responsible for producing the immensely popular CG Garage podcast.

The company is an initiator and organizer of a global event uniting the art, science & technology of computer graphics, called “Total Chaos”. World-class experts from a variety of creative industries, including architecture, automotive, games, and VFX are featured at Chaos Group’s biggest event Total Chaos. Born from their yearly CG² event, they bring together top artists and developers for two days of behind-the-scenes presentations and hands-on workshops.

Hosted in their home city Sofia, Bulgaria, this event is a great opportunity to network with some of the world’s top artists and studios, and learn how they create their inspiring work. It’s also a chance to share your feedback and feature wish list with the teams behind V-Ray® , Corona, VRscans and Phoenix FD.

They’re here to help the next generation of CG artists, architects and designers get started in rendering.

Chaos Education

Chaos Group offers special pricing and benefits for educators, students and institutions. Find out more here. They've developed extensive courseware to aid educators in all aspects of training and teaching rendering. Chaos Academies and Certified Training are designed to help increase skills and further careers. Chaos is dedicated to supporting learning, enabling teachers and inspiring students worldwide.

<https://www.chaos.com/>

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iGreet - interactive greeting cards with augmented reality

Technology of augmented reality iGreet is based on a proprietary algorithm for identification and tracking images. It operates at high speed and is not designed to recognize particular tags (QR codes, AR markers, etc.), And any type of target containing relevant image information. Mobile applications are iGreet neytiv development for iOS and Android

Using augmented reality technology to iGreet happens standard for AR applications way: by scanning the markers (in this case - greeting cards) with a smartphone via a special application (in this case - iGreet). When scanning the user sees pre-built moving scene, 3D image or video. The app is available free in Google Play and AppStore, as in it can be purchased and sent to the selected destination worldwide greeting cards.

Thanks to its use of technology for augmented reality, iGreet cards "come alive" when the scanning them with a dedicated mobile application you can download for free.

You can view the contents of the card, and open the application, click on the scan button and focus on the front of the card. Watch and enjoy!

Animated electronic cards can hardly impress anyone today. But, as it turns out, in this area also still be possible innovations and reassuring is that the freshest ones are the product of Bulgarian ingenuity. Anyway, native startup iGreet is about to change market greeting cards and even has intrigued some of the biggest players in the world.

The company has developed a new generation of cards that actually "alive" if viewed through the screen of the phone or tablet. For this purpose, the team uses technology known as augmented reality ("augmented reality"), which allows real objects to be added virtual images or audio-visual information. The layout of the cards you do iGreet jointly developed by Bulgarian artists, as one of the goals of the company is to create, develop and support a community of talented young designers.

How can we give away such "live" card on our close? Simply purchase one from our website - lilia.bg or location of our shop Bull. Janko Sakazov 18 and take them out mobile application iGreet, which is available for the two most popular operating systems for mobile devices - iOS and Android. Then it remains only to target phone including an annex to the card and have fun.

Video presentation of the cards iGreet can be found HERE

<https://www.igreet.co/?lang=bg>

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Work Better provides new generation of workspace

Space that meet your team's needs, from hot desks to private offices, Work Better company got you covered. Be part of an exclusive open-minded community of entrepreneurs, and experienced professionals and enjoy all the facilities we prepared for you: creative lounges, kitchens, coworking coffee & bar, conference rooms, phone booths, event spaces, calm and serene garden.

MISSION

The managers of the companies believe that businesses flourish when people are thrilled to come to work. One of the best ways to attract and retain top talent is to provide an excellent environment.

With they, their members benefit from increased employee engagement and have the opportunity to be in a place where they feel happy and productive. WorkBetter provides peace of mind to business owners by allowing them to focus on their core responsibilities while we handle the rest.

FINANCIALLY RESPONSIBLE

Unlike traditional office leases, WorkBetter is an all-inclusive, 'plug-and play' solution providing short commitment, flexible growth or reduction based on your business needs with no capital expenditure.

WorkBetter provides you with a viable exit strategy, including contract termination. You also have full transparency on costs, there are no variable operating costs, so you can plan your financials with assurance for the long run.

BUILDING

WorkBetter is part of Office X Business Garden: a complex of 4 Class-A buildings. The business garden proposes a healthy environment with natural light, fresh air, and quiet work conditions

<https://www.workbtter.bg>

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The center was built as a result of the organization's many years of experience in developing concepts for regional development and innovative training methods. They have been implemented in a number of EU countries and very few of them in Bulgarian programs. The main goal of the Center is to enable young people from underdeveloped regions to receive quality education in the field of creative industries. The aim for these young people is to stay in their settlements and work remotely in the fastest growing areas of the creative industries, namely the gaming industry, the animation industry, cinema and others, which will lead to the development of the regions.

Ruse Creative Center has a high-tech training hall at 40A Nikolaevska Street, which will allow young people in Ruse to acquire knowledge through specialized training courses for the game industry, animation industry, etc.. In addition to training in the hall, successfully completed projects in these areas . The room is equipped with graphics tablets, high-end computers, 3D glasses, a camera for 360-degree photos and movies, and the latest generation Mac Pro. Due to the dictates of new technologies.

Ruse Creative Center has its own Facebook page:

<https://www.facebook.com/CreativeRuse>

The Facebook page regularly publishes news about upcoming courses as well as student projects - films, photos, etc. Ruse Creative Center is the only one of its kind in Northern Bulgaria. By the beginning of 2022, more than 12 courses have been held and more than 300 students from all over the country have gained knowledge about 3D MAX and MAYA, Adobe Photoshop, game design and others.

The Ruse Creative Center also has its own learning platform, the Moodle platform:

<https://creativeeurope.digital/lear>