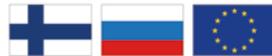


# Managing Co-creation in C3E

## Contents for Cross-Cultural Events

Funded by the European Union, the Russian Federation  
and the Republic of Finland



CBC 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

# The Project Partners

- South-Eastern Finland University of Applied Sciences, Xamk
- Institute for Cultural Program, ICP
- Saint-Petersburg State University of Industrial Technologies and Design, SPbSUITD
- Kouvola Theatre, Wiipuri Road Fare, Kotka Maritime Festival, Mikkeli Music Festival, The Admiralty Needle Fashion Contest, Gatchina Light Festival, St. Olof's Medieval Festival at the Vyborg Castle, OiOi Collective, Solaris fx, New Stage of Alexandrinsky Theatre and New Media Laboratory, The International Conservatory Week

Time 1.12.2018-30.11.2021 Budget: 751500 € CBC 2014-2020

# The Objectives of the C3E Project

- Identifying current and future trends of the creative industries
- Collaboration between educational and cultural institutions and their stakeholders
- Furthering skills in innovative events management and marketing
- Strengthening networks and people-to-people connections
- Co-creation & developing multi-disciplinary concepts within the creative industries
- Creating tremendous added value
- Media coverage for new concepts and all involved



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СБС 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

СБС 2014-2020  
Россия - Юго-Восточная Финляндия

СБС 2014-2020  
Юго-Восточная Финляндия

СБС 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

Россия

CONTENTS FOR

CULTURAL EVENTS

СБС 2014-2020  
Россия - Юго-Восточная Финляндия

СБС 2014-2020  
SOUTH-EAST FINLAND

СБС 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

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Россия - Юго-Восточная Финляндия

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XAMK







Kaakkois-Suomen ammattikorkeakoulu  
South-Eastern Finland University of Applied Sciences

[www.xamk.fi](http://www.xamk.fi)



# Research: The Market Analysis

- Base for the contents of the further education series
- Participating festivals and theatres  
10 in Finland and 20 in Russia

1. A Questionnaire Survey
2. In-Depth Interviews
3. Webometrics focusing in how the festivals use the following

Online-platforms

Virtual and augmented reality

Role playing and gamified contents

Pre- and post-event activities

Pattern for publishing and PR  
frequency, publication time, content





# Hackathon for Creative Businesses 10.-11.10.2019

## @ XAMK, Kouvola, Finland

Students of Design, Business, Hospitality Management or Culture:

### What:

Creative prototyping, fashion design, gamification  
Immersive gamified contents  
Movable container accommodation  
Character and costume conceptualisations

Register at Peppi to earn 5 credits

More info: [www.xamk.fi/C3E](http://www.xamk.fi/C3E)

### Partners:

OiOi  
TAIKE  
Mikkeli Music Festival  
Kouvola Theatre  
Kotka Maritime Festival  
St. Petersburg State University of Technology and Design



# Co-Creation at C3E Hackathons

10.-11.10.2019 Xamk Kouvola Campus

52 students and 30 experts

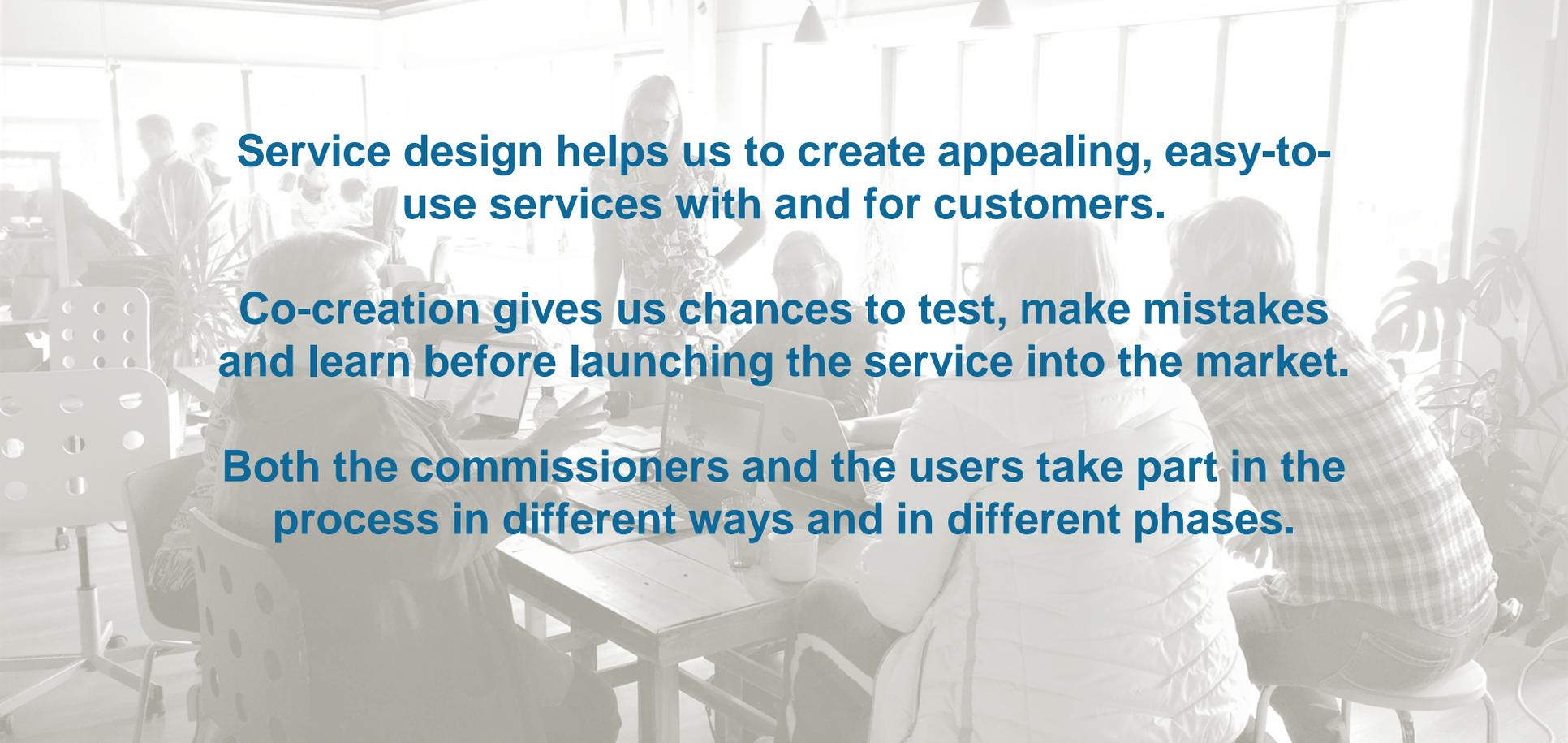
10.-11.12.2019 SPbSUITD St. Petersburg

Fashion and Costume Design, Game Design, Graphic Design, Service Design, Product Design, Interior Design, Interior Architecture and Furniture Design, Hospitality Management, Business and Marketing

# In the C3E Hackathon...

- Research & collaborate with the commissioners
- Develop solutions for profiled customers and the potential end-users of the service or event
- Co-create in skilled, talented and multi-disciplinary teams
- Make new concepts or prototypes
- Use expert mentors
- Enjoy creativity
- Remember co-creation is a learning process
- Interview and test the ideas with potential end-users



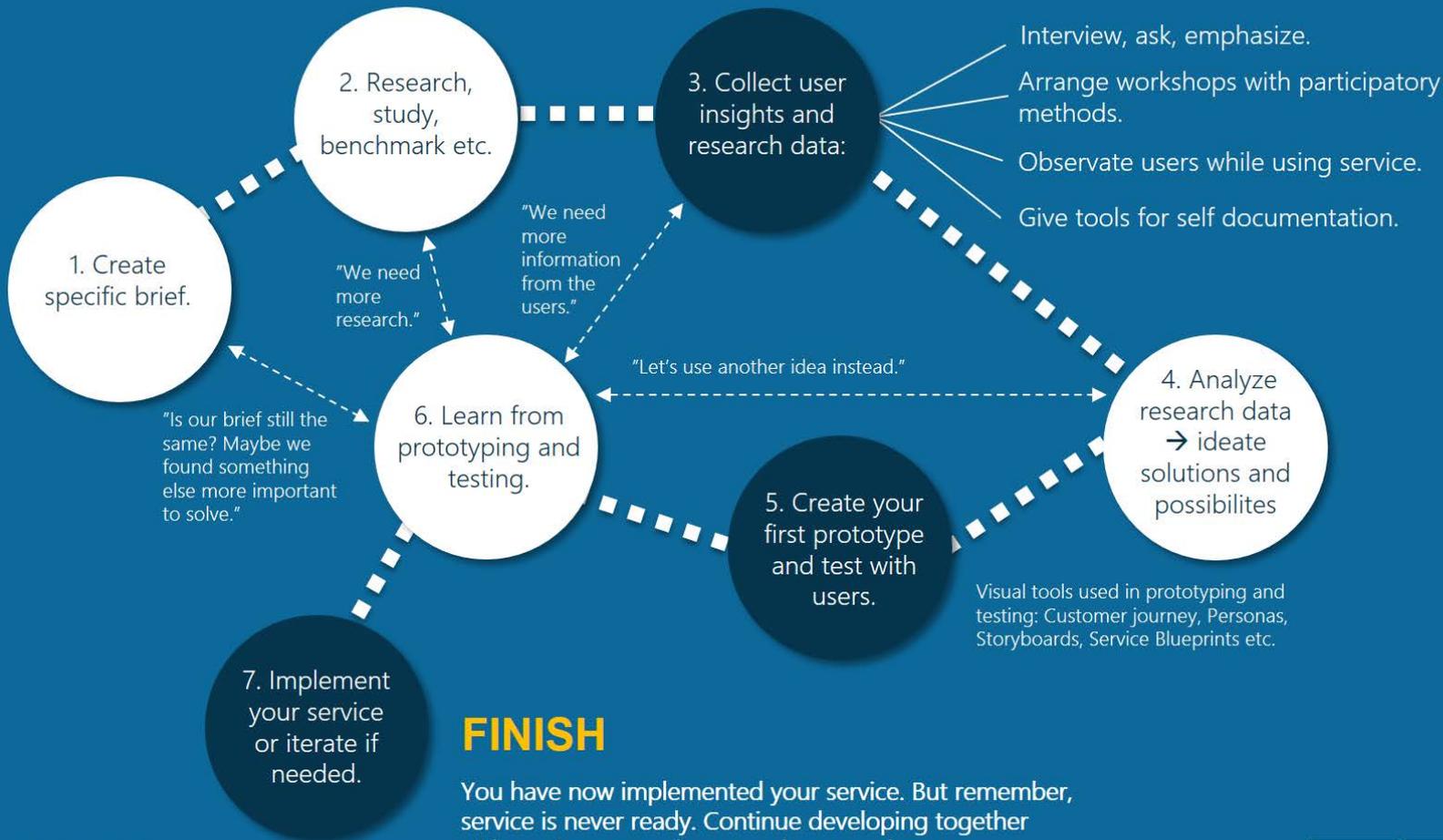


**Service design helps us to create appealing, easy-to-use services with and for customers.**

**Co-creation gives us chances to test, make mistakes and learn before launching the service into the market.**

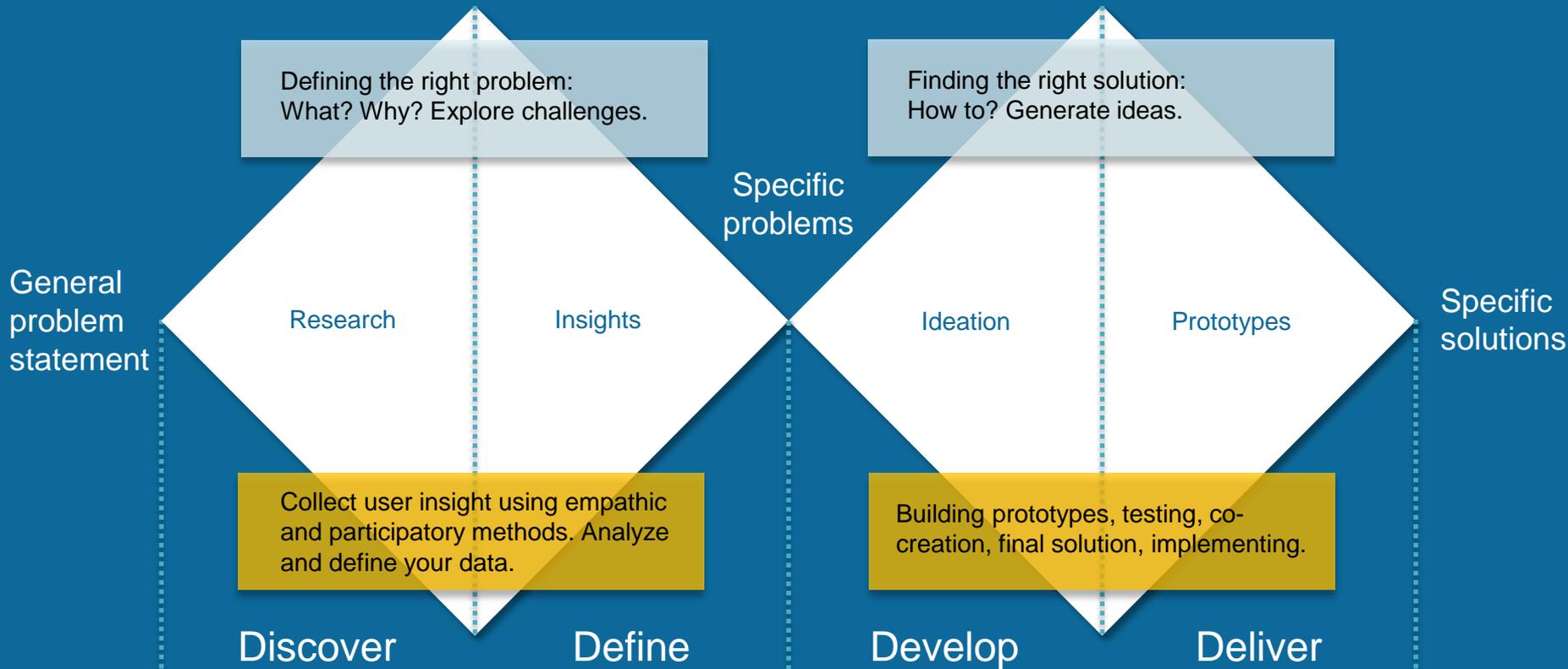
**Both the commissioners and the users take part in the process in different ways and in different phases.**

**START**



**FINISH**

You have now implemented your service. But remember, service is never ready. Continue developing together with service users: observe, ask, test and so on.





# C3E Case Studies

## Developing Cultural Festivals



25-ЫЙ МЕЖДУНАРОДНЫЙ КОНКУРС МОЛОДЫХ ДИЗАЙНЕРОВ

# АДМИРАЛТЕЙСКАЯ ИГЛА

## 21 / 25 АПРЕЛЯ 2019



Санкт-Петербургский  
государственный университет  
технологий и дизайна

МОДНЫЙ ПОЛИГОН - КРЕАТИВНАЯ СЕРИЯ ИЛИ БУДУЩЕГО  
22.04/25.04.2019

22 АПРЕЛЯ - 18.30 ТОРАЖЕСТВЕННАЯ ОТКРЫТИЕ  
И ПОДЪЕМА НА КОНКУРС  
24 АПРЕЛЯ - 11.00 МЕЖДУНАРОДНАЯ НАУЧНО-ПРАКТИЧЕСКАЯ  
КОНФЕРЕНЦИЯ ИНДУСТРИАЛЬНЫХ САЛОНОВ  
В КУЛЬТУРЕ ИВ ДИЗАЙНЕ  
25 АПРЕЛЯ - 18.30 ГАЛА-ПОКАЗ И ЦЕРЕМОНИЯ  
НАГРАЖДЕНИЯ КОНКУРСА



ДИЗАЙНЕР АНЖЕЛИКА КОЗЛОВА  
МОДЕЛЬ ИРИНА КОЗЛОВА И НАС  
ОБРАЗОВАТЕЛЬНЫЙ ЦЕНТР ИВ ДИЗАЙН  
ВИЗУАЛИЗАЦИЯ СЕРГЕЙ СЕВЕРОВ  
СВЯТАЯ СТЕЦКА  
ГЛАВ. ДИЗАЙНЕР ЕЛЕНА БАВУТИЦКОВА

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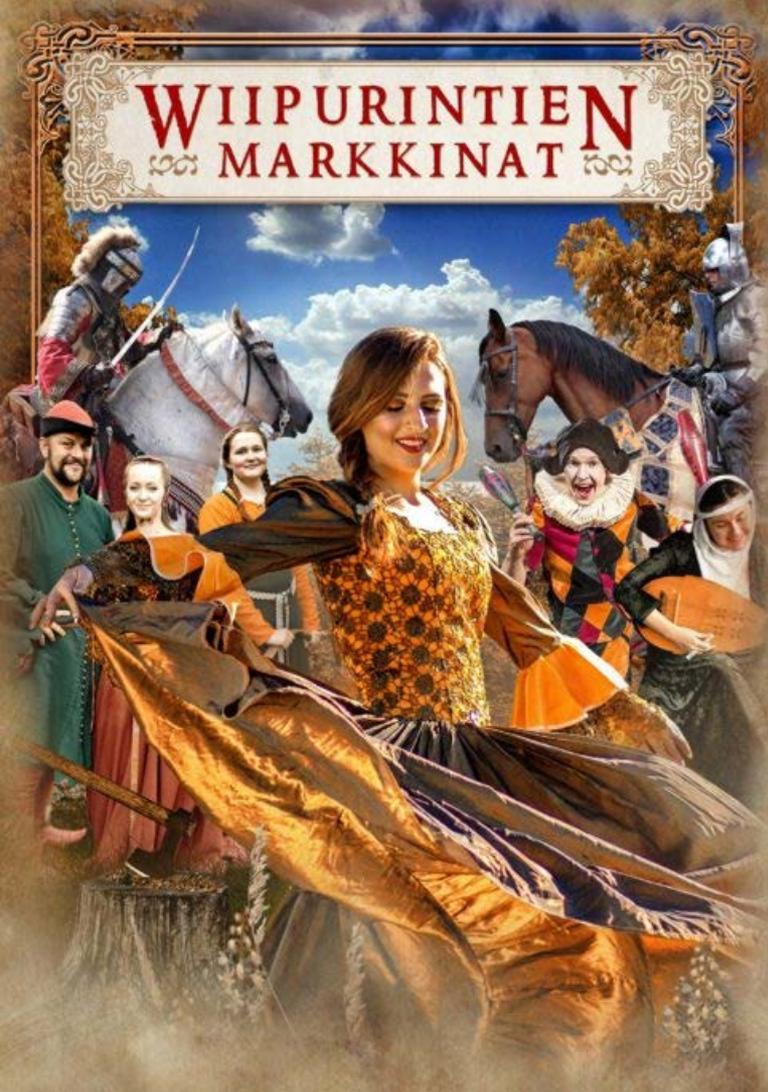
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# WIIPURINTIEN MARKKINAT





Святого Длафа  
СКИЙ



# Other C3E Collaboration Festivals

## **LIGHT NIGHTS in Gatchina**

<http://gatchinanights.ru/en>

## **International Conservatory Week Festival in Saint Petersburg**

<http://www.conservatory.ru/en/festival/khix-international-conservatory-week-festival>

**And many more!**

# C3E co-creation & further education

- 2020 and 2021 two sets of seminar series for professionals to enhance their networks
  - To equip them with the latest marketing management tools
  - To identify development needs
- C3E Summer Schools 2020 and 2021
- Work placement for young professionals directly linked to our stakeholder festivals



**Kampuksena koko maailma.  
Learning unlimited.**



**Thank You  
Comments are Welcome!**

**Ms. Heini Haapaniemi, Project Manager C3E  
heini.haapaniemi@xamk.fi**



**Tunne huominen - All for the future.**