



CREATIVE CITIES OF MEDIA ARTS' RESPONSE TO COVID-19

UNESCO Creative Cities of Media Arts share their good practices against the COVID-19 pandemic

The UNESCO Creative Cities of Media Arts, coordinated by the city of [Enghien-les-Bains](#) (France), have consolidated some of their good practices and innovative actions undertaken to fight the current COVID-19 pandemic.

In line with their commitment to reinforcing the creation, production and dissemination of media arts, these Creative Cities are implementing a wide range of measures to further nurture hubs of creativity and innovation, and broaden opportunities for creators and professionals of the sector.

In [Austin](#) (United States of America), the 'HOPE Campaign' initiated by a non-profit organization has allowed local artists to maintain health, well-being, and their careers and livelihood during the lockdown. While commissioning artists from the city to paint positive messages on public buildings, 200 necessity bags were also distributed to artists and other creative workers.

The city of [Braga](#) (Portugal) has mobilized its tech community to participate in the collaborative platform "tech4COVID19", which aims at finding solutions to the needs of the most vulnerable people, such as health professionals. In addition, the city has instituted new collaborations and partnerships with representatives from the local cultural and creative sectors to offer online talks, workshops, and webinars in their respective areas of expertise.

[Guadalajara](#) (Mexico), alongside with the British Council and the Promoting Council for Innovation and Design, organized the Creative Sprint Guadalajara (27-28 April 2020), a virtual space for conversations and dialogue. Dedicated to the creative economy in the post-contingency context, the event emphasized the role of creative professionals as strategic allies in the development of a new normality in the city.

In [Košice](#) (Slovakia), the audiovisual center Kino Úsmey has launched a new campaign with the slogan 'Give a Smile and Support your local cinema' to target its visitors. The idea is to use online purchases in various forms, including subscriptions, to support the cinema staff during the pandemic period. The campaign also contributes towards the future reopening of the cinema premises.

Linz (Austria) has taken several actions, mainly to provide emergency aid, particularly to affected people, including those working in the cultural and creative sectors. The city has also mobilized its civil societies to launch the campaign 'No refund for culture', calling upon the inhabitants not to claim refund of tickets for cancelled cultural events.

In order to address the challenges raised by the current situation, the municipality of Tel Aviv-Yafo (Israel) held its first international virtual hackathon, in collaboration with the Global Network of Resilient Cities (GNRC). Entrepreneurs and students of all ages and backgrounds were invited to pitch virtually new and innovative ways to support communities in distress and help businesses to sustain.

Toronto (Canada) has been committed to supporting the most vulnerable workers in the cultural sector. The city has introduced a Rapid Relief Fund for artists and creative workers that provided compensation for income lost due to the COVID-19 related cancellations. Under the City Hall live banner, the city has also assisted artists and art organizations in seeking to make a quick pivot to digital distribution, with a special focus on musicians to reach new opportunities in online arts educations, created due to widespread closure of schools.

In York (United Kingdom of Great Britain and Northern Ireland), the Pilot Theatre decided to continue to employ the actors of its current production, Crongton Knights, which was halted in the middle of its national tour. By creating a web version of the production, the theatre continues to stream it on the same tour dates.

For more information, kindly consult :

- https://en.unesco.org/creative-cities/sites/creative-cities/files/good_practices_against_covid-19_cities_for_media_arts.pdf