



2018

ANNUAL REPORT

UNESCO CREATIVE CITY KÜTAHYA

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MAYOR OF KÜTAHYA – KAMIL SARAÇOĞLU



Kütahya is a city where the secret of fire and soil has been kept for centuries. The ambience of the city is magical and the culture is so untouched and needs to be discovered even for the dwellers.

On October 31st 2017, we started the next chapter in our City's history. Kütahya -famous for its production of Çini- was designated a UNESCO Creative City in the field of Crafts and Folk Arts. Within the framework of the implementation of the United Nations 2030 Agenda for Sustainable Development, Kütahya has the chance to demonstrate culture's role as an enabler for becoming a sustainable city. The goals, objectives and actions presented in this Agenda will guide Creative City of Kütahya to overcome new challenges and celebrate new achievements to become more resilient.

A prosperous and more resilient city doesn't come from preparing a plan itself, indeed, it is about pursuing and following the necessities of the plan. That is why, over the last two years, we have been committed to building relationships with cities around the globe intelligently and effectively. Today, we all see Creative City of Kütahya is praised as a nationally acclaimed leader in creative industries. Every day, I am inspired by the people of Kütahya - their passion for the community, commitment to building our city and spirit of generosity. We are blessed to have artists who devote their energy and enthusiasm, representing Kütahya at home and abroad. I am proud and honored to be part of such a wonderful community.

Together, we can keep doing the best for our city and the whole humanity.

Sincerely,
Kamil Saraçoğlu
Mayor, Kütahya

WHAT IS UNESCO ?

The Definition

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the UN General Assembly in 2015.

The Vision

Political and economic arrangements of governments are not enough to secure the lasting and sincere support of the peoples. Peace must be founded upon dialogue and mutual understanding. Peace must be built upon the intellectual and moral solidarity of humanity.

“UNESCO stands up for freedom of expression, as a fundamental right and a key condition for democracy.”

In this spirit, UNESCO develops educational tools to help people live as global citizens free of hate and intolerance. UNESCO works so that each child and citizen has access to quality education. By promoting cultural heritage and the equal dignity of all cultures, UNESCO strengthens bonds among nations. UNESCO fosters scientific programmes and policies as platforms for development and cooperation.

UNESCO stands up for freedom of expression, as a fundamental right and a key condition for democracy and development. Serving as a laboratory of ideas, UNESCO helps countries adopt international standards and manages programmes that foster the free flow of ideas and knowledge sharing.

CREATIVE CITIES NETWORK

The Definition

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. There are 180 cities which currently make up this network. The Creative Cities Network is a privileged partner of UNESCO, not only as a platform for reflection on the role of creativity as a lever for sustainable development but also as a breeding ground of action and innovation, notably for the implementation of the 2030 Agenda for Sustainable Development. The network has 28 member cities in Literature field, 26 member cities in Gastronomy field, 14 member cities in Media Arts field, 31 member cities in Music field, 13 member cities in Film field, 31 member cities in Design field and 37 member cities in Crafts & Folk Arts field.



MISSION STATEMENT

The Definition

Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects. By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. The UNESCO Creative Cities Network covers seven creative fields: Crafts and Folk Arts, Design, Film, Gastronomy, Literature, Media Arts, and Music.

Objectives

The UNESCO Creative Cities Network aims to:

- strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into local development strategies and plans.

Areas of Action

The objectives of the UNESCO Creative Cities Network are implemented both at the level of the member cities and at the international level, notably through the following areas of action:

- sharing experiences, knowledge and best practices;
- pilot projects, partnerships and initiatives associating the public and private sectors, and civil society;
- professional and artistic exchange programmes and networks;
- studies, research and evaluations on the experience of the Creative Cities;
- policies and measures for sustainable urban development;
- communication and awareness raising activities.

CRAFTS & FOLK ART CITIES

- Al Ahsa
- Aswan
- Baguio City
- Bamiyan
- Barcelos
- Cairo
- Carrara
- Chiang Mai
- Chordeleg
- Duran
- Fabriano
- Gabrovo
- Hangzhou
- Icheon
- Isfahan
- Jacmel
- Jaipur
- Jingdezhen
- Joao Pessoa
- Kanazawa
- Kütahya
- Limoges
- Lubumbashi
- Madaba
- Nassau
- Ouagadougou
- Paducah
- Pekalongan
- Porto-Novo
- San Cristobal de Las Casas
- Santa Fe
- Sasayama
- Sheki
- Sokode
- Suzhou
- Tetouan
- Tunis

MAJOR ACTIVITIES

Coordination Council and Executive Committee Meetings

"A very important achievement has been made, but the designation of Kütahya as a UNESCO Creative City and the attributes bring great responsibilities. The designation of Kütahya is not a final destination, yet a beginning.

Dr. Ömer Toraman
Governor of Kütahya

Believing the critical significance of reflecting interest and perspectives of all relevant communities, Kütahya City has formed 2 different consultation and executive groups. As adopted during the designation process, the inclusive approach to city's understanding of UCCN process has continued also after the designation. The aim of these two groups is to discuss action plans and the development regarding the implementation process and to design short and long term goals to contribute. In this context, 4 Coordination Council meetings and 2 Executive Committee



meetings were held in Kütahya during 2018. All committee members representing local governments and artists attended to these meetings. More importantly, they all actively contributed and showed strong interest in Kütahya's contribution to UCCN mission and vision. The local actors create strong coordination and synergies with the relevant stakeholders in creating good practices in the field of Crafts and Folk Arts.

Coordination Council Members

- Dr. Ömer Toraman - Governor of Kütahya
- Kamil Saraçoğlu - Mayor of Kütahya
- Prof. Dr. Remzi Gören - Rector of Kütahya Dumlupınar University
- Murat Koyak - General Secretary of Kütahya Provincial Special Administration
- İsmail Özotraç - Head of Kütahya Chamber of Trade and Industry
- Veli Oğuz - Deputy General Secretary of Zafer Development Agency
- Zülkarni Yeldemez - Provincial Director of Kütahya Culture and Tourism
- Sadık Erilbaylı - Head of Çini Artists, Photographers and Handicraftsmen Chamber
- İskender Cem Leblebici - Focal Point for Kütahya to UCCN
- Hacer Eriş Karapınar - Focal Point for Kütahya to UCCN

Executive Committee Members

- Dr. Ömer Toraman - Governor of Kütahya
- Kamil Saraçoğlu - Mayor of Kütahya
- Prof. Dr. Remzi Gören - Rector of Kütahya Dumlupınar University
- Murat Koyak - General Secretary of Kütahya Provincial Special Administration
- İsmet Özotraç - Head of Kütahya Trade and Industry Chamber
- Zülkarni Yeldemez - Provincial Director of Kütahya Culture and Tourism
- Veli Oğuz - Deputy General Secretary of Zafer Development Agency
- Hasan Başıyigit - Provincial Director of National Education
- Mehmet Zenci - Head of Kütahya Municipality Cultural and Social Affairs
- Hatice Gören - Director of Advanced Technical School for Girls
- Sadık Erilbaylı - Head of Çini Artists, Photographers and Handicraftsmen Chamber
- Bayram Yıldız - Head of Kütahya Culture and Art Association
- Hasan Acar - Head of Çini and Ceramics Craftsmen Association
- İsmail Tunçalp - Head of Kütahya Evliya Çelebi Photographers Association
- Rıza Tekin Uğurel - Head of Mevlana Research, Culture and Art Association
- Sebahat Sarıoğlu - Head of Kütahya City Council Culture and Art Centre
- Fikret Aydoğdu - Kütahya Dumlupınar University Technical Sciences Academician
- Ahmet Haldun Eralp - Artist
- Cemile Gül - Artist
- Gülnur Atakan - Artist
- İsmail Yiğit - Artist
- Mehmet Gürsoy - Artist
- Mehmet Koçer - Artist
- Nida Olçar - Artist
- Saim Kolhan - Artist

UCCN Crafts and Folk Arts Workshop and Annual Cluster Meeting

From 26 to 30 April 2018, Icheon of South Korea hosted Crafts and Folk Art Workshop and Annual Meeting. The city welcomed 17 cities from 14 different countries including Kütahya with the participation of Mayor of Kütahya Kamil Saraçoğlu, Head of Zafer Development Agency Project Development and Implementation Department İskender Cem Lelebici and Zafer Development Agency Project Development and Implementation expert Hacer Eriş Karapınar.

The City Mayor and the President of the City Council of Icheon launched the workshop. The meeting's initiative highlights the cluster's steadfast commitment in stimulating exchanges of know-how and promoting culture and creativity as enablers of intercultural dialogue.



XII UCCN Annual Meeting

From 12 to 15 June 2018, Krakow and Katowice, Creative Cities of Literature and Music in Poland, hosted the XII UCCN Annual Meeting. The major gathering which was themed “Creative Crossroads”, provided an excellent opportunity for all members to showcase, share and discuss joint-initiatives, as well as to identify concrete projects, policies and programmes putting culture and creativity at the core of sustainable urban development, examples of the local and international implementation of the 2030 Agenda for Sustainable Development, notably its city-related goal on making “cities and human settlements inclusive, safe, resilient and sustainable”. Creative City of Kütahya was represented by the Head of Zafer Development Agency Project Development and Implementation Department İskender Cem Leblebici and Project Development and Implementation Department expert Hacer Eriş Karapınar.



Gastroantep Festival and Gastronomy Cluster Meeting

From 20 to 22 September 2018, Gaziantep held the very first International Gastronomy Festival. The festival was organized as part of Gaziantep's action plan towards implementing the UNESCO Creative Cities Network mission. It brought stakeholders of the gastronomy field and the cultural and creative sectors at large together.

Among the participants, national and international chefs as well as the delegations of 16 Creative Cities from Bélem, Chengdu, Dénia, Ensenada, Florianopolis, Hatay, Jeonju, Kütahya, Macao, Panama City, Paraty, Popayan, Sheki, Shunde, Tucson and Zahlé. Gastroantep gathered an audience of no less than 250,000 people for its first edition. Creative City of Kütahya was represented by Mayor of Kütahya Kamil Saraçoğlu, Head of Kütahya Municipality Cultural and Social Affairs Mehmet Zenci, Head of Zafer Development Agency Project Development and Implementation Department İskender Cem Leblebici, Project Development and Implementation Department expert Hacer Eriş Karapınar and Project Development and Implementation Department expert Utku Çil.



Cradle of Foundation : Domaniç Exhibition

Within the scope of the social project, “Cradle of Foundation: Domaniç” exhibition which was prepared by the artists of Kütahya Culture and Art Association met with artlovers on September 24, 2018. In order to contribute to its touristic and economic development with its historical and natural beauties of Domaniç district of Kütahya, 74 artworks by 28 artists were presented at Sera Shopping Mall in Kütahya. Governor of Kütahya Ahmet Hamdi Nayir, Mayor of Kütahya Kamil Saraçoğlu, Rector of Kütahya Dumlupınar University Prof. Dr. Remzi Gören, Rector of Kütahya Health Sciences University Prof. Dr. Vural Kavuncu, Domaniç Deputy Governor Hasan Raşit Taşkın, Mayor of Domaniç Saffet Acar, Deputy General Secretary of Zafer Development Agency Veli Oğuz, Kütahya Culture and Art Association President Bayram Yıldız, NGO Representatives and artlovers attended to the event.



3rd Edition of the Dumlupınar Çini and Handicraft Festival

From 1 to 5 October, Kütahya held 3rd International Dumlupınar Çini and Handicraft Festival. Organized by the Municipality and Dumlupınar University, Kütahya showcased its rich expertise in çini making - a ceramic ware using glass powder, quartz and clay. As a newly designated UNESCO Creative City, Kütahya also shared its experience in managing cultural and creative industries through strong public-private partnerships. Young generations of craftsmen, especially from the Dumlupınar University Fine Arts Department and the Vocational School of Fine Arts, had the opportunity to learn from various artists and masters coming from different universities.



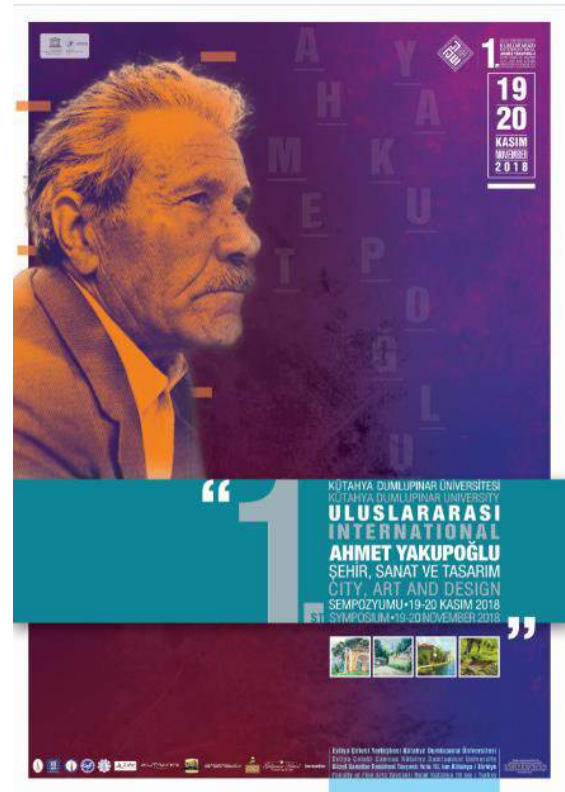
Experience sharing was at the core of the event, during which the focal point to Isfahan, Iran took part to discuss the similarities and differences in the management of culture and creativity at the city level. The other stakeholders of the Festival were the Kütahya Chamber of Commerce and Industry, the Chamber of Çini Artists, the NGO KUGIAD and Zafer Development Agency.

1st International Ahmet Yakupoğlu City, Art and Design Symposium

On 19 and 20 November 2018, the Turkish Creative City of Kütahya hosted the first International Ahmet Yakupoğlu City, Art and Design Symposium. The event was interdisciplinary and covered the fields of art, design, city, history, architecture, miniature and urban aesthetics. For its first edition, a focus was put on the life and work of painter Ahmet Yakupoğlu and the identity of the city of Kütahya. Within a cross-cutting approach, the symposium aimed to contribute to the reflections around art and design through different perspectives and knowledge, from academicians to artists, which would compile in a publication after the symposium. The event offered a platform to support creativity and innovation by broadening opportunities for creators and professionals in the cultural sector.

Through this symposium, It was aspired to utilize the works of designers and artists who comprehend the environment, nature and the space to guide the future. Benefits were gained through the information produced in the fields of research and application. This will lead to innovations for social life and the furtherance of the public welfare.

“Ahmet Yakupoğlu was known as the Last ‘Polymath’ of the 21st century.”



Çini Artist Catalog Publication



Recognizing the need of gaining more knowledge about the careers of Çini artists and examples of their art pieces in the community, Zafer Development Agency responded this need by launching “Those Adding Value to Kütahya” artist catalog publication in the late 2018. The catalog which has been published in 6 languages, showcases the background stories and visual productions of the artists based in Kütahya.

“Thanks to its cultural and historical values, Kütahya is the only city in Turkey that deserves the title of Craft and Traditional Folk Arts City. Kütahya’s membership for being a Creative City of Crafts and Folk Art of the UNESCO Creative Cities Network has been approved in 2017. Çini art has been inscribed on the List of Intangible Cultural Heritage by UNESCO in 2016. Certainly, Kütahya has been the hometown of the Çini art since the 14th century. In addition to Çini art, many traditional arts are also performed in Kütahya. Although the Craft and Traditional Folk Arts constitute an organic part of the socio-cultural and economic design, they are also the foundations for the city’s sustainable development strategies. This catalog was prepared for the Çini artists of the Ministry of Culture and Tourism who have played a crucial role for the development of the city and earning the title of UNESCO Creative Cities Network. The catalog includes short biographies of contemporary artists performing the Çini art, one of the most elegant traditions of Turkish-Islamic civilization, as well as visuals of some of their works. The purpose of this catalog is to introduce the Çini artists of the Ministry of Culture and Tourism since they have a great role to play for passing this know-how to younger generations. We would like to thank and express our gratitude to the contemporary Çini artists that are included in the list as well as all Çini artists since they passed this 700-year-old cultural heritage to us.”

ENGAGING IN COMMUNICATION ACTIVITIES

Creative City of Kütahya gets actively involved in all relevant community awareness and mobilization activities to raise awareness on the importance of creative industries and promoting the city and the UNESCO Creative Cities Network. Kütahya Governship and Kütahya Municipality attended the following events & activities and opened stands in order to raise awareness and for networking in 2018. Through the activities, the link between multiple stakeholders and the city itself was strengthened.

Istanbul East Mediterranean International Tourism & Travel Exhibition

EMITT, the East Mediterranean International Travel and Tourism exhibiton, is one of the top four tourism exhibitons worldwide. The event annually attracts over 54,000 industry professionals and tourists looking for new and exciting travel opportunities from destinations and travel service companies from across the globe. The exhibition was held from 25 to 28 January, 2018.

Almanya ITB Berlin Turizm Fuarı

The ITB Berlin (Internationale Tourismus-Börse Berlin) is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies. The ITB Berlin takes place annually in March at the Messe Berlin. The fair always has an official partner country, in 2018 (March 7-11) represented by the German state of Mecklenburg-Vorpommern. The thematically ordered market segments help visitors and exhibitors to quickly find their way through the wide product range of ITB Berlin: Book World, Business Travel Days, Cruises, Cultural Tourism, Economy Accommodation, e Travel World, Advanture & Responsbile Tourism, ITB Mobile Travel Services, Training and Employment, Travel Technology, Trends & Events.

Antalya EXPO Center Hestourex World Health, Sport Tourism Congress and Fair

The fair, which was held in Antalya on 5-8 April 2018, an important destination in terms of cultural and tourism potential, was supported by the Ministry of Culture and Tourism with the idea that it would create significant added value for tourism.

Ankara Intangible Cultural Heritage Promotion Days

The first of the Intangible Cultural Heritage Promotion Days, which introduced cultural values protected by UNESCO, was held at Ankara Atatürk Cultural Center on 26-29 April, 2018. Promotion Days of Intangible Cultural Heritage, which was made in Ankara as first edition, including traditions, customs, demonstrations and feasts, was introduced in cooperation with the Governorship of Ankara, the Ministry of Culture and Tourism and the Ankara Tourism Operators Association.

Sapanca Handicraft Festival

People from Sakarya province were invited to the Sapanca Kırkpınar Handicrafts Festival in Sapanca Kırkpınar district on 20-21-22 July 2018. In the statement made by the event committee, in the place where smells of art, in an environment of nature, you can get design gifts for yourself and your loved ones, on the other hand you can have home-made food snacks, examine the works of artists and buy them.

20th International Sındırgı Yağcıbedir Carpet, Culture and Art Festival

20th Sındırgı Yağcıbedir Carpet, Culture ve Art Festival was organized in Sındırgı district of Balıkesir from 31st of August to 3rd of September. The four-day festival featured folklore groups from various countries.

Ege Provinces Promotion Days

The 11th Aegean Provinces Promotion Days, organized by the EGEM Platform formed by Aegean region foundations took place at Ankara Atatürk Cultural Center on 8-11 November, 2018.

World Tourism and Culture Conference

The 3rd UNWTO/UNESCO World Conference on Tourism and Culture built on the outcomes of the two previous editions of this event and their respective Declarations: the 2015 Siem Reap Declaration, which recommended closer and targeted partnerships between stakeholders of culture and, tourism; and the 2017 Muscat Declaration, which committed its endorsees to enhancing the contribution of tourism and culture in national Sustainable Development Goals strategies. Both declarations make clear that we must embrace the idea of not just creating tourism and culture partnerships, but also harness their potential to positively impact communities, and improve the overall visitor experience. This year's edition concentrated on technology, visitor management models and the approaches that bring the widest possible range of benefits to both visitors and locals while safeguarding cultural values and heritage in line with responsible tourism principles and the UNWTO Global Code of Ethics for Tourism.

WEBSITE & SOCIAL MEDIA & PROMOTIONAL VIDEO

The Website

We are proud to announce the launch of the new Kütahya Creative City website. The website has been created to keep the art-lovers up to date with event news and notices, and to showcase more information on the Creative City of Kütahya. (www.kutahyacreativecity.com)



Social Media Accounts



Kutahya Creative
2946 Followers



Kutahya Creative City
347 Followers



Kutahya Creative City
541 Followers

Kütahya UCCN Promotional Video

The first Kütahya UCCN Promotional Video has been published in Turkish, English and French, in order to stimulate public's interest on the designation of Kütahya as a UNESCO Creative City. The video displays traditional Crafts & Folk Arts of Kütahya City.

Duration: 2.58 minutes

Language: Turkish, English

Subtitles: English, French

Resolution: 4K





United Nations
Educational, Scientific and
Cultural Organization



KÜTAHYA
CITY OF CRAFTS AND FOLK ART

Designated
UNESCO Creative City
in 2017



Zafer
Kalkınma Ajansı
Development Agency