



UNESCO CREATIVE CITIES NETWORK
BUDAPEST – CITY OF DESIGN

2015 – 2019 REPORT



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Creative Cities
Network

Réseau des
villes créatives



Crafts & Folk Art / Design / Film / Gastronomy / Literature / Media Arts / Music

CREATIVE
CITIES FOR SUSTAINABLE
DEVELOPMENT

VILLES
CRÉATIVES POUR LE
DÉVELOPPEMENT
DURABLE

Artisanat et arts populaires / Design / Film / Gastronomie / Littérature / Arts numériques / Musique

EXECUTIVE SUMMARY

In the framework of a strategy, Budapest has been fulfilling a more and more important role in fostering the initiatives related to applied arts since it was awarded the title. Since 2015, nearly a hundred programs, exhibitions, public art installations, brochures, shows and campaigns have been organized and implemented, in the creation, organization or financing of which the capital took part.

In cooperation with the most renowned Hungarian professional partners, educational institutions and innovative companies, we could gather a relatively precise image in the past four years as to which projects are popular amongst the residents of Budapest as well as those visiting the city.

The company responsible for the city image of the capital (BVA), which was founded after the title was awarded to Budapest, has acted as the organizer, sponsor and partner of numerous programs under the "Budapest City of Design" title.

One of the key missions of Budapest Project Gallery operated by the company is to enable young artists working and learning in the different branches of applied arts to introduce themselves and show their work to the audience. We also participated in numerous projects in public spaces, with the most successful being the Pop-up Park created in the heart of the city.



We also pay particular attention to supporting creative projects in the digital space: the iconic buildings of the capital are under construction in the virtual space of MineBudapest created in Minecraft.



In the upcoming four years, we aim to continue many of our projects and we also plan to participate in further international cooperation via UCCN. Our goal for the medium term is to make Budapest the creative hub of Eastern Europe, as we believe that all the traditions, institutions and human resources required for this are right at our disposal.

4 years, 93 projects

direct cost of the projects: EUR 2.8 million



ANNEX

BUDAPEST IN NUMBERS

- ~ produces 42,6% of the Hungarian GDP
- ~ spends 1% of the GDP to cultural expenditures

PER 100 000 CITIZENS:

49,4 cultural institutions
16 722 cultural events
130,8 books

2. GENERAL INFORMATION

Name of the city: **Budapest**

Country: **Hungary**

Creative field of designation: **Design**

Date of designation: **2015**

Date of submission of the current report: **05.12.2019**

Entity responsible for the report: **BVA Budapest City Branding Nonprofit Ltd.** (BVA Budapesti Városarculati Nonprofit Kft.)

Previous reports submitted and dates: -

contact: **KÉGLER Ádám, PhD**; managing director of BVA (kegler.adam@bpva.hu; mobile: +36 30 258 87 71)

- whenever the designated focal point does not work directly within the city government, include the contact details of the officer in charge within the city government who will serve as a liaison.1: **Mrs. KEMÉNY Orsolya**, (kemenyo@budapest.hu)

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

3.1. Number of UCCN annual meetings attended in the last four years: 1 (2019 Fabriano, Italy)

3.2. – 3.7. the answer is: No

4. MAJOR INITIATIVES (2015 – 2019)

In the followings, the most remarkable projects of the particular years are presented. The full program and list of projects are available at www.cityofdesign.hu

2015

BUDAPEST DESIGN MAP (April)

Since its creation in 2013, the Budapest Design map was published for the third time in 2015. With the help of the practical and easy-to-use map, one can visit approximately 150 thematic design spots of the city.

This makes the Budapest Design Map one of the most comprehensive tourist guides of the capital's design sphere: the publication is distributed at 120 locations, in 15,000 copies.



START UP GUIDE (June)

The “Start Up Guide” publication was created with the aim of providing help to the ventures of the creative industries. Launched in 2007, the “Start Up Guide” series was published for the 10th time in 2015: not only did it undergo a refreshment in terms of content for this occasion, but also in terms of image.

WORLD DESIGN DAY (29 June)

The International Council of Societies of Industrial Design (ICSID) announced World Design Day in 2007 for the 50th anniversary of its foundation. The title of the event held in 2015, Redefine Design, was a program at the same time: the development of the new definition of industrial design by the community reflecting on the changes of past decades.

BUDAPEST DESIGN WEEK (25 September – 4 October)

This year, the main theme of Budapest Design Week was the home. Exhibitions under the motto “Home Sweet Home” and home-themed accompanying programs presented how the social, cultural and technological changes of the past decades manifested in the homes of people. The Guest of Honor country of the festival was Spain, and a distinguished guest was Martí Guixé, the renowned food designer. In 2015, Budapest Design Week welcomed 50,000 visitors and gave home to 150 events in three cities.

THE INTERCOLOR INTERNATIONAL COLOR COMMITTEE CONFERENCE (23–24 November)

The yearly conference and closed session of InterColor International Color Committee was held in Budapest. The target audience of the conference includes the designers, manufacturers and traders of the design and fashion industries, but its doors were also open to the public.

2016

BUDAPEST DESIGN MAP (June)

The fourth edition of Budapest Design Map was published in 15,000 copies. The free application version of the issue is available on iOS and Android devices, accompanied by a Google Layer map version.

WORLD DESIGN DAY (29 June)

Through the initiative of MOME+, it introduced students to the world and different segments of business life. The topics of World Design Day 2016 featured the new approaches to design and the responsibility of new generations.

BUDAPEST DESIGN WEEK (23 September – 3 October 2016)

The event presented the diversity of the relationship between man and its built environment under the aegis of the slogan “Design Anatomy”. This year, the Guest of Honors of Budapest Design Week were the countries of the Visegrád Cooperation, who celebrated their 25th anniversary in 2016. The event attracted 50,000 visitors and gave home to 230 events.



SECRET PAMPHLET (5 September)

In our thematic serial issue “Secret City”, which is published annually and targets children, the city’s hidden architectural, natural and artistic treasures were presented in a map format, varied by tasks. Owing also to our variety of online and offline programs, the BPKids online brand became one of the most popular kid websites and social media communities in Budapest.



DESIGN & IPR INTERNATIONAL CONFERENCE AND WORKSHOP (28–29 November)

The main goal of the “Design Europe 2021” event announced by the Bureau of European Design Associations was to promote the meeting of design and intellectual property protection professionals, to allow them to think together as well as to identify their common objectives, and then to elaborately define and found the cluster by selecting the appropriate BEDA members.

2017

ITALIAN DESIGN DAY

(2 March)

The Milano school in Budapest: workshops and shows in the organization of the international Italian Design Day, the Italian Embassy, the Italian Cultural Institute and the Italian Chamber of Commerce for Hungary.

POP-UP PARK

(7 June)

The Street Work-out tools and resting places placed in the Pop-up Park opened in the heart of Budapest has become the favorite meeting point of locals and a touristic sensation within seconds.



START UP GUIDE

(June)

The twelfth edition is a practical guide primarily aiming to support the small creative enterprises operating in the field of design, but also providing useful information all small start-up enterprises.



MINEBUDAPEST PROJECT

(December)

The city of Budapest built in the world of Mine Craft introduced the most remarkable buildings of the capital to tens of thousands of children.



2018

OTTHON DESIGN

April–October 2018

Budapest Design Week cooperated actively in the creation of the OTTHONDesign trade show attracting 50,000 people and organized twice a year (in April and in October), which primarily aims to foster the introduction, promotion, market entry and market acquisition of Hungarian designers.



STEPS AHEAD.

PRODUCT DESIGN IN POLAND AND HUNGARY AFTER 2000

(10 May – 31 August, Warsaw, Budapest)

The comprehensive exhibition showcases the dynamic development of Polish and Hungarian design.

BUDAPEST DESIGN WEEK

(5–19 October)

The program series focusing on the latest trends and challenges of the creative industry presented the works of the newest Hungarian and Central-European workshops. The program series was organized under the slogan “Mission:Design”.

160 programs, 70,000 visitors



BUDAPEST CENTRAL EUROPEAN FASHION WEEK

The foundation of the Hungarian Fashion and Design Agency with the aim, amongst others, to strengthen the design-themed events of Budapest. Budapest Central European Fashion Week is organized twice a year, with the aim of becoming the leader in the region; thus, it also features designers from the neighboring countries, the V4 countries and Italy.



Budapest Central European Fashion Week is a program series in the capital lasting for several days, built on international examples and fitting to the international schedule, which ensures the introduction of Hungarian and Central-European designers to the industry and customers with design, programs and services meeting international standards.

The event also aims to “move” the audience of Budapest, primarily in the form of related “side events”, which are organized at different venues of the city.

2019

BUDAPEST CENTRAL EUROPEAN FASHION WEEK

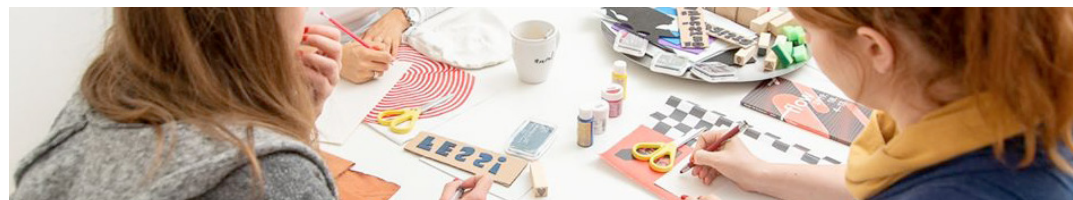
(29–31 March 2019)

One of the most dominant fashion events of the Central-European region, Budapest Central European Fashion Week was organized between 29–31 March in Várkert Bazár. The fall-winter 2019/20 collections were presented featuring innovations, exciting side events and in cooperation with Hungarian and international designers, young talents and professionals of the industry.

BUDAPEST DESIGN WEEK 2019

(4–13 October 2019)

In 2019, Budapest Design Week expanded into a series of events including more than a hundred and fifty programs, which also put a great emphasis on the economic importance of design, in addition to its social usefulness. The flow-experience was in the focus this year, which was also an attempt to identify how the flow experience is linked to the development of the creative industry as well as individual and corporate efficiency.



The more tangible aspects of business development have also come into focus: legal, financial and communication issues were elaborated and discussed in the framework of the Start Up Guide Live program.

This year's Guests of Honor included the Baltic states: the Republic of Estonia, the Republic of Latvia and the Republic of Lithuania—three countries that achieved unique and exemplary results in contemporary design from several aspects.



The works of their designers focus on the respect of nature as well as the fast adaptation of contemporary technologies combined with fresh ideas.

BUDAPEST FASHION & TECH SUMMIT 2019

(8–10 November)

One of the significant design and fashion events of the region took place on several venues and primarily aimed to give an opportunity to young talents and international designers to debut. Bálna Budapest showcased the Hungarian brands whose collections recently brought down the house at the Milan fashion week.



BUDAPEST
FASHION
& TECH
SUMMIT

5. MAJOR INITIATIVES IMPLEMENTED THROUGH UCCN

Our mid-term strategy is to build Budapest's characteristic profile as an UNESCO Creative City. Therefore, in the past four years we've been concentrating on finding the best projects, initiatives and partners locally. The next step to find our partners and common projects globally.

6. PROPOSED ACTION PLAN (2020 – 2024)

6.1

Design and education: the Budapest - MOME collaboration (Moholy-Nagy University of Art and Design)

DESIGN, AS A CAREER:

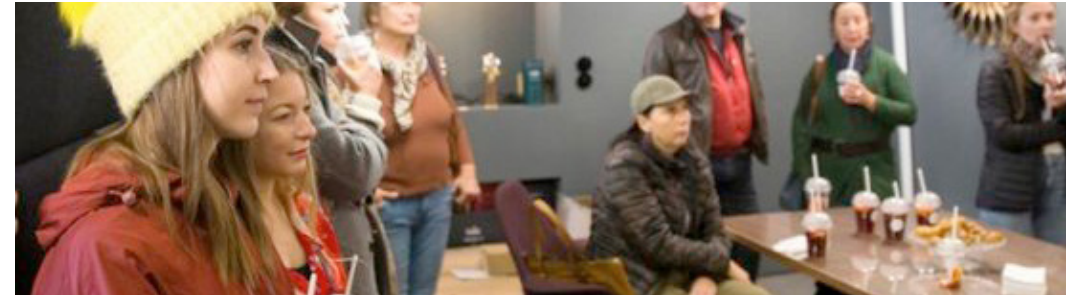
a program to outline and elaborate the opportunities offered by design and designer making as well as the related fields (e.g.: design management, prototype production, specialized software knowledge) for future generations. Presenting the career opportunities in schools, organizing thematic workshops. Presentations of renowned designers and opportunity for their discussions.

DESIGNER MAKING IN PRACTICE:

organizing workshops in design workrooms, presenting the professions and related fields in practice.

THEMATIC DESIGN TOURS IN THE CITY

visiting workrooms
interactive maps and information points



6.2

We will continue pursuing our successful projects and invite the past, present and future host cities/countries of the UCCN Annual Meetings

BUDAPEST DESIGN WEEK 2020

special guest: Italy (Fabriano)

BUDAPEST FASHION WEEK 2020

special guest: Brazil (Santos)

BUDAPEST PROJECT GALLERY

special guest: Turkey (Istanbul)



Design Café Budapest: conversations, shows from the world of the creative industry
Life Underground Project (together with the French Embassy)
For children: LEGO Creative Events, Rubik Creative Events

6.3

Estimated Annual Budget: EUR 1 million / year

6.4

Plan for communication and awareness

In the next four years Budapest would like to be the regional Hub of the Creative Cities in Central Europe and the West Balkans. From 2020 we will introduce a brand new integrated offline and online communication strategy in order to connect the artists, the public audience and the related industries. In this process we will cooperate with the most important government agencies, academic partners and creative companies.

Our YouTube channel will introduce the key players of the regional creative industry.

Our social media platforms will give the floor to the artists and the audience to find the shortest way to each other.

Our webpage will provide all the important news, opportunities, grants and start-up assistance.

Our exhibitions will support the introduction of the talented of applied arts.

Our publications will introduce the latest Hungarian and regional design trends.

Our team will try to do its best in order to promote the objectives of the UCCN

MUNICIPALITY ELECTIONS 2019: A FRESH START

Big cities are always on the lookout for ideas that make the multi-million megapolises livable.

The next decade will be about artificial intelligence and the automation resulting from the same. More and more traditional professions will transform, or, alternatively, disappear. This will affect metropolitan living in many ways, too. However, there is one thing that the machines will not be able to replace for a long time: human creativity.

It is the creative solutions in the life of a city that make both those living here and those visiting Budapest see it as a vibrant and innovative place. This quality is important from a touristic point of view, but it also means a huge opportunity for the Hungarian creative industry.

As a way of promoting this, the new city administration formed in the beginning of November 2019 wishes to be an originator and active participant of the UNESCO Creative Cities network.



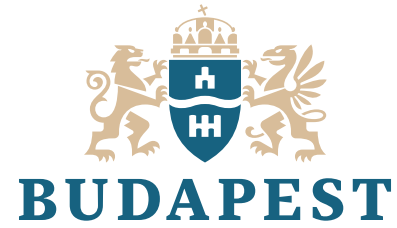
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BUDAPEST
CITY OF DESIGN

Designated UNESCO Creative City since 2015

OUR PARTNERS IN THE PROJECTS:



Embassy of the Czech Republic

Embassy of Italy in Budapest

Embassy of France in Budapest





CITYOFDESIGN.HU