

A SYNTHETIC OVERVIEW OF THE STRATEGIC PLAN

ISTRIAN CULTURAL STRATEGY

2014 – 2020

VISION OF STRATEGIC DEVELOPMENT

Istria – the region of culture. The development of the cultural sector in Istria in the next five years should contribute to this growing notion of Istria as the region of culture. The region of culture is perceived as an area of a sustained and variegated high-quality cultural production, in both expression and approach, accessible to citizens and visitors alike. The region of culture is an area of closely connected points of cultural production perceived as a homogenous system.

STRATEGIES OF ACTION

- Networking and associating
- Diversification of resources
- Audience development and public positioning of the cultural sector

OBJECTIVES

- Improvement of cultural institutions and the independent cultural sector
- Improvement of the publishing activity in Istria
- Establishment of a new cultural infrastructure intended for artistic production, education, presentation and storage of holdings
- A more efficient management of cultural infrastructure, institutions, services and projects
- Increase of public awareness and knowledge of cultural heritage and contemporary artistic production, as well as deepening of their understanding

ELABORATION OF OBJECTIVES: ACTIVITIES, IMPLEMENTATION AGENTS, EXPECTED RESULTS AND INDICATORS

Improvement of cultural institutions and the independent cultural sector

ACTIVITIES

1. Sharing its founder's rights with the City of Pula in the case of the Historical and Maritime Museum of Istria and the Istrian National Theatre – City Theatre Pula
2. Providing funds for additional necessary employment in institutions founded by the Region
3. Upholding sustainable activity of the University Library Regional Collection in Pula by providing funds for opening the job post and the appointment of the head of the Collection
4. Encouraging institutional support for cultural associations and artistic organisations
5. Setting forth and upholding individual artistic projects (one or two projects per year, support through a system of scholarship)
6. Promoting a programme of support (European projects fund) for the development of European cultural projects along with providing funds for their co-financing
7. Setting forth a programme of support for entrepreneurship in culture
8. Re-modelling of the tender related to financing public needs in the cultural sector (introduction of a three-year support, more accurate elaboration of the tender terms and conditions, share feedback information on the implemented evaluation with programme users, upholding cooperation between institutions and independent culture)
9. Elaborating programmes on innovative public approach methodology designed for professional education of cultural workers

IMPLEMENTATION AGENTS

- OBJECTIVE 1/ACTIVITY 1 Region of Istria and the City of Pula
 OBJECTIVE 1/ACTIVITY 2 Region of Istria
 OBJECTIVE 1/ACTIVITY 3 Region of Istria and Juraj Dobrila University in Pula
 OBJECTIVE 1/ACTIVITY 4 Region of Istria and the Foundation for Encouraging Partnership and Civil Society
 OBJECTIVE 1/ACTIVITY 5 Region of Istria
 OBJECTIVE 1/ACTIVITY 6 Region of Istria
 OBJECTIVE 1/ACTIVITY 7 Region of Istria
 OBJECTIVE 1/ACTIVITY 8 Region of Istria
 OBJECTIVE 1/ACTIVITY 9 Istrian Cultural Agency

EXPECTED RESULTS

- Improvement of the work of cultural institutions
- Improvement of the work of cultural associations and increase of stability of their programme funding

INDICATORS

- Passing of new Founding Acts for the Historical and Maritime Museum of Istria and the Istrian National Theatre – City Theatre Pula
- New department employees in Region institutions, modified systematisation of working places
- A newly appointed head of the University Library Regional Collection
- Institutional support programme for associations, allocated funds
- Support programme for individual artistic programmes, allocated funds
- Support programme for European projects preparation, allocated funds
- Cultural entrepreneurship support programme, allocated funds
- Introduction of a three-year programme support, allocated funds
- New criteria for allocation of funds through tenders for public needs in culture which encompass evaluation of cooperation between institutions and independent culture organisations and the evaluation implemented
- Implementation of the educational audience development programme

Promotion of the publishing activity in Istria

ACTIVITIES

1. Increasing financial support of the publishing activity
2. Mandatory distribution of financially supported published works through the existing distribution channels (bookshops, internet bookshops)
3. Providing the latest information on book releases on the www.kulturistra.hr website on a regular basis, setting up a database of all published and available editions (also providing information on possible places of purchase)
4. Creating a common Istrian publishers' resource centre within the framework of the Istrian Cultural Agency (providing information on publishers' references and specific services they can provide) and sustained professional education of publishers (marketing-targeted workshops, courses on the use of distribution network, editorial policy, etc.)
5. Providing a permanent library window display of new releases of Istrian publishers, in collaboration with libraries in the Region of Istria
6. Encouraging the presence of Istrian publishers at the most important book fairs (Interliber, Sa(n)jam knjige u Istri – Dreamlike Book Fair in Istria, Booktiga, etc.)
7. Ensuring media presence of the latest book releases in the local media (Glas Istre, radio and TV stations)
8. Carrying out research on methods of support to small publishers abroad

IMPLEMENTATION AGENTS

- OBJECTIVE 2/ACTIVITY 1 Region of Istria
 OBJECTIVE 2/ACTIVITY 2 Region of Istria
 OBJECTIVE 2/ACTIVITY 3 Kulturistra website
 OBJECTIVE 2/ACTIVITY 4 Istrian Cultural Agency
 OBJECTIVE 2/ACTIVITY 5 Region of Istria and civic libraries
 OBJECTIVE 2/ACTIVITY 6 Region of Istria
 OBJECTIVE 2/ACTIVITY 7 Region of Istria in cooperation with the local media
 OBJECTIVE 2/ACTIVITY 8 Istrian Cultural Agency

EXPECTED RESULTS

- Increased public awareness of published editions
- Promotion of distribution of publications by Istrian publishers
- Increased sale of publications by Istrian publishers

INDICATORS

- Increased funds allocated to Istrian publishers
- New criteria for funds allocation in the publishing sector
- Increased number of articles and media pieces on the latest editions by Istrian publishers on the www.kulturistra.hr website (announcements, surveys, reviews) and set up database of all published and available editions
- Implementation of the educational programme for publishers
- Library window display of editions published by Istrian publishers; in civic libraries
- Increased presence of Istrian publishers at the most important book fairs
- Ensured media presence of the latest book releases in the local media
- Completed study of support programmes for the local publishers

Establishment of a new cultural infrastructure intended for artistic production, education, presentation and storage of holdings

ACTIVITIES

1. Setting up suitable and adequate premises for Pula Music School activities
2. Building a central common depot for Istrian museums' holdings
3. Building a central depository library for Istrian libraries and the State Archives in Pazin
4. Building premises for the future centre of new media and technologies (residential and production centre)
5. Setting up the Croatian Musical Youth Centre in Grožnjan (residential and production centre for music)
6. Supporting the Kulturing project, reconstruction and setting up of the cultural infrastructure in Pula
7. Purchase and maintenance of a bookmobile bus which will be operating within the Region of Istria
8. A sustained restoration of objects of exceptional cultural value
9. Supporting the Labin Underground City project, support of the restoration of coal mines in the Labin area
10. Erecting the Glagolitic Script Museum in Roč or in the surrounding area
11. Public access to tangible cultural assets enhanced and improved through newly erected visitor centres (House of Frescoes in Draguč, House of Traditional Crafts in Labin, etc.)

IMPLEMENTATION AGENTS

- OBJECTIVE 3/ACTIVITY 1 Region of Istria
 OBJECTIVE 3/ACTIVITY 2 Region of Istria in cooperation with towns and the Ministry of Culture
 OBJECTIVE 3/ACTIVITY 3 Region of Istria in cooperation with towns and the Ministry of Culture
 OBJECTIVE 3/ACTIVITY 4 Region of Istria in cooperation with the interested municipality and associations from the new media sector
 OBJECTIVE 3/ACTIVITY 5 Region of Istria in cooperation with the Ministry of Culture and the Croatian Musical Youth
 OBJECTIVE 3/ACTIVITY 6 Region of Istria and the City of Pula
 OBJECTIVE 3/ACTIVITY 7 The City Library and Reading Room Pula
 OBJECTIVE 3/ACTIVITY 8 Region of Istria in cooperation with the Ministry of Culture
 OBJECTIVE 3/ACTIVITY 9 Region of Istria, Labin Art Express, the City of Labin and the Labin area municipalities
 OBJECTIVE 3/ACTIVITY 10 Region of Istria in cooperation with the interested municipality and relevant institutions
 OBJECTIVE 3/ACTIVITY 11 Region of Istria in cooperation with the interested towns and municipalities, tourist boards and relevant institutions

EXPECTED RESULTS

- A remodelled and constructed cultural infrastructure
- New programmes launched by cultural institutions and associations – permanent displays in city museums, residential programmes, new media productions
- Improved accessibility to cultural services, products and assets

INDICATORS

- Music School moved into new premises
- A common depot for museum holdings completed
- A central depository library for Istrian libraries and the State Archives in Pazin
- Establishment of a new media and technology centre
- Premises of the Croatian Musical Youth in Grožnjan constructed
- Investments in cultural infrastructure in Pula (Museum of Contemporary Art of Istria, Historical and Maritime Museum of Istria, Istrian National Theatre – City Theatre Pula)
- A bookmobile bus service for the Region of Istria
- Investments in objects and monuments of great cultural significance
- Mine shafts opened for visitors
- Building of the Museum of Glagolitic Script
- Set up network of visitor centres

A more efficient management of cultural infrastructure, institutions, services and projects

ACTIVITIES

1. Supporting cultural amateurism through the support of professional management and technical equipment (instruments and folk garments) and networking of Cultural and Artistic Associations (KUD)
2. Supporting the Mediterranean Sculpture Symposium and its work through a new management model
3. Supporting independent theatre productions by ensuring working premises (in collaboration between the Istrian National Theatre – City Theatre Pula and Open Universities)
4. Setting up a network of cinematographic points and integrating programmes of theatrical guest performances (in off-season) through an established network of Open Universities
5. Supporting big inclusive and integrative projects of European significance (marking important anniversaries like the First World War Centenary, introduction of Istrian culture in European regions, European Capital of Culture, etc.) that have the greatest possibility of attracting European funds
6. Setting up tourist routes which promote cultural heritage, in collaboration with the tourist sector (visitor centres are the key points in these routes)
7. Coordinating investments of different government levels (Ministry of Culture, Region of Istria, towns and municipalities) in priority programmes
8. Creating conditions for the establishment of the Regional Institute for the Protection of Cultural Monuments
9. Supporting film production in Istria

IMPLEMENTATION AGENTS

- OBJECTIVE 4/ACTIVITY 1 Region of Istria in cooperation with Cultural and Artistic Associations
 OBJECTIVE 4/ACTIVITY 2 Region of Istria, the Town of Labin, the Municipality of Sveta Nedelja
 OBJECTIVE 4/ACTIVITY 3 Istrian National Theatre – City Theatre Pula and the interested Open Universities
 OBJECTIVE 4/ACTIVITY 4 Region of Istria, Pula Film Festival, interested Open Universities and Istrian National Theatre – City Theatre Pula
 OBJECTIVE 4/ACTIVITY 5 Region of Istria
 OBJECTIVE 4/ACTIVITY 6 Istria Tourist Board, Coordination of Istrian Museums
 OBJECTIVE 4/ACTIVITY 7 Region of Istria
 OBJECTIVE 4/ACTIVITY 8 Region of Istria
 OBJECTIVE 4/ACTIVITY 9 Istrian Cultural Agency

EXPECTED RESULTS

- Promotion of activities in the cultural amateurism sector
- Stability of the independent artistic production
- Improved quality of the cultural offer

INDICATORS

- Establishment of the Federation of Cultural and Artistic Associations of Istria
- Vivid activity of the Mediterranean Sculpture Symposium
- Increased number of independent theatre productions in cooperation with cultural institutions
- Sustained cinematographic activity and programme in a number of Istrian towns, a direct result of collaboration between Pula Film Festival and Open Universities and sustained theatrical activity in off-season in a number of Istrian towns as a direct result of collaboration between the Istrian National Theatre – City Theatre Pula and Open Universities
- A large-scale integrated project encompassing a larger number of cultural stakeholders (both institutions and associations)
- A tourist route promoting Istrian cultural assets launched
- Introduction of a uniform funding of top priority programmes
- A generally available study on the profitability of establishing the Regional Institute for the Protection of Cultural Monuments
- Establishment of the service for the support of film production in Istria

Improvement of public awareness of cultural heritage and the contemporary artistic production, deepening and intensification of their understanding

ACTIVITIES

1. Supporting presentation activities of the Istrian cultural heritage, collaboration among Istrian museums
2. Implementing education on the use of new media and technology in the cultural and artistic sector (in cooperation with associations)
3. Completing the research and publishing of the Dictionary of Istrian Dialects, in collaboration with the academic community
4. Implementing a comprehensive research on cultural habits of Istrian population, in collaboration with the academic community
5. Setting forth new innovative methods of audience development (development of new forms like games and similar participation models, use of new media and technology, introduction of the "El Sistema" system into the work with young population in the area of music education, etc.)
6. Elaborating lifelong learning programmes in the cultural and artistic sector (in collaboration with the Open Universities)
7. Introducing courses in regional studies in nursery schools and schools
8. Implementing the audience development programme in elementary and secondary schools, in collaboration with the local artistic community
9. Achieving visibility and enhancing awareness of intangible cultural assets through education, web pages, advisory role of the Istrian Centre for Intangible Culture
10. Supporting the media project in culture (Kulturistra, Kultivator, Artistra, etc.)

IMPLEMENTATION AGENTS

- OBJECTIVE 5/ACTIVITY 1 Coordination of Istrian museums
 OBJECTIVE 5/ACTIVITY 2 Istrian Cultural Agency in cooperation with the new media associations
 OBJECTIVE 5/ACTIVITY 3 Region of Istria
 OBJECTIVE 5/ACTIVITY 4 Istrian Cultural Agency
 OBJECTIVE 5/ACTIVITY 5 Istrian Cultural Agency
 OBJECTIVE 5/ACTIVITY 6 Region of Istria in collaboration with the interested Open Universities
 OBJECTIVE 5/ACTIVITY 7 Region of Istria
 OBJECTIVE 5/ACTIVITY 8 Istrian Cultural Agency
 OBJECTIVE 5/ACTIVITY 9 Ethnographic Museum of Istria / Istrian Centre for Intangible Culture
 OBJECTIVE 5/ACTIVITY 10 Region of Istria in cooperation with media companies and media-oriented associations

EXPECTED RESULTS

- Enhanced awareness and visibility of Istrian cultural heritage
- Enhanced interest of the public in contemporary cultural and artistic production

INDICATORS

- Implementation of common projects of Istrian museums
- Implementation of the educational programme on new media and technology for cultural workers
- Study on Istrian dialects carried out
- Study on cultural habits of Istrian population carried out
- Investments in audience development innovative methods, implementation of these methods
- Increased number of lifelong learning programmes on the subjects of art and culture
- Number of nursery schools, primary and secondary schools with courses on regional studies
- Number of schools with audience development programme as part of their school curriculum
- Increase of activities of the Istrian Centre for Intangible Culture
- Investments in media projects