



TALKING ABOUT THE ART URBAN REGEN PROJECT

KulturLife gGmbH is partner in the Art Urban Regen project - a European project funded by the European Commission in the framework of the Erasmus + programme. The project offers training in the following areas: urban regeneration, artistic and creative skills and artistic entrepreneurship. This promotes and trains creative and entrepreneurial people.

Therefore the first step of the project was to complete the first intellectual output; an urban regeneration training. This training consists of a set of recommendations and methods for conducting training and workshops on the subject, as well as a collection of tools. Before making it available for the public, around 15 participants from different countries have met in Valencia (Spain) from 15.07. - 19.07.2019 to test the Urban Renewal Training Package in a 5-day training session.

Even though the sunny Valencian summer weather has demanded a lot from us, we had a great time and got to know motivated and talented youngsters who are hopefully now seeing their home town from a different perspective – we certainly do, especially after learning more about graffiti's and street art.



Valencia is a stronghold for street art and accommodates a lot of international and national artists. Their tags, graffiti's, stamps etc. not only send important social messages, but are also contributing to the betterment of community and bringing people together through artist intervention!

During the training week the participants also got an insight about how to develop an idea, how to boost creativity and innovation and how to create a business plan. They thought about questions like who is my target group, what is my target group's need, who could help me develop my idea, who could be a possible stakeholder, how I can promote my idea and many more. This helped them to strengthen their entrepreneurial skills.





Further, they learned more about urban regeneration processes and various ideas and solutions by having a look at examples from other cities where artists created new social places for the community by using abandoned buildings without having to tear them down, for example co-working spaces in Romania and an old swimming pool or wood place in Berlin.

Let's see what the week has left for an impression with the participants:



I enjoyed the week in Valencia a lot. I learned more about the topic itself and also about street art artists, from whom I had never heard before. I am now more sensitive and recognize different aspects of urban regeneration in my home city. I especially enjoyed receiving action advises on how we could develop and create an idea and what we have to consider. The exercises regarding creativity were a lot of fun and helped me leave my comfort zone."

Sidney – Germany



I have learned about urban art – a subject I had little knowledge in before. The training was good and I enjoyed. I wish the participants lived closer by each other to have more opportunities to meet each other in the free time after the training. I made a lot of new contacts. I also learned more about street art in Valencia and the different types of it in different parts of the city. Now I am more aware of the artists and the meaning of the art when I walk through Valencia or other cities."

Asmat – Sweden

Did we arouse your interest? Stay tuned and follow us on Facebook:



[/ARTURBANPROJECT/](https://www.facebook.com/ARTURBANPROJECT/)

