

CreativeWear

Interreg MED Project

Nov 2016 – Feb 2019

9 partners (IT, ES, HE, SI, BE)

5 creative hubs

Lead Partner: Municipality of Prato



The CreativeWear Project

CreativeWear aims to revitalize the crisis-ridden Textile & Clothing (T&C) sector through a new attention to creativity, personalised design, and artisan and small-scale production for territorially specific value chains in customer-driven business models



CreativeWear Model

- The CreativeWear model leverages the territorial, cultural and creative potentials of MED Regions for sustainable Textile and Clothing (T&C)
- The project has set up Hubs in 5 MED regions integrating CCIs and T&C
- CreativeWear extends the ongoing H2020 TCBL project (tcbl.eu) exploring new business models for T&C in the EU



CreativeWear Hubs

- The CreativeWear Model has been tested through “demand-driven” creative hubs addressing the needs of T&C enterprises
- The creativity-driven business model innovations triggered by the model are leading to new transnational value chains
- 5 CreativeWear hubs have been set-up in 4 MED Countries (IT, ES, SI, HE) and new hubs are expected to join



CreativeWear New Hubs

- Additional hubs are being integrated into the network through a

Call for Expressions of Interest for New Hubs

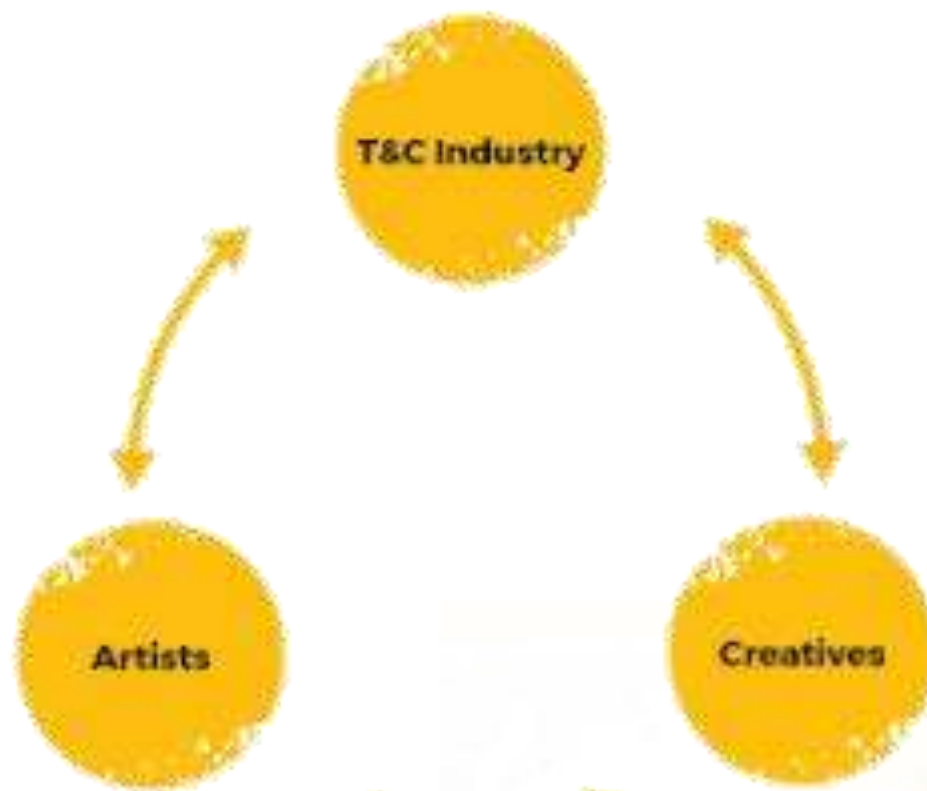
- **Call is Open** to: Public administrations / Associations of T&C enterprises / Local T&C research centers / Cultural associations / Creative incubators / Other private or public organisations

The deadline for submission is: 31st July 2018

You can apply at: creativewear.interreg-med.eu



A CreativeWear Hub is an AGGREGATOR



Sectors involved



Advertising
Marketing



Architecture



Crafts



Design



Film, TV
Video, Radio
Photography



IT
Software
Computer
services



Museums
Galleries
Libraries



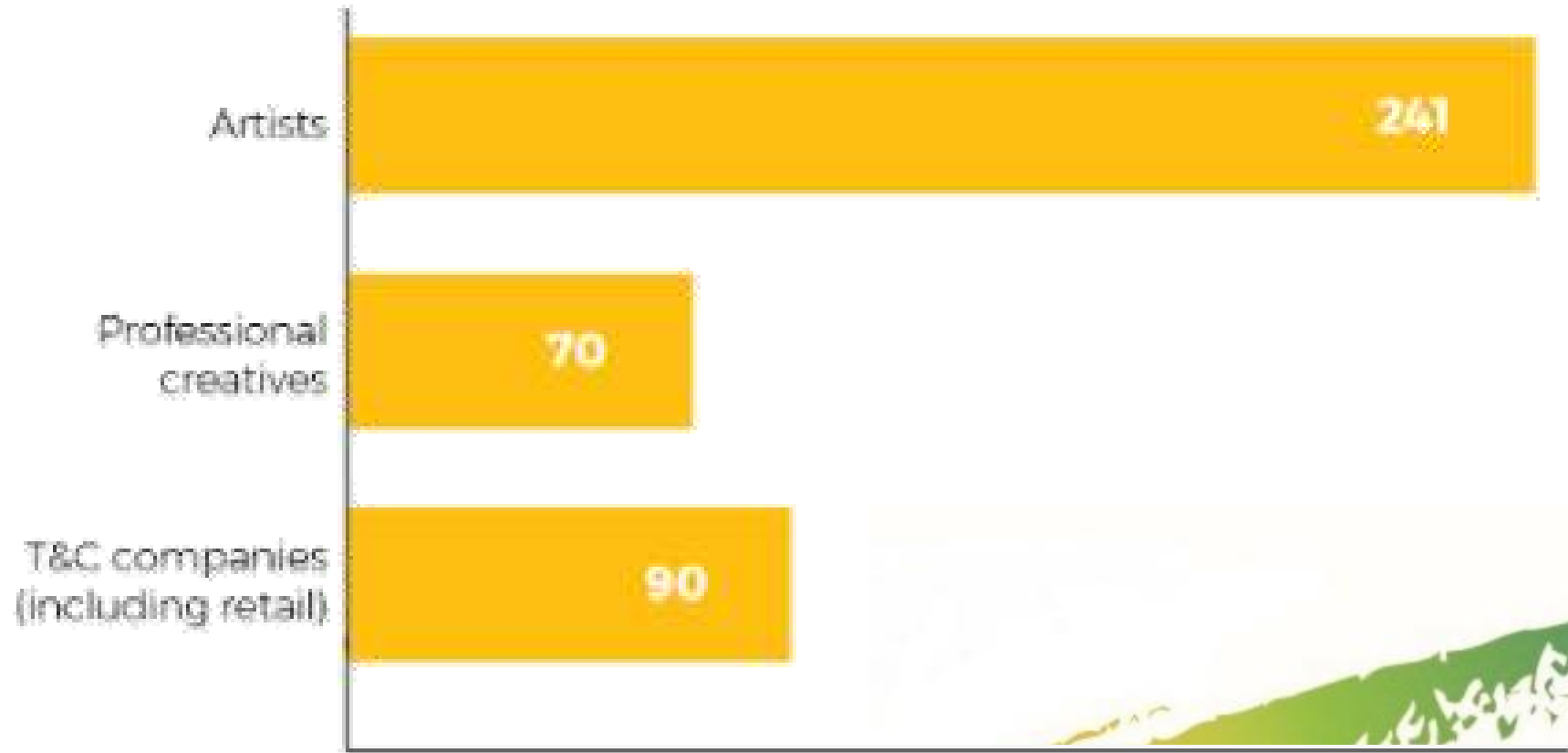
Music
Performing
Visual arts



Publishing



Stakeholders involved in Hubs' activities



ART HUB



TECH HUB



HERITAGE HUB



CROWD HUB

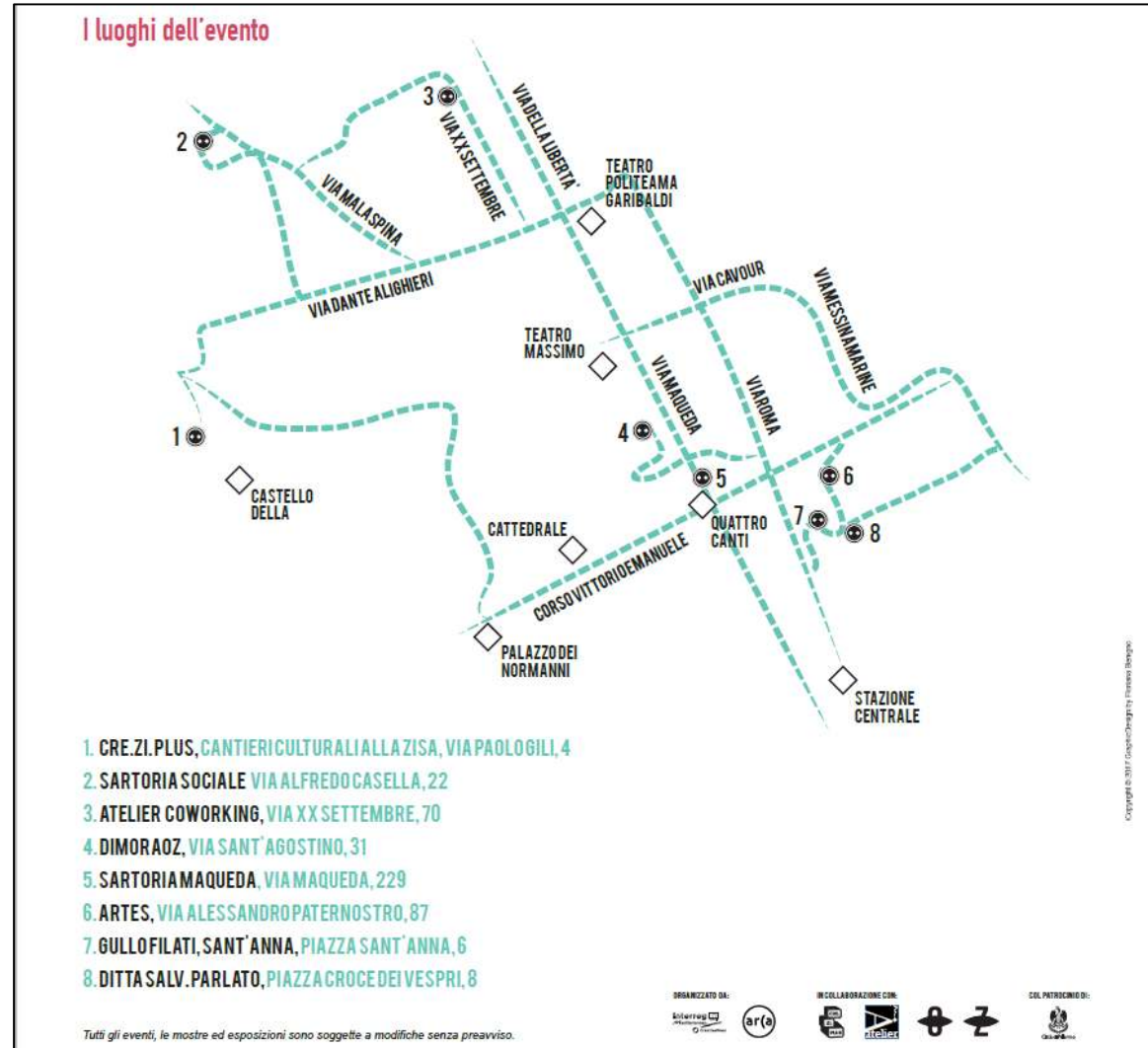


SOCIAL HUB



Save the Date

Vestino_2018: 19-22 October, Palermo



Thank you for your attention

cmed@comune.prato.it

<https://creativewear.interreg-med.eu/>

