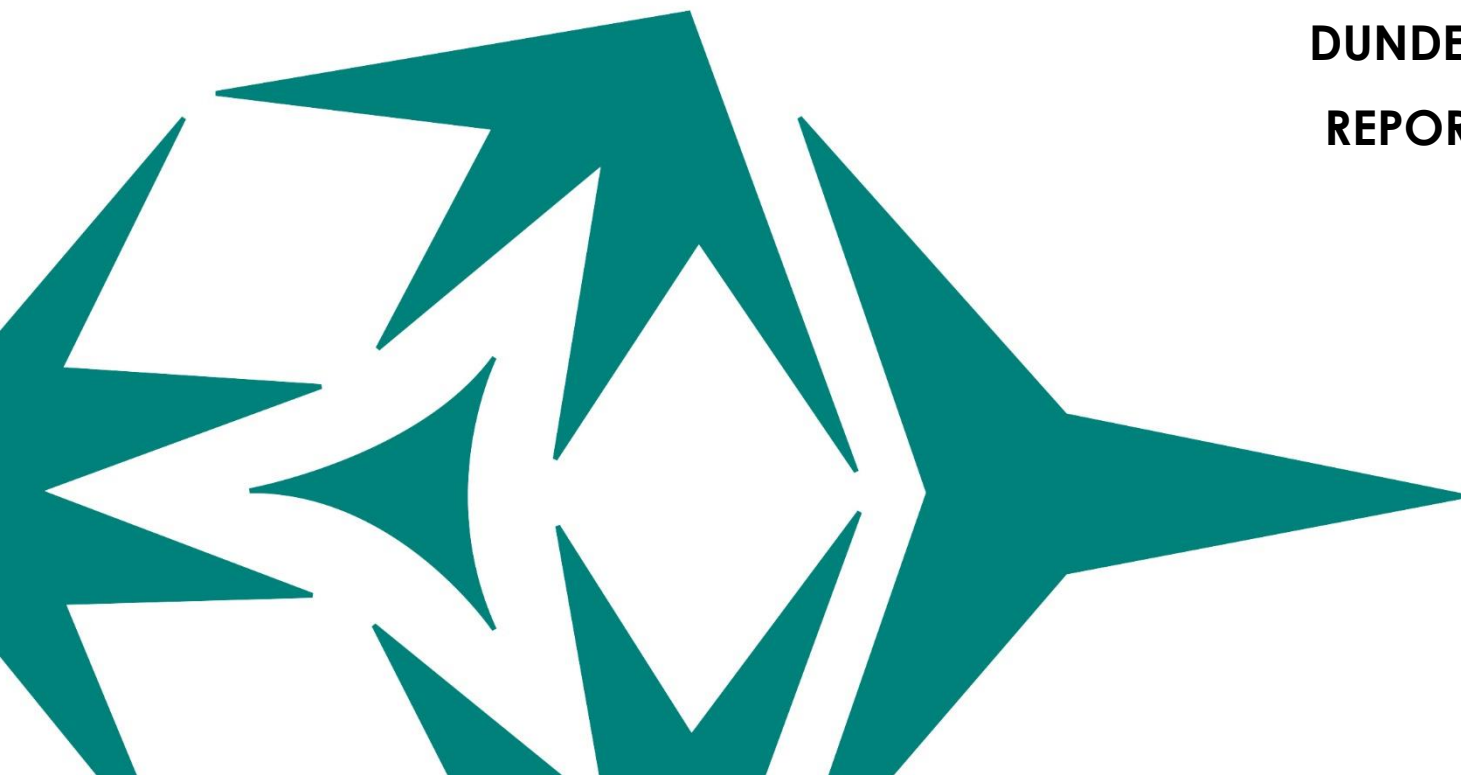


UNESCO
CITY OF DESIGN
DUNDEE

UNESCO CITIES OF DESIGN
SUB NETWORK MEETING
OCTOBER 2018
DUNDEE
REPORT



SUMMARY

Each year the UNESCO Cities of Design attend a Sub Network Meeting. At the UNESCO Creative Cities Network AGM Meeting in Krakow in June 2018, Dundee was selected to be the host of the 2018 Sub Network Meeting for the Cities of Design.

The meeting took place from 15-17 October 2018, with 20 of the 31 Cities of Design attending. There were 36 international visitors involved in the meeting, alongside the Dundee team. The three-day programme included Sub Network meetings, workshops, city tours and cultural visits throughout Dundee. Our international visitors stayed at Hotel Indigo, a redeveloped jute mill.



WORKSHOPS

MONDAY 15 OCTOBER – DAY 1

The first day of the visit consisted of multiple workshops on the following themes:



DESIGN AND POLICY WORKSHOP

This workshop was held at the Leverhulme Research Centre for Forensic Science and was chaired by Dundee and Montreal. The cities that attended this workshop were Detroit, Geelong, Kolding, Nagoya, Seoul and Torino. The conclusion was that generally enforcing policy can be self-limiting and broader frameworks and strategies were preferred. It was agreed that work carried out by the Design Cities should focus on human-centred design and conduct further research into current policy. Dundee produced [this survey](#) to gather information from the Design Cities.

DESIGN AND COMMUNICATION

This workshop was also held at the Leverhulme Research Centre and was chaired by Puebla and Brasilia with attendance from Cape Town, Detroit, Dundee, Geelong, Graz, Istanbul, Nagoya and Puebla. The conclusion was that initially Puebla will run the designcities.net social media and all

cities are to send their updates to the Puebla team.

DESIGN AND EDUCATION

This workshop was held at Duncan of Jordanstone College of Art and Design (DJCAD). This workshop was chaired by Helsinki and Kobe and attended by Dubai, Graz, Puebla, Singapore and Wuhan. The conclusion was that a joint project between the Cities of Design would benefit design education by increasing the visibility of existing initiatives and increasing peer-support and peer-sharing.

DESIGN AND BUSINESS

This workshop was held at the Centre for Entrepreneurship, where free workshops are held to develop entrepreneurial skills. Chaired by Kortrijk and Graz, the workshop was also attended by Cape Town, Dundee, Istanbul and Detroit. The focus of the workshop was on establishing the ways in which cities approach their City of Design designation in regards to business and economy.



TUESDAY 16 OCTOBER – DAY 2



On the second day of the sub network meeting, delegates spent the working day at V&A Dundee, Scotland's first design museum and the first V&A museum outside of London. The delegates were given a presentation about Dundee's Waterfront regeneration from Allan Watt and a presentation about V&A Dundee's Education & Communities Programme from Joanna Mawdsley.

The work sessions at V&A Dundee were chaired by Detroit and Kortrijk and included feedback from Monday's workshops, a speed-dating session, opportunities for cities to showcase their upcoming events and open calls, and also a UNESCO News and Updates session where monitoring reports, the September Partners' Forum, the AGM in Fabriano and the UCCN Website were discussed with all of the delegates.



WEDNESDAY 17 OCTOBER – DAY 3

The last day of the sub network meeting work sessions started with a visit to the Vision Building where delegates met Creative Dundee's Executive Director, Gillian Easson. Vision Building is a former jute mill which has been converted into high specification offices and houses one of Dundee's largest co-working spaces.

The cities engaged in a workshop presenting projects from their city to gain feedback, ask questions and explore ways of supporting and learning from the network of design cities.



After the morning workshops the group visited the DCA (Dundee Contemporary Arts) which is an internationally renowned centre for contemporary art. The Design Cities delegates participated in a Future Cities debate on the current exhibition, Homestead by Mike Kelly (Detroit). The delegates were also given a guided tour of DCA by Director, Beth Bate.

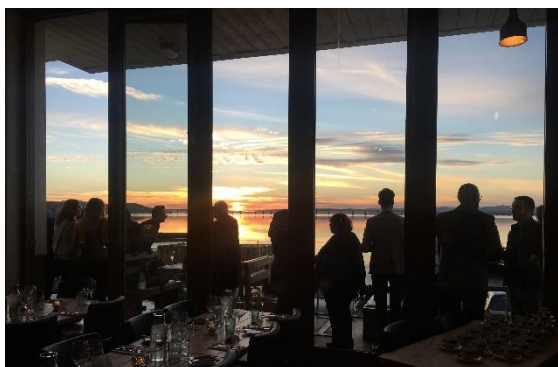
EVENTS AND CULTURAL PROGRAMME

SUNDAY 14 OCTOBER



Stewart Murdoch, Director of Leisure and Culture, Dundee City Council, organised a tour of Dundee and the surrounding area for delegates who arrived prior to the official programme of events. This tour included a trip to Broughty Ferry Castle and The Law.

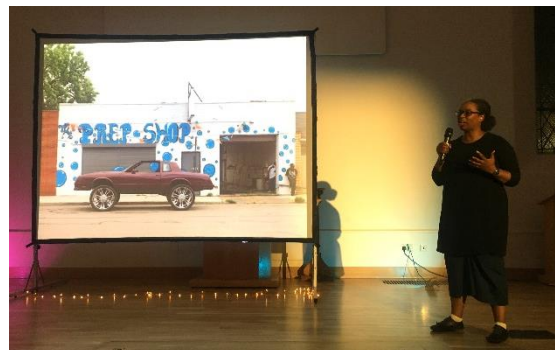
MONDAY 15 OCTOBER



Our international guests were formally welcomed to Dundee at a welcome reception in Tatha, the gallery in The Newport. Cllr John Alexander, Leader of Dundee City Council, welcomed our guests and representatives of Dundee's cultural organisations.

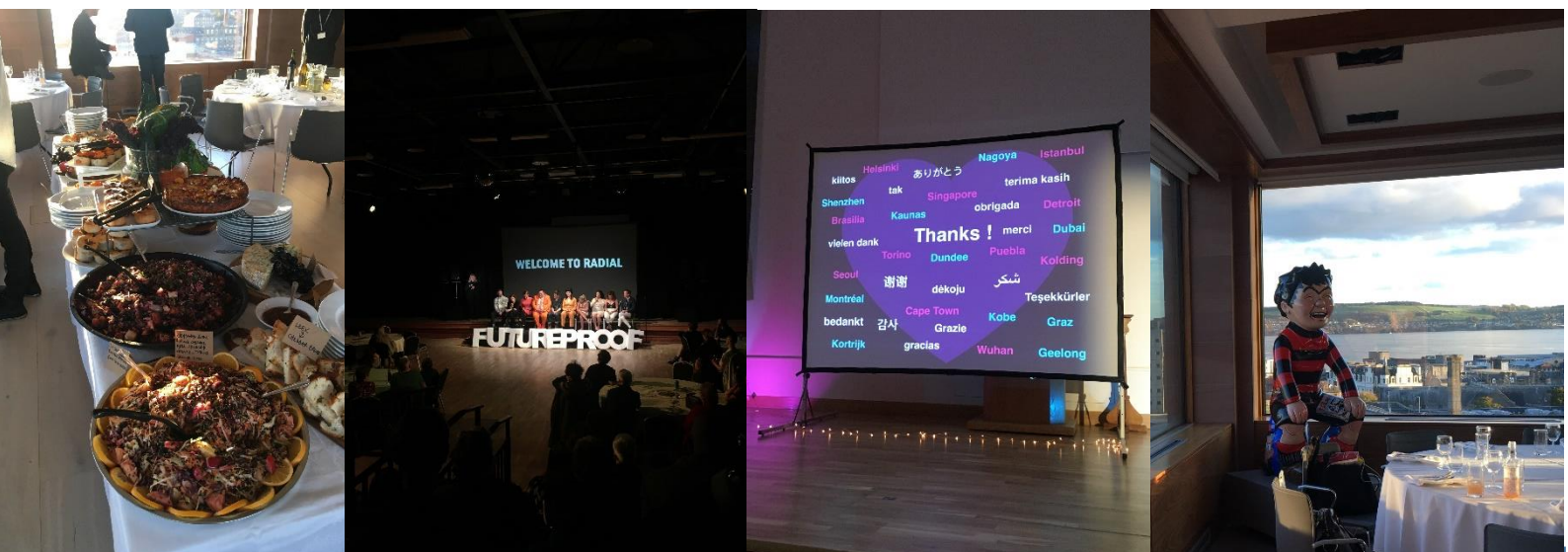
TUESDAY 16 OCTOBER

Our guests enjoyed a street art Tour with **Open/Close**, to explore artworks throughout the city.



Eight of our international visitors took part in our UNESCO Design Cities Powered by Pecha Kucha Night in partnership with Creative Dundee. Pecha Kucha presentations consist of 20 slides, each displayed for 20 seconds. This event gave our visitors an opportunity to share what makes their special with the public in Dundee. As part of the event, students from Abertay University's Dare Teams presented their digital games. Visitors were able to play and experience the games while hearing directly from the students about the concept behind their creation.







GIFTS

To show our appreciation for the delegates coming to Dundee we left gifts in the visitors' hotel rooms each night. Thank you to our supporters: 71 Brewing, Beano Studios, Fisher and Donaldson, Goodfellow and Steven, Mackay's and Verdant Spirits.

Each of our guests received specially commissioned bespoke ceramic pots with 'UNESCO City of Design Dundee' detailing in the style of traditional Keiller's Marmalade pots created by Dundee based designer, Steph Liddle. We also gave the delegates cards from Louise Kirby's Dundee Delights collection.

SPONSORSHIPS

Dundee UNESCO team were grateful for the support of the following partners in hosting the Sub Network Meeting: 4J Studios, Abertay University, Avian, Blackadders, Dundee and Angus Chamber of Commerce, Dundee City Council, McGill, MTC, NCR, Northwood, Thorntons and The University of Dundee



PRESS COVERAGE & SOCIAL MEDIA



NEWS / LOCAL / DUNDEE

Unesco delegates from across the world visit Dundee

by Paul Malik October 10 2018, 8.00am



The Unesco group have been learning the city's history, as well as where it wants to go in future.



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More than 30 delegates from fellow Unesco cities of design are set to in Dundee to delve into the history of the city.

Hailing from every continent on the planet, the visitors – who each represent another Unesco designated city of design – will spend five days on Tayside learning about their newest partner and its showpiece V&A museum.

Dundee was named a Unesco city of design in 2014, and is the only place in the UK to have the accolade.

The envoys will enjoy a welcome reception next Monday evening and a guided city walk with Dark Dundee tours.

On Tuesday, the group will tour the Kengo Kuma-designed V&A Dundee, which saw its

Daily poll

Is it time to ban fireworks for all but organised displays?

☐ Yes
☐ No

VOTE

View Results

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A PechaKucha event – where presenters show 20 images and talk for 20 seconds on each as part of a quick-fire presentation – will entertain the guests at the Steeple church on Tuesday evening.

On Wednesday the travellers will present workshops on their own home cities of design, before enjoying a meal in the DC Thomson Meadowside building's Vista Room.

Dundee City Council leader John Alexander said the delegates themselves had voted to come to Dundee at a recent meeting, highlighting the city's new status as a tourist hot spot.

He said: "At a time when there is too much inward looking, Dundee is continuing to punch above its weight and to make connections on a global scale.

"This visit from our international friends from the Unesco cities of design is a perfect illustration of our proactive, international approach.

"It's a real privilege and an honour this delegation has come to Dundee and even more so when you consider that they voted to come to Dundee over some other international locations.

"I'm positive that they will have an outstanding week in our beautiful city."

Mr Alexander continued: "I've been clear that we will not and cannot sit on our hands and wait for opportunities to land on our lap.

"Over the last year, we've shown how such an approach can bring about tangible benefits, not least in bringing an international delegation which has representation from every single continent.

"Our Unesco status is a real source of strength and whilst it directly relates to design and the creative sector, it has a positive impact on the reputation of the city and on businesses.

"We are delighted to be hosting our international friends and particularly, in showing them how far we have come, using culture as a way of regenerating the city.

"But we'll also be recognising how far we still have to go and how determined we are to learn from others, such as experiences of Bilbao who have gained so much from culture."

Next week's event trails what will hopefully be a worldwide celebration of Dundee's cultural hotspot status in 2022.

The Courier revealed plans to bring the Creative Cities World Festival to the city earlier this year, in the wake of Dundee missing out on the European Capital of Culture bid for 2023.



~Christine S
Stewart, Anna, Annie Poppy and Kirsten an enormous thank you for such a wonderful visit to Dundee. It was a privilege to explore your city's beauty, incredible design and creative strengths and its amazing food. Your hospitality and those of your partners and the community have been humbling. Thanks to everyone for welcoming me on my first visit .. Chris 🙏💙 13:30

~Ryoko Yamamoto
I'm at home, Kobe.
It was a great experience for me to meet all of you. And I don't know how I express my many thanks for hospitality of Dundee team.
I'm looking forward to seeing you again.
Best regards,
Ryoko 10:54

~Piah Choo
Juliet and I are on the train to London. We leave for Singapore tomorrow. Once again thank you to the wonderful team from Dundee for an amazing time! Everyone in Dundee has been so hospitable and passionate. Many thanks also to Ellie and Stijn for running a efficient and good meeting. We look forward to seeing all of you in Singapore. Don't hesitate to contact Flora and I if you have any questions. Safe travels to those who are still not home yet. 12:45

~Caetana Franarin
Leaving Dundee and going to Kortrijk! @Annie Marrs thank you and your team for the wonderful meeting and moments that we had together in this spectacular city.
@Stijn Debaille wait for us, we are almost there (with our yellow glasses 🍷)! 07:09

~Kenji Kondo
Good morning everyone! We, Kobe are on the way to Edinburgh airport. Thank you team Dundee for all your hospitality! Hope to see everyone soon! 05:53

~Luis Gonzalez
In Paris just about to board the plane to Mexico City. Thank you again Dundee team! Wonderful COD's Subnetwork meeting 09:51

~Marco
Good times and wonderful hospitality. Thank you again Dundee from Italy! 09:26

~Eriko Esaka
Stewart, Annie, Anna, Poppy and team Dundee thank you for a wonderful time and warm hospitality in Dundee. I leave to Nagoya tomorrow morning from Edinburgh. We learn a lots of things from your city. Beautiful buildings and amazing food and wonderful people!! Thanks to everyone again. I spent lovely and great time in Dundee. Eriko 16:17

Anu
Thank you Dundee. It was a great pleasure and privilege to visit you! You can be proud of your city and its people. 🍷🍷🍷 07:27

FEEDBACK FROM OUR VISITORS

We had 36 visitors from 20 Cities of Design, these were: **Brasilia, Cape Town, Detroit, Dubai, Geelong, Graz, Helsinki, Istanbul, Kobe, Kolding, Kortrijk, Montreal, Nagoya, Puebla, Shenzhen, Singapore, Seoul, Torino and Wuhan.**

Chris Silvestroni, Coordinator of Economic Development, Geelong:



It was a privilege to explore your city's beauty, incredible design and creative strengths and its amazing food. Your hospitality and those of your partners and the community has been humbling. Thanks to everyone for welcoming me on my first visit.

Eriko Esaka, Programme Officer of Cultural Promotion Office, Nagoya:

We learnt a lot of things from your city. Beautiful buildings and amazing food and wonderful people!!



Anu Manttari, Executive Officer of Economic Office, Helsinki:

Thank you Dundee. It was a great pleasure and privilege to visit you! You can be proud of your city and its people.

Kenji Kondo, Manager, Design and Creative Centre Kobe:

I would like to extend my sincere appreciation for your hospitality during my stay in Dundee. I was truly impressed with everything!!! You and your staff are highly organized, professional and very helpful. We would like to continue to cooperate with all the UNESCO Creative Cities of Design, esteemed City of Dundee and creative sector in your city.



Stijn Debaillie, Focal Point, Kortrijk:

Everything was very well organised, I was astonished by the V&A and the reconversion of the waterfront, your hospitality, the food!

Piah Choo Yeo, Director of Special Projects, Singapore:

What we learnt from the Dundonian creative community was that they were fiercely proud to be partners of the UNESCO City of Design Dundee, and they welcomed the UNESCO CoDs with warmth and hospitality.



WHAT'S NEXT

The 2018 Cities of Design Sub Network Meeting was extremely useful to all of the cities who attended helping to share learning and grow future collaborations.

Sub Network Coordinator, Ellie Schneider (Detroit) has made available all documentation in the [Google Drive](#). It contains, information gathered alongside presentations shared and discussed during the workshops and is publically accessible.

So, What's Next in 2019 for Dundee's UNESCO City of Design Designation?

The team have come to the end of the first four year cycle, 2014 – 2018, and have submitted Dundee's formal monitoring report to UNESCO. Funding has been secured to support the staffing team for 2019 – 2021 and targeted project fundraising to support activity like Dundee Design Festival continues.

In 2019 and until 2021 the Dundee team will focus on our three priorities:

- Celebrate and profile the role of design as a tool to improve lives by engaging citizens in design, the work of designers and opportunities for co-design.
- Champion Dundee's designers by promoting their talent, supporting their creative and commercial success and involving them in decision making.
- Actively participate in the UNESCO Creative Cities Network by collaborating and sharing in developing projects and learnings from other UNESCO Cities of Design.

We'll do this through a range of activities, initiatives and events supported by our partners, city stakeholders and designers.





THE TEAM

Led by the UNESCO City of Design Dundee team, the UNESCO City of Design Sub Network Meeting was supported by Abertay University, Creative Dundee, Dundee City Council, Leisure & Culture Dundee, University of Dundee and V&A Dundee.

Chair: Stewart Murdoch

Manager: Anna Day

Project Coordinator: Annie Marrs

Desk Officer: Poppy Jarratt

Desk Officer: Kirsten Wallace



United Nations
Educational, Scientific and
Cultural Organization

DUNDEE
City of Design

Designated
UNESCO Creative City
in 2014