

# 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 CCI and T&C
- CreativeWear extends the ongoing H2020 TCBL project ([tcbl.eu](http://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**

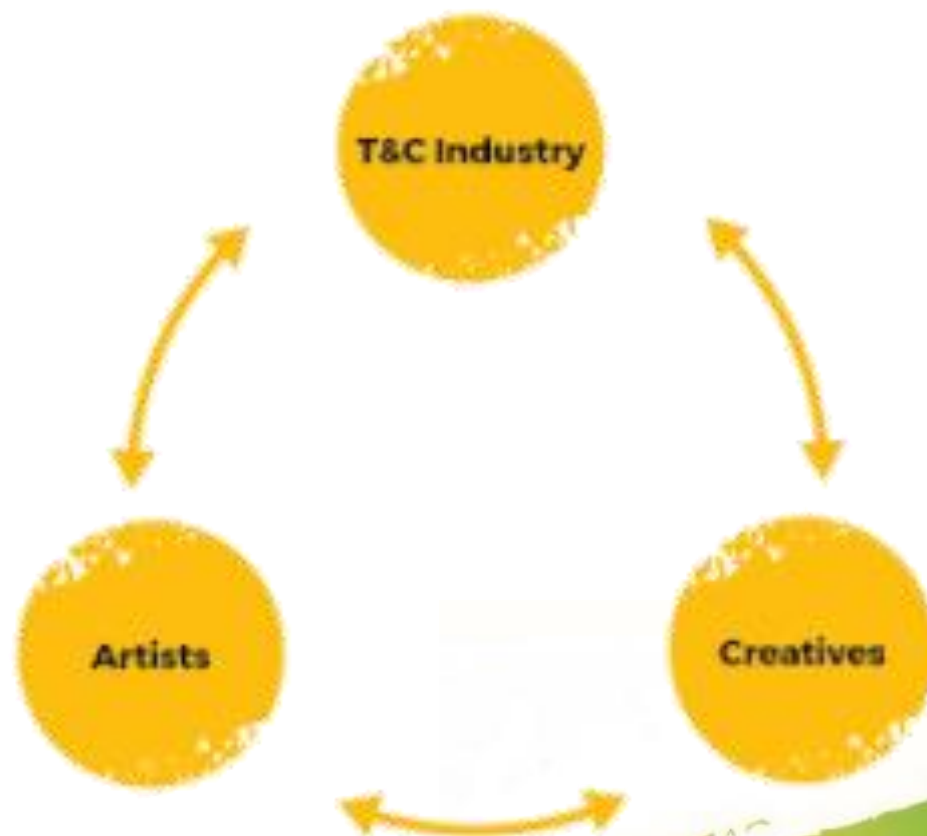
- **Call is Open** to: Public administrations / Associations of T&C enterprises / Local T&C research centers / Cultural associations / Creative incubators / Other private or public organisations

**The deadline for submission is: 31st July 2018**

**You can apply at: [creativewear.interreg-med.eu](http://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

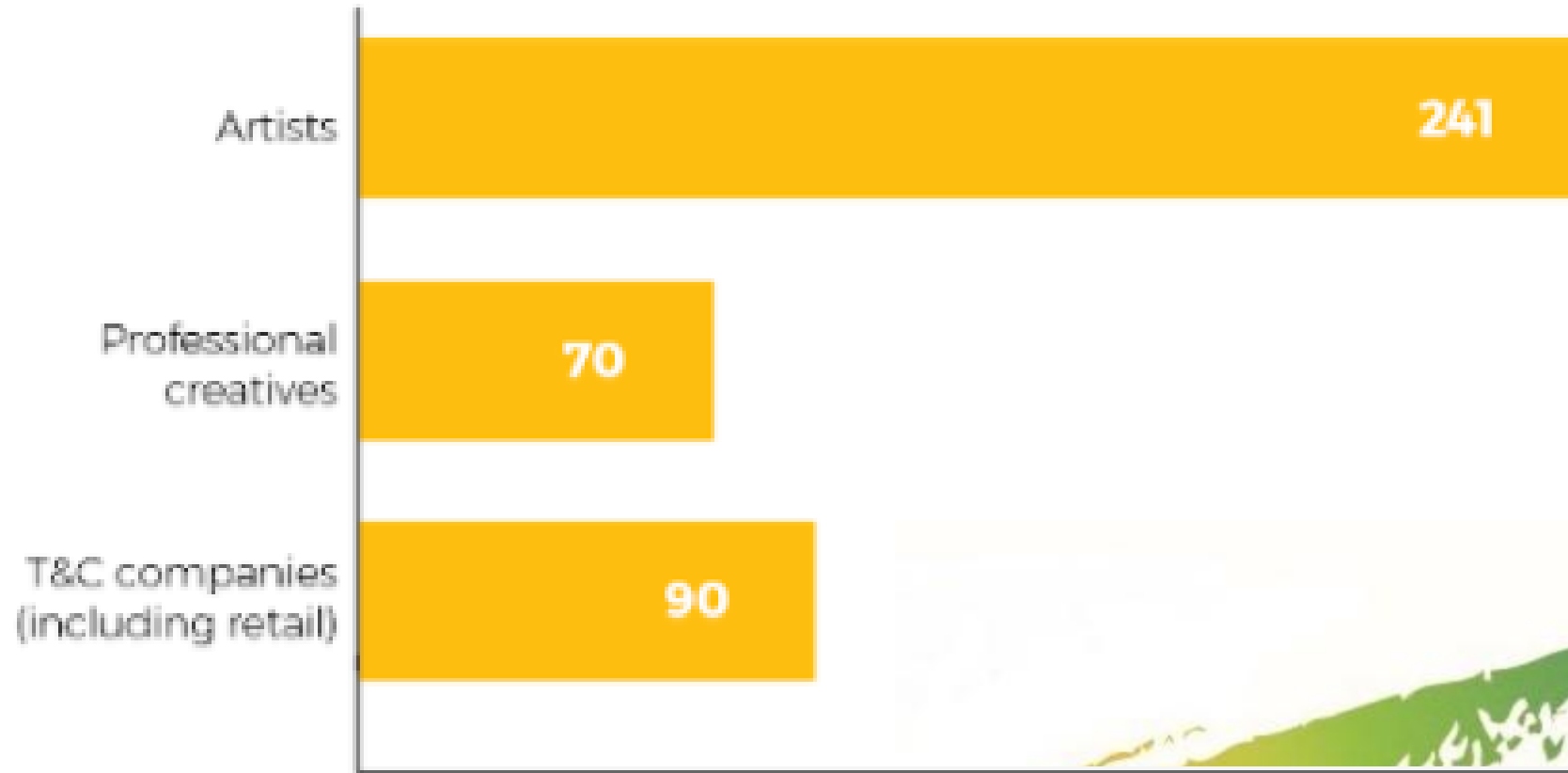


Publishing





## Stakeholders involved in Hubs' activities





# ART HUB

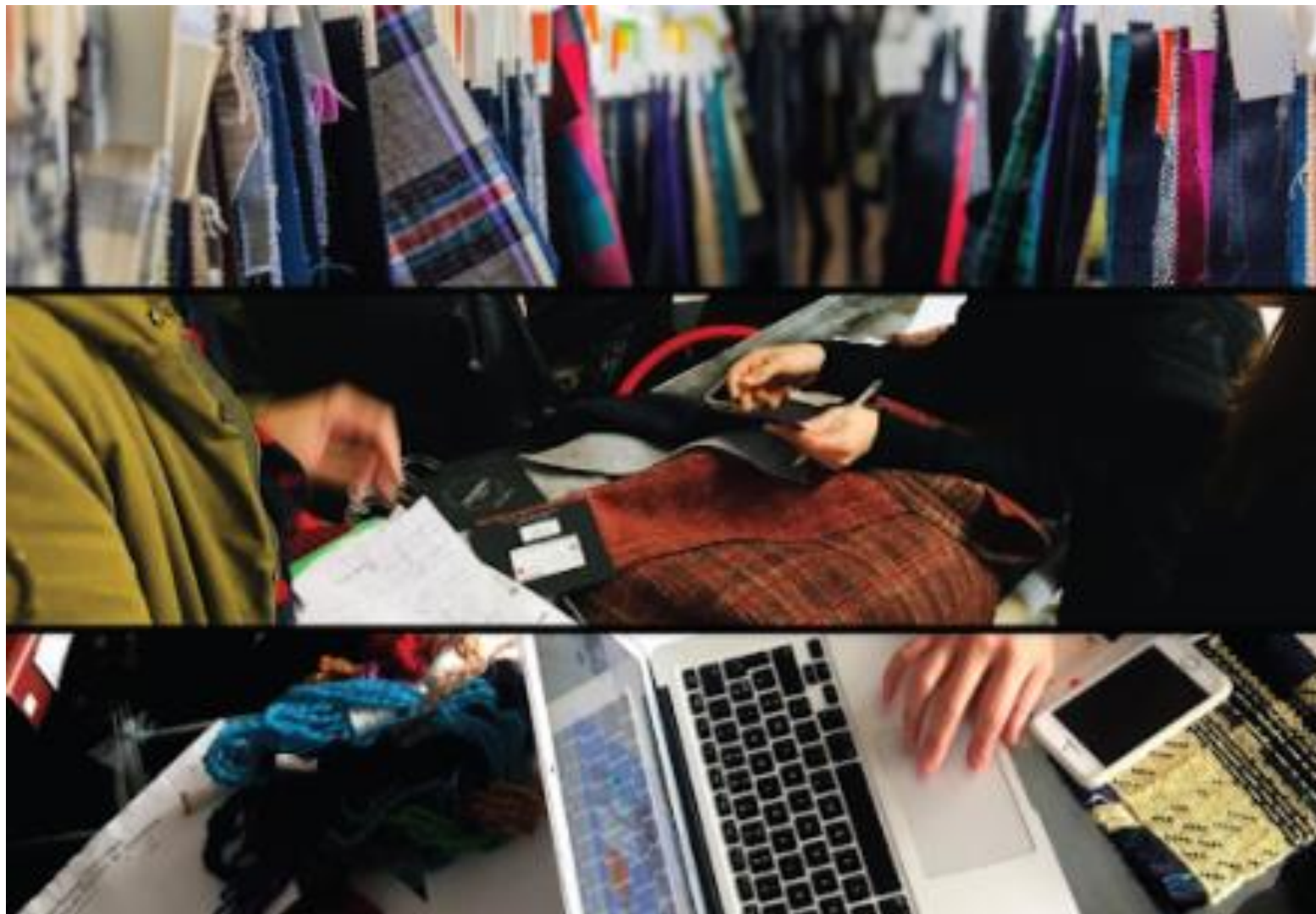


# TECH HUB





# HERITAGE HUB





# CROWD HUB



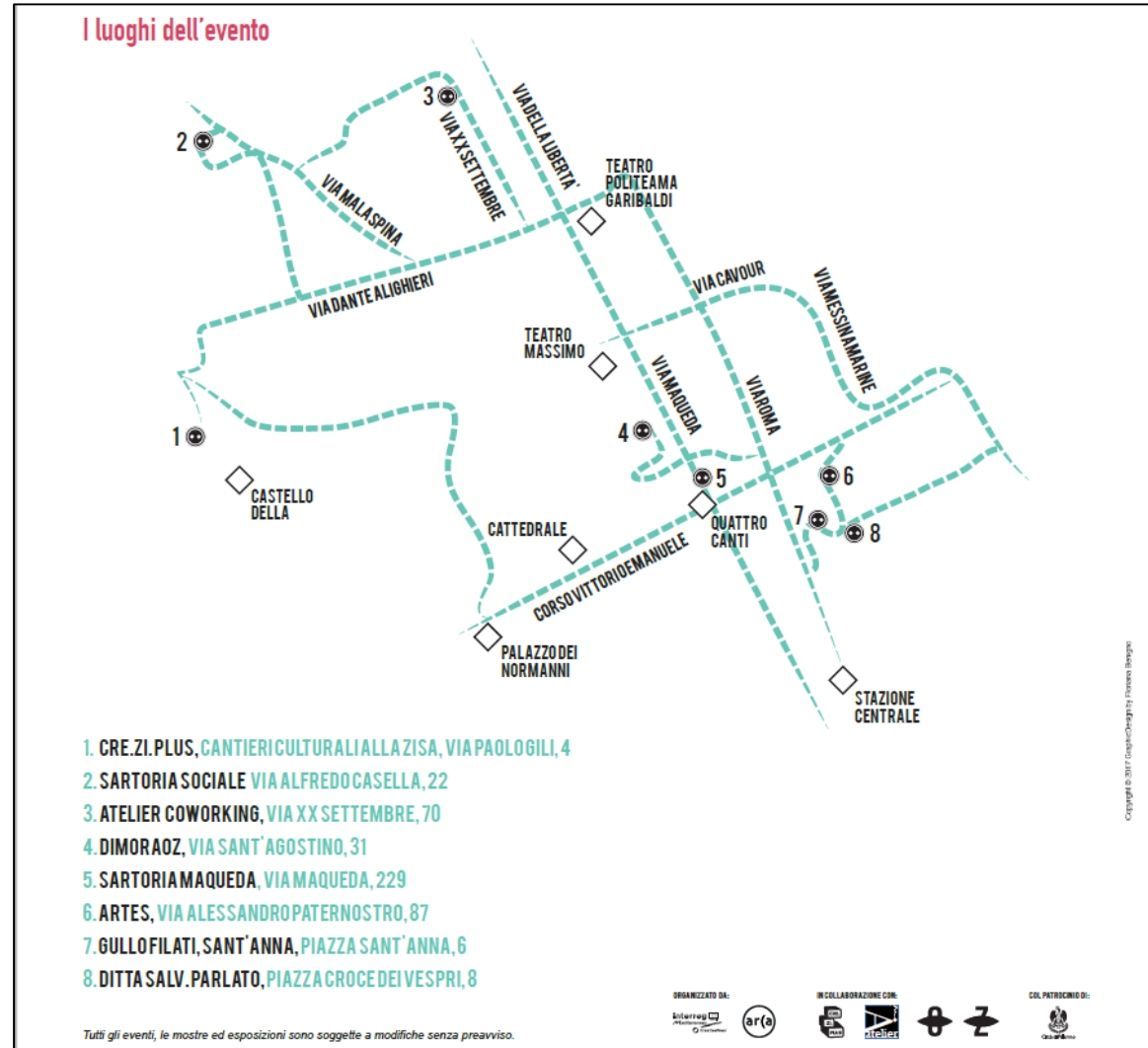


# SOCIAL HUB



# Save the Date

## Vestino\_2018: 19-22 October, Palermo



# Thank you for your attention

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

