

Round table „Sustainability and Synergies of Creative Industries and Cultural Tourism

**National Association of
Creative and Cultural Industries, Lithuania**

Trakų Vokės manor

Ieva Šiušaitė

4-5 April 2019



National Association of Creative and Cultural Industries

- Founded in 2008 by the group of professionals and experts of the field, unites more than 80 members at the moment
- Organization that represents all the sectors of creative and cultural industries in Lithuania
- Part of international networks, such as:
 - ECBN – European Creative Business Network**
 - CAE – Culture Action Europe**
 - N.I.C.E. – Network for Innovations in Culture and Creativity in Europe**



National Association of Creative and Cultural Industries

- Lobbying
- Information and knowledge
- Networking



National Association of Creative and Cultural Industries

- Trakų Vokės manor – new member in association (from 2018)
- Situated in Vilnius (on the touristic road Vilnius – Trakai)
- Owner – Vilnius City municipality, main activities – cultural tourism, cultural events and film shooting location.





European Parliament
REPORT on a coherent EU policy for cultural and creative industries (2016/2072(INI))

Committee on Industry, Research and Energy
Committee on Culture and Education

Cultural and creative industries(CCI) in Europe provide more than **12 million full time jobs**, which amounts to **7.5 % of the EU's work force**, creating approximately EUR 509 billion in value added to GDP (5.3 % of the EU's total GVA)



**UNCTAD
classification(s)
for creative
industries.**

Source: UNCTAD



National Association of Creative and Cultural Industries

In the 2030 Strategy, mention of culture includes the following aim:

“To develop a rich cultural environment through investments in the development and integration of public cultural establishments, and promotion of public participation in cultural developments. To facilitate cultural dynamism, particularly through international cultural exchanges and international artist mobility. To promote Lithuania’s culture domestically and internationally, focussing on digitalization of the cultural heritage and contemporary cultural content.”



National Association of Creative and Cultural Industries

Creative industries cases in Lithuanian tourism:

- The republic of Užupis;
- Talking statues;
- Actualisation and Presentation of Jewish Cultural Heritage through a Mobile Application
- N Wind Magazine
- War and Peace Routes
- Dark Tourism' - Vilna Gaon Jewish State Museum and KGB Museum of Genocide
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- UNESCO Creative Cities - Kaunas, UNESCO City of Design
- Gastrotourism and Lithuanian Tourism Development
- Local 'Ethnic' Colour - Tatar and Karaite Heritage and the Grand Duchy of Lithuania



Case I:

Find the local
to show you
around



OUR STORY

There's no reason to be just a mere tourist anymore, not when locals can show you an edgier, more beautiful and more authentic version of their city.

Showaround is all about the activities that happen when you're not lounging around your hotel room, and they can start from the moment you arrive at your destination. From pick-up to departure, a Showaround local can be at your side – it's like having a knowledgeable friend in every city you visit.

TOTAL COUNTRIES

211

TOTAL CITIES

10540

TOTAL LOCALS

107489



showaround

Meet a local ▾

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SIGN UP AS A LOCAL

FIND A LOCAL TO SHOW YOU AROUND



Where next?

BROWSE LOCALS

Top Destinations: Paris, İstanbul, Barcelona, Tbilisi, Kyiv, Lisbon



HOW IT WORKS



Find

Browse locals. Find the
one you like.



Showaround locals can tailor your activities and give you an insider's view on where to go and what to see



Find the local
to show you
around

showaround

Where next?

Meet a local ▾

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SIGN UP AS A LOCAL

Showaround locals can tailor your activities and give you an insider's view on where to go and what to see

Arina

Moscow, Russia

₽1452/h

“
Make you best memories with Moscow
”

Reviews
9

Rating
★★★★★

Ilia

Moscow, Russia

Free

“
Let's discover Moscow together!:)
”

Reviews
2

Rating
★★★★★

Nataliya

Moscow, Russia

₽1307/h

“
Life is too short to take it too seriously.
”

Reviews
25

Rating
★★★★★

Margarita

Moscow, Russia

Free

“
Moscow knows the law of attraction.
Definitely. And you'll see it:)
”

Reviews
1

Rating
★★★★★

SaaDiah

Moscow, Russia

₽623/h

“
Pussv-chasers hate my trins~! Cuz they

Anton

Moscow, Russia

₽1452/h

“
Pussv-chasers hate my trins~! Cuz they

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Case II:

Dicower
Jewish
lithuania



DISCOVER
Jewish Lithuania

 Blog

 About the Project

 FAQ





Discover Jewish Lithuania

- 2015-2016, a new mobile application has been created which presents Jewish culture, heritage and history in Lithuania to Lithuanians and tourists in an interactive way. The app 'Discover Jewish Lithuania' was developed as part of an EEA-funded project (www.discoverjewishlithuania.com)
- The app works on the basis of the user's location with historical research and AR (augmented reality) technology combined to showcase important Jewish heritage in seven Lithuanian cities and towns.
- Information is to be available in five languages - Lithuanian, English, Hebrew, Polish and Russian.
- The app features more than sixty stories so far from Ukmergė, Kėdainiai District, Žagarė, Valkininkai, Degsnė and Vilnius.



Dicower
Jewish
lithuania

NAUJAUSIOS



Nedidelis „Mercedes“ ir autobuso susidūrimas suparalyžiavo eismą sostinėje



Telefonu pastambinės sukčius iš joniškio sugebėjo išvilioti 13 tūkst. eurų

15MIN > AKTUALU > ISTORIJA

Publikuota: 2016 rugsėjo 16d. 12:08

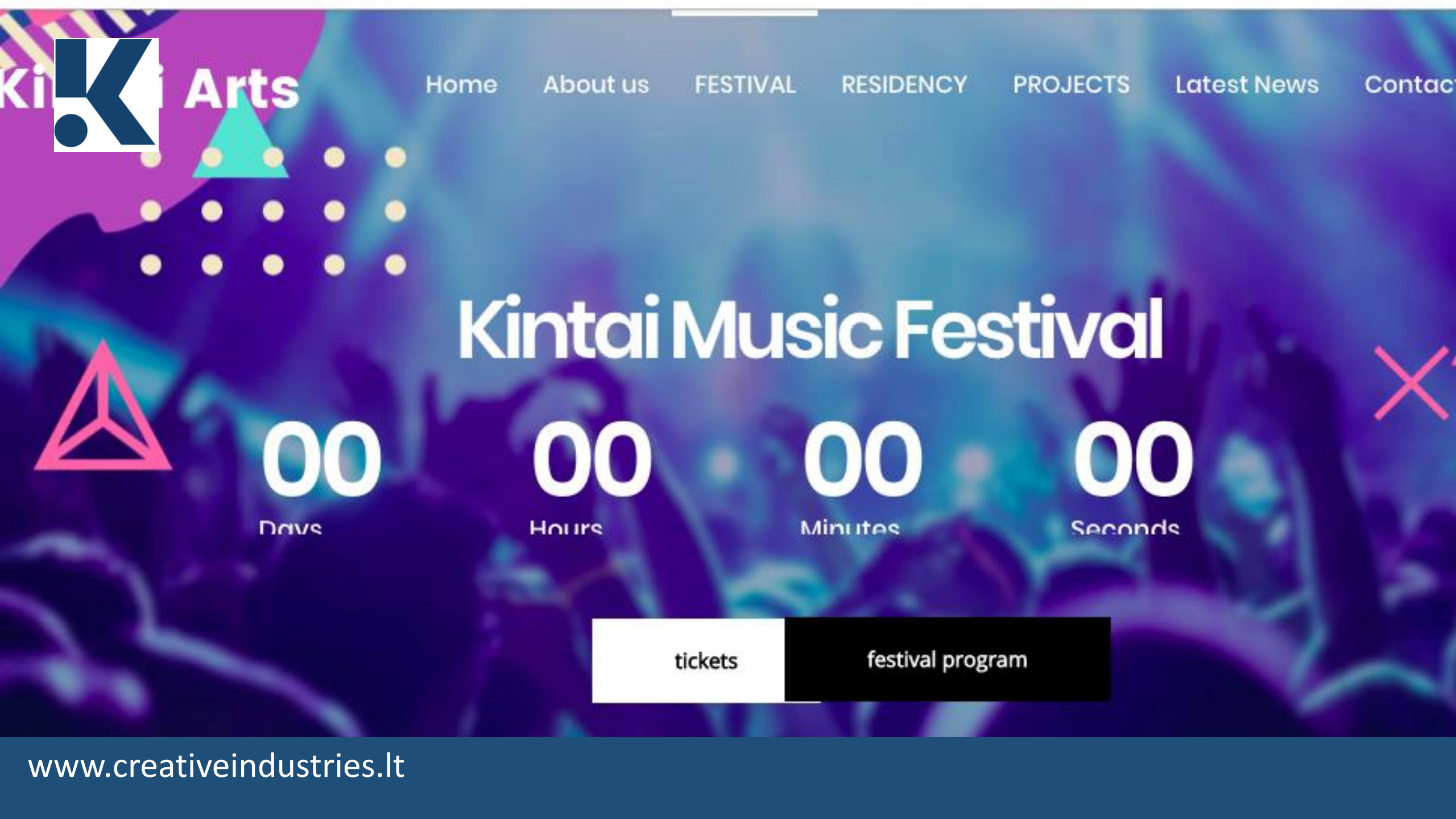
Norintiems interaktyviai pažinti Lietuvos žydų paveldą – mobilioji programėlė





Case III:

Kintai music
festival



Kintai Music Festival

00

Days

00

Hours

00

Minutes

00

Seconds

[tickets](#)

[festival program](#)

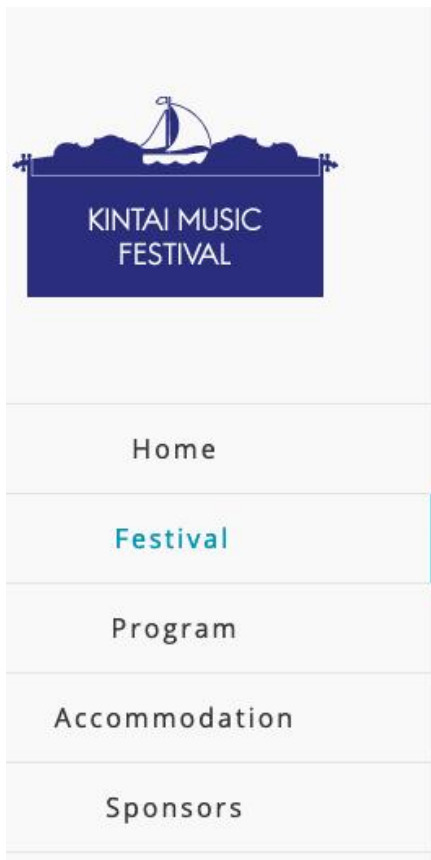


Kintai music festival

- 100% private initiative;
- Small town on Kuršių lagoon in west Lithuania;
- Population (2016) – 611 inhabitants;
- Now it is running in to cooperation with local authorities, many long terms projects and membership in „Europe for Festivals, Festivals for Europe“ (EFFE);
- Best musicians, orchestras and bands playing program;
- Festival includes all possible local services: accommodation, food, transport, crafts etc.



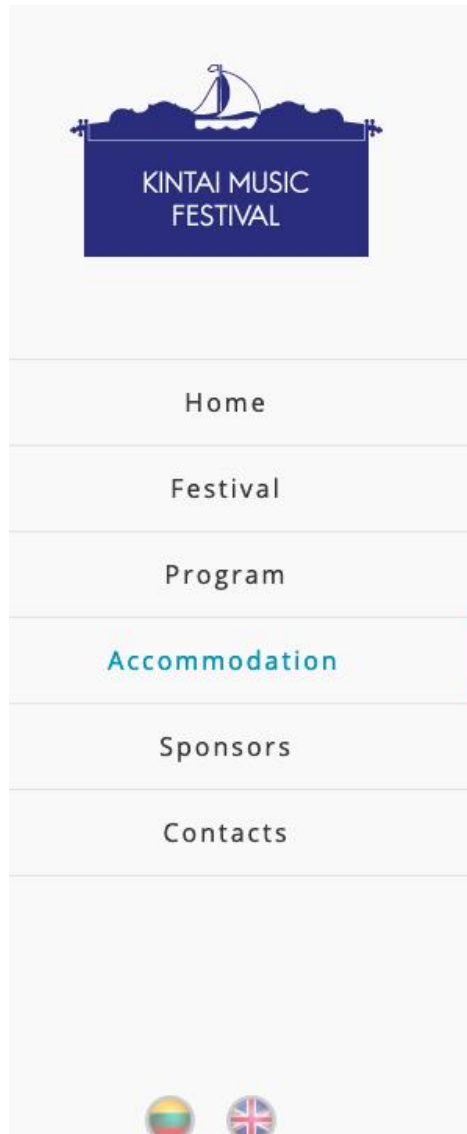
Kintai music
festival







Kintai music festival



WWW.VENTAIN.E.LT



WWW.KINTUKAITUKLUBAS.LT



Case IV:

War and
Peace Routes



War and Peace Routes





War and Peace Routes

Vilnius University – as headquarters of Austrian Ministry of War

Gediminas Tower – as dominant landmark of the Austrian Alps

Bernardinų Street – as a street in Moscow ☞ **Rusų Street** – as Moscow by night

Saint Nicholas Orthodox Church – as a church in Lysyje Gory

Dominikonų Street – as Moscow before siege

Courtyard at Benedictine Nunnery on Ignoto Street – as a shooting site

Franciscan Monastery on Trakų Street – as a Moscow mansion

Šv. Kazimiero Street – as Moscow under siege

Šv. Dvasios Street – as Moscow on fire

Residence on Žygimantų Street – as a mansion in Moscow

Dominican Monastery and Church of St. Jacob and Philip – as a mansion in Lysyje Gory

Pushkin Museum in Markučiai – as a countryside estate in rural Russia

Ruins of Merkinė Estate – as rural Russia after the battle

Trakų Vokė Estate – as a mansion in Moscow

Trakai Island Castle – as a residence of tsar Alexander I

Kernavė landscape – as battle-fields of Austria and Russia

Open Air Museum of Lithuanian Ethnic Culture in Rumšiškės – as rural Russia

Rundale Mansion in Latvia – as the most fashionable house for balls in Saint Petersburg

[TURIZMAS](#)[RENGINIAI](#)[VERSLUI](#)[KONFERENCIJOS](#)[KINO BIURAS](#)[VILNIUS PASS](#)[▼ LT +2°C](#)[KĄ PAMATYTI](#)[KĄ VEIKTI](#)[INFORMACIJA](#)

EKSKURSIJA PO SERIALO „KARAS IR TAIKA“ FILMAVIMO VIETAS



BBC serialas „Karas ir taika“ Didžiojoje Britanijoje sukėlė didžiulį susidomėjimą istorinių įvykių kryžkele – Lietuva. Seriale atgyja XIX amžiaus pradžia, kai Lietuva buvo Rusijos imperijos vakarinis pakraštys ir išgyveno Napoleono žygį į Maskvą, jo didžiosios armijos šlovę ir pražūtį. Filmuojant serialą, Vilnius buvo virtęs ir Rusija, ir Austrija, filmavimai vyko Vilniaus pastatuose, gatvėse ir kiemeliuose. Visus susidomėjusius serialu, jo kūrybinio proceso ir užkulisiais kviečiame dalyvauti specialiai sukurtoje ekskursijoje ir išbandyti kino turizmą.

Trukmė — 2 val. pėsčiomis

Kaina – 95 Eur

Dalyvių skaičius — iki 30 asmenų

Kalbos — lietuvių, anglų

Informacija ir ekskursijos užsakymas darbo dienomis nuo 9 iki 17 val.

Tel. +370 5 262 9660, el. paštas tours@vilnius.lt.

[UŽSAKymo FORMA](#)







Shutting of films “Pope against Hitler” and “Ana Karenina” in Trakų Vokė manor





Shutting of film “Jekaterina,
the Great” in Trakų Vokė
manor 2018



Vilnius
on Screen

Films shot in Vilnius



Thank you!

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