



Catalonia Audiovisual Park (Spain)

Summary

Catalonia Audiovisual Park is a project dedicated to business creation and support in the audiovisual industry in Terrassa, Spain. The project provides students, business start-ups and firms in this sector with a working and communication platform in order to encourage cooperation and the development of new and creative projects. The Park has helped immensely in the development of the technical and creative capacities of the audiovisual professionals in the region, has and had a considerable impact on the development of the city's economy.

The project

The idea of Audiovisual Park was developed in Terrassa city, located in the north-eastern region of Catalonia in Spain. The project anticipated the relocation of audiovisual businesses from Catalonia to other highly industrialised regions of the World, to prevent the loss of business contributions to the local economy, the drain of creative ideas and the loss of employment potentially caused by such restructuring. To address these concerns, Audiovisual Park was developed with the support of the regional government.

The main objective of the project was to encourage industrial activity and the creation of new businesses in the audiovisual industry. For example, supporting the computer aided design sector was seen as a top priority by the implementers of the project. The support measures developed by the project specifically targeted small and medium-sized enterprises (SMEs) within the Catalonia region.

In order to increase the quality of the audiovisual projects in the region and attract professionals to the region, Audiovisual Park offers scholarships and support for the projects of particular value to the industry. The project also provides online tools for delivering and selling new projects.

To achieve these above mentioned objectives, Audiovisual Park brings together students from the best technical, multimedia, design, theatre, cinema and business schools of the region with trainees and audiovisual businesses to pursue the following main activities:

- Promoting the audiovisual industry and creativity in it through the use of the in-town cinema festivals and youth centres;
- Working with secondary schools on the development of specific projects to teach audiovisual grammar, support motivation to learn and encourage professional orientation towards the audiovisual industries; and,
- Transforming individual projects and ideas into industrial productions through the creation of facilities in the form of Catalonia Audiovisual Park.

Sector(s) covered

Main sector

Business and Entrepreneurship:
business creation/
support/development; exploring new
markets, media (audiovisual
industries)

Other Sectors

Education & Training Lifelong
learning,
Arts & Creativity Industry



Approach

Catalonia Audiovisual Park is located in a 55,000 square metre facility that previously used to be a hospital. The Park hosts two state-of-the-art sound stages and is “home” to at least 40 companies and their cooperation projects in the audiovisual field. In addition, Audiovisual Park is constantly on the look-out for new projects; it is aided in this search by the local Talent Factory.

The entire Catalonia Audiovisual Park area, in the way that it is constructed and occupied, promotes social interaction and creative cross fertilisation. For example, “Club Pac” is a specific part of the Park focusing on providing support to new projects developed by the “senior” students of professional schools and universities. The daily interaction and collaboration among young audiovisual professionals, industry representatives and companies at Audiovisual Park facilitates project start-ups and provides a space specifically designed for informal and creative encounters.

Element of innovation – the process

Catalonia Audiovisual Park promotes creativity and innovation by promoting collaborative partnerships between audiovisual students, trainees and professionals in the field. The Park also unites the various partners in their efforts to promote the incorporation of audiovisual education in programmes of local professional schools, as well as encouraging creativity and promoting the audiovisual sector in general. In this way, the project not only encourages creativity with regards to the exchange of audiovisual techniques and creation of businesses, but also promotes the information flow within the sector and promotes it among the general public.

Key successes

(outcomes, results, impacts)

The principal achievement of Catalonia Audiovisual Park is that currently its facilities are used by businesses working in the audiovisual field. In this way, the Park is bringing creative industries of high added value closer to local businesses and entrepreneurs. The impact of the project is felt by the local students, people receiving training in audiovisual subjects and the city of Terrassa in general. The economic benefits of Catalonia Audiovisual Park can also be seen in terms of the high number of people working in its facilities and those involved in the various projects developed or supported by the Park.

Challenges

The main challenge of Catalonia Audiovisual Park was to convince people that the project was possible and could be successful. Usually, a project of this scale requires time to evolve and to receive recognition, while society often requests fast solutions. In the case of Catalonia Audiovisual Park, its development and subsequent success has been made possible by effective cooperation between audiovisual professionals, business associations, universities and schools.

Transferability and sustainability

The idea of an audiovisual park that unites students, young professionals and businesses in the field is transferable, provided that the location has the human capital and resources to invest in a similar initiative.



Catalonia Audiovisual Park has established itself as a significant actor in the audiovisual sector, with modern facilities, highly qualified resources as well as an international presence in Berlin and Cannes. The project is promoted at the local level by the Terrassa City Council, and through publicity in the most important audiovisual magazines.

Special Highlights

Catalonia Audiovisual Park serves as a place of exchange between the local students from the best technical, multimedia, design, theatre, cinema and business schools of the region and trainees/professionals from audiovisual businesses in order to promote creative thinking and the development of business initiatives in the audiovisual field.

The Park also serves as a milieu of practical training for students, trainees and young professionals. Essentially it fulfils two functions: it serves as a platform for communication, and as a creative space to develop new business ideas, projects and products. Through its dual focus on academic and commercial aims, the Park environment encourages the identification of new talents and the transfer of creative ideas into actual businesses.

Key characteristics

General purpose of the practice	Stimulating creative/innovative behaviour and thinking and promoting creative and innovative solutions to deal with problems in society
Target group	Students, trainees, businesses, youths and other citizens
Type of learning	Non-formal
Level of implementation	Regional and Local
Funding	Public
Time frame	Started in 2008
Leading organisations	Parc Audiovisual de Catalunya (PAC)

Further information

Website of the project:

www.parcaudiovisual.cat

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