



CEBU CITY CREATIVE DISTRICT



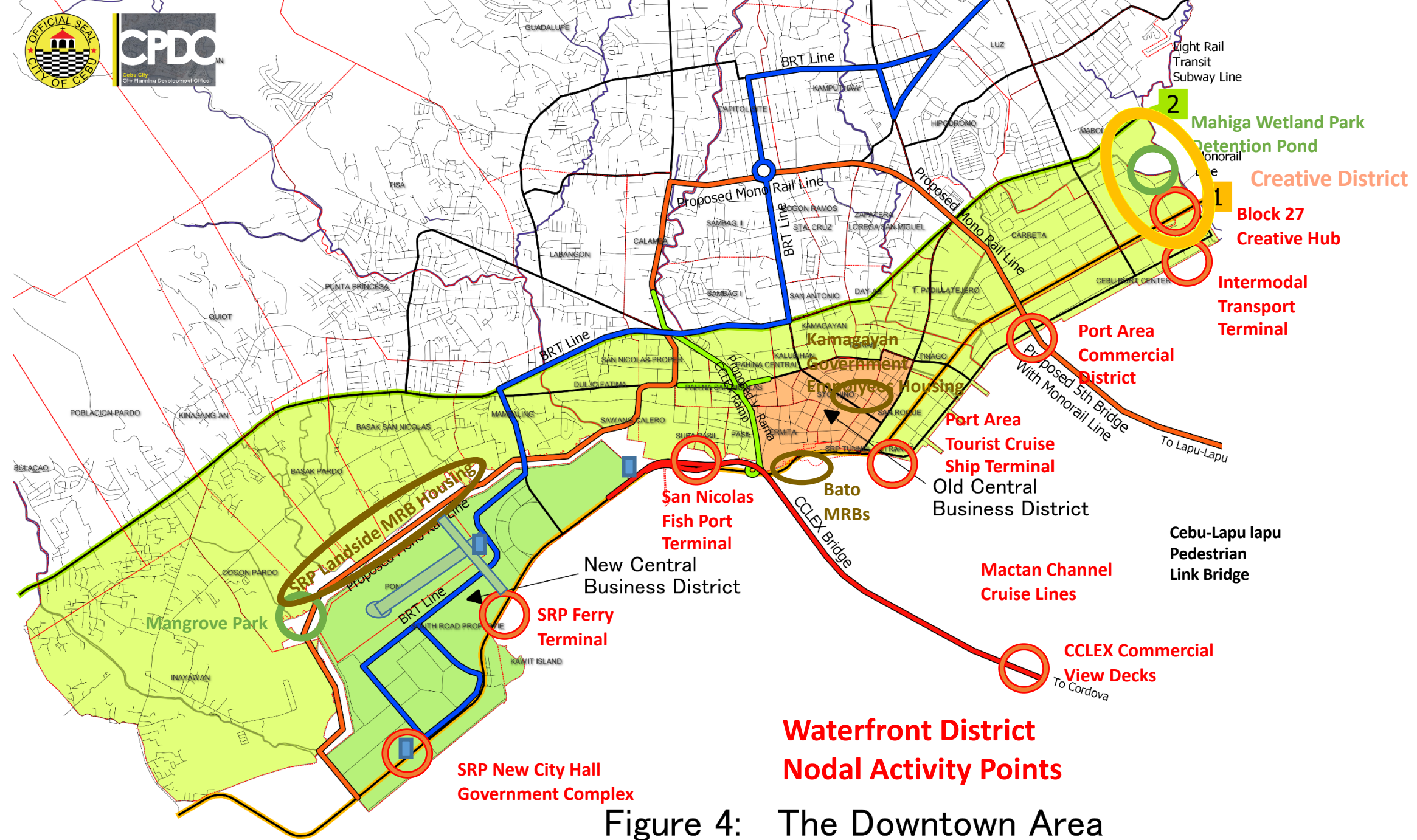


Figure 4: The Downtown Area

DESIGN OBJECTIVES



REFLECT THE COMMUNITY



BROADCAST IDEAS



RENEWING THE NATURAL ENVIRONMENT



EVOLVE WITH CEBU CITY



USERS:

The project is addressed to users whose businesses and careers are connected closely to **academic life, creative and working artistic community**, but also wishing to consume full experience. This urban tissue is created for people who belong to this **creative society**.



USERS:

1. Cultural
2. Culinary
3. Design and Architecture
4. Fashion
5. Museums
6. Music and Performing Arts
7. Film Production
8. Publishing
9. Advertising
10. Digital Arts



"Ecosystem Development for the Cebu Creative Entertainment Sector"





Creative District



Cultural and Creative Industries





UNESCO designated Cebu as “Creativity City of Design” in 2019



Cebu Design Week 2021

Montebello Villa Hotel

In 2008, Cebu was designated a British Council Creative City of Design and was the ASEAN City of Culture in 2015.

The city hosts a variety of initiatives including the Cebu Heritage Week, Cebu Arts Week and the Cebu Public Library City and its famous local traditional festivals such as the Sinulog.



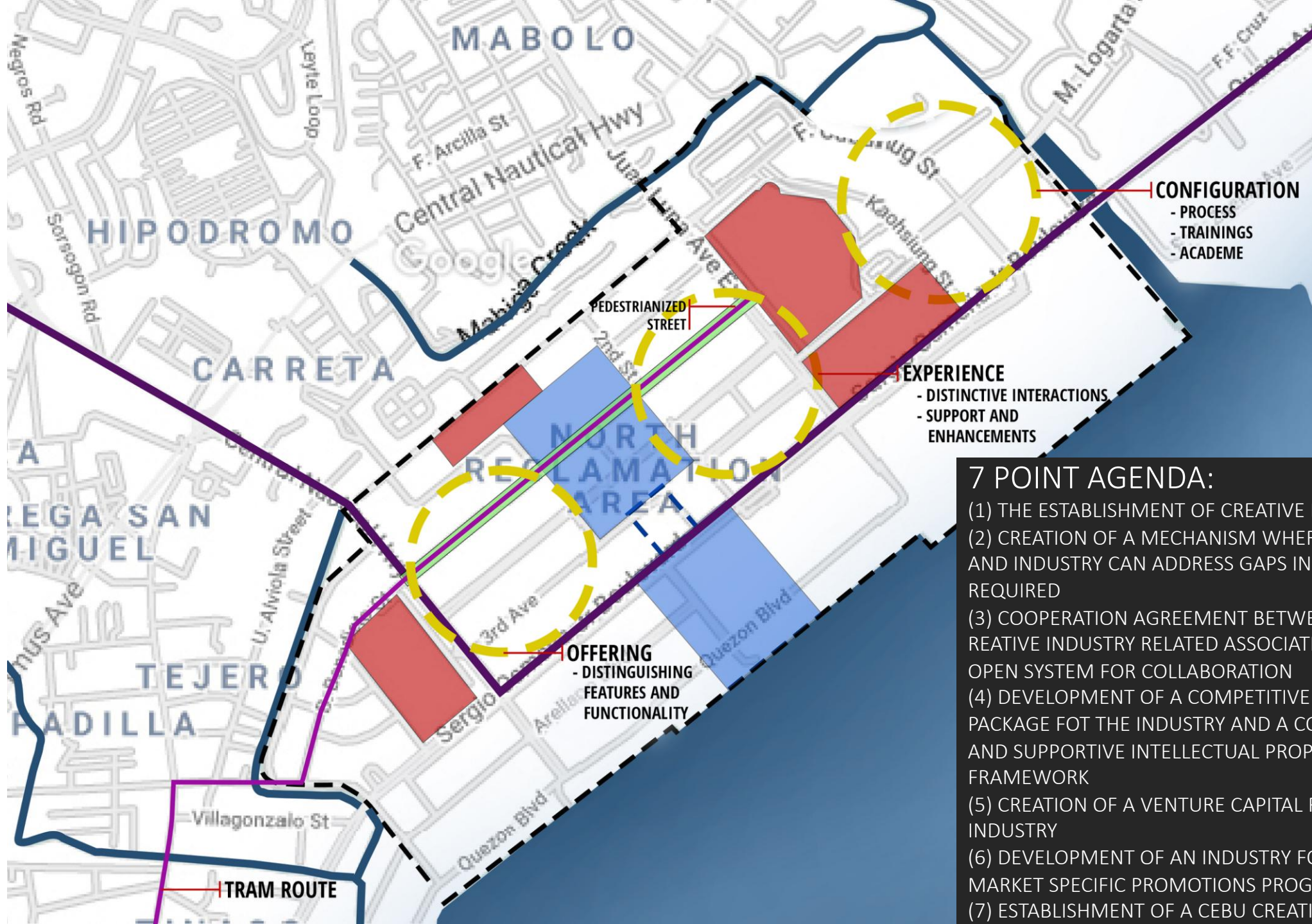
As a Creative City of Design



cross-sectoral collaborations and multi-disciplinary approaches to achieving unique and effective results that are socially-inclusive, environmentally-respectful and economically-sustainable.



opportunities creation, collaboration and development of long-term platforms for sustainable development in the creative industry



CONFIGURATION
- PROCESS
- TRAININGS
- ACADEME

EXPERIENCE
- DISTINCTIVE INTERACTIONS
- SUPPORT AND ENHANCEMENTS

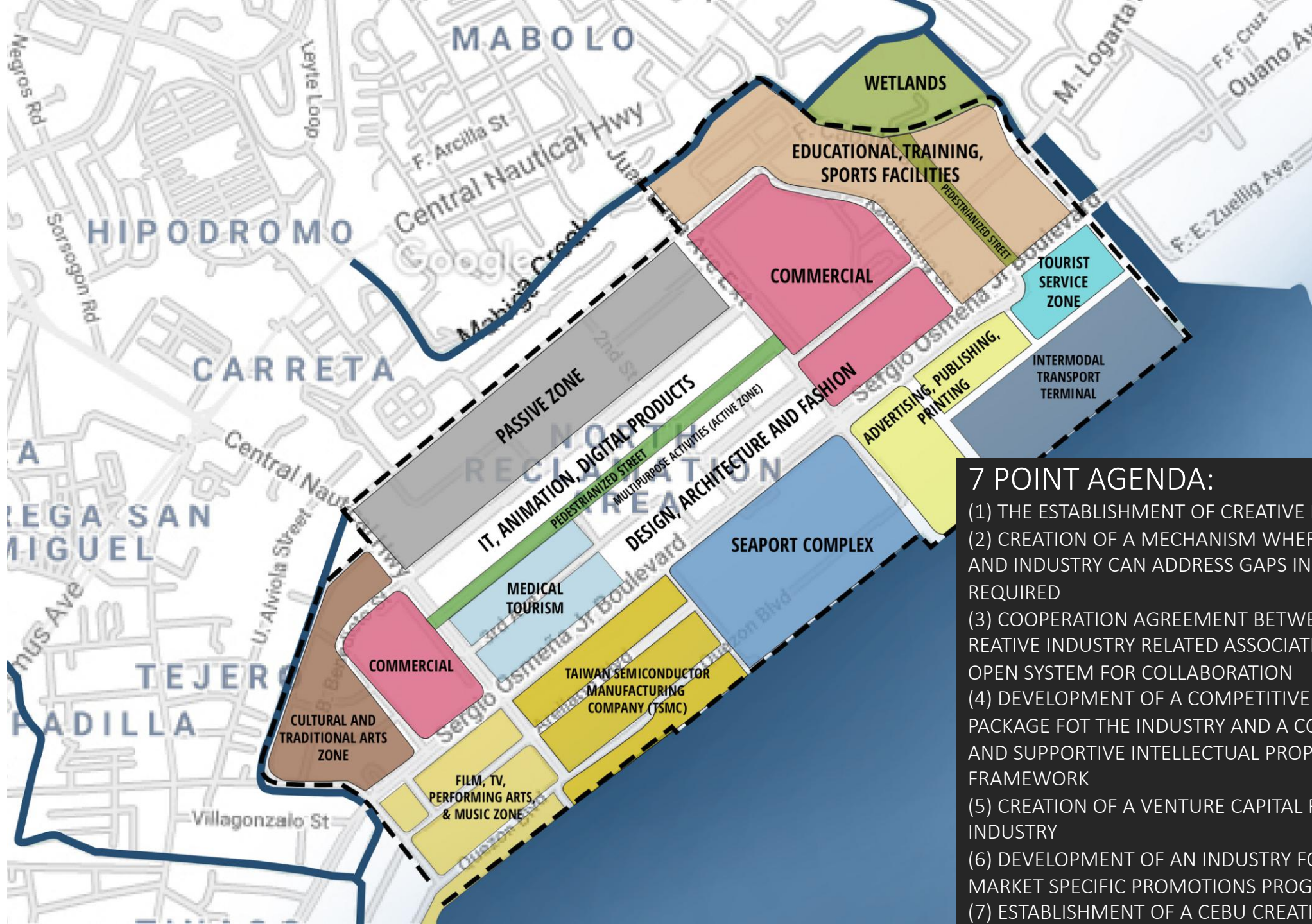
OFFERING
- DISTINGUISHING FEATURES AND FUNCTIONALITY

TRAM ROUTE

PEDESTRIANIZED STREET

- 7 POINT AGENDA:**
- (1) THE ESTABLISHMENT OF CREATIVE DISTRICT IN CEBU
 - (2) CREATION OF A MECHANISM WHERE ACADEME AND INDUSTRY CAN ADDRESS GAPS IN THE SKILLS REQUIRED
 - (3) COOPERATION AGREEMENT BETWEEN VARIOUS RELEVANT INDUSTRY RELATED ASSOCIATIONS FOR AN OPEN SYSTEM FOR COLLABORATION
 - (4) DEVELOPMENT OF A COMPETITIVE INCENTIVES PACKAGE FOR THE INDUSTRY AND A COMPREHENSIVE AND SUPPORTIVE INTELLECTUAL PROPERTY FRAMEWORK
 - (5) CREATION OF A VENTURE CAPITAL FUND FOR THE INDUSTRY
 - (6) DEVELOPMENT OF AN INDUSTRY FOCUSED AND MARKET SPECIFIC PROMOTIONS PROGRAM
 - (7) ESTABLISHMENT OF A CEBU CREATIVE





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Project Activities	Date/s of Project Implementation	Venue/s of Project Implementation <i>Include pre-project preparations and post-project reports, documentations, and debriefing with stakeholders.</i>	Cost/Fund (P)	Sources of Funds
1. Preparation of Creative Industry Roadmap (inclg sector work plans)	Oct-Dec 2023	Hiring of HTC 7 Stakeholder Consultation Sessions Report Prep, Presentation	500,000	Lungsod Lunsad
2. Creative District Benchmarking Mission in Bangkok	Dec 2023	Transportation, food and accomodation	500,000	Lungsod Lunsad
			1,000,000	

Number and Description of Participants/Beneficiaries:
 Since the aforementioned PPAs are ecosystem development initiatives, it can be assumed that the beneficiaries in general are the creatives not only in Cebu City also radiate outwards to cover the entire region. In Cebu City alone it is estimated that there are about 5,000-10,000 creatives/creators in the various sectors.

Project Purpose
Describe how the project may generate potential changes in the behaviors, structures, or capacities of the targeted beneficiaries as a direct result of its outputs.

The aforementioned PPAs are in essence actions towards the implementation of the 7-point agenda for the development of the creative entertainment sector in Cebu City. PPAs like the Creative Entertainment Sector Roadmap will detail the way forward for various sectors and will guide creatives, government and communities on future actions and programs. PPAs related to the establishment of the Cebu Creative District such as the pre-project preparatory activities, the benchmarking and the groundbreaking lays the initial groundwork for the establishment of the Cebu Creative District, the creation of a platform of cooperation between industry and academe/training institutions are initiatives towards making sure we have the required number human resources with the right skills that we need to attract locators/investors to the Cebu Creative District. Finally, capacity development activities that are presented in this proposal are initiatives that will hone the business and entrepreneurial capacities of our creatives and studios.





INSPIRATION PHOTO



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**ARCHITECT'S
PESPECTIVE**



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**ARCHITECT'S
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Cebu City Government
City Planning & Development Office

Daghang
Salamat
Thank you