

kbf:

Strategy Brief:
KBF's New Role
23-26

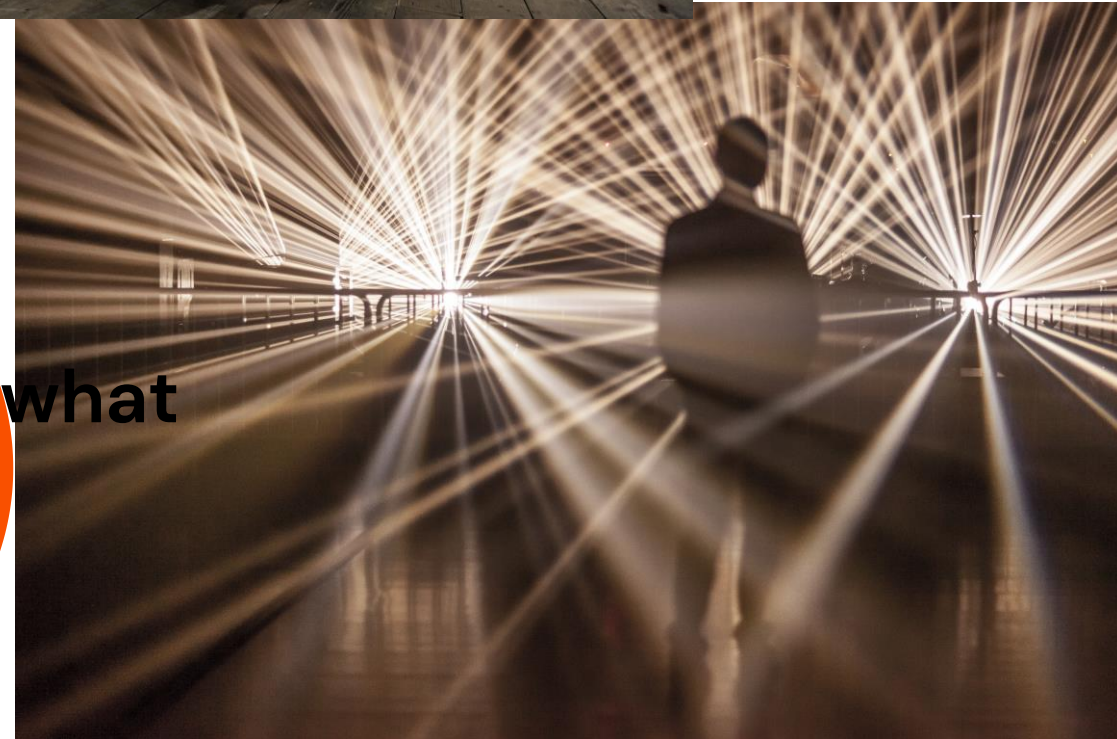


Key strategic principles
for the new role
of the KBF:

**The world has changed
– and the needs of Kraków
has changed with it.**

**We need to combine the good
aspects of what is the traditional with what
is yet to come – the future.**

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The Krakow Festival Office carries out the assumptions of Kraków's strategy

The world has changed – and the needs of the city has changed with it. We need to combine the good aspects of what is traditional with what is yet to emerge – the future.

The new role of the KBF meets Kraków's changing needs and fills the gap.

OUR ROLE
Sustainable culture incubator

OUR PROMISE
We make efforts to develop the cultural capital of all of Kraków's residents and visitors by developing and creating quality events and support programmes for the sector.

Kraków.
I want to live here.

Our target audience are residents of Kraków. All of them.

OUR ACTIVITIES

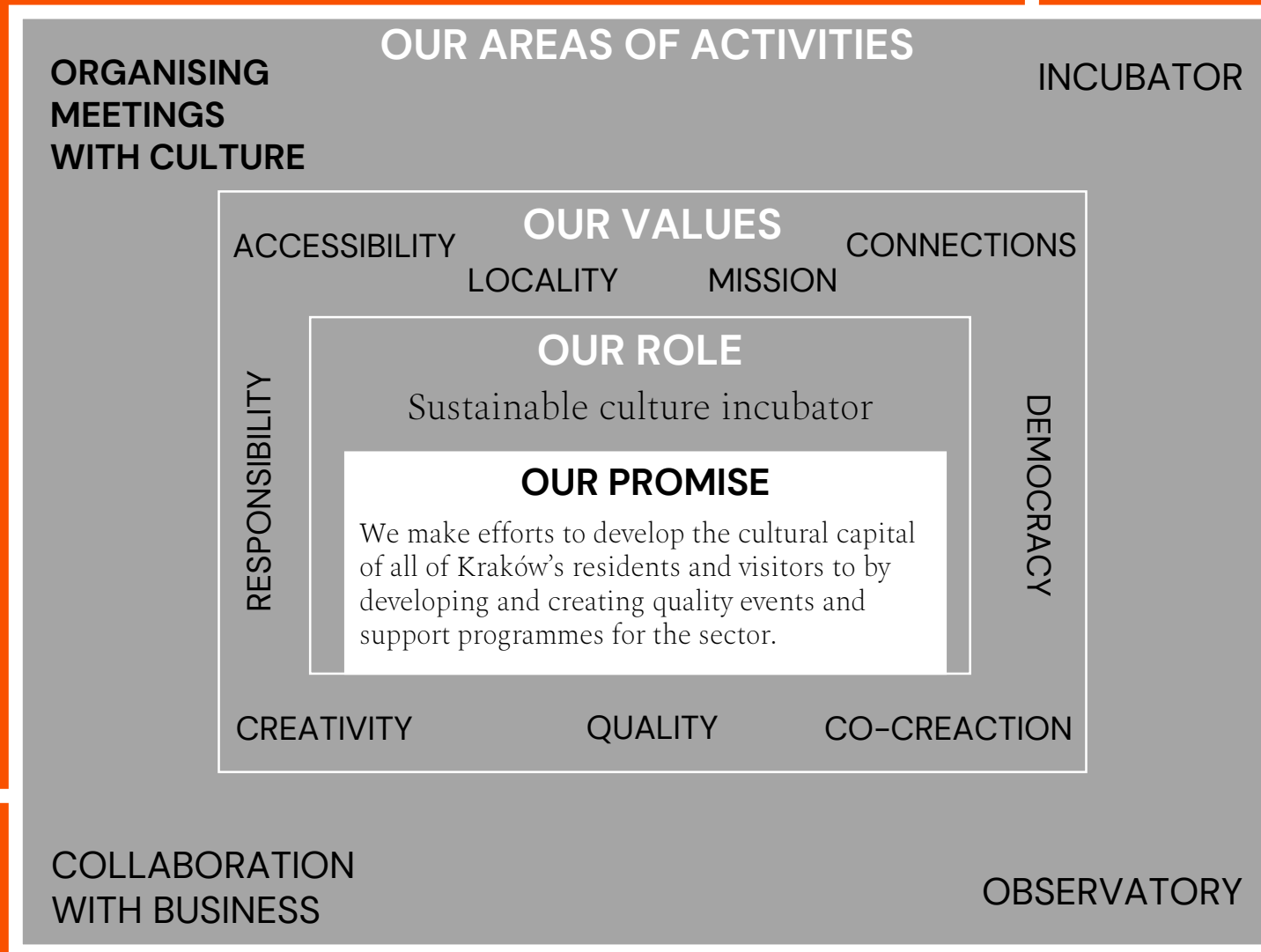
FESTIVAL
SERIES

ACCESS FOR
DEVELOPING
CULTURAL CAPITAL

SPECIAL EVENTS
IN KRAKÓW'S LIFE

ANIMATING THE
CULTURAL LIFE
OF THE CREATIVE
DISTRICT

MONETISING
KBF'S RESOURCES



NETWORKING

CO-CREATING
SUSTAINABLE
STANDARDS

TESTING NEW
NARRATIVES
TOGETHER

STUDYING
CULTURAL TRENDS
USING THE LIVING
LAB METHODOLOGY

Organising meetings with culture



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Organising meetings with culture

The main role played by the Krakow Festival Office in the city is bringing together audiences and communities to meet with culture.

In this process, we need to redefine the concept of a FESTIVAL, changing its formula with sustainability in mind – reimagined as staggered events spread over time with a single climax.

The Krakow Festival Office – an authority in the field of organising meetings with culture – is also responsible for hosting events accentuating important dates in Kraków's life, as well as supporting the revitalisation of the Wesola creative district with events that develop the local fabric.

Organising meetings with culture

FESTIVAL SERIES →

Based on KBF's key brands, such as the Film Music Festival, Conrad Festival, Megabit Bomb.

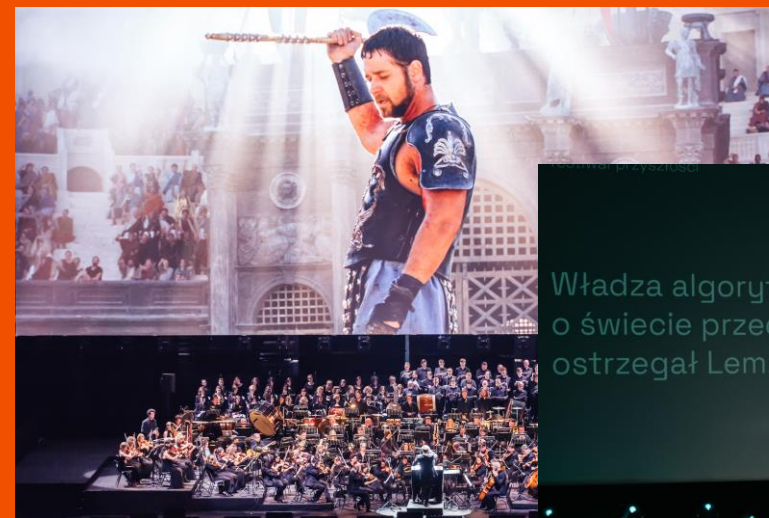
SPECIAL EVENTS IN KRAKÓW'S LIFE →

Important moments in the life of the city, including Wianki, New Year's Eve, key anniversaries.

ANIMATING THE CULTURAL LIFE OF THE CREATIVE DISTRICT →

Hosting events that bring the residents together and stimulate the revitalisation of the social fabric of the Wesoła district.

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Festival series for all

The role of the Krakow Festival Office is to present festival series based on its key brands to the residents of Kraków and its visitors.

This will enable a sustainable implementation of the four key pillars:



In spite of its name, the Krakow Festival Office is about more than just festivals. The well-known event brands offer the development of the creative sector, bringing the ecosystems together, residencies for creators and artists, educational programmes, workshop series, co-financing and more.





Observatory for knowledge -based development

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Observatory

STUDYING CULTURAL TRENDS USING THE LIVING LAB METHODOLOGY

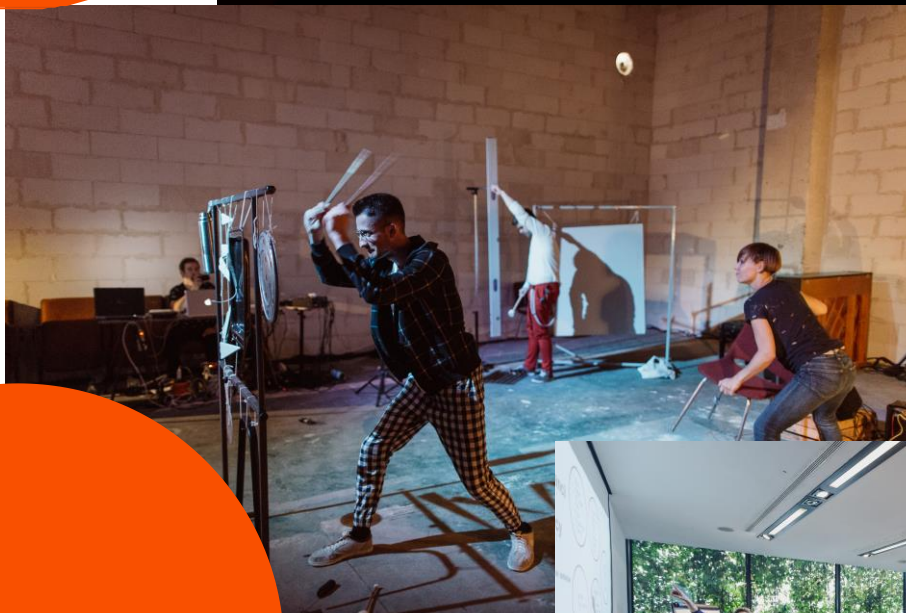
- Ongoing monitoring of needs and indicators of changes in culture as a source of insights for developing innovative solutions and addressing current audience needs.
- Impact on the development of the cultural sector in Poland by sharing study results.
- The Living Lab methodology involves taking advantage of the natural flow of creators and consumers of culture to continuously expand knowledge.

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Wesoła and Palace incubators

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Wesoła and Palace incubators

**ACCESS FOR
DEVELOPING
CULTURAL CAPITAL**



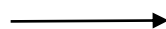
Supporting young artists, open studios for residents, co-working space for NGOs, cultural innovation lab for the sector.

NETWORKING



Connecting people and organisations and bringing them together around joint cultural projects.

**CO-CREATING
SUSTAINABLE
STANDARDS**

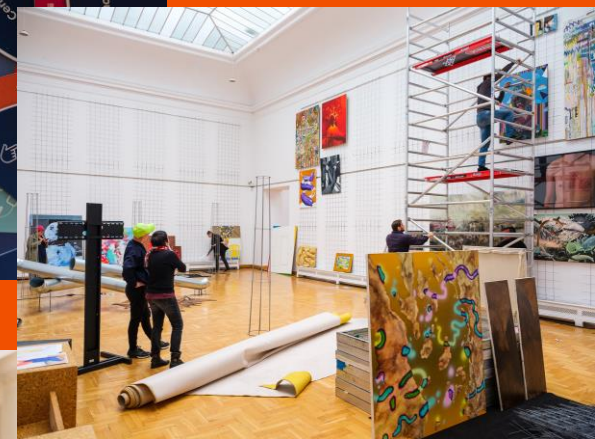


Developing and implementing sustainable standards for organising meetings with culture (in collaboration with our partners).

**TESTING NEW
NARRATIVES
TOGETHER**



Entering a dialogue with the ecosystem in search of new cultural narratives (announcement of the programme of Planet Lem).



Collaboration with business

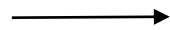
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Collaboration with business

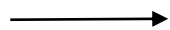


JOINT DEVELOPMENT



Openness towards co-creating the cultural offer.

MONETISING KBF'S RESOURCES



An extensive offer of substantive collaboration.



Us, employees

Youth

Seniors

Music

Cultural institutions

Institutional partners

Education

Families

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Culture

Children

Film

Visitors to Kraków

Residents

People with disabilities

Entrepreneurs

Literature

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Closer to culture and its creators.

Closer to Kraków's residents and visitors.

Closer to other institutions and partners.

Closer to entrepreneurs.

Closer through culture.



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- For more than twenty years, we have been creating unforgettable festivals, events, picnics, exhibitions and workshops.
- Our main areas of activity include literature, film and music.
- We are also involved in visual arts and other fields of culture.
- We support the sustainable development of our city together with its residents, visitors, partners and local entrepreneurs.





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Thank you!