



TARTU ÜLIKOOL

Viljandi kultuuriakadeemia

Case: University of Tartu Viljandi Culture Academy



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The biggest regional college in Estonia



- 106 employees (76,75 FTE)
- ~550 temporary employment contracts
- 8 study programs (3 MA, 5 BA)
- 745 students: 123 MA, 622 BA
- 9145 residents in Viljandi (age 19-65)
- Richard Florida really works? 😊



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Focus topics



- Traditional culture (National Arts & Crafts, Music)
- Creativity with production (Black Box)
- Cultural Management, Community Education
- Creative Entrepreneurship
(microdegree, ~5-10 new enterprises per year)
- Teacher training (creative subjects)
- Creating clarity: what we do/don't do



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Estonian Traditional Music Center, Viljandi Folk Music Festival





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Seasonality





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Viljandi: UNESCO Creative City of Crafts and Folk Art



- Arts & crafts, folk art
- 2021-2022 Year of Recovery
(festival, map of workshops)
- 2023-2024 Heritage Gardening
(bed of heritage plants)
- UNESCO Annual Conference?
(accommodation is the issue)



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Partner, facilitator of culture and creativity



- Local cultural life
- Events management
- Education (teachers)
- Public space
- Fresh ideas, new faces



VILJANDI KULTUURIAKADEEMIA



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EIT Culture & Creativity (KIC)

- Goal: facilitating culture & creativity at the European level
- Period: 2023-2030
- Budget: ~350 miljonit
- Role of the academy: creative entrepreneurship, education





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Thank you!

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