

WHAT WE DO

CerDee plans to initiate a unique network of knowledge institutes, SMEs, regions, and museums of Central Europe. The Vision is to establish a platform for creative ceramists to gain and share knowledge to pursue the passion of Ceramic. The aim of CerDee is to preserve and expand the European potential in the world of Ceramics.



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DISCOVER MORE ABOUT CerDee

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Interreg
CENTRAL EUROPE



CerDee

CREATIVE
ENTREPRENEURSHIP
IN CERAMIC REGIONS -
DEVELOPING, EDUCATING,
ENCOURAGING



Partners involved with CerDee:



Zavod za turizem in kulturo Kranj

ZTKK

Porzellanikon
STÄDTLICHES MUSEUM FÜR PORZELLAN · HOHENBERG A. D. EISEN / SELB

TECHNISCHE UNIVERSITÄT
ILMENAU



Objectives of CerDee

- **Creative Network:** Establish a networking hub of ceramic artists, mentors, apprentices and key institutes.
- **Exposition:** Organise workshops, events, trainings and exhibitions throughout Central Europe for the recognised and potential creative ceramist.
- **Entrepreneurship:** Construct a future for the creative ceramist who are passionate to work with ceramic.
- **Platform:** Availability of information, ideas, knowledge, and techniques.

Strategies of CerDee

- Merging regional approaches towards a joint CE-knowledge pool by assessing and mapping existing knowledge, approaches and economic potential of ceramic.
- Developing cooperative and CE-wide applicable training-education & outreach activities for boosting entrepreneurial skills and knowledge base for regional creatives.
- Co-developing and piloting innovative marketing strategies and cooperative web portal.

Action Plan

- Mapping of existing creative ceramists, methods and markets of Central European ceramic scene.
- Archiving traditional and contemporary designs of ceramic and creative methods for transnational pooling of accessible Central European ceramic design & art approaches.
- Capacity building by creative workshops and education to generate future ceramic entrepreneurs.
- Planning and piloting innovative marketing strategies to promote ceramic entrepreneurs in Europe and the global platform.
- Unique web platform for the creative ceramist to showcase their knowledge and passion.



Who benefits from CerDee



Artists: Established ceramists can demonstrate their methods and knowledge by collaborating with key institutes and platform.



Students: Students and individuals with a passion to learn the art of ceramic and shape a future as ceramic entrepreneur.



SMEs: Small and medium companies in partner countries will gain advantage in the regional and global market.



Regions: CerDee will revive the traditional designs and methods as well as introduce the novel designs from specific CE regions. The project will also promote cultural exchange through art of ceramic within Central European regions.

