

Analysis of Brno's Cultural and Creative Scene



This analysis describes the current state of Brno's cultural and creative industries and their needs. It is based on a number of studies, research, round tables and thematic (advocacy) groups with relevant stakeholders, outputs of the Brno Cultural Forum and others. Through the collected data and feedback from those involved, it then gives an overall picture of the cultural and creative sector in the setting of Brno.

A complete summary of all these materials is attached as Annex 1 to this analysis.

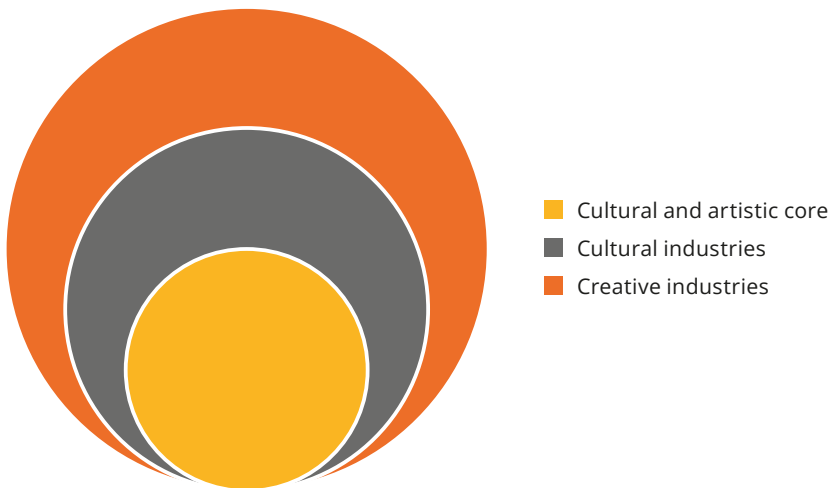
The analysis serves as the basis for the update to the Strategy for Culture and Creative Industries (SCCI) in Brno. It was created by the Concept and Development Section of the Culture Department of Brno City Municipality and has been proofread and subject to expert consultation. The document was subsequently sent to external guarantors of the updated SCCI and selected stakeholders in the cultural and creative industries (hereinafter CCI) for comments and additions.

We define the cultural and creative industries in accordance with the certified Methodology for Mapping Cultural and Creative Industries at the Local and Regional Levels of the Czech Republic issued by the Ministry of Culture of the Czech Republic in 2022. CCI therefore include entities whose *“activities are based on cultural values or on artistic and other individual or collective forms of creative expression. These activities may include the development, creation, production, distribution and protection of products and services that constitute cultural, artistic or other creative expressions, as well as related functions such as education or management. They will have the potential to create innovation and jobs, especially from intellectual property. These sectors include architecture, archives, libraries and museums, artistic crafts, audiovisual sectors (such as cinema, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, the performing arts, books and publishing, radio and the visual arts/art market.”*¹ CCI fields are very heterogeneous. In the certified methodology, they are defined on the basis of a three-sector division of the cultural and creative sector, or the cultural area according to the Satellite Account of Culture.

¹ Ministry of Culture of the Czech Republic: Update to the Methodology for Mapping Cultural and Creative Industries at the Local and Regional Levels of the Czech Republic for the purposes of Call No. 0232/2022 for the creation of strategic materials in the development and support of the cultural and creative industries; p. 6

Breakdown of the cultural and creative sector:

- I. Cultural and artistic core (traditional and artistic sector – cultural heritage, the performing arts, visual arts, arts education, arts and crafts),
- II. Cultural industry (audiovisual and media sector – books and print, music, film and video, radio, television, video games),
- III. Creative industry (creative sector – architecture, advertising, design).



For the purposes of this analysis, we have grouped certain sectors into broader thematic units and added some artistic industries, such as circus.



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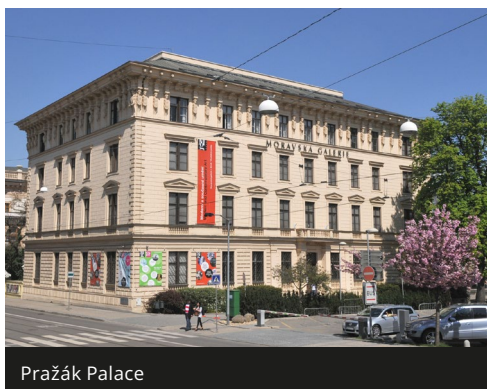
List of abbreviations

BCF	Brno Cultural Forum
CED	Centrum experimentálního divadla (Centre for Experimental Theatre), contributory organisation
CR	Czech Republic
DR	Divadlo Radost (Radost Theatre), contributory organisation
DUMB	Dům umění města Brna (Brno House of Arts), contributory organisation
ECC	European Capital of Culture
FB	Filharmonie Brno, contributory organisation
JAMU	Janáček Academy of Performing Arts in Brno
JIC	JIC, interest association of legal entities
KJM	Knihovna Jiřího Mahena (Jiří Mahen Library), contributory organisation
CCI	Cultural and creative industries
KUMST	KUMST Creative Hub
MDB	Městské divadlo Brno (Brno City Theatre), contributory organisation
NDB	Národní divadlo Brno (National Theatre Brno), contributory organisation
MZK	Moravská zemská knihovna (Moravian Library)
CD	Culture Department of Brno City Municipality
MITD	Municipal IT Department of Brno City Municipality
SWD	Social Welfare Department of Brno City Municipality
SDCD	Strategic Development and Cooperation Department of Brno City Municipality
HD	Health Department of Brno City Municipality
FRD	Foreign Relations Department of Brno City Municipality
CO	contributory organisation
FEP	Framework Educational Programmes
SCCI	Strategy for Culture and Creative Industries
SWOT	Analysis, acronym meaning S = Strengths, W = Weaknesses, O = Opportunities, T = Threats
TIC	TIC BRNO, contributory organisation

Cultural and creative organisations and facilities within the City of Brno established and founded by the public administration

State organisations

Moravian Gallery in Brno



Pražák Palace

The Moravian Gallery in Brno is a state-established museum of art and design that manages more than 200,000 works of art. This rich collection, which includes art and design from the Middle Ages to the present day, makes it the second largest institution of its kind in the Czech Republic. The gallery presents its collections through both permanent and temporary exhibitions, and its mission is not only to preserve and make its collections accessible to the public, but also to conduct research and promote education. The organisation focuses, among other things, on the acquisition, registration, professional process-

ing and protection of museum objects, as well as on the dissemination of research results through publications, exhibitions, programmes and methodological materials. The Moravian Gallery manages six buildings: Pražák Palace, the Deputy Governor's Palace, the Museum of Applied Arts, the Jurkovič Villa, the Open Depository and the Josef Hoffmann Museum.

Moravian Library

With almost five million documents, the Moravian Library is the second largest library in the Czech Republic. It has 798 study spaces, is visited by 400,000 users a year and its readers make almost 1.5 million virtual visits a year. The MZK is a library with a universal collection supplemented by specialised collections. Since 1935, the MZK has held the right of nationwide compulsory copying, so more than 40,000 library units are added every year. The MZK also serves as the regional library for the South Moravian Region.

In 2009 the Moravian Library was recognised as a research organisation, since 2016 it has been presenting the Czech Republic at four book fairs abroad, and in 2017 it established the Czech Literary Centre, tasked with the systematic and methodical promotion of Czech literature and book culture abroad. The Moravian Library has housed the Milan Kundera Library since April 2023.



Photo by: Marie Schmerková

Moravian Museum

The Moravian Museum is the second largest and oldest museum institution in the Czech Republic. The organisation is established to acquire, collect, permanently preserve, record, professionally process and provide public access to museum collections, to conduct basic research, applied research and experimental development relating to collections and the environment in which collection objects are acquired, and to disseminate the results of research and development through teaching, publishing, museum exhibitions and museum programs, methodology or the transfer of technology.

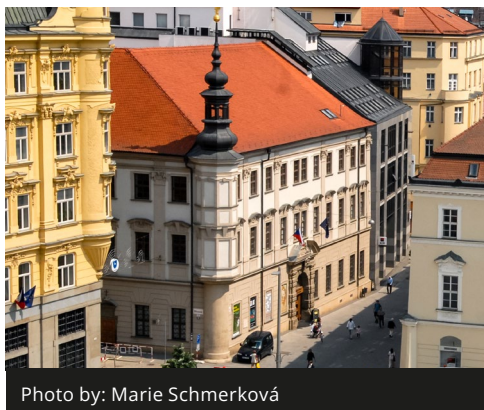


Photo by: Marie Schmerková

In total, the museum has three departments, history, natural history and art history, and its collections contain more than 6 million items.

The museum manages a total of 5 buildings in Brno – the Dietrichstein Palace, the Bishop's Court, the Palace of Noble Ladies, the Anthropos Pavilion and the Leoš Janáček Memorial. In addition, it has its own specialist workplaces and depositories in the buildings on Zelný trh, on Kapucínské náměstí and in the Jiří Gruša House. Outside Brno, the museum manages the Memorial of the Kralice Bible, Jevišovice Chateau, Budišov Chateau, Moravec Chateau and the Centre for Slavic Archaeology.

National Heritage Institute

The National Heritage Institute is the largest contributory organisation of the Ministry of Culture of the Czech Republic. The current laws, especially the Act on State Monument Care, entrust it with a number of professional tasks related to the conservation of state heritage. The National Heritage Institute has a number of regional offices.

The National Heritage Institute specialised regional office in Brno deals with the conservation, recognition, documentation and presentation of individual heritage sites, conservation areas and heritage reservations in the South Moravian Region, where the total number of individual immovable cultural heritage sites is 6,337.

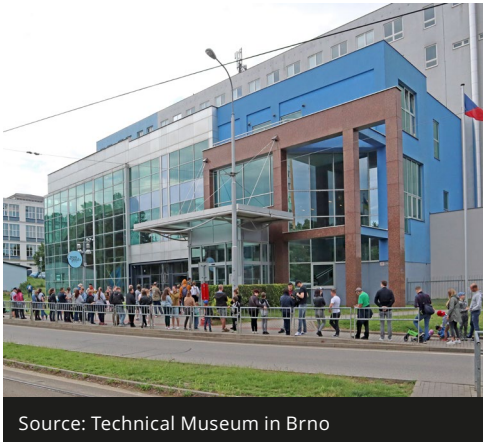
Museum of Romani Culture

The Museum of Romani Culture was founded in 1991 at the instigation of Romani intellectuals as a non-governmental, non-profit organisation. Since 2005 it has been a state-funded organisation of the Czech Ministry of Culture, where it falls under the separate Museums and Galleries Division. In the European context, it is a unique institution that globally documents the culture of the Roma and Sinti, or rather many different Roma sub-ethnic groups and communities. The museum's collection is registered in the Central Registry of Collections, contains over 28,000 collection items, is divided into 5 sub-collections and within them into 14 collection funds. In addition to the Brno headquarters building with its permanent exhibition and exhibition space, the Museum also manages the Memorials commemorating the Holocaust of the Roma. The memorial in Hodonín in the district of Kunštát was taken over by the museum in 2018 and is dedicated to the victims of the Romani concentration camp during World War II. The Memorial to the Holocaust of the Roma and Sinti in Lety u Písku was inaugurated in May 2024 after extensive renovations on the site of a former pig farm. Both Memorials are important sites for commemorating the tragic history of the Roma and Sinti in the Czech Republic.



Photo by: Robert Vystrčil

Technical Museum in Brno



in Šatov, the Blacksmith's Forge cultural heritage site in Těšany, the Old Ironworks national cultural heritage site near Adamov, the Šlakhamr cultural heritage site in Hamry nad Sázavou, the Windmill national cultural heritage site in Kuželov, the Water Mill national cultural heritage site in Slup and the depository of historical public transport vehicles in Brno-Líšeň. There are also other buildings in Brno-Černovice and Brno-Rečkovice that are not open to the public.

The Technical Museum in Brno is a contributory organisation with an independent legal subjectivity; it is directly managed by the Ministry of Culture of the Czech Republic. As a museum, it fulfils the functions of collection, presentation, cultural, scientific, educational, educational, methodological, especially within Moravia and Silesia; in some fields, its scope is nationwide.

The museum focuses mainly on the history of science and technology.

Outside the main building in Brno – Královo Pole, the museum manages: The complex of Czechoslovak Fortifications and Iron Curtain

Regional organisations

Museum of the Brno Region

The Museum of the Brno Region is a heritage institution with six branches: three local history museums – the Museum in Ivančice, located in the chateau in Oslavany, the Podhorácké Museum in Předklášteří and the Museum in Šlapanice, the Cairn of Peace Memorial at the Battlefield of Austerlitz, the Museum of Czech Literature in Moravia and the restored Villa Löw-Beer in Brno. The museum's branches are housed in unique historical buildings, most notably the Porta Coeli Monastery in Předklášteří and the Benedictine Monastery in Rajhrad.



VIDA! science centre



The VIDA! science centre is a place where science becomes an adventure and discovery is fun for young and old alike. Visitors can explore hundreds of interactive exhibits on an area covering over 6,000 m², which explain natural phenomena, technical principles and the laws of the everyday world in a fun way. The programme is complemented by impressive science shows, workshops with experiments, themed exhibitions and 3D films that draw you into a world of discovery. The exhibits are designed to encourage curiosity, creativity and the ability to think in context – appealing to all ages. On average, 200,000 visitors visit VIDA! per year.

However, VIDA! is more than just an entertainment destination – it's also an important cultural and educational space that develops creative thinking. It brings together science, art, technology and design to inspire visitors. In the DIY Workshop – an open space for tinkerers of all ages – ideas are created that combine manual craftsmanship with state-of-the-art technologies. VIDA! is not only a gateway to the world of science, but also a living laboratory of ideas and a place where new approaches to learning, creation and collaboration are born.

Municipal organisations

Centre for Experimental Theatre (CED)



Photo by: Marie Schmerková

The organisation's main remit is theatre and creative artistic work carried out by professional theatre companies.

The CED covers the activities of three unique, artistically autonomous theatres – the Goose on a String Theatre, HaDivadlo and the Terén performance art platform.

In addition, the CED runs its own archive and library, which are open to the public, and organises its own educational events and projects, including CED_Observer, AudioCafé, CED Theatre Class, and others. Since 2019, CED has published CEDIT, a magazine that offers a space for reflecting upon theatre, art and culture.

Radost Theatre

The organisation's main purpose is to put on theatrical productions for children, youngsters and adult audiences, using all the expressive artistic means of alternative theatre, especially animation techniques together with the full range of drama or musical theatre elements. However, the organisation's activities centre around puppetry.

The theatre organises its own Festival Radosti international theatre festival for children, teenagers and adults in two-year cycles, dedicated to productions focused on working with puppets, objects and artefacts.



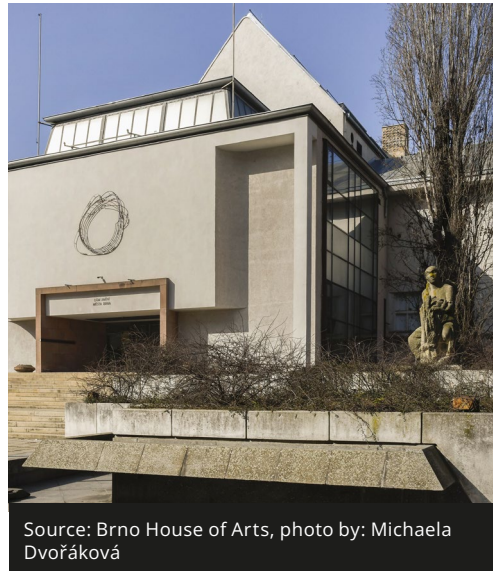
Passage to the Radost Theatre with the boat building

Brno House of Arts (DUMB)

The organisation's main purpose is to develop and promote the contemporary visual arts, to encourage the development of artistic creativity and to encourage contact between artists and the public. The organisation is a kunst-halle-type gallery institution – it does not own collections of artworks, but presents temporary exhibitions.

DUMB operates in two gallery buildings, whose exhibition plans follow a different, complementary dramaturgy. The exhibitions in the main building on Malinovského náměstí are mainly devoted to prominent contemporary artists associated with the domestic cultural scene and important phenomena of contemporary art. The exhibitions in the building of the House of the Lords of Kunštát mainly showcase current, live, experimental work.

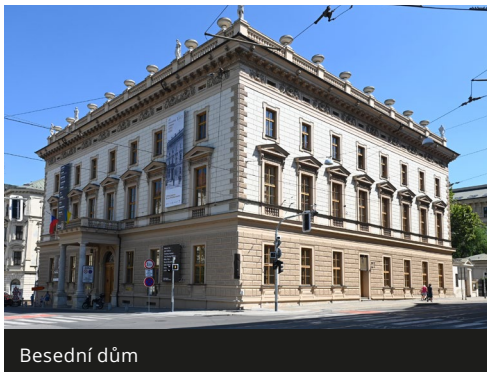
In addition to exhibitions, it organises and develops a number of long-term projects, such as the Brno Architecture Manual, a research and popularisation project dedicated to modern and contemporary architecture in Brno, and Brno Artists in Residence, a residency project for local and international artists and curators. It has long been working closely with the Vašulka Kitchen Brno Centre for New Media Art.



Source: Brno House of Arts, photo by: Michaela Dvořáková



Filharmonie Brno



Besední dům

This organisation's main purpose is to provide public concert activities involving the staging and public performance of musical and musical-dramatic works by performers, by organising and co-organising concerts and other cultural productions, as well as guest performances for other organisers in the Czech Republic and abroad, to participate in the development of concert music as an art form, in particular by organising and promoting music festivals and other cultural events.

Each season the Brno Philharmonic presents unique subscription series at the Janáček Theatre and the Besední dům. In addition, it offers family and jazz subscriptions, a series of Cantilena concerts and special concerts (Opening, Advent, New Year's...). It also organises five festivals: the Easter Festival of Sacred Music, Mozart's Children, Špilberk Summer Open-Air Festival, Exposition of New Music and also, once every two years, Moravian Autumn.

The orchestra is led by internationally renowned conductor Dennis Russell Davies. Filharmonie Brno founded its own record label in 2020, and one of its albums was nominated for a prestigious ICMA award.

Brno Observatory and Planetarium



Source: Brno Observatory and Planetarium

Brno Observatory and Planetarium is a centre for the promotion and popularisation of various sciences and the results of scientific research, especially in the field of inanimate nature. Astronomy comes first, but the observatory is also involved in geology, chemistry, physics, mathematics, geography and much more. It is an institution offering informal educational, cultural and social events that place emphasis on critical thinking and an interactive approach, inspiring visitors to experiment independently and to discover the basic laws of science and technology. Brno

Observatory and Planetarium is not a cultural organisation as such, but cultural events do occasionally take place there. Until 2017, the organisation fell under the CD as part of BCM, but, given its focus, it has been under the SDCC since 2018.

Jiří Mahen Library

The library is a public service and plays an indispensable role as a cultural, educational and community centre. It helps to meet the individual needs of residents and contribute to the prosperity of the city. It is one of the pillars of a democratic society.

With its extensive network of branches across the city, it is in a great position to bring communities together, work with schools, and serve as a meeting place for all ages and social groups. It is an institution that helps to break down barriers to access to education, technology, information and cultural values.

The organisation's main purpose is to provide public library, information, educational, cultural and other services in a manner that guarantees all individuals and legal entities equal access to a wide range of human knowledge, cultural values and information through its library collections, information resources, access to the public Internet and other services. It allows the free exchange of information and ideas, while respecting everyone's right to privacy and independent decision-making.

The Jiří Mahen Library in Brno is the largest public library in Moravia and the second largest in the Czech Republic. It is a library with a regional scope. Brno poet and playwright Jiří Mahen, its first director, played a part in its establishment in 1921.

The library consists of the Central Library, the Mahen Memorial, the educational IN-centre and 34 branches. The library building houses the EUROPE DIRECT Information Centre, part of a Europe-wide network. The activities and expertise of these and other specialist departments, such as the Children's Reading Centre, the library for the blind and partially sighted, the music library and specialists in working with young people, are nationally and internationally significant. The library is an authorised examination body under the National Qualifications Framework. Through its membership in the Association of Library and Information Professionals of the Czech Republic and the Central Library Council, it is involved in shaping the national concept of library development in the Czech Republic.



Central Library – Jiří Mahen Library

Brno City Theatre (MdB)

The organisation's main purpose is to contribute to the search for man's social and moral identity and emotional and intellectual enrichment, to preserve and develop theatrical and musical culture in all forms appropriate to the organisation's activities and at the same time to continuously support new theatrical and dramatic works.

MdB focuses on drama and music – mainly musical – productions. The theatre has a drama, musical and singing ensemble. In addition, it also has his own orchestra. It operates in three theatres – the Drama Theatre, the Music Theatre and the Summer Theatre at the Bishop's Court. Accompanying events also take place in the Theatre Courtyard and the Theatre Club.

A large space is devoted to completely new works, often written by leading playwrights and composers specially for the MdB. The theatre regularly publishes its own magazine, *Dokořán*, and organises the eponymous *Dokořán* Festival for Musical Theatre.



Brno City Theatre (MdB)

Brno City Museum

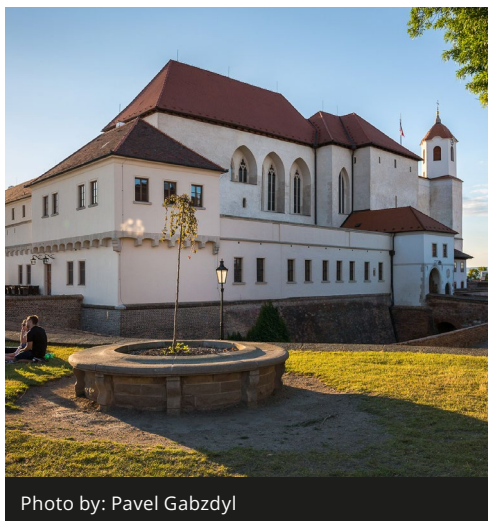


Photo by: Pavel Gabzdyl

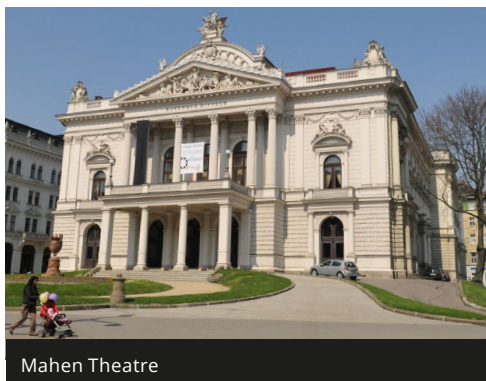
The organisation is a scientific, professional and cultural educational institution that cares for the cultural heritage of the City of Brno and promotes the development of its culture, especially by collecting, researching, donating and purchasing to acquire, amass, protect, permanently preserve, professionally manage, scientifically process and provide public access to items documenting the historical, structural and artistic development of the City of Brno, as well as Moravia, including the Špilberk Castle and Fortress national cultural heritage site, the Villa Tugendhat national cultural heritage site and the Arnold Villa and Měnínská Gate national cultural heritage sites, which are man-made, as well as natural objects of a museum nature as part of the city's cultural heritage.

Brno City Museum collects, protects, preserves and presents some rare collection items, of which it now holds more than two hundred thousand. It is also a scientific research institution focusing on historical aspects of the development of the City of Brno and their subsequent study from the perspective of history, archaeology, architecture and the fine arts. It presents these fields of human activity in exhibits and also in the form of thematic exhibitions.

National Theatre Brno (NdB)

The organisation's main purpose is to preserve and develop theatre and music culture in all forms appropriate to its activities, while at the same time continuously promoting new theatre and dramatic works.

The NdB is the city's largest cultural contributory organisation and the sites it manages include the Mahen Theatre, Janáček Theatre and Reduta Theatre. The theatre is composed of 3 companies – drama, opera and ballet, each with its own management and dramaturgy.



Mahen Theatre

The theatre is the organiser of the Divadelní svět Brno festival and the Janáček Brno International Music Festival, which in 2019 was the first in the Czech Republic to receive the prestigious International Opera Awards in the Best Festival category.

TIC BRNO

The organisation's main purpose is to provide public services in the field of tourism, especially to promote the development of tourism in the City of Brno, as well as cooperation with the Statutory City of Brno in the promotion of the City of Brno and the provision of cultural public services, especially organising and organising cultural, educational, social and educational events supporting tourism-related activities.

TIC BRNO is a professional city agency organising events for the general public (e.g. Brno Christmas, UPROSTŘED festival). At the same time, it operates tourist information centres, the Brno Underground, the TIC Gallery and the Art Cinema, and it has offices for Brno – UNESCO City of Music, Brno 2028, Janáček's Brno and the Brno Film Office. It publishes the magazine KAM in Brno, bringing together current events in Brno in that particular month as well as lifestyle content about the city and life there. It manages the GOtoBRNO.CZ tourist portal offering complete information about events in Brno in 3 languages. It publishes books and guides for various target groups – the authentic guide TO JE BRNO changed the genre of city guides, while the children's book How It Broke, a follow-up to the publication Frčíme Brnem (Brno on the Move), scored points in the Most Beautiful Czech Books of 2019 competition. It organises the BRNO 16 International Short Film Festival, one of the oldest film festivals in the Czech Republic.



The Brno dragon at the Old Town Hall

Municipal organisations established by city districts

Cultural organisations are also set up by city districts within their jurisdiction.

Kávéeska

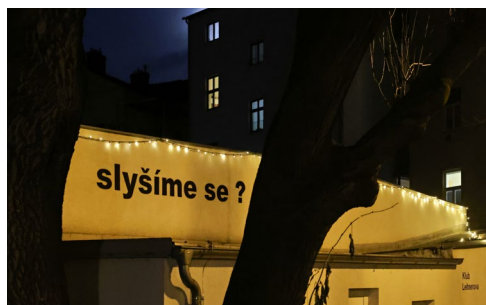
Established by the city district of Brno-střed. Kávéeska includes the Polárka Theatre, the Leitnerka Club, the Botanka Leisure Centre and the Vojtova Leisure Centre.

The Polárka Theatre is a professional theatre in Brno, intended for all ages. The theatre was founded in 1999 and has two stages – the Big Stage and the Small Stage.

The Leitnerka Club is a traditional space that has been going since 1955. The club originally specialised in music production, but now also offers theatre, the visual arts and dance or movement activities. The dramaturgy is designed with children and schoolchildren in mind, as well as students and adults.

The Botanka Leisure Centre is a community space offering leisure activities for children, adults and seniors. It organises movement, music, art and language courses, as well as day camps, creative workshops, lectures, trips, musical performances and events for the general public.

The Vojtova Leisure Centre is a community space that offers movement, music and art courses, creative workshops, lectures, trips, musical performances and events for the wider public.



Source: Leitner Club

Líšeň Cultural Centre

The Líšeň Cultural Centre is established by the city district of Brno-Líšeň. It manages a total of three spaces: the Dělnák Cultural Centre, the Kotlanka Leisure Centre and the Orlovna Social Centre. It works with the town hall, local associations, organisations and other entities. It organises cultural events for all ages, such as Líšeň Remains, Easter at Dělnák, Walpurgis Night, Children's Day, Líšeň Feast and Líšeň Christmas.

Omega Cultural Centre

The centre is established by the city district of Brno-sever for cultural, educational and social events and aims to offer quality cultural activities. The centre is known mainly for the Musilka Folk House in Husovice, which is the venue for numerous cultural and social events throughout the year. The centre's other activities include the organisation and provision of various courses and events for the public. Some of the most successful of these are the movement courses, which offer active activities for all ages. In addition to these, the centre is dedicated to providing family and household services through the Family and Senior Point in Lesná.

The Cultural Centre manages a total of 7 buildings in the Brno-sever district, where it rents out halls, classrooms, offices and gyms. These are two buildings in Černá Pole, namely the Černá Pole Cultural Centre on nám. SNP 33, where the Cinema Café is located, and the children's café at 2 Volejníková ulice in the Schreber Gardens, which is currently being renovated and will reopen to the public in 2025. The other three buildings are located in Husovice. These are the Husovice branch of the Jiří Mahen Library at 2a Musilova ulice, the aforementioned Musilka Folk House at 2 Musilova ulice and the building at 5 Dačického ulice. Another facility is the Lesná Social Centre, located at Okružní 21 in Brno Lesná and where the Omega Cultural Centre for the Brno-sever district, among other things, runs the Family Point and Senior Point, and regularly organises exhibitions and other social and educational events. The last building managed by the Omega Cultural Centre is the Soběšice Cultural Centre on Zeiberlichova ulice. This building is also used by the Omega Cultural Centre for cultural and social events.

KVIC Cultural, Educational and Information Centre

The KVIC Cultural, Educational and Information Centre is a contributory organisation of the Brno-Vinohrady district, which supports cultural, educational, interest and social activities of local residents. It organises various types of traditional events and events, as well as new ones. The KVIC operates the Pálava Social Hall, the Domeček Children's Centre and the Brno-Vinohrady Senior Club, thus offering a wide range of activities for all generations, promoting the development of the local community and supporting citizens' active involvement in social events.

Rubín Social and Cultural Centre



Hall of the Rubín Social and Cultural Centre

The Rubín Social and Cultural Centre, a contributory organisation, has been running as an independent organisation established by the Brno-Zabovřesky district since 1 January 2021. Prior to this date, the Rubín Cultural Centre and the Rubínek Social Centre were run by the Department of Culture and External Relations of the Brno-Zabovřesky City District Office.

At present, the Rubín Social and Cultural Centre, a contributory organisation (SKC Rubín) has several buildings at its disposal, which are: The Rubín Cultural House at Makovského nám. 3, the Rubínek Social Centre, Poznaňská

10, the Language and Art Laboratory, Pod Kaštany 17, the Clubhouse for social activities in the villa at 39 Eliášova ulice and the ŽABKA Community Centre at 7 Plovdivská ulice.

The activities of the Rubín Social and Cultural Centre also include various outdoor activities within the Brno-Zabovřesky district, which take place throughout the calendar year. One of the largest and most popular is the traditional street party MINSKÁ OPEN.

The Rubín Social and Cultural Centre offers a varied portfolio of events and programmes throughout the year, intended for the general public and selected target groups of the district's residents. Since 2023, the ŽABKA Community Centre has been providing the services of the Senior Point and dozens of activation programmes for the elderly in various formats. The Rubín Social and Cultural Centre also publishes the monthly Žabovřeský newsletter and, in addition to its communication media and billboards, manages the website, Facebook profile and smart application MUNIPOLIS of the Brno-Zabovřesky district.

Entities established by multiple founders

JIC, interest association of legal entities

JIC stands for South Moravian Innovation Centre, established in 2003 as an interest association of legal entities. It is founded by the South Moravian Region, the Statutory City of Brno, Masaryk University, Brno University of Technology, Mendel University in Brno and the University of Veterinary and Pharmaceutical Sciences Brno.

JIC encompasses 11 projects, including those that are crucial for supporting creatives in Brno, which are:

KUMST Creative Hub

KUMST is a creative hub that builds facilities for the work and education of creative professionals. The hub also aims to create a community of competitive people who collaborate not only with each other but across different sectors.



The JIC buildings are also home to FabLab – a shared space for creation and experimentation. As far as facilities go, there is a CNC milling machine, a machine shop, a plastic bender, 3D printers, laser and vinyl cutters, an embroidery machine and much more.

Creative Vouchers Brno

The project was implemented in cooperation with the City of Brno and its aim was to provide one-off financial support for partnerships between creatives and companies from the South Moravian Region with their own service or product. This support was provided through the Creative Vouchers Brno programme in the years 2021–2023.

South Moravian Film Foundation

The Foundation was established in 2018 by the Statutory City of Brno and the South Moravian Region to promote the development of the local audiovisual industry and the related economy, support audiovisual production and promote the city and the region through audiovisual works.

Non-established cultural and creative organisations and independent actors

As the second largest city in the Czech Republic, Brno has a very rich cultural and creative scene. The fact that it is a regional university city with a wide range of arts facilities plays a big part in this.

Twice a year, the Brno cultural and creative scene has the opportunity to meet within the Brno Cultural Forum platform, which serves not only as a networking opportunity, but also as a space to participate in the creation of SCCI or to address current topics in culture and creativity. The BCF is provided by the Conception and Development Department of the CD, and according to the topic, the programme is developed in cooperation with the university art environment and selected experts on the chosen topic. The BCF is a platform not only for sharing good practice, networking and getting involved in the development and implementation of SCCI, but also a regular source of information. An integral part of this is the so-called “Open Forum”, in which representatives of the CCI can personally ask about CCI-related measures or submit their suggestions in this area. The BCF is also a platform that goes beyond the examples of good practice, in an international, national and also local context, and regardless of whether the projects are established or independent, it changes venues. The aim is to ensure thematic coherence and enable the exploration of available spaces around Brno that are suitable for cultural and creative events.

While support for culture is the responsibility of CD with the Culture Brno communication platform, creativity comes under the SDCD with the Creative Brno platform. The difference between the cultural sector and the creative sector lies primarily in the fact that the cultural sector is a non-profit public service, while in the creative industry the goal is to come up with a commercial product or service. Further support for the Brno scene is then supported by other BCM sectoral departments with regard to their specific focus (e.g. heritage conservation, barrier-free access, leisure activities for children and young people, international relations).

Entities of the non-established scene

The knowledge of Brno's non-established scene is mainly linked to the City of Brno's system of grants for culture and creativity, where over the last 6 years we have registered an average of 262 applicants for grants from the city budget. (In 2024, there were 236 applicants.)

The development of the grant system, the number of applications and the amount of financial support provided over the years can be seen in the article Culture and Creativity Grants published at: <https://data.brno.cz/pages/nezavisla-kulturni-scena>.

The grant system is regularly evaluated both by grant evaluators and by the grant applicants themselves. Apart from the usual communication within the framework of consultations, the CD uses the focus group method, as well as regular questionnaire surveys for feedback and evaluation.

The results of the questionnaire surveys are published on the Culture Brno website and at dotace.brno.cz. The grant system is thus adjusted in response to feedback to make it more understandable and responsive to the needs of CCI entities. In addition to the grant system in culture, specific creative entities and projects have also been supported through Creative Brno and the SDGD platform since 2021. In 2025, discussions will take place on changes that would be appropriate to make to this grant system.

For more information on financial support for the creative industries, see the article Finance for Creatives: <https://data.brno.cz/pages/finance-kreativci>.

We have a comprehensive picture of the number of entities and their geographical distribution in Brno through the mapping of the cultural and creative industries in the South Moravian Region in connection with the project of the Ministry of Culture of the Czech Republic, which is implemented in all regions with funding from the National Regeneration Plan.

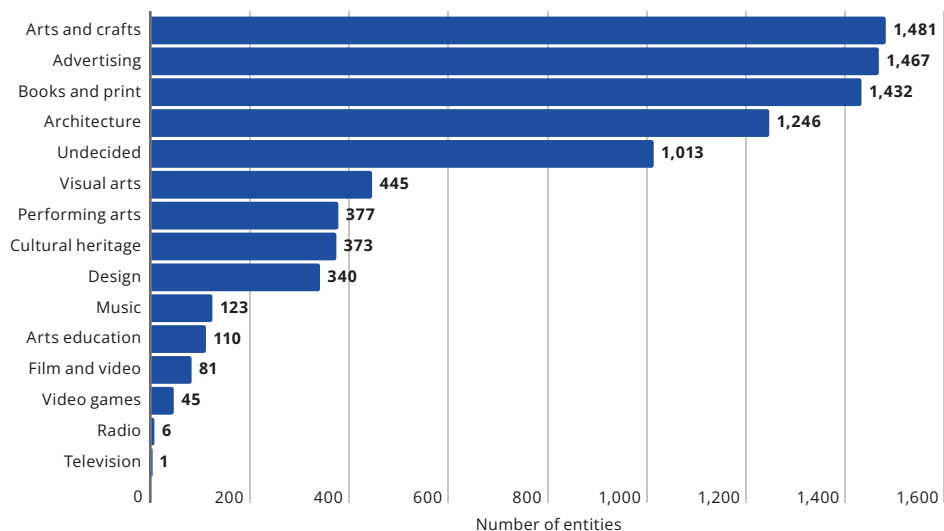
The mapping and strategic material is implemented within the South Moravian Region by JIC, which has contracted a team of experts for mapping CCI within the KUMST Creative Hub. The mapping ran from May 2023 to April 2025.

The entities were mapped on the basis of information obtained from various sources: the core of the database comprises data from the Ministry of Culture of the Czech Republic from the Register of Economic Subjects (RES) provided by the Czech Statistical Office and data from NIPOS supplemented by other public and paid databases (MERK, Justice.cz, Expanzo, ARES) and expert research conducted by Masaryk University. The database has been supplemented by entities from the Gallery of Creatives of the Ministry of Culture, applicants for creative vouchers in the South Moravian Region, applicants for grants in the field of culture and Brno City Municipality's Creative Brno call, applicants for grants from the South Moravian Regional Authority, entities from the database of the South Moravian Film Foundation, Brno Film Office, Game Cluster, Visiongame and many other sources. The entities were classified based on the unique methodology of the Ministry of Culture. This methodology is available on the website of the Ministry of Culture of the Czech Republic. It divides the entities into the following basic categories:

- I. Cultural and artistic core (traditional and artistic sector – cultural heritage, the performing arts, visual arts, arts education, arts and crafts),
- II. Cultural industry (audiovisual and media sector – books and print, music, film and video, radio, television, video games),
- III. Creative industry (creative sector – architecture, advertising, design).

According to this methodology, there are a total of 8,540 entities in Brno classified into one or more cultural and creative industries, including: architecture, advertising, books and printing, the visual arts, performing arts, music, design, film and video, video games, radio, television, cultural heritage, artistic crafts and arts education. Leaving aside the arts and crafts sector, which includes a large number of self-employed people, advertising, books and printing and architecture are among the most numerous sectors. Game design has a specific representation in Brno, the ecosystem of which is made up of larger business entities in terms of their headcount.

Distribution of CCI entities within the City of Brno



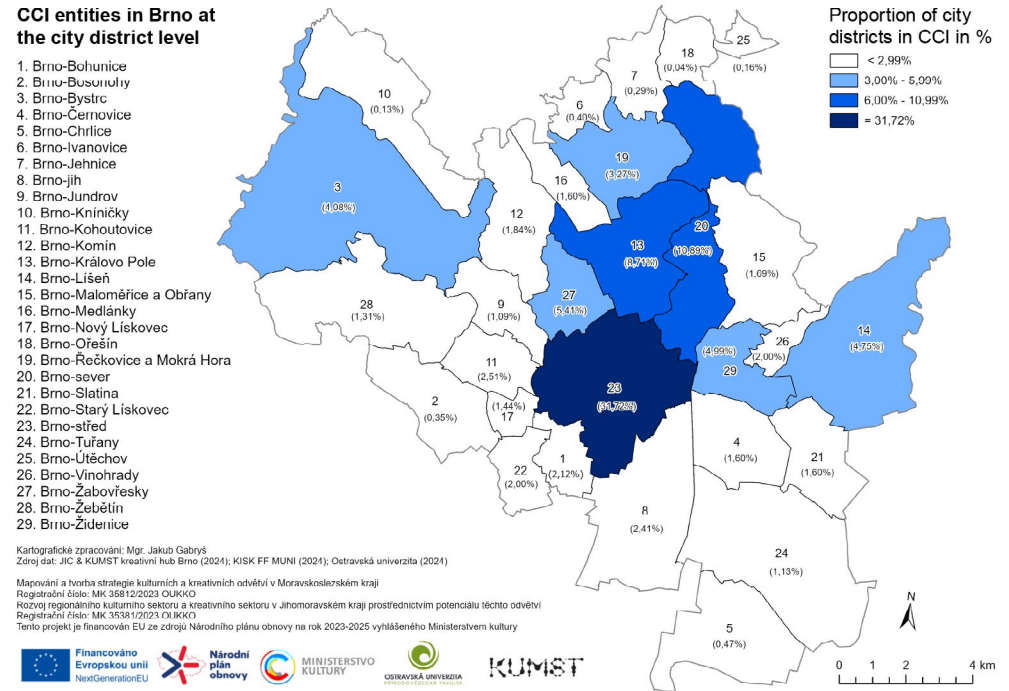
The chart shows the number of CCI entities within the City of Brno (not the number of employees). The creative industries in particular are very strongly represented. As regards the cultural areas, the visual arts are very strong. Undecided indicates a category for which the predominant focus of the CCI could not be defined according to the NACE codes listed.

² Source: <https://mk.gov.cz/mapovani-a-tvorba-regionalnich-strategii-kulturnich-a-kreativnich-odvetvi-cs-2942>

CCI entities are concentrated more strongly only in 8 city districts. The Moravian metropolis has a strongly dominant historical core, with almost one third of all the city's entities concentrated there. Specifically, 31.72% of the entities are located in the districts in its immediate vicinity, namely Brno-sever with a share of 10.89%, Brno-Královo Pole with 8.71%, Brno-Žabovřesky with 5.41% and Brno-Židenice with 4.99%. The core area and the areas of the city located in its immediate hinterland provide an ideal backdrop for entities. These districts are characterised by their compact urban structure with low-rise buildings, the exception being some localities in the Brno-sever and Brno-Žabovřesky districts, where there is a higher concentration of socialist housing estates made up of prefabricated buildings.

Some parts of Brno that are more distant from the city centre are also still strongly represented in terms of the number of CCI entities. These districts are specifically Brno-Líšeň, with a 4.75% share, Brno-Bystrc with 4.08%, and Brno-Rečkovice and Mokrá Hora, with 3.27%.

Representation of CCI entities in the city districts of Brno



The sectoral structure of entities with 10 or more employees (categories “Medium”, “Larger” and “Large”) in Brno is illustrated in the summary Map below.

CCI entities by city district and size of structure

CCI entities in Brno
at the city district level

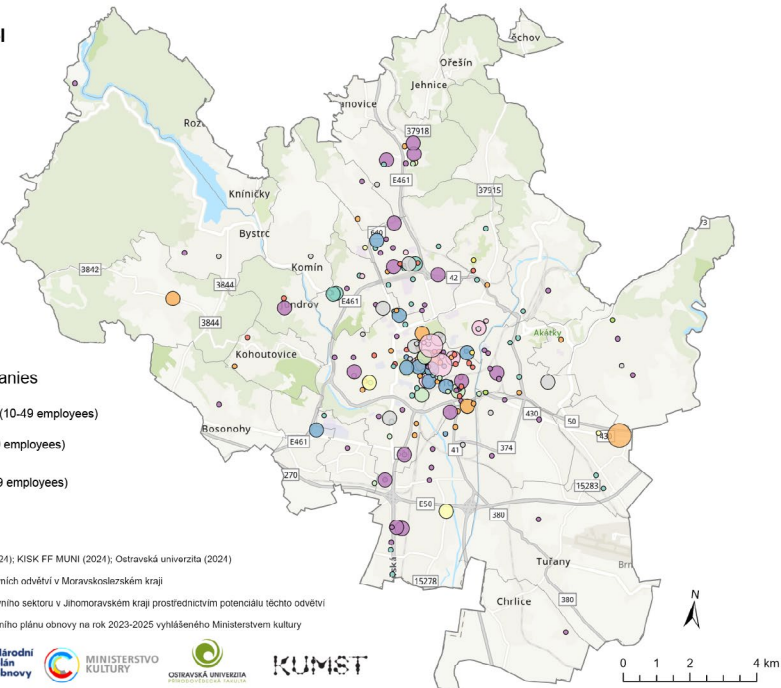
CCI area

- Architecture
- Design
- Music
- Books and print
- Cultural heritage
- Advertising
- Radio
- Performing arts
- Arts education
- Arts and crafts
- Video games
- Visual arts

Size categories of companies

- Medium-sized companies (10-49 employees)
- Larger companies (50-249 employees)
- Large companies (250-999 employees)
- ◻ Border of city districts

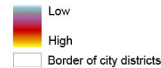
Kartografické zpracování: Mgr. Jakub Gabrys
Zdroj dat: JIC & KUMST kreativní hub Brno (2024); KISK FF MUNI (2024); Ostravská univerzita (2024)
Mapování a tvorba strategie kulturních a kreativních odvětví v Moravskoslezském kraji
Registrační číslo: MK 35812/2023 OUKKO
Rozvoj regionálního kulturního sektoru a kreativního sektoru v Jihomoravském kraji prostřednictvím potenciálu těchto odvětví
Registrační číslo: MK 35381/2023 OUKKO
Tento projekt je financován EU ze zdrojů Národního plánu obnovy na rok 2023-2025 vyhlášeného Ministerstvem kultury



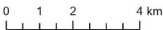
Heat map of CCI entities with 10 or more employees in Brno

CCI entities in Brno at the city district level

Territorial concentration of companies
with 10 or more employees

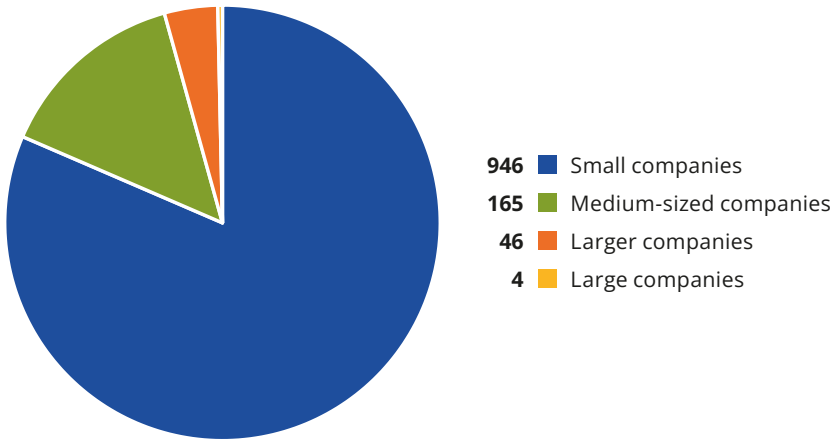


Kartografické zpracování: Mgr. Jakub Gabrys
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EMPLOYMENT CATEGORIES	NUMBER OF ENTITIES	PROPORTION (IN %)
1–5 employees	833	9.75
6–9 employees	113	1.32
10–19 employees	86	1.01
20–24 employees	26	0.30
25–49 employees	53	0.62
50–99 employees	30	0.35
100–199 employees	13	0.15
200–249 employees	3	0.04
250–499 employees	2	0.02
500–999 employees	2	0.02
No employees	4,812	56.35
Not specified	2,567	30.06
TOTAL	8,540	100.00

Size category of CCI entities by employment



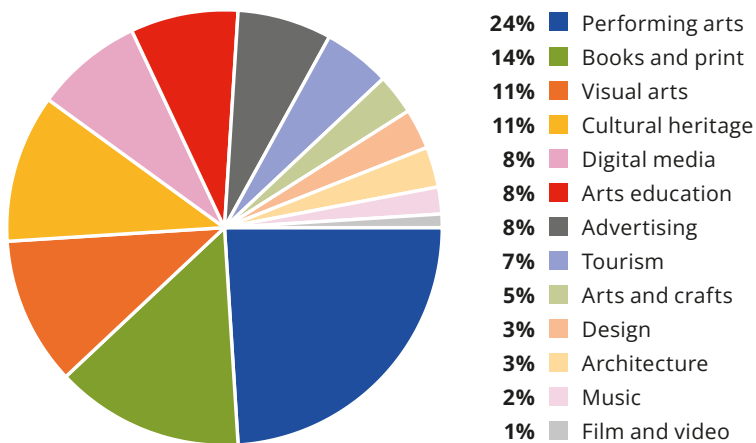
For the purposes of this analysis, it is necessary to generalise the individual categories of the size structure of companies, or to create new size categories by merging the existing ones, of which there are too many for this document and especially to preserve the clarity of the map. In addition, the names “Small companies” (1 to 9 employees), “Medium companies” (10 to 49 employees), “Larger companies” (50 to 249 employees) and “Large companies” (250 to 999 employees) are used. The categories “No employees” and “Not specified” do not need to be renamed.

Brno is the strongest nucleus of the South Moravian Region in terms of CCI, with a total of 17,920 entities in the region, which is mainly due to the advantages offered by the city’s size, density and diversity.

Educational institutions in the cultural and creative sector

The mapping also includes a section dedicated to educational institutions and entities in CCI in Brno. Representation of fields of study in individual areas of CCI at universities and colleges (105 fields in total).

Higher education fields in CCI

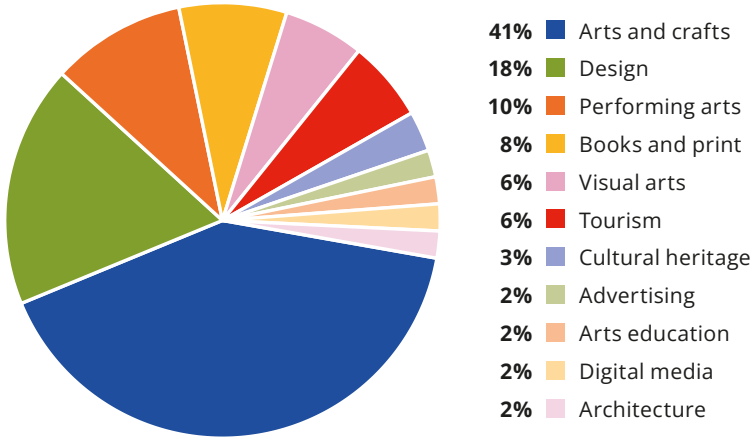


The largest share in the cultural and creative industries is held by the performing arts (22%), which shows the strong tradition and importance of this sector in Brno. The city is known for its rich theatre and music scene, which attracts young talent. The second largest higher education segment is focused on books and print (14%). Cultural heritage also has a significant share within the fields of study (12%), emphasising the role of Brno as a historically and culturally significant city. Education in this area can help to better understand and protect cultural heritage, which is essential for maintaining cultural identity. The fine arts made up 11%. Digital media (8%), containing relatively new disciplines, reflects the growing importance of digitalisation and technological innovation. Advertising and arts education make up 7%.

Degree programmes and disciplines such as design, music, architecture, arts and crafts, film and video and, for this analysis, associated tourism make up smaller proportions, yet these disciplines help to make the range of education available more diverse.

Representation of fields of study in the individual areas of CCI at secondary schools (61 fields of study).

Secondary school CCI disciplines



The graph shows the percentage of secondary education in the cultural and creative industries (CCI) in Brno. Most of these courses focus on developing practical skills that are crucial for young people entering the labour market or continuing their studies.

The most significant share is held by the arts and crafts sector (41%). This prevalence suggests that secondary education in Brno is strongly focused on practical and traditional skills that have historical and cultural value. Design (18%) is the second most important field. This high percentage indicates a growing demand for creative professions that combine aesthetics with functionality. Design plays a key role in today's consumer society, which places increasing value on the visual and functional aspects of products and services. The performing arts (10%) retain a significant presence, reflecting the presence of a strong cultural tradition and demand for live culture in Brno. Education in this area prepares students for careers in theatre, dance and music, which can have a significant cultural impact. Books and print make up 8%. Smaller segments, such as the CCI extension area of tourism (6%), the fine arts (6%) and others, reflect the wider diversity of educational opportunities that allow students to find employment in a variety of creative industries.

Secondary schools focus more on skills that can be used in specific occupations, such as craft and design professions. Colleges offer a greater diversity of disciplines with an emphasis on theoretical and research subjects, such as the performing arts and cultural heritage, implying the development of more complex skills.

Data in culture and creativity

Apart from the mapping of Brno's scene related to the grant system to support culture and creativity or the aforementioned quantitative mapping of CCI in the South Moravian Region, the city uses a number of other qualitative and quantitative methods and tools to provide an overview of the current cultural and creative scene in Brno. These are the map application gis.brno.cz, targeted research published on data.brno.cz and other databases. Qualitative research methods include desk research, round tables, focus groups, advocacy groups and participant observation. Numerous secondary sources are also used for data collection.

Map applications

The City's map applications can be found at <https://gis.brno.cz/>. They are developed by the MITD in cooperation with specific BCM sectoral departments and other partners. There are a number of these mapping applications and they are a valuable source of information not only for strategic planning in the cultural and creative sector, but can also serve as a basis for the development of innovative outputs and services. For selected applications it is also possible to request a specific image of the map for further non-commercial use (e.g. in a production, for educational purposes, etc.).

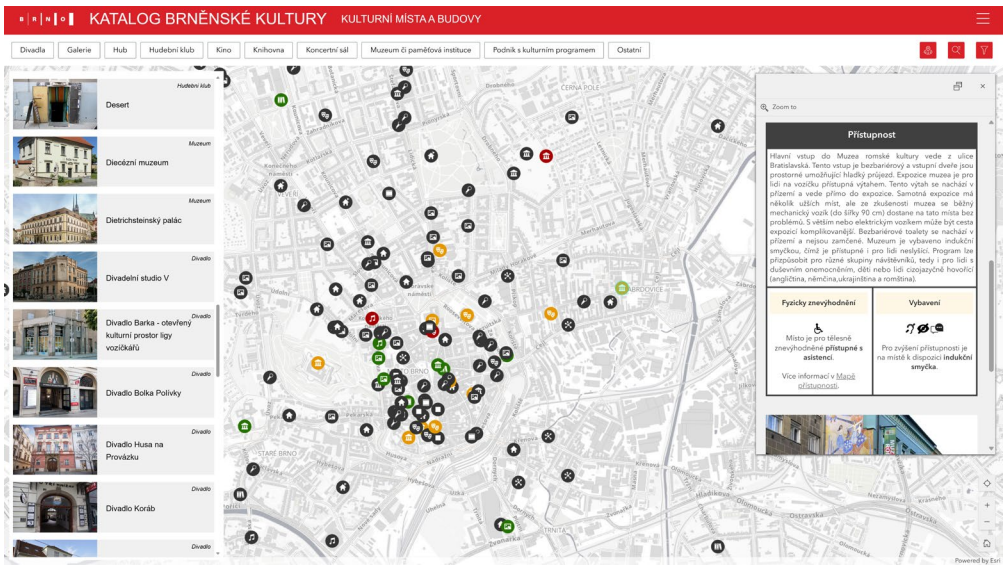
Kam za kulturou (Where to Go for Culture)

Kam za kulturou is a map application that includes buildings serving the cultural and creative scene, shared hubs or businesses with cultural and creative programmes in Brno. In total, it classifies them into 14 categories: Gallery, Library, Music Club, Theatre, Museum, Cultural Enterprise, Hub, Cultural Centre, Cinema, Concert Hall and Other. The map is managed by the CD and provides a basic overview of these sites and their location. However, it does not include cultural and creative entities that are not based in a building. The address is given for each site on the map, as well as information about site accessibility and a link to its website and programme.

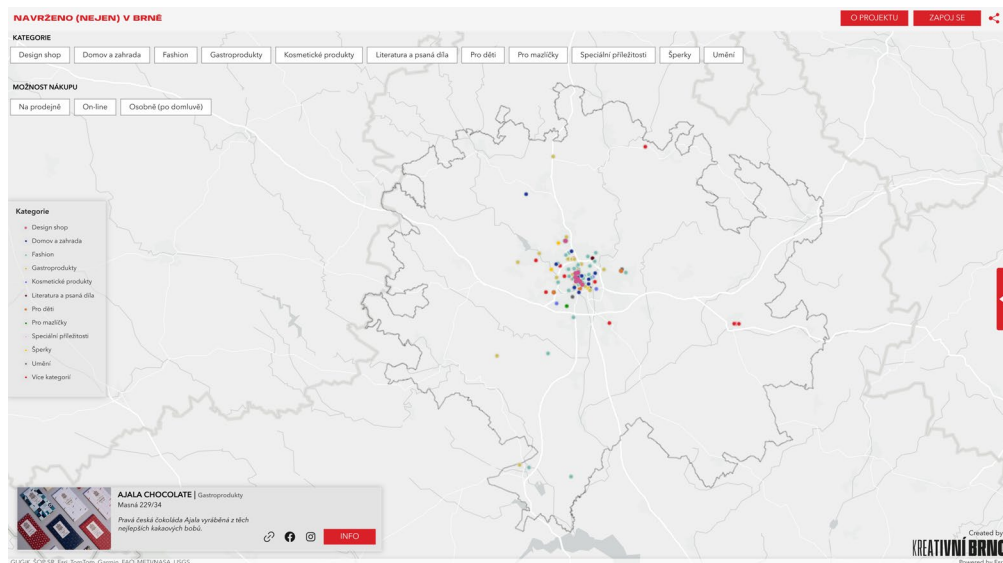
The map currently features 228 cultural and creative venues. It is being adapted to a new extended version, which will include Brno's cultural entities as well as the city's cultural and creative venues. At the same time, the map will be supplemented with information regarding the accessibility of buildings and cultural entities.

In terms of spatial barriers, we plan to link it with the Brno Accessibility Map. Beyond these barriers, we will also expand it to include information on whether cultural and creative organisations focus on the inclusion and integration of people with disabilities or provide extended services targeted at disadvantaged groups (people with sensory disabilities, mental illness or foreign-language speakers), regardless of whether they have a permanent building or rent space for their activities.

In the future, the map will be updated to include a database of cultural and creative entities without their own space.



Navrženo v Brně (Designed in Brno)

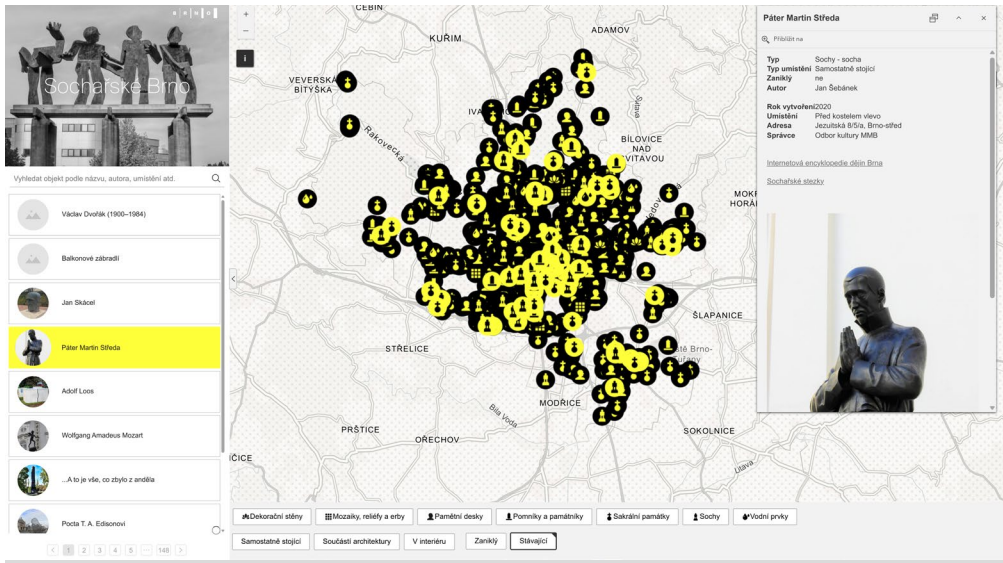


The map application presents Brno creatives with their own product. It is intended for Brno creators and artists, who can register free of charge. The application maps the Brno creative community and is not only used by the creators themselves for promotion purposes, but is also a suitable means of finding and buying local products and brands. The map lists professional creatives and artists who have their registered office or place of business in the City of Brno and at the same time own a physical and final product (not a service) that they produce at a professional level, and the purpose of that production is business.

The map currently includes 127 creators.

<https://kreativnibrno.cz/podporovane-projekty/navrzeno-v-brne/>

Sochařské Brno (Sculptural Brno)



The map provides an overview of small architectural works and listed sculptures in Brno. It includes decorative walls, mosaics, reliefs and coats of arms, memorial plaques, monuments and memorials, sacred monuments, statues and water features. It also monitors whether the elements or objects are freestanding, form part of the architecture or are located indoors. It includes not only existing objects, but also those that are no longer there. The map contains photographs of the objects, and is also linked to the Internet Encyclopaedia of the History of Brno.

The map currently includes 1,67 objects.

Sochařské stezky (Sculpture Trails)



Sochařské stezky



Sochy pro Brno

Sochy Masarykovy univerzity

Stežka po náhrobcích malířů a sochařů

Pivní šerka

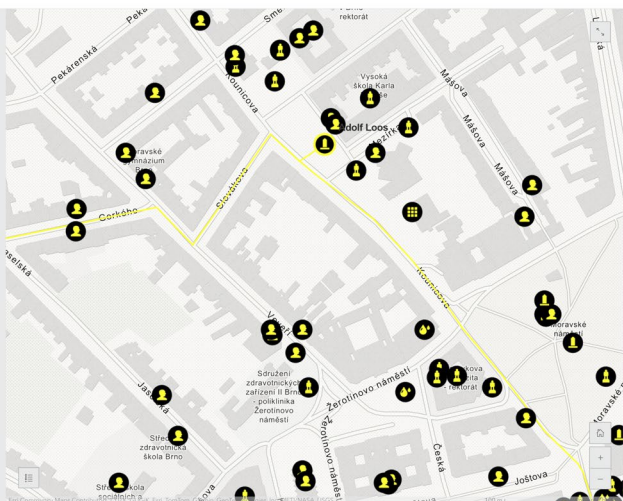
Adolf Loos

Adolf Loos (1870-1933)

jeden z nejvýznamnějších evropských architektů 20. století, hlavně představitel purismu. Byl zastáncem ryzích a čistých forem, které prosazoval nejen u budov, ale i v interiérech.

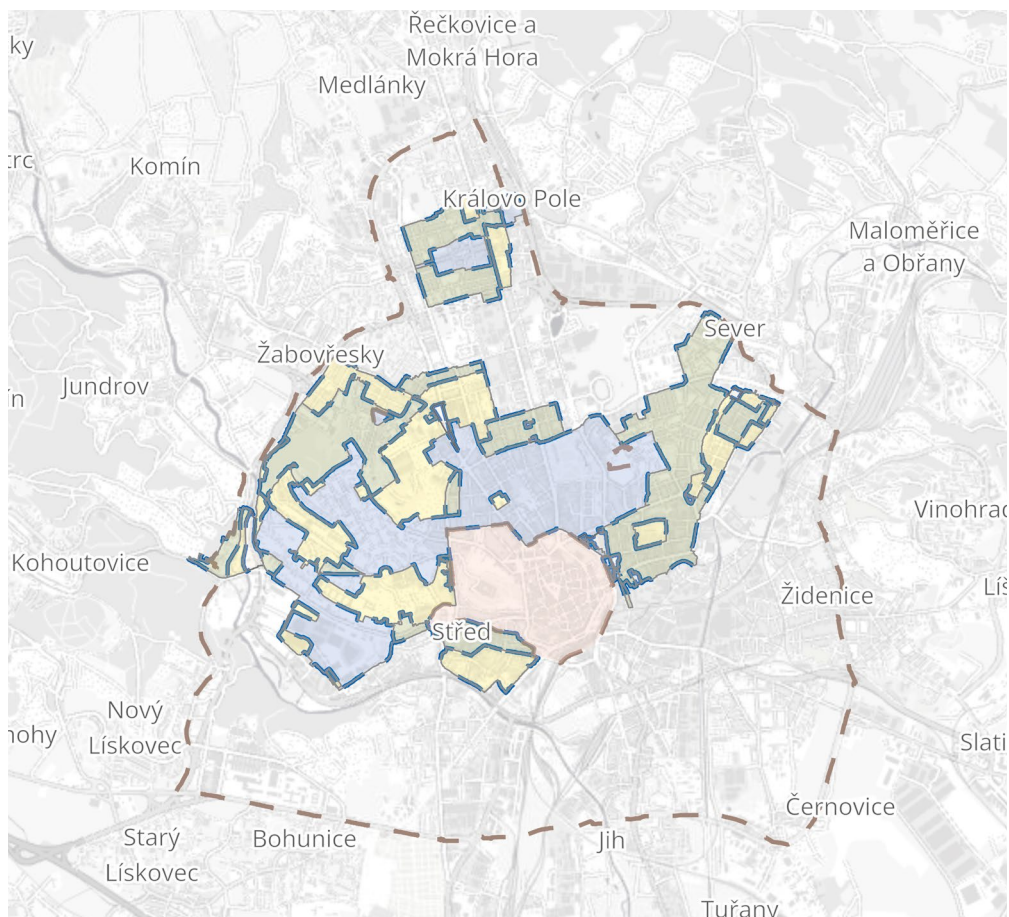
Autoři: *Oldřich Morys, Jaroslav Sedlák*

Předání veřejnosti: 2020



The Sculpture Trails are an extension of the map applications. They are so-called story maps that provide users with another experience, giving them the chance to take online walks through themes series of sculptures around Brno. There are currently four trails – Statues for Brno, Statues of Masaryk University, Trail of Tombstones of Painters and Sculptors and the Beer Trail.

Mapa památkové péče (Heritage Conservation Map)



The map defines the conservation areas, heritage reservations including their parts and individual immovable cultural heritage sites. The records are linked to the National Heritage Institute Heritage Catalogue, which contains a description and a photographic image. The map application not only helps users find their way around and locate heritage sites, but also speeds up and streamlines the issue of binding opinions of the Heritage Conservation Department.

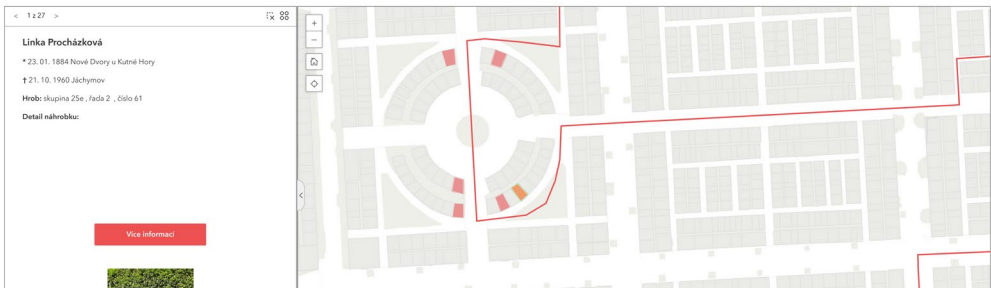
Stezky po náhrobcích brněnských osobností (Trails around the Tombstones of Prominent People of Brno)

Stezka po náhrobcích malířů a sochařů

O brněnských malířích a sochařích

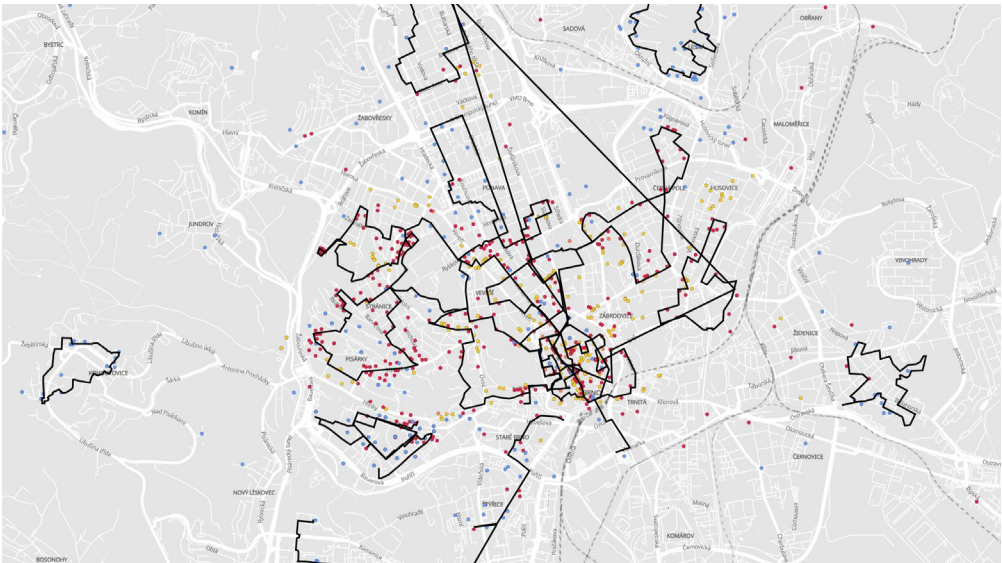
V Brně v minulosti působila celá řada výtvarníků, zejména malířů a sochařů. Brno se pro ně stalo nejen kolebkou jejich tvorby, ale mnohdy také místem jejich posledního odpočinku. Mnozí z nich pak byli pohřbeni na Ústředním hřbitově v Brně, který je plošně největší hřbitov v České republice v provozu od roku 1883.

Prezentovaná stezka po místech posledního odpočinku vybraných uměleckých osobností provede návštěvníky několika generacemi brněnských sochařů a malířů a poskytne tak reprezentativní průřez historií kulturního dějín Brna konce 19. a 20. století.



This app maps the graves of important people and presents their life and work. For each person there is a link to a short profile in the Encyclopaedia of the History of Brno. The selected figures are also listed by profession and connected by themed trails that take you around the individual graves. The app offers a total of seven trails.

Brněnský architektonický manuál (Brno Architectural Manual)



The Brno Architectural Manual, otherwise known as BAM, is a collaborative project implemented by the city and DUMB in September 2011 and is available to anyone interested free of charge. Through a freely accessible internet database, architecture buffs are provided with detailed information about Brno's buildings constructed between 1918 and 1945. The map contains 400 architectural sites with information about their exact address, GPS coordinates and public transport stops in the vicinity, as well as about their listed heritage status and accessibility to the public. Short texts and downloadable audio-recordings also offer a brief history of these buildings, their origins, and the lives of their owners and architects. The database includes photographic and planning documentation and an interactive map of Brno, which makes it easy to search for sites, plan themed walks along one of the proposed routes or create your own architectural trail.

Brno ve filmu a seriálu (Brno in Film and TV Series)

This upcoming application is being created to support and promote the audiovisual industry and tourism related to this sector in Brno, including supporting institutions. The map and the planned themed trails will offer the general public a new view of Brno's still lifes with interesting information about film and TV series shot in Brno. The map includes photos of locations, including those not open to the public, as well as specific filming locations, links to trailers, factual information about the films and series themselves, and behind-the-scenes gems. The map is planned to be published in autumn 2025.

Divadelní stezka (Theatre Trail)

The Theatre Trail is a collaboration between the City of Brno and the JAMU Theatre Faculty as a graduate thesis and maps locations within the original inner city fortifications of Brno and its adjacent parts, where theatre performances were formerly shown. The map will include points for selected locations accompanied by the stories of individual places associated with theatre and related visual materials. The map will be published at the end of 2025.

Surveys, analyses, systematic searches

Cultural Feeling Map of Brno

The survey on how residents feel about various aspects of places around Brno was conducted at the turn of 2021 and 2022 in connection with the candidacy for the title of European Capital of Culture, but its results are also essential for the update of the SCCI.

We asked you how you feel about life in Brno and what your relationship is to local culture, the creative industries or public space. 23,288 points were recorded on the map!

<https://kultura.brno.cz/vysledky-pocitove-mapy-kultury/>



How the people of Brno see culture

This qualitative survey was conducted in 2022 in the form of focus groups on how Brno culture is seen and used by the city's inhabitants.

<https://kultura.brno.cz/vnimani-kultury-brnenskymi-obyvately/>

According to a sociological survey, culture in Brno is most strongly associated with the theatre scene, the city's unique architecture, the wide range of cultural activities, the Ignis Brunensis fireworks show and trade fairs. Overall, the respondents describe Brno as a city with a rich and lively cultural scene. One repeatedly mentioned downside of the city was the absence of a large hall with quality acoustics. According to the interviewees, the cultural heritage of the city is shaped by its personalities (Mendel, Janáček, Donutil, Polívka), historical and industrial genius loci (Petrov, Špilberk, the centre, Vlněna, Cejl, the villa districts), specific urban legends and hantec, its unique slang dialect.

In terms of comparing Brno and its culture with other cities and countries, the survey showed that Brno is attractive mainly for its sights and architecture, cuisine, thriving theatre scene, history, location, reasonable size, friendly and hospitable atmosphere, and also proximity to natural attractions – forests, game preserves, reservoirs. Safety, cleanliness, and cultural and social amenities are highlighted as positive aspects of the city. Moreover, citizens of other nationalities living in Brno agreed that they have found their home here. On the other hand, the lack of a concert hall, the shabby train station and surrounding area and the poorly designed cycling infrastructure are repeatedly mentioned as downsides.

We also asked about how people are aware of the cultural events on offer. Across age groups, the most widely used source of information about Brno culture is the internet, and for younger people it is social media. Outdoor advertising and information surfaces (posters, billboards), as well as radio broadcasts, still hold considerable influence.

Research topics included, for example, how locals saw culture during the pandemic, as well as their awareness of Brno's candidacy for the European Capital of Culture.

Cultural needs of Brno residents

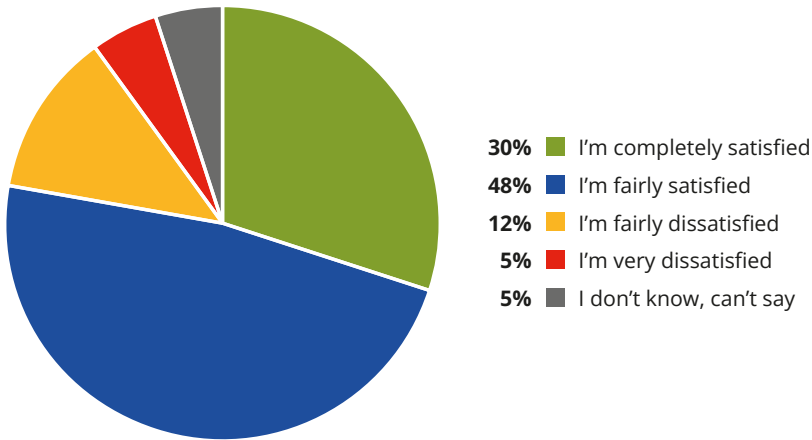
Quantitative survey conducted in 2023.
1,111 respondents

The survey explored parameters such as the importance of culture, visits to cultural institutions, sources of information about culture and barriers to culture.
<https://kultura.brno.cz/jake-jsou-kulturni-potreby-brnanu/>

Results: Brno is particularly praised for its theatres and cultural heritage sites. The overwhelming majority of respondents (81%) said that Brno is better than other cities in terms of cultural institutions. However, in the opinion of the respondents, it falls behind in one area, i.e. exhibitions, galleries and museums. Brno's residents most frequently visit the city's libraries. There is great interest in theatres, cinemas and concerts, while museums, galleries and exhibitions are among the least visited places. Apart from the general attendance, we also asked about awareness of cultural organisations established by the City of Brno, where the result correlated with the attendance of cultural events in general. The most famous and most visited cultural event is definitely Brno Christmas. The Summer Stage at Špilberk Castle, Brno Day and Divadelní svět Brno (Theatre World Brno) also attracts above-average visitor figures. Trips to see cultural programmes outside Brno are not common for the majority of respondents – almost 60% do not usually venture outside Brno to see culture. The remaining almost 40% go to another city at least twice a year for culture, with Prague and Vienna being the most popular destinations. Last but not least, we focused on the accessibility of culture and the related barriers – both physical and organisational. Up to 79% of the respond-

ents mentioned at least one barrier, but it should be considered that these barriers were also subjective, such as a shortage of time. Besides the often mentioned shortage of time, the biggest barrier is the lack of information, where there is a clear correlation between age and the use of electronic or printed sources of information. Younger respondents prefer electronic sources such as websites and social networks, while the elderly prefer posters, printed programmes and newsletters. The price of a cultural event also has an impact on event attendance, as for almost half of the respondents the price of a cultural event is a significant or even decisive factor in whether to attend. It is true that the more one spends on culture, the less one's decisions are based on price (and vice versa). The largest proportion of respondents spends up to CZK 300 per month on culture. Other barriers include the lack of someone to go with, the difficulty of arranging a date with that someone, or finding time to attend an event while caring for children and loved ones. Various physical barriers and obstacles were then mentioned by 8–13% of respondents, so the topic will appear in the design section of the updated SCCI.

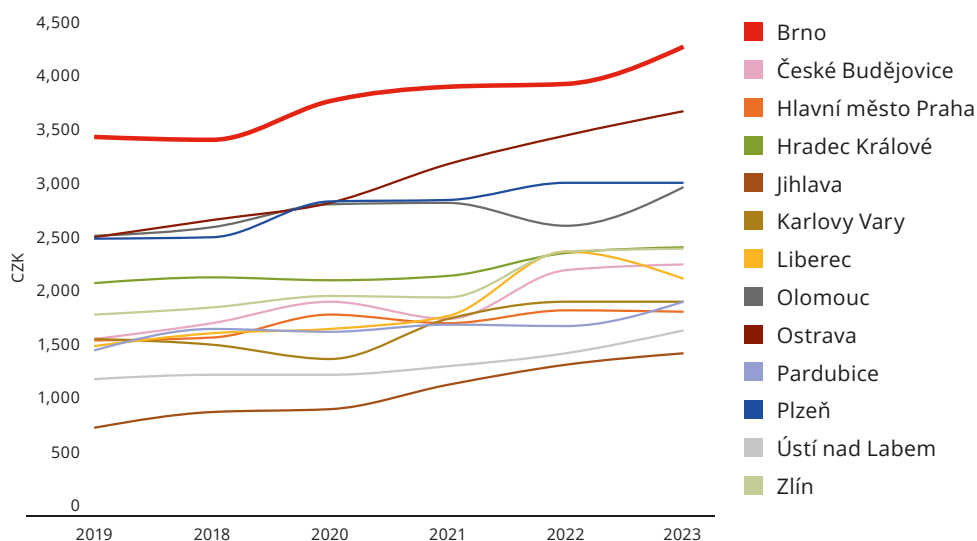
In general, how satisfied are you with the cultural opportunities in Brno?



Financing of culture by regional cities of the Czech Republic including Prague – comparative analysis

In connection with the preparation of the new SCCI for the period 2026–2035, which includes issues concerning funding for culture and the creative industries (CCI), it has become necessary to conduct a thorough analysis of the financing of established and non-established culture across the Czech Republic, with an emphasis on regional cities, including Prague. The aim of this analysis was to provide an overview of the current situation and a comparison of funding in different regions, and to identify critical areas for improving cultural funding, especially in Brno. The analysis complemented the existing datasets published on the data.brno.cz data portal – Financing Culture in Brno, Grants in Culture and Creativity and Brno Cultural Contributory Organisations and confirmed that in terms of funding for the cultural and creative scene, the Statutory City of Brno is a strong supporter of CCI in the domestic context. The analysis followed trends for the years 2018–2023, when the City of Brno spent the most on the CCI (CZK 3,878.5 thousand) out of all the regional cities, including the City of Prague. The data monitored encompassed a wide range of data, including financial contributions spent on the CCI by city districts. The results of the analysis are published here: <https://data.brno.cz/pages/srovnani-financovani-kultury>.

Current expenditure on culture per capita (CZK)



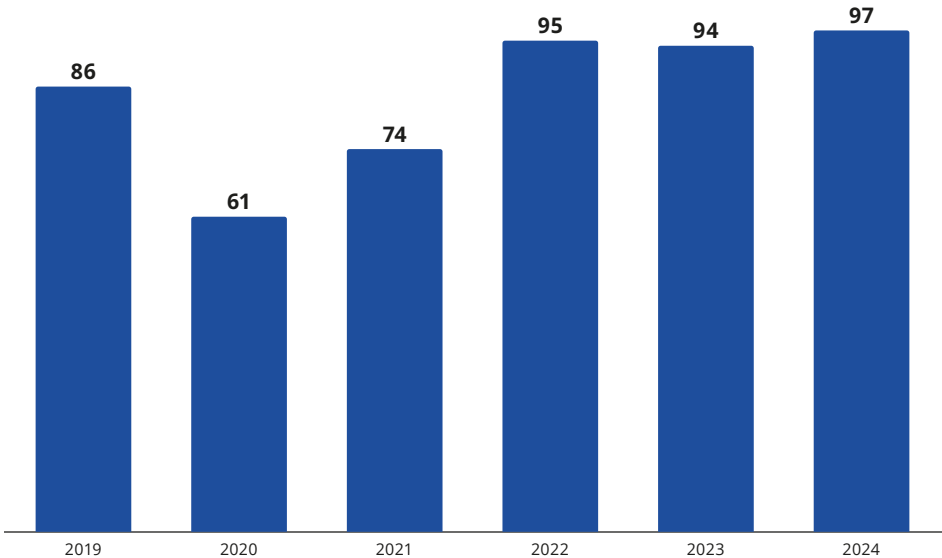
Analysis of cultural and creative festivals in Brno

Cultural and creative festivals not only play a key role in promoting and raising the profile of the CCI, but are also important in terms of their economic contribution to the area, tourism and community building.

The CD ascertained what the Brno cultural and creative festival scene was like in 2017–2019 and compiled it into an analysis available here: <https://kultura.brno.cz/2241-2/>.

A second analysis is under way for 2019–2024. For the purposes of this analysis, a festival is defined as a periodically recurring large-scale project-driven set of events that visitors consume in their entirety. The individual years of the festival build on each other and maintain continuity. The analysis includes a total of 106 unique festivals (a total of 507 events) attended by over 500 people; their evaluation is based on predefined parameters (e.g. classification in the CCI sector, attendance, media coverage, duration, etc.). The second part of the analysis proposes criteria for evaluating festivals attended by over 5,000 people. The results of the analysis are published here: <https://data.brno.cz/pages/festivaly>.

Number of festivals in Brno in the years 2019–2024



This subsection summarizes only those surveys that are primarily related to the cultural sector. However, there are several other studies (e.g., from the field of marketing) that are relevant to the cultural domain, even though their scope is significantly broader. All these surveys are available on the website data.brno.cz. A complete list can also be found in Annex No. 1 of this analysis – List of source materials.

Another important source of information is the regular questionnaire surveys concerning the subsidy system in the field of culture. The results of these surveys are published on the website kultura.brno.cz.

Database

Encyclopaedia of the History of Brno

Another important part of the CCI is the Internet Encyclopaedia of the History of Brno, which presents the history of Brno to the general public in an accessible way.

This unique database consists of an interconnected network of cards dedicated to prominent people, events, streets, schools, memorial plaques and many other topics related to Brno. It is an electronic memoir of the city, which is managed by the Brno City Museum and Masaryk University, and whose content is also collated by institutions such as the Brno City Archives, the Moravian Gallery, Archaia Brno, the Jiří Mahen Library, the Moravian Museum and the National Heritage Institute (Regional Heritage Office in Brno).

The Encyclopaedia is thus not only a valuable historical source, but also a modern means of education and raising cultural awareness.

Database of audiovisual professionals in Brno and the South Moravian Region

The database aims to provide creators and service providers in the region with a range of commissions that they would not otherwise have access to, while at the same time enabling audiovisual producers to quickly and easily navigate what is currently on offer on the local scene. It is a functional tool managed by the Brno Film Office enabling users to search for collaborators and service providers in the audiovisual industry, while the database allows local filmmakers and creatives to offer their services to upcoming productions.

<https://brnofilm.cz/database-brno-film/>

Catalogue of Educational Institutions and Activities in Culture and the Creative Industries

The Catalogue of Educational Institutions and Activities in Culture and the Creative Industries maps the available education currently on offer in Brno. The catalogue brings together universities, secondary and primary art schools, creative hubs, associations, festivals, theatres and projects based on interdisciplinary cooperation. The catalogue has three themed areas – “School education”, “Education in the cultural and creative industries” and “Audience education”. It is regularly updated in response to suggestions from CCI entities.

<https://kultura.brno.cz/katalog-vzdelavacich-instituci-a-aktivit-v-kulture-a-kreativnich-odvetvich/>

Creative Gallery Creative Vouchers Brno

The creative gallery presents selected professionals from South Moravia. It was created as part of the Creative Vouchers Brno project.

<https://www.kreativnivouchery.cz/kreativni-galerie/>

SWOT analysis of the cultural and creative scene

A SWOT analysis was used to evaluate the current state of the CCI in Brno, defining their internal strengths and weaknesses as well as external opportunities and threats.

The SWOT was developed on the basis of thematic focus groups implemented by the CD from February to August 2024. The CCI sectors were combined to replicate the thematic focus of the CD grant programmes, with the addition of gaming, given its close link to the audiovisual theme. At the same time, the area of music and music clubs was connected. A total of 11 meetings were held in the following areas:

1. Audiovisual and gaming
2. Theatre, performance and circus
3. Folklore and arts and crafts
4. Music and music clubs
5. Cultural and educational activities
6. Literature
7. Dance
8. Fine art, photography, design and architecture

The minutes of these meetings are published on the CD website culture.brno.cz. It must be taken into account that through the individual thematic SWOT analyses the scene evaluated its own insight into the area based on its knowledge. It may therefore contain incentives for which a suitable instrument or measure already exists.

A summary of needs was also produced for each thematic area within the groups, sometimes supplemented by specific measures and projects. To make it easier to prioritise and evaluate these needs, we have divided them into the following categories:

- Promotion and export of culture
- Infrastructure and technological facilities
- Education and skills
- Finance
- Human resources
- Community and cooperation

Audiovisual and gaming

Audiovisual and gaming create opportunities for CCI growth. The sector encompasses a wide range of talent – from writers, directors and actors to game developers, graphic designers, sound engineers and more. Regions with a well-developed creative ecosystem are usually also hubs of innovation, making them attractive to investment and talent from other cities, including abroad.



Audiovisual

Audiovisual is a very diverse sector, encompassing all forms of audiovisual production that combine image and sound. This mainly includes film and video or video clips, series, podcasts and radio, but there is often an overlap into advertising, virtual and augmented reality or other new media formats (e.g. video mapping, multimedia presentations, etc.) Other cultural and creative fields such as gaming, advertising, music, the performing arts, visual arts, architecture, lighting design, etc. are also linked to audiovisual in terms of sharing services.

Brno is home to a total of 81 companies identified in the audiovisual sector. This figure also includes cinemas, where besides the multiplex Cinema City in Brno, it is important to highlight the activities of cinemas such as Kino Lucerna, Kino Art and Kino Scala, which complement the range of art film and other genres within the city and play more of a community role than multiplexes.

Support for audiovisual in the region is provided by the South Moravian Film Foundation, which was established by the Statutory City of Brno together with the South Moravian Region. Since 2017, the Brno Film Office has been operating under the TIC, a contributory organisation of the city, which strives to develop the audiovisual industry in the region and is a partner for film productions.

The Brno Film Office manages a [database of audiovisual professionals in Brno and the South Moravian Region](#).

Czech Television and Czech Radio have their studios in Brno. These are branches, so both entities have their registered office in Prague. Their importance for the city and the region is undeniable. The Brno television studio was established in June 1961 as the fourth studio of what was then Czechoslovak Television. Currently, the TV studio produces 50 shows outside the news service. In 2024, the Brno TV studio had 229.5 employees.

Czech Radio Brno was founded in 1924 and is the oldest, largest and most listened to regional station of Czech Radio. In 2024, the station had 52 employees. Brno Radio is listened to by 110,000 listeners a day, the highest of all the regional stations. In Brno, apart from Czech Radio Brno, there are another 5 radio stations, including the student Radio R, which has been broadcasting 2008 from the Faculty of Social Studies of Masaryk University and is the largest association of its kind in Central Europe. It has over 100 volunteers.³

³ Source: <https://www.muni.cz/studenti/studentske-spolky/radio-r>





Film festivals and shows are also essential for the development and promotion of audiovisual production. Serial Killer, a unique international Czech festival of television and online series, was launched in Brno with the aim of presenting contemporary quality European series. It is the first festival of its kind in Central and Eastern Europe and is held every year. Another important Brno festival is Brno 16, an international festival of short films that has been held since 1960, organised by TIC. The Student Film Festival of the Faculty of Informatics of MU is also dedicated to short films.

Other festivals such as Future Gate, Days of European Film, One World, Das FILMFEST and My Street Films are also held here, but although Brno is listed as one of the cities where the events are held, they did not originate here.



Shooting of the film *The Painted Bird*, source: archive of Brno Film Office, photo by Jiří Jelínek

SWOT audiovisual

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ knowledge of the local audiovisual scene■ geographical location of Brno■ strong literary and theatrical tradition (influence on audiovisual in terms of the number of actors, writers, etc.)■ Brno Film Office■ South Moravian Film Foundation■ strong informal links between stakeholders■ database of audiovisual professionals	<ul style="list-style-type: none">■ lack of infrastructure, both in terms of space and technical equipment (compounded by the current closure of the Scala cinema building)■ lack of a database of entities, equipment and shared services■ little interdisciplinary cooperation within the cultural and creative industries■ lack of a functional platform for industry cooperation	<ul style="list-style-type: none">■ co-production cooperation and grants■ cooperation with academia – educational programmes, student scripts and theses■ cooperation with other countries■ specific events (such as Serial Killer)■ an emerging regional strategy to support the development of the audiovisual sector and gaming■ transformation of the State Cinematography Fund	<ul style="list-style-type: none">■ lack of funding to support audiovisual and new media■ technical progress and trends versus lack of finance■ lack of interest shown by foreign productions in implementing projects in Brno■ lack of formal education■ lack of training programmes and practical audiovisual courses





Gaming

Gaming encompasses game development, design and publishing for various devices and platforms, including mobile applications.

Brno has capacity in the field of gaming not only in the domestic context – a number of Brno projects and games have also gained recognition on the international market (e.g. the Amanita Design studio with Samorost, Pilgrims, Botanicula, Machinarium, etc.). The international success comes not only from the link to the university environment and the number of developers, but also from the strong gaming tradition the city has. The development community is institutionalised and linked within the Game Cluster, which has joined forces with the JIC and initiated the Gamebaze project, which is growing into an independent community and educational centre for game development. Gamebaze is both a game incubator helping new development studios to emerge and a coworking and networking space for game developers.

Every year, Brno hosts the international Game Access conference, which attracts thousands of developers and digital and board game players. Other important gaming events held in Brno include Gamer Pie, Game Jam, Lektvar, Retro Games Brno and others.

SWOT gaming

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ knowledge of the local game development scene■ strong Brno gaming brands with successful products■ strong player community■ existence of the Gamebaze incubator■ Game Cluster■ creativity and openness of platforms■ international reach and awards■ availability and variety of games■ major events (Game Access and others)	<ul style="list-style-type: none">■ access to capital■ lack of an instrument for funding game development at the city level■ insufficient marketing expertise and skills■ little interdisciplinary cooperation within the cultural and creative industries■ communication, information sharing, lack of meeting and coworking spaces for active players and stakeholders in the gaming industry■ lack of technological facilities	<ul style="list-style-type: none">■ transformation of the State Cinematography Fund■ alternative funding options – the creation of an instrument to support game development at the regional or national level■ private investors■ cooperation with universities, the audiovisual sector and generally strengthening collaboration within the cultural and creative industries■ networking, game incubators■ training and internships in the sector	<ul style="list-style-type: none">■ lack of training and internships■ increasing game development costs■ lack of competitive large companies and thus job opportunities, not only for graduates■ talent drain

Needs of the sector

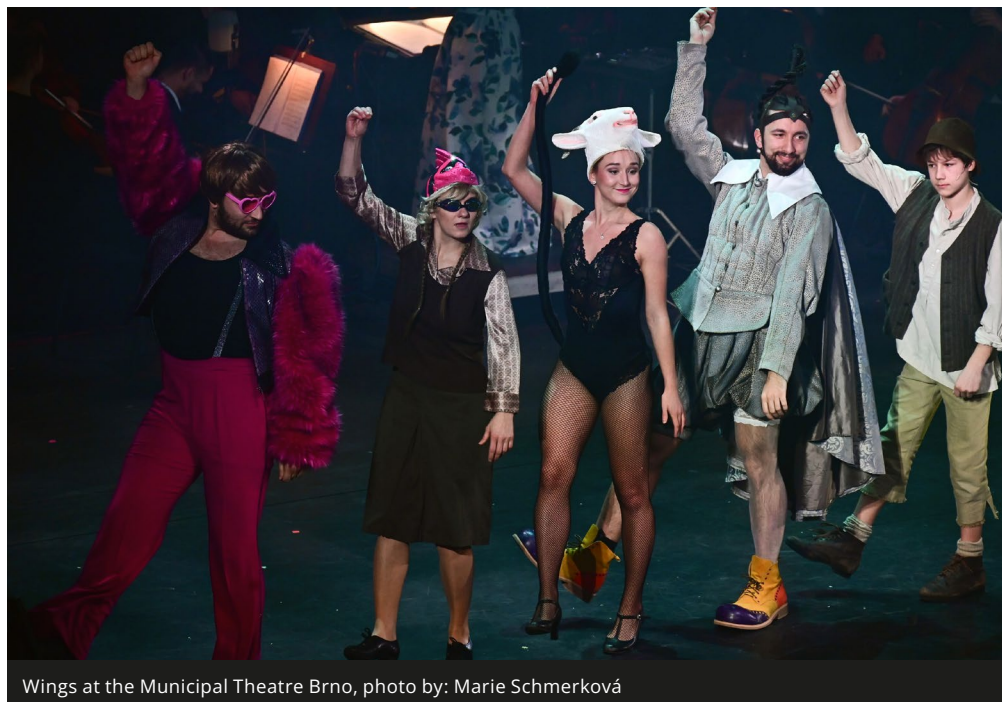
CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	the creation of an instrument for funding the gaming industry (currently non-existent at the city level)
Community and cooperation	low mutual awareness of the sector and lack of communication	
Technological facilities	lack of a database of entities, equipment and shared services, sound studio, LED wall	the creation of an electronic bulletin board for the demand and supply of internships and services
Education and skills	lack of audiovisual and gaming-related training programmes	
Infrastructure	lack of facilities not only for the development of the area itself and local artists, but for the city to become an attractive filming destination in general	establishment of film studios with adequate facilities and equipment at the Brno Exhibition Centre

Theatre, performance and circus

According to the certified methodology of the Ministry of Culture of the Czech Republic, theatre, performance and circus belong to the performing arts, and 377 of these entities were mapped in Brno in 2024. Brno's theatre scene has a very strong tradition, accessible infrastructure and is highly diverse. This is due both to the number of theatre organisations established by the state and the city (including its districts) in Brno, and to the educational background – the Janáček Academy of Performing Arts in Brno and the Brno Conservatory.

In terms of public funding, the theatre sector is one of the most supported sectors, but at this point it must be stressed that this support includes not only independent scene, but also the four theatre organisations established by the city, i.e. DR, CED, MdB and the city's largest cultural organisation, the NdB.

Independent theatres in Brno are united by a new association, founded in 2024, Brno Independent Theatres, which currently represents 15 member entities: bazmek entertainment, ORBITA, Divadlo 3+KK, Divadlo DIP, jednou, Divadlo Aldente, Divadlo kjógen, Mikro-teatro, Ensemble Opera Diversa, CO.LABS, Il. pád, Le Cabaret Nomade, Reverzní dveře, Divadlo Feste and Divadlo Líšeň. The Bolek Polívka Theatre is undoubtedly one of the theatre scene's more prominent players.



Wings at the Municipal Theatre Brno, photo by: Marie Schmerková

Theatre shows and festivals are organised within the city mainly by municipal contributory organisations, which have a much more stable background in terms of funding, staffing and spatial capacity compared to the independent scene. The Festival Radosti (DR), Dokořán (MdB), Na prknech, dlažbě i trávě (On Boards, Pavement, and Grass – TIC) and the biggest events within the theatre shows include the Janáček Brno Festival and Theatre World Brno (NdB). No less important on the student scene is the SETKÁNÍ/ENCOUNTER International Festival of Theatre Schools organised by JAMU.

SWOT theatre, performance and circus

<div>+</div> <div>STRENGTHS</div>	<div>−</div> <div>WEAKNESSES</div>	<div>💡</div> <div>OPPORTUNITIES</div>	<div>⚠️</div> <div>THREATS</div>
<ul style="list-style-type: none"> ■ varied theatre scene in terms of the number of entities and genre diversity ■ performing arts education and cooperation with art schools ■ cooperating independent theatre scene = association of Brno independent theatres ■ existing theatre space infrastructure with a link to the audience 	<ul style="list-style-type: none"> ■ complicated cooperation with city districts ■ low awareness of the theatre scene ■ promotion and export of the theatre scene, especially the non-established scene ■ lack of cooperation between established and non-established organisations ■ lack of audience data ■ difficult cooperation with schools in terms of audience ■ failure to implement the Strategy for Culture and Creative Industries = failure to maintain a clear vision and conceptual stability ■ unsystematic support of the Brno cultural scene – many individual grants (favouring selected entities) 	<ul style="list-style-type: none"> ■ decentralisation of cultural activities ■ greater cooperation with Czech Television and Czech Radio ■ the establishment of a public cultural institution ■ international cooperation (e.g. through Brno's partner cities) 	<ul style="list-style-type: none"> ■ lack of funding ■ audience disinterest ■ talent drain to Prague ■ high rents and lack of premises suitable for the entities' activities

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	reduction in the number of individual grants and their reintroduction into the grant system, with the associated creation of an additional grant programme for cultural centres or major events and the transfer of funds provided for individual grants into the grant system
Community and cooperation	the need to strengthen cooperation between school institutions and the theatre sector (in terms of audience)	support for educational activities and centres
Infrastructure	sufficient affordable and available space for the organisations' activities	

Folklore and arts and crafts

It is natural that we devote a separate chapter to this area in the South Moravian Region and Brno, where folk art and tradition have a very strong base. Folklore in terms of the categorisation we have used includes folk art and traditions, and thus encompasses the musical, dance, educational and other activities of folk groups and ensembles. Brno is very diverse in terms of its folk scene. In addition to the regular troupes associated with the city districts, there are a number of folk groups and ensembles that are largely associated with work-related migration and the university. National minorities also play a role in this respect. Many of those who have moved to Brno or commute to study, work or seek asylum here bring with them their traditions and customs, which enhance the city's cultural environment.

Arts and crafts encompass a wide range of creative activities, where the skill and creativity of the local craftsmen often see natural materials turned into an original product. It is a form of production with both a functional and aesthetic aspect, with an emphasis on handmade and original products. Brno's arts and craft scene is made up on 1,481 entities.

Folklore is part of intangible cultural heritage. In Brno, 373 entities fall under cultural heritage, but it is necessary to reflect that this number also includes memory institutions, museums and heritage sites.

In terms of folklore festivals in Brno, we should particularly mention the International Folklore Festival Brno and the F-Scéna and Brno Dances and Sings festivals. Ethnic minorities regularly appear at the Babylonfest festival or at their own specialised events, such as the Bonjour Brno festival of French culture. In terms of the presentation of other cultures and traditions, it is also important to mention the large festivals such as the Brasil Fest Brno, the Ghettofest festival and the Jewish culture festival Štetlfest.







Mardi Gras at Špilberk Castle, photo by: Marie Schmerková



Ethnographic ensemble Lišňáci, photo by: Jan Zerich

SWOT folklore and arts and crafts

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ location of Brno within South Moravia■ cultural richness, long tradition as part of identity■ the background of music and folk ensembles is a breeding ground for future artists in the professional sphere■ fairs, feasts and other troupe events revitalise the outskirts of the city and help to decentralise culture■ large institutional base	<ul style="list-style-type: none">■ lack of funding■ lack of space for folk-related events■ poor awareness of the folk scene (e.g. mail recipients not following information channels due to “email overload”)■ the closed nature of the folk community and its members’ reluctance to work together (or with institutions)■ the lack of a strong folk festival■ the generational change – few young people as potential successors to the leadership or their “lack of freedom” and lack of motivation in the future direction of the organisation■ high price of renting venues for events■ little use made of existing support tools■ little use made of existing public and non-public spaces for events■ lack of involvement in cooperation■ reluctance to change and fear of handing over responsibility to the younger generations – potential successors	<ul style="list-style-type: none">■ the potential for combining food/ cuisine and tradition■ the transformation of the International Folklore Festival Brno or the creation of another strong format, such as the Folk Day dance event■ the increasing trend of interest in folk culture	<ul style="list-style-type: none">■ brain drain of few young people – potential successors to the leaders of ensembles remaining in Brno after graduation■ low interest amongst young people

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	
Infrastructure	strengthening joint cooperation with contributory organisations, e.g. in promoting the rental of premises at a lower cost	
Infrastructure	to create a representative venue with additional facilities – a hall with a capacity of at least 400–500 people is needed	the creation of a community folk centre managed by the City of Brno, but also involving experts in the folk scene, which would include not only the hall, but also other necessary facilities such as dressing rooms, rehearsal rooms, storage areas suitable for costumes, as well as educational facilities
Education and skills	training and workshops – capacity building (e.g. a workshop on sound – how to work with sound during performances and requirements for sound engineers, organising events in public spaces, promotion of events, etc.)	
Technological facilities	the specific tools and technologies needed – sewing machines, looms, and even equipment for special costume embroidery, which have been identified as being in short supply; the lack of a woodworking shop or a "wet crafts" area such as a shared ceramics workshop was also mentioned	
Promotion	a platform for sharing and disseminating traditional culture and its export abroad	cooperation with travel agencies database of folklore ensembles and troupes

🎵 Music and music clubs

Brno has been rightfully awarded the title of City of Music by UNESCO (United Nations Educational, Scientific and Cultural Organization) within the **UNESCO Creative Cities Network**. It has a rich musical history and an active music scene, which does a great deal to develop music culture on a national and international level. The largest organisation is the FB, for which construction is currently beginning on a new concert hall – the Janáček Cultural Centre, named after the eminent composer Leoš Janáček, who lived and worked in Brno.

Following the CCI mapping, 123 entities with employees were identified and verified in the music sector. A great role in the development of the field is played by the education provided by the Janáček Academy Brno and the Brno Conservatory, as well as a strong institutional base in the form of Brno's music clubs. Music clubs are associated under BACH (Brno Association of Club Music), which currently represents 13 clubs: Alterna, ArtBar Druhý Pád, Fléda,

Kabinet MÚZ, Kafara, Melodka, Metro Music Bar, Music lab, Ponava, Rusty Nail, Sibiř, Stará Pekárna and Vegalítě. BACH is behind the BATCH club music festival, which also includes the ReConnect music conference aimed at managers, booking agents, bands and clubs, as well as event organisers.

Brno also hosts a significant number of music festivals of various genres. The FB alone holds five music festivals – Moravian Autumn, the Špilberk International Music Festival, the Exposition of New Music, the Easter Festival of Sacred Music and Mozart's Children. In addition, the Brno Music Marathon is held every year within the TIC. The festivals organised by the independent scene include events such as: JazzFestBrno, Pop Messe, Groove Brno, Brno Live, Brno Organ Festival and the International Guitar Festival, to name but a few.

In terms of instrumental ensembles, we can mention, for example, the Brno Contemporary Orchestra, Czech Virtuosi, Czech Ensemble Baroque, and the Janáček Ensemble.

Last but not least, Brno boasts a number of quality choirs, including the Czech Philharmonic Choir of Brno and choirs such as Kantiléna, the Brno Academic Choir, Brno Gospel Choir, Ensemble Opera Diversa, Brno Philharmonic Choir Beseda brnenska, Gloria Brunensis, Vox Iuvenalis and many others. They were last mapped through the Brno City of Music in 2023 project, which was dedicated to choirs, and the list of choirs includes 90 entities.⁴



The music sector is the most numerous in terms of the number of applications within the City of Brno grant system.



Brno Cultural Forum: Education on 16 April 2024, photo by Dag Markl

⁴ Source: <http://www.mestohudby.cz/zpravodajstvi/seznam-brnenskych-sboru> (20.10.2024)

SWOT music and music clubs

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ genre diversity■ strong club scene■ BACH – Brno Association of Club Music■ Brno’s location within Europe – strategic geographical location of the city■ strong institutional base in music – music schools of all levels■ the worldwide fame of Leoš Janáček■ the title of Brno UNESCO City of Music	<ul style="list-style-type: none">■ the lack of open-air event spaces■ major administrative constraints for events in public spaces■ a large number of free events in public spaces■ the city’s unclear strategic vision in relation to sustainability	<ul style="list-style-type: none">■ information channels – development of gotobrna.cz and mestohudby.cz■ Janáček Cultural Centre■ Brno UNESCO City of Music and international cooperation■ strengthening the region’s brand as a centre of contemporary music – developing tourism	<ul style="list-style-type: none">■ lack of funding■ stereotypical negative perception of the club scene and nightlife in general■ talent brain drain

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	the need for an increase in funding for music and a system for the transparent distribution of funds	introduction of a grant programme for major music festivals, thus making their support more transparent on the basis of specific dramaturgy and limiting the number of individual grants
Promotion	the need to step up promotion of the local scene abroad	identification of top events based on criteria and their systematic marketing support more comprehensible and greater use of the title of Brno UNESCO City of Music and related international cooperation
Infrastructure	lack of facilities – especially open-air and those for 3,000 spectators, rehearsal rooms	the Janáček Cultural Centre will soon be completed the creation of other projects such as ZET9 with spaces for music rehearsal rooms development of the projects Zaber to! and Plug&Play review urban brownfields and other sites as possible venues for open-air events

The field of literature includes not only the creation of literary works themselves, but also the activities of publishers and editors, translators, proofreaders and libraries. The city's literary scene encompasses 1,432 entities. Brno is associated with notable figures such as Robert Musil, Bohumil Hrabal, Milan Kundera, Jan Skácel, etc. Among the current authors and winners of awards such as the Czech Book Prize, the European Union Prize for Literature, the Magnesia Litera and other awards, we can mention authors such as Jan Němec, Kateřina Tučková, Jiří Kratochvíl and Stanislav Biler.

Brno publishing houses, such as HOST, Větrné mlýny, Atlantis and Druhé město, have established a prestigious position not only in the domestic market, but have also reaped a number of world literary awards.

The Authors' Reading Month was founded in Brno and is also held every year. It is the largest festival of its kind in the Czech Republic.




As far as libraries are concerned, Brno is home to the MZK and the KJM, whose activities also promote the development of education. In 2023, a new Milan Kundera Library was established within the MZK, with a unique collection of the author's works, as well as periodicals and shorter texts such as prefaces, introductions, afterwords and annotations found in the works of other authors.

As part of the preparations for the city's candidacy for the title of European Capital of Culture for 2028, the literary salon Residence Café Kaprál was established in September 2022 in the apartment of the Brno poet Zeno Kaprál, which soon established itself as a haven for literary meetings, readings, discussions, book launches, performances, theatre performances and other events. Café Kaprál is part of the TIC.



Grand opening of the branch of the Jiří Mahen Library in Kohoutovice, photo by: Marie Schmerková

SWOT literature

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ successful Brno publishing house■ Milan Kundera Library■ Café Kaprál■ Authors' Reading Month■ ability to use new tools, trends and innovations■ strong literary tradition and personalities (Musil, Hrabal, Kundera, Skácel, etc.)■ strong institutional base■ cooperation and good communication within the sector	<ul style="list-style-type: none">■ lack of funding■ poor event marketing■ lack of communication between the city and the literary scene■ lack of suitable event space for 100–200 people■ the city's unclear literary concep	<ul style="list-style-type: none">■ training in multi-source financing■ cooperation with universities■ growing interest in residences■ support for international projects■ development of literary tourism■ Frankfurt Book Fair 2027 (the Czech Republic will be the guest of honour)■ interdisciplinary cooperation	<ul style="list-style-type: none">■ limitation of funding from the Ministry of Culture■ high turnover and outflow of library staff due to low salaries■ overall underfunding of the sector■ lack of quality authors

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	
Promotion	There is a lack of a genre information and communication channel working best under the City of Brno, even with a coordinator. As far as literature is concerned, there is no specialised platform that would gather the necessary information about the Brno literary community.	optimisation of gotobrna.cz
		unified web platform for the literary scene
		Brno City of Literature brand
		Literary Brno map app or trails
		development of presentation and marketing of literary events – use of key themes and figures (Kundera, Musil, Hrabal and other current authors)
Infrastructure	suitable for events with a capacity of 100–200 people	literary house
Community and cooperation	lack of communication between the literary scene and the city	lack of awareness of the literary sector and unclear concept and coordination on the part of the city

Dance





As with the other performing arts, the Brno dance scene is positively influenced by the fact that Brno has educational facilities such as JAMU or and Brno Conservatory.

In terms of established organisations, the NdB has the ballet scene. Within the independent scene, there are a number of other dance entities. The biggest ones include ProArt and OR-BITA.

The festivals worth mentioning include the new biennial International Festival of Improvisation and Instant Composition Immediatus Biennale (1st edition in 2024). The dance scene is part of the performing arts in the mapping of Brno's CCI, where the total number of entities is 377. Folk dance groups and ensembles are included in a separate chapter.

The dance scene in Brno is somewhat fragmented, and has no association of its own.

SWOT dance

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"> ■ genre diversity and a wide range of dance events and activities ■ the positive impact of dance on the health and social cohesion of the city's inhabitants ■ the dance sector knows how to work with audiences and create strong dance communities ■ good cooperation with secondary schools in terms of dance programmes or even with some cultural organisations 	<ul style="list-style-type: none"> ■ lack of premises suitable for presentation and the activities of organisations, including rehearsal rooms with the necessary facilities and storage space ■ the lack of a database of dance venues ■ the bureaucracy associated with booking venues for dance events ■ poor international cooperation and promotion of the dance scene ■ low awareness in the dance sector about grant instruments for the Brno cultural scene ■ the disappearance of venues suitable for dance activities due to the refurbishment of public spaces 	<ul style="list-style-type: none"> ■ temporary use of buildings and brownfields not used by the city ■ international cooperation and project development with Brno's partner cities ■ increasing interest in exercise and a healthy lifestyle ■ introduction of dance education in schools as part of the revision of the framework educational programme ■ audience development 	<ul style="list-style-type: none"> ■ lack of funding ■ outflow of talent to Prague and abroad ■ shortage and unavailability of technical professions (e.g. lighting technicians)

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	
Infrastructure	lack of infrastructure and the need to build adequate spaces not only in buildings but also in public spaces for different dance genres and events	the creation of dance spots as part of the revitalisation of public spaces
	the bureaucracy associated with booking venues for dance events	reducing bureaucracy and facilitating the rental of public spaces through a user-friendly electronic booking system (similar to booking public barbecues)
Technological facilities	the lack of a database of dance venues	
Promotion and export	support for the promotion of the dance scene	
Community and cooperation	support for international cooperation	
	low awareness in the dance sector about the instruments of support for the Brno dance scene	
	support for participatory activities dedicated to specific target groups, including adults	



ORBITA, 17th Brno Cultural Forum: Culture Accessible to All, photo by: Dag Markl



Fine art, photography, design and architecture

The fine arts, photography, design and architecture is category with the most entities in Brno. The city has 1,246 entities related to architecture and 445 in the field of fine arts.

Two of the largest entities (in terms of number of employees) are the contributory organisations MG and DUMB, while from the independent scene we can mention entities such as: Centrum umění nových médií – Vašulka Kitchen Brno, INDUSTRA, Galerie OFF/FORMAT, Galerie Art, Galerie Sibiř and Galerie Cejla. In addition, there are platforms such as 4AM – Forum for Architecture and Media, ArtMap and Artalk. One of the most prominent and acclaimed Czech professional architecture magazines, ERA21, is also published in Brno.

Considerable attention is devoted to architecture and public space. The city's unique architecture means there are many architectural heritage sites in the city and a total of 3 heritage zones. The city is associated with names such as Bohuslav Fuchs, Adolf Loos, Ernst Wiesner, etc.

The [Sculpture Brno](#) project is managed within CD, while the [Brno Architecture Manual](#) is managed under DUMB.

Databases worth mentioning include the map application [Designed in Brno](#), which is managed by the SDGD, as well as Kreative Brno. The field of fine arts, photography, design and architecture has a strong educational background within the Faculty of Fine Arts, the Faculty of Architecture of the University of Technology and within the art disciplines at Masaryk University. Design is also taught at the Brno University of Technology and the Mendel University in Brno, which also offer courses in garden architecture and urban planning.

There are 340 active design entities in Brno. Product design is not rigidly defined, but in general it can be considered to include the creation of custom-made products and small everyday objects using traditional and virtual design techniques. Graphic design is used for visual communication through typography, illustration and photography and is therefore widely used in advertising. Some of those involved in product design or graphic design may also identify as coming under the categories of arts and crafts or advertising.

A number of art and creative festivals and events are held in Brno, such as Brno Art Open, Brno Art Week, Architecture Day, Open House Brno, Open Studios, Brno Bold and the Interiors Conference, while the Jindřich Halabala Award is presented on a biennial basis. The Brno Creative Days design festival is also held in the city.



Statue of Courage (equestrian statue of Margrave Jobst of Luxembourg), photo by: Pavel Gabzdyl

SWOT fine art, photography, design and architecture

<div> <div>+</div> <div>STRENGTHS</div> </div>	<div> <div>−</div> <div>WEAKNESSES</div> </div>	<div> <div>💡</div> <div>OPPORTUNITIES</div> </div>	<div> <div>⚠️</div> <div>THREATS</div> </div>
<ul style="list-style-type: none"> ■ geographical location of Brno ■ strong tradition of architecture (influence on the range of available educational programmes and cooperation with professionals) ■ increasing interdisciplinary collaboration within the visual arts and other cultural and creative industries ■ Brno Art Week, Brno Art Open, Open Studios and other festivals that support and raise the profile of the visual arts in our city ■ abundance of training programmes in these areas 	<ul style="list-style-type: none"> ■ lack of infrastructure for creation, presentation and education ■ communication with the city in the context of public tenders ■ bureaucracy associated with the reservation of premises ■ low awareness of non-grant funding for activities ■ marketing 	<ul style="list-style-type: none"> ■ cooperation with academia – educational programmes, festivals, internships ■ cooperation with other countries ■ cooperation of commercial or contributory institutions with the non-established scene ■ funding from external sources (EU, foundations, donations) 	<ul style="list-style-type: none"> ■ lack of funding ■ outflow of talent to Prague and abroad ■ audience disinterest and lack of awareness

SWOT product and graphic design

<div> <div>+</div> <div>STRENGTHS</div> </div>	<div> <div>−</div> <div>WEAKNESSES</div> </div>	<div> <div>💡</div> <div>OPPORTUNITIES</div> </div>	<div> <div>⚠️</div> <div>THREATS</div> </div>
<ul style="list-style-type: none"> ■ geographical location of Brno ■ interdisciplinary collaboration: product design + architecture, graphic design + music scene, visual arts, gaming, audiovisual ■ wide range of study programmes 	<ul style="list-style-type: none"> ■ lack of infrastructure, both in terms of space and technical equipment ■ lack of work placements (product design) ■ lack of a database of entities, equipment and shared services ■ lack of a functional platform for industry collaboration (product design) 	<ul style="list-style-type: none"> ■ co-production cooperation and grants ■ cooperation with academia – work placements, exhibitions, internships abroad ■ cooperation with markets abroad 	<ul style="list-style-type: none"> ■ outflow of talent to Prague and abroad ■ technical progress and trends versus lack of funding or equipment

Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	
Infrastructure	lack of infrastructure – space for emerging artists, archive, storage space, creative space or a model centre for architecture	
Community and cooperation	low awareness of the sector and lack of communication and cooperation, both within the sector and from an interdisciplinary perspective	initiative to use public space for interdisciplinary collaboration: architecture + visual arts
	cooperation with students and schools	
Technological facilities	lack of a database of entities and equipment and shared services	
Promotion	representation of Brno artists abroad	

Education in culture and creativity

In general, the field of education cuts across all the CCI and significantly influences their status.

In Brno, there are 17 secondary schools, 4 higher vocational colleges and 4 universities with more than 100 CCI courses in total.

These are also complemented by a diverse range of other training courses. Beyond this, the city supports a number of cultural, educational and leisure activities through a grant programme.

Cultural, educational and leisure activities include activities that promote the development of knowledge, skills and personal growth in the areas of culture and the arts.





The CD has an overview of current educational organisations and activities thanks to the Catalogue of Educational Institutions and Activities in Culture and the Creative Industries, which contains 55 separate institutions or cultural-educational projects and 80 separate entries divided into “School Education”, “Education in the Cultural and Creative Industries” and “Audience Education”. The catalogue was created in 2024 for the Brno Cultural Forum focused on Education. This is not a definitive state of affairs, given that the entities applied to the catalogue separately and not all did so. However, regular updates are planned.

Mapping of the CCI shows we have 110 entities focused on arts education in Brno.



18th Brno Cultural Forum: Education, photo by: Dag Markl

SWOT education in culture and creativity

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"> ■ variety and quantity of educational programmes ■ good availability of internships and placements abroad ■ Brno's reputation as a university city ■ readiness of arts graduates for the labour market 	<ul style="list-style-type: none"> ■ complex administration and excessive bureaucracy ■ low interest shown by students ■ lack of data analysts ■ schools' somewhat passive approach to the integration of international trends ■ outdated teaching of music and art in the primary school curriculum ■ non-conceptual and incoherent creative education ■ insufficient promotion, and fragmented range of available education ■ teachers' lack of interest in building on their own skills ■ teacher workload ■ lack of facilities for educational activities 	<ul style="list-style-type: none"> ■ interinstitutional cooperation ■ wide range of lifelong learning opportunities 	<ul style="list-style-type: none"> ■ lack of funding ■ lack of a database of educational projects and events ■ rigidity of educational institutions

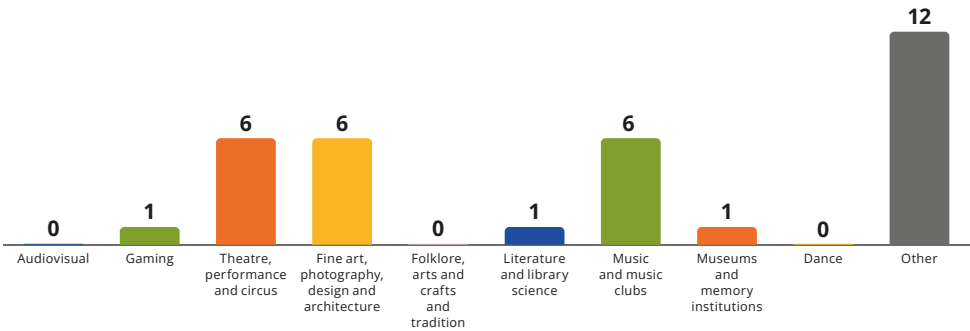
Needs of the sector

CATEGORIES	DEFINED NEED	SPECIFIC SUGGESTIONS
Finance	increasing financial support to the sector	
Infrastructure	lack of issuing spaces	provision of spaces for working with the audience, as educational activities are normally limited by the theatre halls
Technological facilities	lack of a database of educational projects and events	creation of a database of educational programmes and activities
Community and cooperation	getting several organisations in the sector involved in a joint activity	
	interventions in public space and communities	
	atypical programme settings, e.g. non-musical events in a music institution, etc.	
Promotion	the need to increase promotion	marketing channels across cultural institutions – working together on promotion
Human resources	support for teachers in their artistic and cultural work	
	insufficient staffing capacity to search for opportunities and a fragmented, confusing array of training courses	creation of the position of needs communication coordinator or service organisation for cultural institutions
Education and skills	promoting greater diversity and options in educational programmes	grants for organising in-house workshops for staff with a greater focus
		lifelong learning for technical professions
		staff internships and data analysis courses
	linking educators and workers in the artistic spheres	
	integrating work experience into the curriculum	

SWOT summary

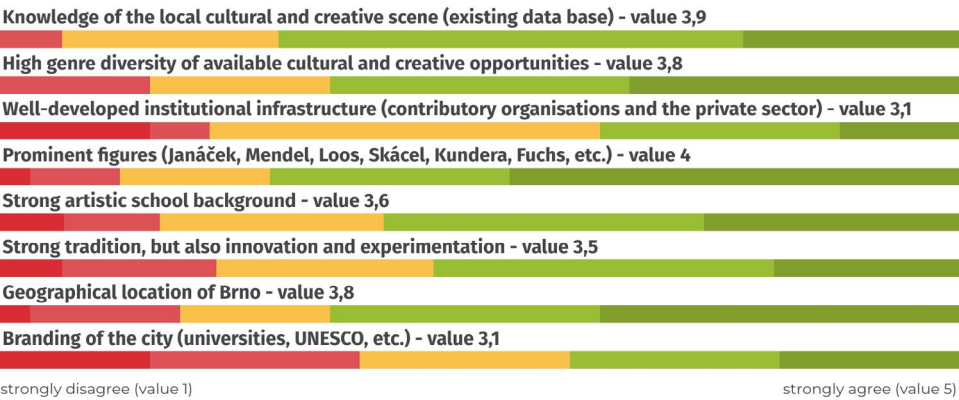
In relation to the above thematic areas, a summary SWOT analysis of the Brno scene was conducted, verified and supplemented at the 19th meeting of the Brno Cultural Forum held on 22 October 2024 at the KUMST Creative Hub.

A total of 33 people from the following areas participated in the review of the proposed summary SWOT analysis through the Mentimeter interactive application:



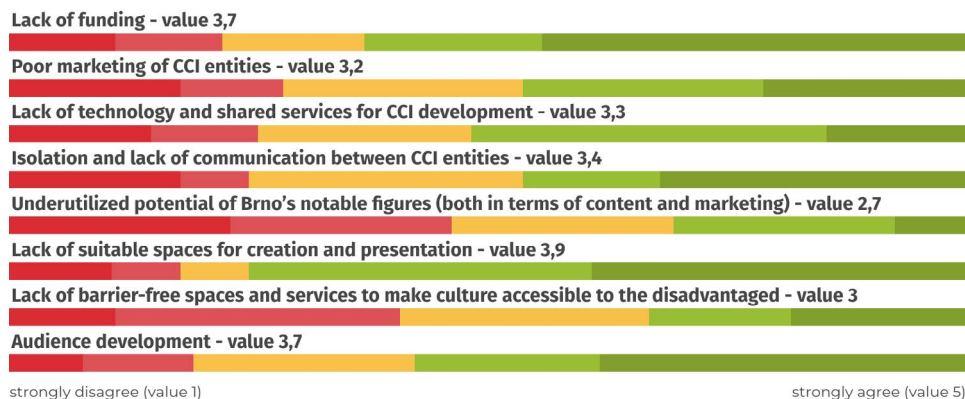
They were presented with drafts of the individual parts of the SWOT analysis, which they then independently and anonymously prioritised on a scale running from the weakest “strongly disagree” (1 point) to “strongly agree” (5 points).

Strengths



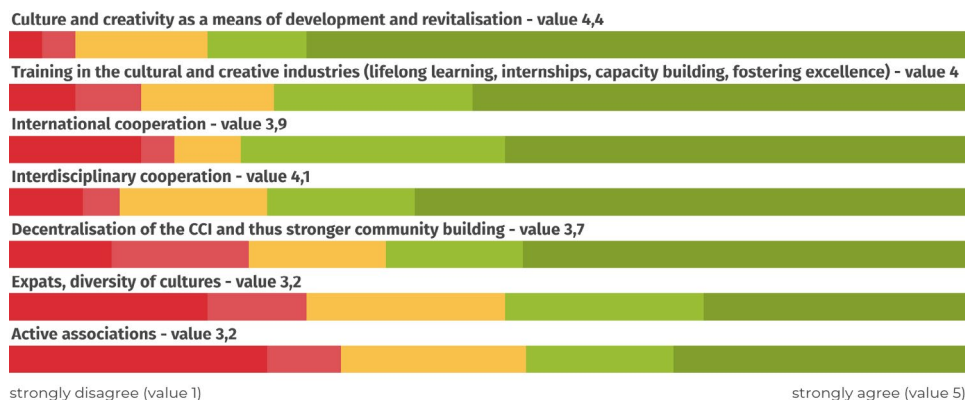
All the proposed strengths received a rating above the average, 3 points, so they can be seen as valid. The strongest resonance was the claim that Brno is associated with prominent figures (Janáček, Mendel, Loos, Skácel, Kundera, Fuchs, etc.)

Weaknesses



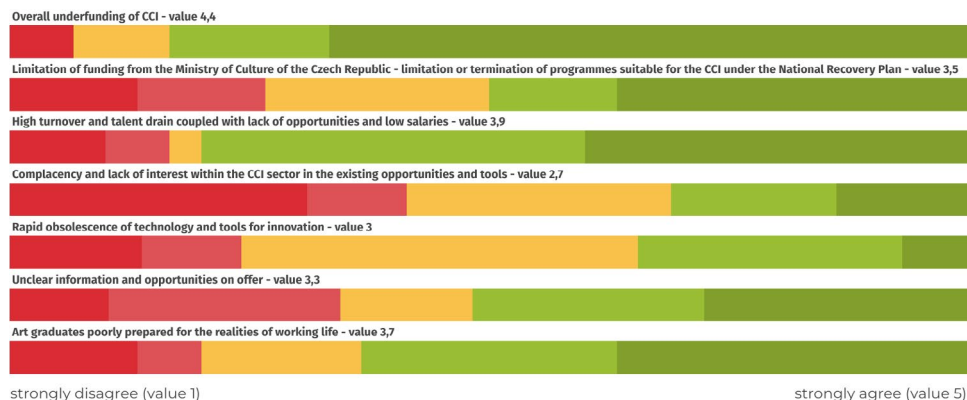
In terms of design and prioritisation, the only aspect that was not sufficiently exploited was the potential of Brno's personalities (both in terms of content and marketing). This was therefore excluded from the final version of the SWOT analysis.

Opportunities



For the opportunities, all of the proposed scores were rated 3 or above and can be seen as valid. Those present perceived culture and creativity used as a tool for development and revitalisation and multi-source funding, fundraising as the biggest opportunities.

Threats



In terms of threats, the design of the CCI's own convenience and lack of interest in existing options and tools did not reach an average of 3 points or more. Here, however, it is also necessary to consider that those present had already shown their interest by participating in the Forum and in this programme block. However, with regard to the number of entities active on the cultural and creative scene, this is less than a tenth and according to the indicators (e.g. attendance at Culture Brno workshops, the number of suggestions and interactions on individual calls within the communication channels), there is a certain discrepancy between the perception of the CD and the scene, which will need to be examined in more depth. This discrepancy may have several causes, ranging from lack of awareness of new instruments to support the CCI, through organisations' lack of capacity, to varying perceptions of the form of the SWOT analysis. It will thus be excluded from the threats in the final aggregate analysis for the whole scene, but this discrepancy will be taken into account when updating the SCCI and developing indicators.

Attendees were also invited to make their own suggestions for completing the analysis

What is missing in the strengths?

21 responses



What is missing in the weaknesses?

36 responses



What opportunities have we forgotten?

35 responses



What threats have we forgotten?

30 responses







The proposed headline additions in some cases specified the points already mentioned, while some also included areas beyond culture and the creative industries or specific measures not included in the SWOT analysis. They are, however, taken into account in other parts of the SCCI.

The following relevant points have thus been added to the threats:

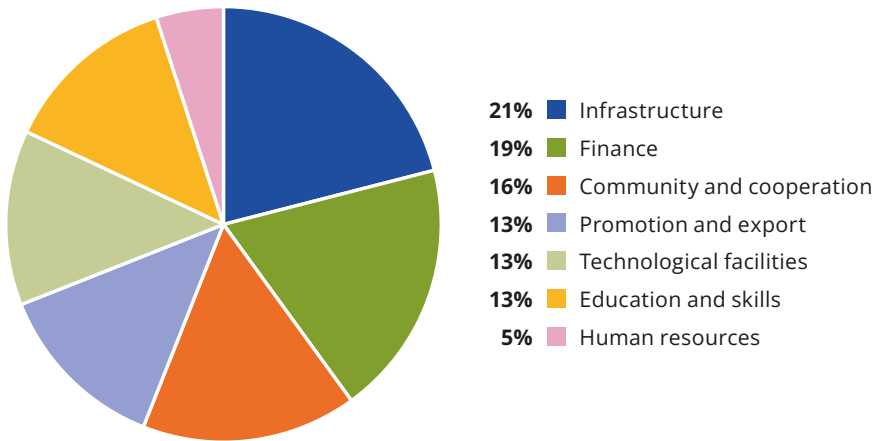
- Increasing bureaucracy,
- inconsistency in funding for culture and creativity.

The final SWOT analysis of Brno’s cultural and creative scene is as follows:

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none">■ knowledge of the local cultural and creative scene (existing data base)■ high genre diversity of available cultural and creative opportunities■ well-developed institutional infrastructure (contributory organisations and the private sector)■ prominent figures (Janáček, Mendel, Loos, Skácel, Kundera, Fuchs, etc.)■ strong artistic school background■ strong tradition, but also innovation and experimentation■ geographical location of Brno■ branding of the city (universities, UNESCO, etc.)	<ul style="list-style-type: none">■ lack of funding■ poor marketing of CCI entities■ lack of technology and shared services for CCI development■ isolation and lack of communication between CCI entities■ lack of suitable spaces for creation and presentation■ lack of barrier-free spaces and services to make culture accessible to the disadvantaged■ audience development	<ul style="list-style-type: none">■ culture and creativity as a means of development and revitalisation■ training in the cultural and creative industries (lifelong learning, internships, capacity building, fostering excellence)■ international cooperation■ interdisciplinary cooperation■ decentralisation of the CCI and thus stronger community building■ expats, diversity of cultures■ active associations■ multi-source funding, fundraising	<ul style="list-style-type: none">■ overall underfunding of CCI■ limitation of funding from the Ministry of Culture of the Czech Republic – limitation or termination of programmes suitable for the CCI under the National Recovery Plan■ high turnover and talent drain coupled with lack of opportunities and low salaries■ rapid obsolescence of technology and tools for innovation■ unclear information and opportunities on offer■ art graduates poorly prepared for the realities of working life■ increasing bureaucracy■ inconsistency in funding for culture and creativity

In addition to SWOT, we also evaluated scene-defined needs using the categories.

Needs defined by the CCI sector



The graph reflects the ratio of the mentioned needs defined in the SWOT by representatives of the CCI. It must be taken into account that there are a number of recurring needs across the scene, so these categories have a higher percentage representation; however, the seemingly weakest category of human resources was defined within Education, which can be seen as cross-cutting across the cultural and creative industries.

Infrastructure

At the time this text was drafted (November 2024), Brno was undergoing a rather extensive process of construction and reconstruction in relation to the development of cultural and creative infrastructure. The city's construction projects, including cultural ones, regardless of whether they are publicly or privately funded, can be tracked in the [Brno Brzo](#) map application.

The construction of the Janáček Cultural Centre was also launched in autumn 2024; current progress can be followed here: <https://cobude.brno.cz/projekt/janackovo-kulturni-centrum/>.

The creation of the Leoš Janáček House is in preparation. The year 2025 will see the completion of work on the reconstruction of the CO.LABS Cultural Centre.

There are plans to renovate the DR and House of the Lords of Fanal, home to the CED.

Another long-term plan of the City of Brno is the transformation of the former penitentiary in Cejl into the Brno Creative Centre.

Preparations are under way for the reconstruction of Villa Wittal, which has been transferred to the management of the MUMB.

Summary of needs and incentives:

- 1) Lack of facilities for the development of audiovisual production due to the support of local producers and increasing the appeal of Brno as an important filming destination – the establishment of film studios with adequate facilities, technology and software in the Brno Exhibition Centre,
- 2) sufficient affordable and available space for the organisations' activities – strengthening joint cooperation with contributory organisations, e.g. to support the rental of space at a lower cost,
- 3) the need for a representative hall with a capacity of at least 400–500 people,
- 4) the lack of space for emerging artists,
- 5) the lack of storage space – archive, depositories, costume storage, etc.,
- 6) a model centre for architecture,
- 7) the creation of a community folk centre managed by the City of Brno, but involving experts in the folk scene, which would include not only the hall, but also other necessary facilities such as dressing rooms, rehearsal rooms, stores suitable for costumes or educational facilities,
- 8) lack of open-air spaces,
- 9) the lack of a performing arts venue to seat 3,000 people,
- 10) the need to complete the Janáček Cultural Centre soon,
- 11) the creation of other projects such as ZET9 with spaces for music rehearsal rooms,
- 12) development of the projects Zaber to! and Plug&Play,
- 13) the lack of a performing arts venue to seat 100–200 people,
- 14) the impetus for the creation of a literary house,
- 15) the lack of infrastructure and the need to build adequate spaces not only in buildings but also in public spaces to host various dance genres and events – the creation of 'dance spots' as part of the revitalisation of public spaces,
- 16) bureaucracy associated with booking dance venues – reducing bureaucracy and making it easier to hire public spaces through a user-friendly electronic booking system (similar to booking public barbecues).

CD statement on suggestions that are already implemented or cannot be implemented by the city:

Point 7 – A similar project is not within the City's capabilities. It would essentially be another organisation established by the city. The feasibility of a similar project could be assessed if an organisation took on the project, e.g. similar to the CO.LABS Cultural Centre.

Point 10 – Statement of the CD: The site has been handed over to the contractor, for more see <https://cobude.bрно.cz/projekt/janackovo-kulturni-centrum/>.

Suggested measures for updating the SCCI

- Support for the establishment of film studios at the Brno Exhibition Centre,
- negotiations with developers on the possibility of projects similar to Zet9,
- development of the Zaber to! project,
- development of the Plug&Play project – reducing the bureaucracy involved in renting public spaces.

Finance

Of all the defined needs of the CCI, funding is the first. Brno is the national leader in terms of per capita funding for culture, see [Comparative Analysis of Funding for Culture in Regional Cities](#).

Funding depends on the capacity of the municipal budget, taking into account that the city acts in the capacity of founder for 9 large cultural organisations. This means an increase in funding for the sector can only be expected if greater funding comes from the region or the state. In many respects, Act No. 263/2024 Coll. on Public Cultural Institutions, which came into force on 1 January 2025, could help in this regard. The Act introduces the new format of a public cultural institution that can have more than one founder, which means greater financial stability for the organisation and the distribution of costs and obligations among several founders.

The amount of funding for the CCI in Brno has been increasing over time. In line with the SCCI, the city has managed to stabilise cultural expenditure, not counting the districts, at a minimum of 9%. The ratio of funding for city-founded cultural organisations is inherently higher than for the independent scene, but despite the robust network of city cultural organisations, financial support for this non-city-founded scene has been above 5% of the CD budget since 2019.⁵

Finance is also linked to multi-source funding opportunities, fundraising, patronage and specific skills in financial management and marketing, which is one of the reasons why the city is focusing not only on funding for organisations, but also on the creation of new communication platforms, free educational programmes and databases enabling cultural and creative entities to become economically self-sufficient.

Summary of needs and incentives:

- 1) Increase in funding for CCI,
- 2) the creation of a funding instrument for the gaming industry (currently non-existent at city level),
- 3) reduction in the number of individual grants and their re-inclusion in the grant system, the related creation of another grant programme for cultural centres or major events and the transfer of funds provided for individual grants to the grant system,
- 4) the introduction of a grant programme for major music festivals, thus making their support more transparent on the basis of specific dramaturgy and limiting the number of individual grants.

Suggested measures for updating the SCCI

- Assessment of the appropriateness of the transformation of Brno cultural contributory organisations and the transformation of selected organisations into public cultural institutions,
- political lobbying by the city regarding greater involvement of funding from the South Moravian Region and the state,
- Culture Brno educational workshops (instruments to support CCI, fundraising, etc.).

⁵ Source: Funding for culture in Brno; <https://data.brno.cz/pages/5e5b0ffb2e514b8b8652c14a30add66a>

Community and cooperation

The Brno Cultural Forum serves as a participation and networking platform for CCI, enabling involvement in the development of the cultural and creative strategy of the City of Brno, and the platform is also used to define, analyse and resolve current CCI issues (e.g. infrastructure, accessibility, education, data, etc.). Beyond the Brno Cultural Forum, the CD also organises conferences, workshops and seminars, thematic (advocacy) groups and networking activities.

At the same time, the CD manages the communication platform Culture Brno, including the Culture Brno and Sculpture Brno Facebook profiles, and publishes the Culture Brno monthly newsletter, which provides regular information on what is being implemented in the city in the field of culture and creativity, as well as opportunities and new instruments to support CCI. From 2025, the mini-websites managed by the CD (Culture Brno, Sculpture Brno and Plug&Play) are combined under one Culture Brno website (www.kultura.brno.cz), which will make the individual topics clearer and help unify the Culture Brno brand. An English version of the website or an extension of the existing information on the foreign-language version of the city's website www.brno.cz is also being planned.

For the creative scene, the SDCD manages the Creative Brno website and Facebook and Instagram profiles. Last but not least, cultural and creative centres and hubs, especially KUMST, INDUSTRA and CO.LABS, serve as meeting places for CCI.

Opportunities for meeting and networking are also provided by the educational activities of the city or its organisations, see the subsection Education and Skills. The information base for CCI and other sectors is formed by a number of publicly available mapping applications and databases described in the section Data in culture and creativity, making it possible to look for new collaborative partners or other opportunities.

All communication platforms are only effective if they are adequately used by the CCI entities. The aim is to make communication clearer; the creation of additional communication channels and platforms would be an unsustainable and inefficient solution.

Closer cooperation between the city and Brno associations (e.g. Brno Independent Theatres or BACH) have proved to be very beneficial. The weak point of the Brno cultural scene is the fact that there are not more active associations in Brno that could link certain thematic areas within the CCI and articulate and promote their interests in a clear and argumentative manner. There is also potential in closer cooperation with art schools.

Summary of needs and incentives:

- 1) The need to strengthen cooperation between school facilities and CCI entities,
- 2) lack of communication between the scene and the city, e.g. unclear concept and coordination of the city,
- 3) promoting international cooperation,
- 4) support for participatory activities dedicated to specific target groups, including adults,
- 5) low awareness of the sector and lack of communication and collaboration, both within the sector and from an interdisciplinary perspective,
- 6) the involvement of more than one organisation in the sector in a joint activity,
- 7) interventions in public spaces and communities,
- 8) atypical programme settings, e.g. non-musical events in a music institution, etc.

Suggested measures for updating the SCCI

- Development of and cooperation between existing communication channels,
- cooperation with art schools,
- encourage the creation of associations (mentoring by the CD) and strengthen cooperation with them.

Promotion

Support for the promotion and export of culture and creativity abroad is handled in accordance with the TIC SCCI, which also includes the calendar of events and promotion of Brno on the gotobrna.cz portal and international cooperation within the framework of the title Brno UNESCO City of Music.

The promotion of Brno culture is governed by the Brno Destination Management and Marketing Strategy. The key values of this strategy include a vibrant centre, Brno Festival and Architecture in Brno.

The TIC reflects a number of topics in the magazine KAM V BRNĚ (WHERE TO GO IN BRNO), which is published every month in a print run of 20,000 copies and distributed to 350 locations in Brno and 150 outside Brno.

An overview of events in Brno is given by the online [calendar of events](#) on the gotobrna.cz portal. The portal receives more than 800,000 visitors a year, who mainly “scroll” through the calendar. Entities can add their event to the calendar free of charge using the [electronic form](#), or create a user account.

TIC is also in close contact with CCI event organisers and tourism service providers (accommodation, cuisine, etc.), with whom it cooperates on the basis of event partnerships and the regular transfer of information. TIC offers event organisers [a range of services](#), including rental of premises, furniture, promotion of events or pre-sale of tickets. All the available services are listed on the website ticbrno.cz.

In 2024, TIC took over the management of the BRNO TRUE STORY destination brand, where in the first year it focuses mainly on selected markets abroad (Slovakia, Poland, Germany, etc.).

At the same time, the Brno – UNESCO City of Music / Brno – UNESCO Music Friendly City project is running under the TIC, centred around the music-information portal www.mestohudby.cz. The main purpose of this website is to present Brno as a city of music and to form the basis of a live music information service for music fans.

Last but not least, the Brno Film Office promotes the audiovisual side of the city and professionals in the field.

The City of Brno's grant system also supports the export of culture abroad through grants in the field of culture and creativity. At the same time, Brno has 13 partner cities and through the FRD it supports their cooperation in all possible areas, including culture and creativity.

Summary of needs and suggestions

- 1) A platform for sharing and disseminating cultural activities and exporting them abroad,
- 2) cooperation with travel agencies in order to promote the cultural and creative activities of the CCI in Brno,
- 3) identification of top cultural events based on defined criteria and their systematic marketing support,
- 4) make the title of Brno UNESCO City of Music more comprehensible and strengthen international cooperation,
- 5) outside of Brno City of Music there is a lack of genre information and communication channels that work best under the City of Brno, even with a coordinator,
- 6) map app or Brno literary trails,
- 7) use of key themes and figures (Kundera, Musil, Hrabal and other contemporary authors).

Suggested measures for updating the SCCI

- Raising awareness of Culture Brno workshops aimed at informing CCI about the city's opportunities and means of support for CCI, and holding these workshops on a regular basis,
- assessing the feasibility of a mapping application or trails focused on literature,
- special grant programmes to mark anniversaries of prominent figures.

Education and skills

The CD holds regular Culture Brno workshops on various topics related to information on tools for supporting culture and creativity in Brno, as well as programmes supporting fund-raising skills or focusing on accessibility in culture and creativity.

The CD has also created an electronic Catalogue of Educational Institutions and Activities in Culture and the Creative Industries, which will be updated on a regular basis.

In addition, the city supports the implementation of the KJM's educational projects "Creative Learning for Children and Youth" and "#Education #Innovation #Prosperity" for people working in the CCI, which provide free training to increase capacity building, especially in management and communication skills (including marketing), digital skills and financial literacy.

Education, consultation and mentoring in CCI is also provided by KUMST, which is under the JIC.

Summary of needs and suggestions

- 1) Lack of audiovisual and gaming-related educational programmes,
- 2) training and workshops,
- 3) capacity building – acquiring new expertise, skills and abilities in the field of CCI,
- 4) promoting greater diversity and opportunities for training programmes – grants to organise in-house workshops for staff with greater focus,
- 5) lifelong learning for technical professions,
- 6) internships and courses for staff of cultural organisations (e.g. in data processing, analysis and interpretation),
- 7) connecting educators and arts workers,
- 8) integrating work experience into the curriculum,
- 9) funding for art student internships.

Suggested measures for updating the SCCI

- Raising awareness of Culture Brno workshops aimed at informing CCI about the city's opportunities and means of support for CCI, and holding these workshops on a regular basis,
- maintaining and, within the capacity of the City of Brno budget, increasing funding for educational activities, whether through the grant programme for the support of cultural-educational and leisure activities, or co-financing specific cultural projects implemented by organisations established by the city,
- close collaboration with Brno's universities and promotion of their educational activities aimed at the cultural community.

Technological facilities

In terms of technological data facilities, we can mention the mapping applications, researches and databases discussed in the introduction to the analysis in the chapter Data in culture and creativity.

In terms of facilities with shared services or technological machinery, we should mention the new JIC [FabLab](#), which offers a CNC milling machine, a machine shop, a plastic bender, 3D printers, a laser and vinyl cutter, an embroidery machine and much more.

Summary of needs and suggestions

- 1) Lack of a database of entities, equipment and shared services,
- 2) lack of a sound studio, LED wall,
- 3) the creation of an electronic bulletin board for the demand and supply of internships and services,
- 4) the specific tools and technologies needed – sewing machines, looms, and even equipment for special costume embroidery, which have been identified as being in short supply; the lack of a woodworking shop or a “wet crafts” area such as a shared ceramics workshop was also mentioned.

Suggested measures for updating the SCCI

- Assessment of the Brno Creative Centre project in the premises of the former penitentiary in Cejl and its possible transformation,
- assessing the feasibility and supporting the creation of film studios at the Brno Exhibition Centre including technology such as LED wall, sound studio, green screen, motion capture studio, etc.

Human resources

Human resources are mainly related to the funding and structure of cultural organisations and the supply on the labour market. On the part of the city, the support is linked to a financial contribution or grant to fund cultural activities and other non-financial support in the form of educational seminars, conferences, the BCF and other activities.

Summary of needs and suggestions

- 1) Supporting the development of teachers in arts and cultural practice,
- 2) insufficient staffing to seek opportunities and fragmented and confusing array of training courses – creation of the position of needs communication coordinator or service organisation for cultural institutions in the field of further education.

We also invited participants of the 19th BCF to submit their suggestions. The question was what the city could do for Brno's cultural and creative scene beyond the existing means of support. A total of 35 submissions were proposed under this section, as listed below, together with the opinion of the CD. The specific suggestions are those of individuals, not a summary of the whole sector.

1. **"Involve volunteers."**

CD statement: Volunteers are involved within the City of Brno and the CD as a matter of course. The CD regularly accepts students for unpaid internships, works with social services and generally welcomes interest in collaboration. If you are interested in volunteering or doing an unpaid internship, you can email kultura@brno.cz at any time. The CD cannot guarantee the involvement of volunteers with other organisations, given their sovereignty.

2. **"Central database of public cultural events."**

CD statement: For the registration and promotion of public cultural events, a calendar of events has been set up on the gotobrna.cz portal, see the Promotion category above. The use of this calendar of events is also recommended by the City's grant agreements. The creation of another database duplicating this calendar of events would lead to fragmented information; this suggestion will not be further addressed.

3. **"Do more to support your forms of promotion."**

CD statement: The Culture Brno communication channels are currently undergoing a transformation that should make them clearer and better link them to the updated unified communication strategy of the City of Brno.

4. **"More regular space for the non-established scene at the BCF."**

CD statement: The non-established scene is a regular part of the BCF programme. The planned topics of the BCF are always announced in advance, often with the option to actively participate in the programme, but it is necessary to contact us in advance. The programme is usually put together two months in advance, when the CD usually works on it with a number of other partners or consultants, especially from the independent scene and the university environment. Suggestions for the programme can be sent at any time to kultura@brno.cz. See above for more on the platform.

5. **"Tapping the potential of senior citizens."**

CD statement: It is not clear how the suggestion was intended. As far as seniors are concerned in the sense of creating a targeted range of cultural opportunities, this is created by Brno's cultural organisations themselves. Intergenerational cohesion and ways of helping the elderly enjoy an active life is supported by the BCM Health Department through the call "Grants for family policy support projects". It would be contrary to the grant rules for CD to support the same purpose.

6. **"Greater support for small and independent theatres – people make out that the only theatres in Brno are the NdB, etc."**

CD statement: The higher funding for organisations established by the City of Brno results from the city's role as the founder of these organisations. These are not independent entities. Along with the fact that the city establishes them, these organisations have a number of obligations towards the founder and vice versa, which are regulated by the Principles of the Relationship of the Authorities of the Statutory City of Brno to Contributory Organisations. In this respect, they cannot be compared to the independent scene. There is also a difference in the size of the organisations. For more on funding for organisations, see above under Finance.

7. **"Limit individual cultural grants or the transparency of their award (external evaluation, continuous grant programme, etc.)."**

CD statement: Individual grants have been the subject of several negotiations. This is a legal and legitimate instrument of support for the independent scene, which is fully within the competence of the Brno city administration. It can decide whether and how (based on what criteria) to support independent projects. Individual grants reflect

a political vision of the direction of culture. At the same time, efforts are made to ensure that they are used only to support exceptional events or cultural activities and that their number remains limited. Like other forms of grant, these grants are subject to public administration control.

8. **“Support and access to spaces, more zet9 projects.”**

CD statement: The suggestion is subject to further negotiations.

9. **“Connect cultural institutions from different disciplines.”**

CD statement: The BCF platform has been set up for this purpose, while networking and support for mutual cooperation is also part of the conferences, workshops and thematic (advocacy) groups organised by the CD. Beyond the CD, associations, platforms such as Nová síť (New net) and Brno cultural and creative organisations (e.g. KUMST, INDUSTRA, CO.LABS) also engage in networking within their programmes. The CD also regularly shares open calls and opportunities for stakeholder collaboration through its communication channels.

10. **“Support for new and small projects and events.”**

CD statement: Independent scene projects are generally supported by the City of Brno, regardless of whether they are new or long-standing activities, in the form of grants. The announced grant programmes are available on the portal dotace.brno.cz. A total of 9 sectoral grant programmes are announced for the field of culture; beyond that, special grant programmes are also announced, such as investment support for the purchase of equipment and musical instruments, the programme to mark the 130th anniversary of Fuchs, etc. Grant calls for the creative industry are announced by the SDCD. In addition to the grant programme, the City of Brno, as one of the founders of the JIC and its creative hub KUMST, supports the South Moravian Film Foundation, and in the last two years also the Josefů K. Foundation Fund to support art graduates.

11. **“More active linking of established and non-established (independent) culture.”**

CD statement: The aforementioned BCF and conferences are used to connect and network those involved in the scene, while information on cooperation opportunities is presented via the CD's communication channels. As the founder, the city monitors and welcomes the cooperation between its contributory organisations and other entities, including representatives of the independent scene. However, it is not within the capacities of the CD and at the same time it would not be an effective solution for the city to act as facilitator and moderator of communication between specific organisations.

12. **“Unify the submission of grant applications at various BCM departments. Each department has different conditions and applicants are confused. Applicants do not have to fall only under the Culture Department.”**

CD statement: The terms and conditions of grant applications across the City Municipality are unified by the [Grant Rules](#). Certain nuances arise due to the different areas and needs of the evaluation panels for assessing applications, and cannot be completely standardised so as to possess the necessary informative value. At the same time, a new electronic grant portal for the entire BCM is being worked on, which should be launched on a pilot basis in 2025 and simplify the entire grant process, enabling only the electronic submission of grant applications.

13. **“Culture for children.”**

CD statement: Leisure activities for children and young people are supported by the Education and Youth Department grant programme [Leisure Activities for Children and Youth](#) and CD grant programmes. The range and form of activities is then a question of the activities of the cultural and creative scene itself.

14. "Private investment in CCI."

CD statement: This is not within the City's capabilities. The City strives to promote multi-source funding by supporting and organising educational programs and events that focus on fundraising. For mentoring in this area, one can contact JIC or KUMST.

15. "Do more to connect tradition and innovation – prominent figures, costumes and folklore, plus innovation, design, technology, architecture. Brno's unique mix."

CD statement: The CD grant programmes as well as networking platforms such as BCF and conferences are used for support. It is also necessary for the entities to engage in their own activities; beyond systemic activities, the city has neither the capacity nor the ability to act as an intermediary between specific organisations, which in any case would not be effective.

SDCD statement: Linking is the aim of the Creative Brno platform, which presents offers for creatives that often include the linking of design and innovation. This theme is also intertwined with the grant programme for Creative Brno and the focus of the creative hub KUMST. Unfortunately, it is not within the city's capabilities, capacities, or goals to become an entity that collects contacts to individual persons or entities and is able to connect them with one another. This activity (say, a contact database) would require significant human resources and time and would not be sustainable in the long term.

16. "Support for emerging cultural and creative projects."

CD statement: Independent scene projects are generally supported by the City of Brno, regardless of whether they are new or long-standing activities, in the form of grants. The announced grant programmes are posted on the portal dotace.brno.cz. A total of 9 sectoral grant programmes are announced purely for the field of culture; beyond that, special grant programmes are also announced, such as investment support for the purchase of equipment and musical instruments, the programme to mark the 130th anniversary of Fuchs, etc. Grant calls purely for the creative industry are announced by SDCD. In addition to the grant programme, the City of Brno, as one of the founders of the JIC and its creative hub KUMST, supports the South Moravian Film Foundation, and in the last two years also the Josefů K. Foundation Fund to support art graduates.

SDCD statement: Creative Brno supports emerging projects through the grant programme Pro Kreativní Brno. Non-financial support is then offered by KUMST or the Creative Brno platform itself.

17. "Limit individual grants in favour of grant programmes."

CD statement: Individual grants have been the subject of several negotiations. This is a legal and legitimate instrument of support for the independent scene, which is fully within the competence of the Brno city administration. It can decide whether and how (based on what criteria) to support independent projects. Individual grants reflect a political vision of the direction of culture. At the same time, efforts are made to ensure that they are used only to support exceptional events or cultural activities and that their number remains limited. Like other forms of grant, these grants are subject to public administration control.

18. "Abandon the ideas of projects that are surely doomed to failure in advance – an overpriced hall, worthless and meaningless in architectural and urban planning terms, with no one to run it, a cable car from nowhere to nowhere..."

CD statement: The city also carries out feasibility assessments for its investment projects and a number of other materials are included in the approval of investment materials by the Brno City Council. Decisions of Brno City Assembly as the municipality's supreme body are then binding.

19. “Unnecessary support for Brno City Theatre.”

CD statement: Funding for organisations established by the City of Brno is linked to the fact that the city is the founder of these organisations. These are not independent entities. Along with being established by the city, these organisations have a number of obligations to the founder and vice versa, which are regulated by the Principles of the Relationship of the Authorities of the Statutory City of Brno to Contributory Organisations. Brno City Theatre is a contributory organisation of the City of Brno, which has long shown itself to attract high numbers of visitors and be self-sufficient. The organisation has a very strong audience base and fulfils the purpose for which it was established. Personal taste is a very subjective factor and is not a reason to limit or withdraw support for any entity, whether established or independent.

20. “City funding of internships for cultural organisations. An opportunity for the promotion of culture.”

CD statement: The suggestion is subject to further negotiations.

21. “Abolish other-than-online submissions of applications.”

CD statement: This is already being resolved through the preparation of a new electronic grant portal for the entire BCM, which will be launched on a pilot basis in 2025.

22. “Limit funding for contributory organisations.”

CD statement: Funding for organisations established by the City of Brno is linked to the fact that the city is the founder of these organisations. These are not independent entities. Along with being established by the city, these organisations have a number of obligations to the founder and vice versa, which are regulated by the Principles of the Relationship of the Authorities of the Statutory City of Brno to Contributory Organisations. These are large organisations for which the city is still negotiating with the South Moravian Region and the state about funding for their projects. For more information, see the Finance subsection above.

23. “Airport flying to multiple destinations. Supporting entrepreneurship in the creative industries – not just subsidised culture. Make spaces for creatives more accessible – e.g. the “Zaber To!” project.

CD statement: The airport is managed by the joint stock company LETIŠTĚ BRNO, a.s., and the city has no say regarding the choice and number of destinations. Other suggestions are subject to further discussion.

24. “Interaction between the exhibition centre and the city – revitalisation, programme, overall concept set in the 21st century, greater use for culture and artists, opening of a ‘user-friendly’ site.”

CD statement: The suggestion is subject to further negotiations.

25. “Set up better rules for individual grants.”

CD statement: Individual grants have been the subject of several negotiations. This is a legal and legitimate instrument of support for the independent scene, which is fully within the competence of the Brno city administration. It can decide whether and how (based on what criteria) to support independent projects. Individual grants reflect a political vision of the direction of culture. At the same time, efforts are made to ensure that they are used only to support exceptional events or cultural activities and that their number remains limited. Like other forms of grant, these grants are subject to public administration control.

26. "Address accessibility not only through recommendations but also through ordinances."

CD statement: Accessibility is being actively addressed by several BCM sectoral departments, specifically the SWD and HD agenda, but the CD is trying to complement it by expanding its activities in the field of culture. We actively cooperate in this area with the Advisory Board for Barrier-Free Brno and the Brno Integration Platform.

Accessibility is addressed by a number of laws and decrees, such as:

- New Building Act No. 283/2021 Coll.,
- Decree (Ministry of Regional Developmentx;) No. 146/2024 Coll., on construction requirements,
- Regulation No. 14/2024 on requirements for construction in the Statutory City of Brno,
- ČSN 73 4001 Accessibility and barrier-free use,
- Act No. 155/1998 Coll., on communication systems for deaf and deaf-blind persons,
- Act No. 99/2019 Coll. – Act on accessibility of websites and mobile applications and on the amendment to Act No. 365/2000 Coll., on public administration information systems and on amending certain other acts and other...

27. "Closer cooperation with the South Moravian Region in the field of culture."

CD statement: We agree, we have already initiated many meetings with trade union representatives and negotiations on projects are also taking place within the political sphere. It is always the case that the willingness and activity must be mutual.

28. "Organise fundraising events for culture."

CD statement: Training programmes in this area are already being organised. If the suggestion refers to other events in the sense of meetings held with potential donors and organisations, this is not possible given the city's resources and capacities. The organisations' own activity is necessary and indispensable.

29. "Finally build a functional cultural hall for classical music."

CD statement: The construction site has been handed over to the contractor. The current development of the project can be followed here: <https://cobude.brno.cz/projekt/janackovo-kulturni-centrum/>.

30. "Strengthen Creative Brno grants."

CD statement: The suggestion has been forwarded to the SDCCD and will be the subject of further discussions.

SDCCD statement: The Pro Kreativní Brno programme distributed 1.5 million a year in two asymmetric calls. However, in 2025, changes will be discussed throughout the grant programme. It is currently not possible to predict whether there will be an increase in the allocation. The amount of funding allocated to this programme (and the launch of the programme itself) is dependent on the budget negotiations and political decisions.

31. "Connect the centre with other city city."

CD statement: It is not clear how the suggestion was intended. However, the decentralisation of culture and creativity is part of the SCCI and will continue to be after its update.

32. "Make grant applications easier, creatives are not bureaucrats!!"

CD statement: The CD regularly works on this within the framework of its grants and through regular evaluation; however, the parameters are defined by law and at the same time it is necessary to take into account the uniform municipal rules and the needs of the evaluation committee, which requires sufficient information about the projects and activities of the organisations in order to properly assess the grant applications. The new electronic grant portal, which will be uniform for the entire BCM, should also help to facilitate applications.

SDCD statement: The submission of any grant applications is conditioned not only by the “whims of officials”, but above all by the law and internal regulations applicable to the entire Brno City Municipality. The official or administrator of a given call must always balance the needs of the evaluation committee(s), the law, and the regulations of the office. The aim is always to simplify the work not only for themselves and everyone working on your application, but also for you, the applicant. However, the result is a compromise, especially for creatives. Even so, we are also constantly trying to improve it to suit everyone involved as much as possible. And the digitalisation of the entire process through the Grant Portal is one of the first and crucial steps that await us this year.

33. “Provide access to more underground sites.”

CD statement: In March 2024, the reconstruction was completed and the water tanks under Žlutý Kopec were opened, and have been attracting record numbers of visitors to the site since their grand opening. The premises have been run by TIC since September. The water tanks under Žlutý Kopec are fully accessible, including a visitor centre and lift for people with limited mobility, and now serve as a unique cultural space. Other underground spaces will be the subject of further negotiations.

34. “Support the activities of sister cities.”

CD statement: Cooperation with sister cities is actively and systematically supported by the ERD. You can also find out more about how this support works in the Culture Brno workshops focused on international cooperation in the CCI, see <https://kultura.brno.cz/chcete-se-vzdelavat-s-kulturou-brno-prijdte-na-nase-workshopy/>.

List of source materials

This summary provides an overview of all the material used to produce this analysis and the subsequent update of the SCCI.

1. Analysis of Brno festivals for 2017-2019: <https://kultura.brno.cz/2241-2/>
2. Analysis of Brno festivals 2019-2024: <https://data.brno.cz/pages/festivaly>
3. Analysis of attendance at Brno Christmas markets: <https://data.brno.cz/pages/navstevnost-vanoc24>
4. Brno Brzo – database of construction projects of public and private investors in Brno https://experience.arcgis.com/experience/829f491bc03242ba99ba2e246056e982/page/page_0/
5. Encyclopedia of Brno: encyklopedie.brna.cz
6. Evaluation of the BCM CD grant system for 2020: <https://kultura.brno.cz/evaluace-dotacniho-systemu-odboru-kultury/>
7. Evaluation of the BCM CD grant system for 2023: <https://kultura.brno.cz/zadatele-o-dotace-v-kulture-hodnotili-dotacni-system-odboru-kultury-mmb/>
8. Finance for Creatives: how Brno supports creativity: <https://data.brno.cz/pages/finance-kreativci>
9. Funding for culture in Brno: <https://data.brno.cz/pages/5e5b0ffb2e514b8b8652c14a30add66a>
10. Funding for culture by regional cities of the Czech Republic - comparative analysis: <https://data.brno.cz/pages/srovnani-financovani-kultury>
11. Funding for the independent cultural scene in Brno: <https://data.brno.cz/pages/finance-nezavisla-kulturni-scena>
12. The character of Brno in the attitudes of its inhabitants: <https://data.brno.cz/pages/charakter-mesta-brna-2022>
13. Catalogue of educational institutions and activities in Brno 2024: <https://kultura.brno.cz/katalog-vzdelavacich-instituci-a-aktivit-v-kulture-a-kreativnich-odvetvich/>
14. Cultural Feeling Map of Brno 2028: <https://kultura.brno.cz/vysledky-pocitove-mapy-kultury/>
15. Cultural needs of Brno residents: <https://kultura.brno.cz/jake-jsou-kulturni-potreby-brnanu/>
16. Cultural contributory organisations of the City of Brno and their funding: <https://data.brno.cz/pages/prispevkovy-financovani>
17. Methodology for the Mapping and Development of Regional Strategies for the Cultural and Creative Industries of the Ministry of Culture of the Czech Republic: <https://mk.gov.cz/mapovani-a-tvorba-regionalnich-strategii-kulturnich-a-kreativnich-odvetvi-cs-2942>
18. The image of Brno in the opinions of its inhabitants: <https://data.brno.cz/pages/obraz-brna-v-nazorech-obyvatel-cr-2025>
19. Survey of tourist demand in Brno: [Turistická poptávka města Brna – průzkum mezi návštěvníky města Brna](https://www.turisticka-poptavka-mesta-brna-pruzkum-mezinavstevniky-mesta-brna/) / Analysis of the tourist demand of the city of Brno – survey of the visitors | [data.Brno](https://data.brno.cz)

20. Self-evaluation of contributory organisations: <https://kultura.brno.cz/sebeevalu-ace-prispevkovych-organizaci/>
21. Audiovisual and Gaming 2024 Thematic Group: <https://kultura.brno.cz/tematicka-diskuse-audiovize-a-gaming/>
22. Thematic group Theatre, Performance and Circus 2024: <https://kultura.brno.cz/tematicka-diskuse-divadlo-performance-a-cirkus/>
23. Thematic group Education 2024: <https://kultura.brno.cz/tematicka-diskuse-edukace/>
24. Thematic group Music and Music Clubs 2024: <https://kultura.brno.cz/tematicka-diskuse-hudba-a-hudebni-kluby/>
25. Thematic group Literature 2024: <https://kultura.brno.cz/tematicka-diskuse-literatura/>
26. Thematic group Dance 2024: <https://kultura.brno.cz/tematicka-diskuse-tanec/>
27. Thematic group Thematic Discussion: Výtvarné umění, fotografie, architektura a design 2024: <https://kultura.brno.cz/tematicka-diskuse-vytvarne-umeni-foto-grafie-architektura-a-design/>
28. Thematic group Arts Crafts and Folk Traditions 2024: : <https://kultura.brno.cz/tematic-ka-diskuse-umelecka-remesla-a-lidove-tradice-v-brne/>
29. Brno tourist demand - survey among tourists around Brno: [Turistická poptávka města Brna – průzkum mezi výletníky v okolí Brna / Tourist demand of Brno - survey among tourists in Brno city region | data.Brno](https://data.brno.cz/documents/4ceb1b4b9e0d43eab3db971a3a8b1a9c/explore)
30. Brno residents' perception of culture: <https://kultura.brno.cz/vnimani-kultury-brnenskymi-obyvateli/>
31. Research on the perception of the image of Brno abroad: <https://data.brno.cz/documents/4ceb1b4b9e0d43eab3db971a3a8b1a9c/explore>

List of participating organisations

Comments/additions to the document made by:

Centrum experimentálního divadla, p.o.
(Centre for Experimental Theatre,
contributory organisation)
Czech Television (Brno TV Studio)
Czech Radio Brno
Dům umění města Brna, p.o. (Brno House of
Arts, contributory organisation)
Hvězdárna a planetárium Brno, p.o. (Brno
Observatory and Planetarium, contributory
organisation)
Knihovna Jiřího Mahena, p.o. (Jiří Mahen
Library, contributory organisation)
Omega Cultural Centre
KVIC Cultural, Educational and Information
Centre
KUMST Creative Hub
Městské divadlo Brno, p.o. (Brno City
Theatre, contributory organisation)

Moravian Gallery in Brno
Moravian Library
Moravian Museum
Museum of the Brno Region
Museum of Romani Culture
Národní divadlo Brno, p.o. (National Theatre
Brno, contributory organisation)
National Heritage Institute (Brno Regional
Office)
BCM Culture Department
BCM Monument Care Department
BCM Social Welfare Department
BCM Strategic Development and
Cooperation Department
BCM Health Department
Rubín Social and Cultural Centre
Technical Museum in Brno
TIC BRNO, contributory organisation

The SWOT analysis of the cultural scene involved 240 visitors of the meetings from the Brno CCI within the thematic (advocacy groups) and the Brno Cultural Forum platform. Given the fact that some of the submissions were collected through the anonymous Mentimeter app or with the promise of anonymity, it is not possible to mention all institutions or specific names. The organisations involved include:

II. pád
4AM
Alliance Française Brno
Alterna
Ars Brunensis
Art Factory Studio
Artbar
Association of Independent Theatres of the
Czech Republic
BACH – Brno Association of Club Music
Bazmek entertainment, z.s.
Brno Independent Theatres
Brno kulturní

Centrum experimentálního divadla, p.o.
(Centre for Experimental Theatre,
contributory organisation)
Czech Television
Czech Radio Brno
Divadlo 3+KK
Divadlo Líšeň
Divadlo Mikro-teatro
Dům umění města Brna, p.o. (Brno House of
Arts, contributory organisation)
Ensemble Opera Diversa, z.s.
Filharmonie Brno, contributory organisation
Fléda

Půčik Folklore Association	Šejhahhop, z.s.
TIC Gallery	Starlet Dance School
Game Baze	Technical Museum in Brno
ICL Brno	TIC BRNO, contributory organisation
Indies Records	Union of Visual Artists
Memory of Nations Institute Brno	Vašulka Kitchen Brno
Janáček Academy of Performing Arts in Brno	Veletrhy Brno, a.s.
JazzFestBrno	Technical University
South Moravian Film Foundation	VSLPT POL'ANA
Kabinet Múz	YMCA Brno
Kabinet Records	ZUŠ F. Jílka Brno, p.o. (F. Jílka Elementary Art School, contributory organisation)
Kafara	ZUŠ PhDr. Zbyňka Mrkose (Zbyněk Mrkos Elementary Art School)
Knihovna Jiřího Mahena, p.o. (Jiří Mahen Library, contributory organisation)	
KOGAA	
KUMST Creative Hub	
KS Boni discipuli, z.s.	
kultino.cz	
CO.LABS Cultural Centre	
Kunštát PRO FUTURO o.p.s.	
Lužánky – leisure centre	
Masaryk University in Brno	
Museum of the Brno Region	
Muzeum města Brna, p.o. (Brno City Museum, contributory organisation)	
Moravian Gallery in Brno	
Moravian Library	
Moravian Museum	
Národní divadlo Brno, p.o. (National Theatre Brno, contributory organisation)	
Josefů K. Foundation Fund	
Nakladatelství Druhé město	
Open House Brno	
ORBITA, z.s.	
Pop Messe	
Serial Killer	
Association of Friends of Folklore in Brno, z. s.	
Slovak ensemble Saffron Brno	
Friends of Raduit de Souches association	
Secondary School of Traditional Crafts Brno	
Swing Wings Brno	



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Brno City Municipality

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Region: Mgr. Blanka Marková, Ph.D.



