



**a creative  
momentum  
project**

# **a creative momentum project**

**Pauline White**

*a creative momentum project co-ordinator*

Western Development Commission

**CONNECTING CREATIVITY ACROSS  
EUROPE'S NORTHERN EDGE**

[www.MyCreativeEdge.eu](http://www.MyCreativeEdge.eu)



Northern Periphery and  
Arctic Programme  
2014–2020



EUROPEAN UNION

Investing in your future  
European Regional Development Fund

# Tapping into the Tourist Potential of your Region

- 09.50 Pauline White, a creative momentum project
- 10.00 Dr. Aisling Murtagh, *Collaborative approaches to creative business: Experiences from peripheral regions*
- 10.15 Lorna Watkins, *Painting, Selling and Tourists Creating at Studio Near The Sea*
- 10.35 Gerry Brannigan, *Funducation-Crafting learning tourism activities*
- 10.55 Emily Sachs-Eldridge, *Building a Craft Business*
- 11.15 **Break**
- 11.35 Nicola Doran, *Modern Visions of Ireland: Communicating the Irish craft experience at home and abroad*
- 11.55 Mike Hourigan, *Getting Smart with Video*
- 12.15 Groups: 1) How to successfully bring products/services to market 2) creating DIY video content
- 13.05 Wrap up
- 13.10 **Lunch at Clarke's Bar & Restaurant**

# Western Development Commission



- 7-county Western Region
  - State body under the Department of Rural & Community Development
  - WDC Act 1998
- '... promote the economic and social development of the Western Region'*



# a creative momentum project

Transnational project to support the development of the creative industries sector across Europe's Northern Edge

- 3 years | 2015-2018
- 6 organisations | 5 regions in Ireland, N. Ireland, Sweden, Finland & Iceland
- Total budget | €2m
- Co-funded by EU Interreg Northern Periphery & Arctic (NPA) Programme  
[www.interreg-npa.eu](http://www.interreg-npa.eu)

***Survey of 225 creative enterprises in the 5 regions in 2015***  
***66% said they worked alone***



a creative  
momentum  
project

**North East Iceland**

Eyþing



**Northern Finland**

Lapin AMK

**Mid-Sweden**

Technichus

**West of Ireland**

Western Development Commission  
NUI Galway

**Northern Ireland**

South East Economic  
Development



Northern Periphery and  
Arctic Programme  
2014-2023

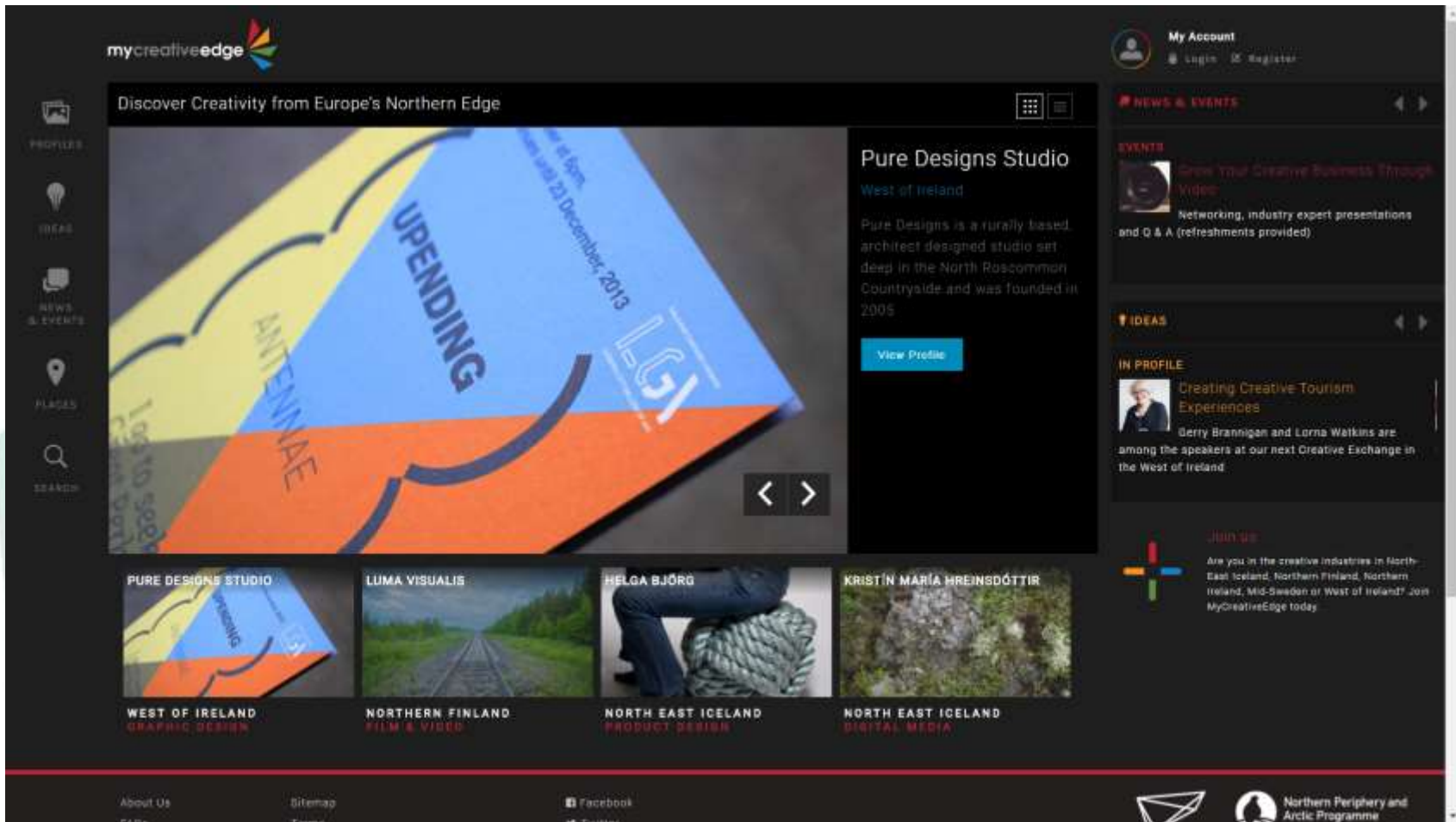


EUROPEAN UNION  
Investing in your future  
European Regional Development Fund

# MyCreativeEdge.eu

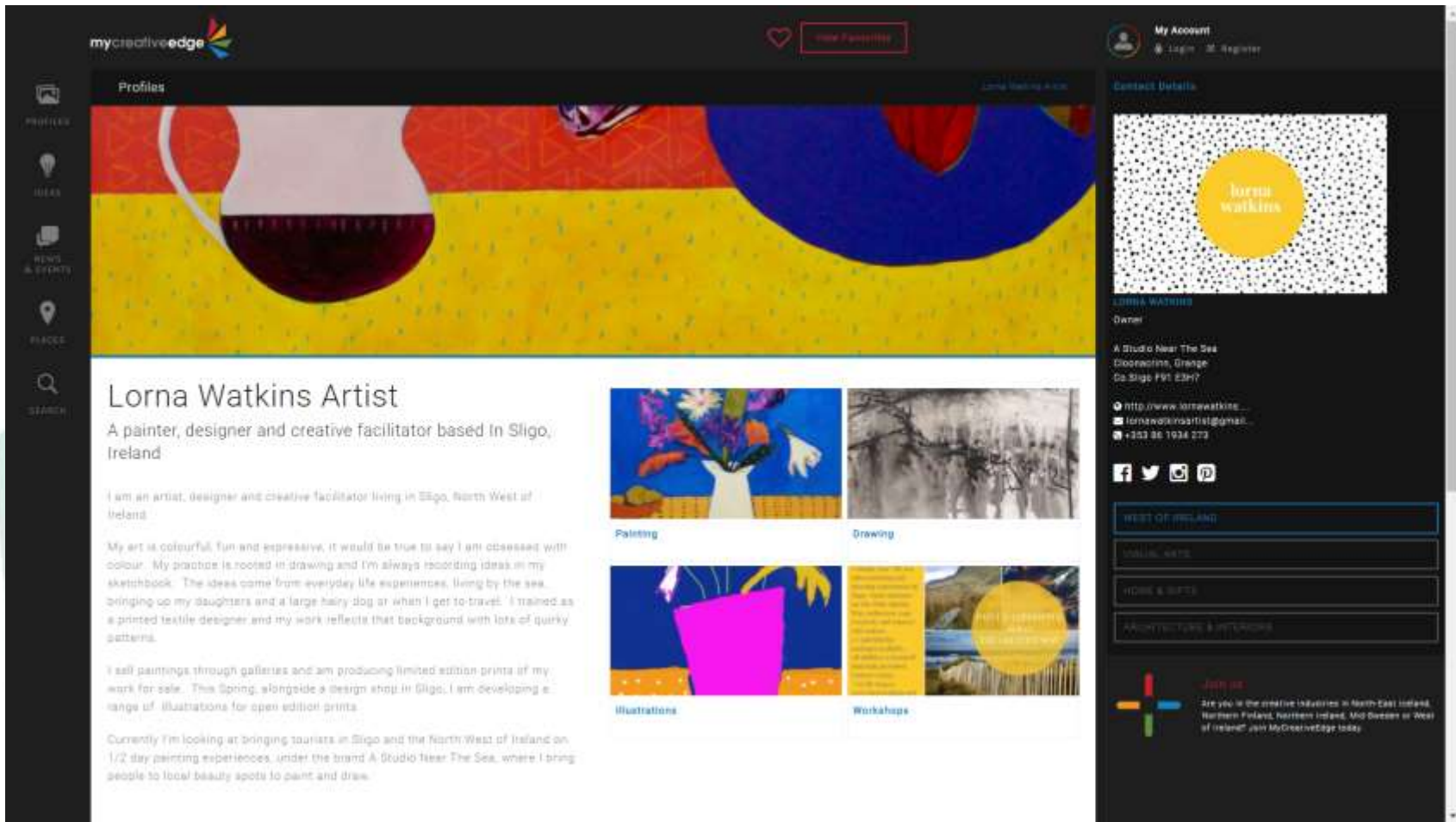
## Showcase. Discover. Connect

- Showcase for work of creative & cultural enterprises based in Europe's Northern Edge
  - Create a **free online profile** to showcase your work
  - Benefit from international **digital marketing campaign**
  - **Connect with creatives** across the regions
  - Post **Events & Blog Posts**
- **229 Published Profiles so far**



The screenshot shows the MyCreativeEdge.eu website interface. At the top left is the logo and the text "mycreativeedge". Below it is a navigation menu with icons for Profiles, Ideas, News & Events, Places, and Search. The main content area features a large banner for "Discover Creativity from Europe's Northern Edge" with a graphic design by Pure Designs Studio. To the right of the banner is a profile card for "Pure Designs Studio" located in the West of Ireland, with a "View Profile" button. Below the banner is a grid of four featured projects: "West of Ireland Graphic Design", "Northern Finland Film & Video", "North East Iceland Product Design", and "North East Iceland Digital Media". On the right side of the page, there are sections for "My Account" (with login and register options), "News & Events" (featuring an event titled "Grow Your Creative Business Through Video"), "Ideas", and "In Profile" (featuring a profile for "Creating Creative Tourism Experiences"). At the bottom right, there is a "Join us" section with a colorful logo and text inviting creative professionals from Northern East Iceland, Northern Finland, Northern Ireland, and Mid-Sweden to join the program. The footer contains links for "About Us", "Bitemap", "Facebook", and "Twitter", along with logos for the Northern Periphery and Arctic Programme, the European Union, and MyCreativeEdge.

# Profile: multi-portfolio



**mycreativeedge** Home Portfolio

**Profiles** Lorna Watkins Artist

## Lorna Watkins Artist


A painter, designer and creative facilitator based in Sligo, Ireland

I am an artist, designer and creative facilitator living in Sligo, North West of Ireland.


My art is colourful, fun and expressive, it would be true to say I am obsessed with colour. My practice is rooted in drawing and I'm always recording ideas in my sketchbook. The ideas come from everyday life experiences, living by the sea, bringing up my daughters and a large hairy dog or when I get to travel. I trained as a printed textile designer and my work reflects that background with lots of quirky patterns.

I sell paintings through galleries and am producing limited edition prints of my work for sale. This Spring, alongside a design shop in Sligo, I am developing a range of illustrations for open edition prints.


Currently I'm looking at bringing tourists in Sligo and the North West of Ireland on 1/2 day painting experiences, under the brand A Studio Near The Sea, where I bring people to local beauty spots to paint and draw.




Painting



Drawing




Illustrations



Workshops

**My Account** Login Register

**Contact Details**



**LORNA WATKINS**  
Owner

A Studio Near The Sea  
Droicheada, Buncrana  
Co Sligo F91 23R7  
087 911 1111

<http://www.lornawatkins.com>  
[lornawatkins1@gmail.com](mailto:lornawatkins1@gmail.com)  
 +353 36 1934 273

[f](#) [t](#) [i](#) [p](#)

**WEST OF IRELAND**

**WALKS, ARTS**

**HOME & GIFTS**

**ARCHITECTURE & INTERIORS**

**JOIN US**

Are you in the creative industries in North-East Ireland, Northern Ireland, Northern Ireland, Mid Sweden or West of Ireland? Join MyCreativeEdge today.





a creative  
momentum  
project



@eucreative  
#CreativeMomentum

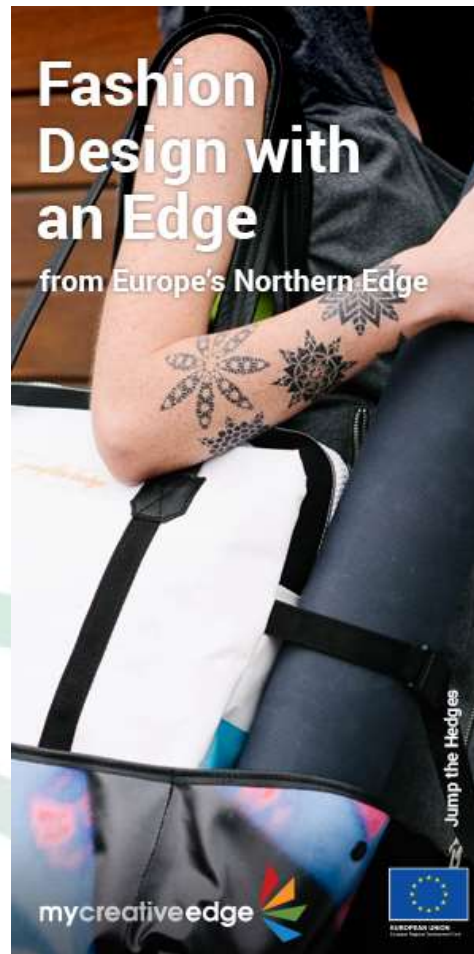


a creative  
momentum  
project





a creative  
momentum  
project



Northern Periphery and  
Arctic Programme  
2014-2020



EUROPEAN UNION  
Investing in your future  
European Regional Development Fund



@eucreative  
#CreativeMomentum

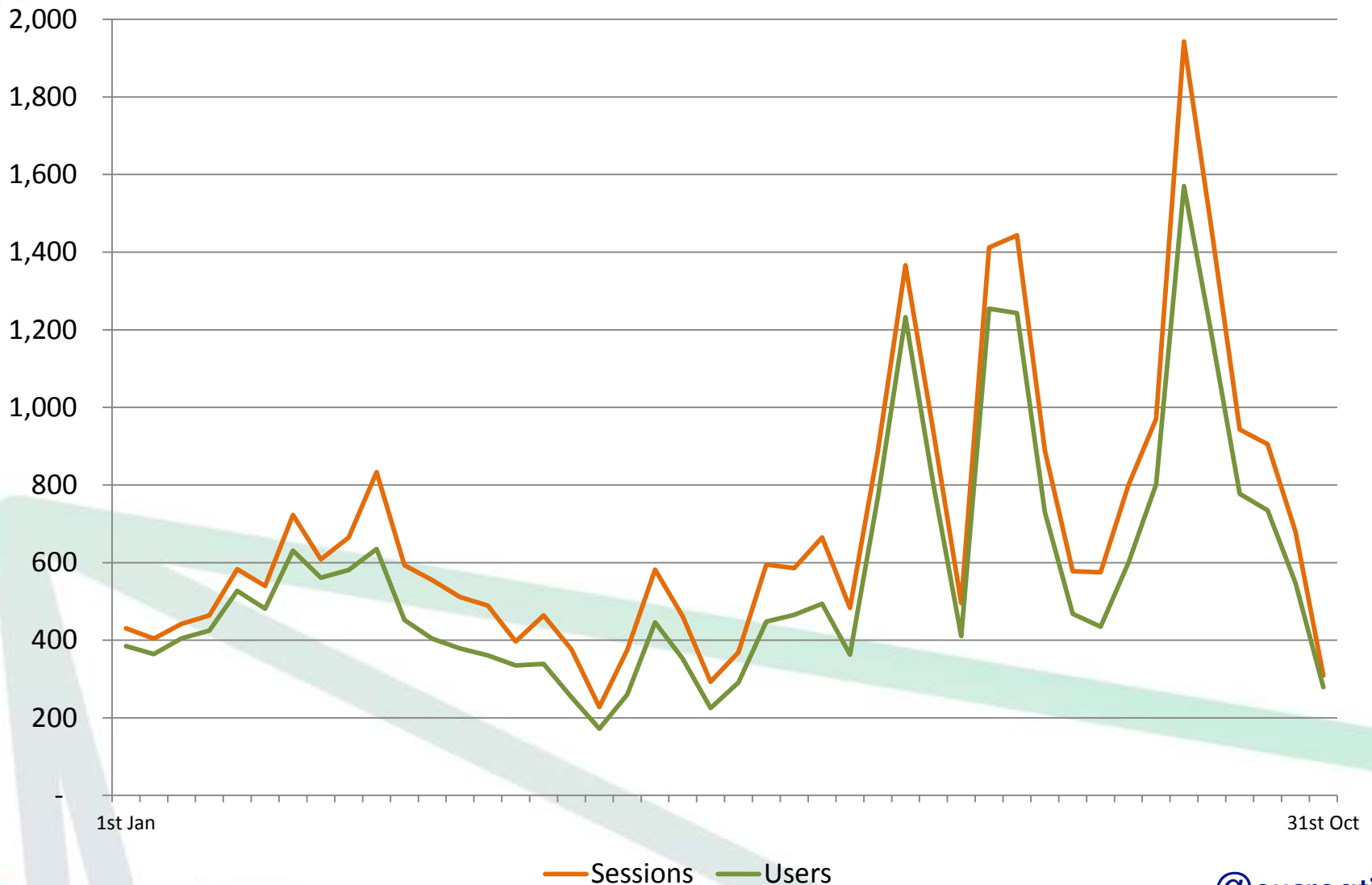


a creative  
momentum  
project





# Weekly Sessions & Users on MyCreativeEdge.eu Jan-Oct 2017





a creative  
momentum  
project



# Creative Trails

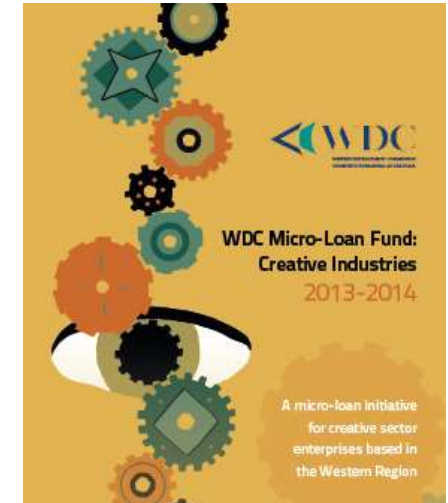
- Free app showing creative businesses open to the public – connecting tourists & creatives
- Available offline
- **South East of Northern Ireland Creative Trails**
  - Co Down Trail
  - Co Armagh Trail
- **North East Iceland Trails**
  - Arts and Crafts Trail
  - Museums Trail



# WDC micro-loan fund

[www.wdc.ie/microfund](http://www.wdc.ie/microfund)

- *WDC Micro-Loan Fund* open to creative enterprises in the Western Region of Ireland
  - **€5,000 – €25,000**
  - Up to 5 years
  - EU Reference Rate for Ireland for unsecured lending fixed for term (no state aid)
- Launched June 2012 – open call
  - 17 micro-loans to date
  - €336,000







**a creative  
momentum  
project**

**CONNECTING CREATIVITY ACROSS  
EUROPE'S NORTHERN EDGE**  
[www.MyCreativeEdge.eu](http://www.MyCreativeEdge.eu)

**Pauline White**

*a creative momentum project co-ordinator*

[paulinewhite@wdc.ie](mailto:paulinewhite@wdc.ie)

[MyCreativeEdge.eu](http://MyCreativeEdge.eu)



@eucreative



@eucreative



**Northern Periphery and  
Arctic Programme**  
2014–2020



**EUROPEAN UNION**

Investing in your future  
European Regional Development Fund

**mycreative  
edge**

**LAPIN AMK**  
Lapland University of Applied Sciences

**MENNINGARRÁÐ  
EYPINGS**



**SOUTH EAST**  
Economic Development

**TECHNICHUS**  
Science Center Härnösand

**WDC**