

Ten years of **KRAFT**

Our mission is to turn
interdisciplinary
knowledge into practice,
and creativity and
innovation into precise,
tangible results.

**Creative
Cities
–
Sustainable
Region**



www.kraftprojekt.hu
www.iask.hu

About the project

At the Institute of Advanced Studies Kőszeg (iASK) and before that at the ISES Foundation, under the directorship of Ferenc Míszlivetz, theoretical and empirical research has been carried out for more than a decade on the formulation of a regional development methodology that does not think in terms of traditional regional development instruments such as infrastructure development, business promotion or extensive tourism development, but rather sees the potential for regional progress primarily in sustainable and creative ideas and local potentials. The Kraft development concept, i.e. Creative Cities – Sustainable Region, which the Institute is promoting, focuses on an integrated development approach based on local creativity, cultural and societal values and traditions, while focusing on local connectivity and interconnectivity, and following socially, economically and environmentally sustainable principles. The concept is based on the conviction that the key to successful regional development initiatives and projects is effective cooperation between socio-economic, governmental and cultural actors.



The Kraft conferences

The annual iASK Kraft Conference is an international knowledge transfer event where existing and prospective partners of the Institute of Advanced Studies Kőszeg can learn about the latest development results by sharing the most current and cutting-edge knowledge on spatial and urban development. The conference aims at addressing the challenges, achievements and opportunities of cultural heritage-based urban and spatial development through international examples to local good practices, thus providing an opportunity for knowledge acquisition, professional discourse, networking and joint projects between representatives of the field.

The conference features internationally renowned speakers as well as distinguished experts from Hungary, who give presentations and take part in round-table discussions on the above-mentioned topics. Keynote speeches are followed by expert reflections, and more in-depth panel discussions on the given topic.

In addition to academics, the conference also invites policy makers involved in spatial development, so that experts and local decision makers, who are always present in large numbers, can get first-hand information on the latest development trends in their country. Mayors of the relevant research and project areas are also regular guests at the event, which allows them to learn about the research results affecting their localities while they may actively participate in the debate and shape the discourse.

Mayors representing the members of the Alliance of Pannonian Cities (AOC) are also key participants of the event, as regional cooperation and joint development based on creative cities are gaining in importance across Europe. Small and medium-sized cities and the cooperating regions in their vicinity are increasingly able to ensure a liveable and high-quality urban existence, and therefore the aim of joint work within the AOC is to explore the economic and social ties dwelling in cultural and historical elements of local heritage and the multidimensional development potential of the Pannonian region through cooperation between the cities of the Alliance, i.e. Keszthely, Kőszeg, Nagykanizsa, Pápa, Szombathely, Tata, Veszprém and Zalaegerszeg. The mayors will deliberate in a closed session at the conference, followed by a presentation by the acting president on the achievements of the past year and their plans for the upcoming year.



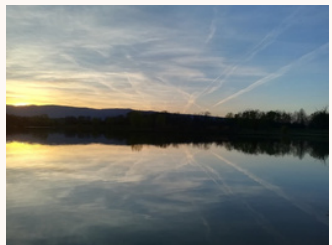
Regional development projects

The last decade of the Kraft conference series have been a journey from local through the regional to the global and back: the main thread of the event is the presentation and discussion of iASK's own research and results, and the many talks delivered on related topics by national and international experts. From its cradle, Kőszeg, to the Pannonian regions, Kraft has been presented across Europe. The survey of Veszprém and Nagykanizsa-Murafölde provided a solid basis for the Insula Magna project from 2020, which will include a pilot laboratory for complex methodology in the Szigetköz, an interdisciplinary survey with fifty researchers, a status quo analysis and a set of medium-term strategic development proposals, and as a follow-up, the plan for a comprehensive Csallóköz survey was born.

Sustainability

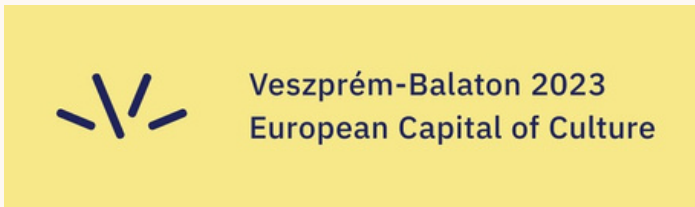


Innovation



Spatial
development

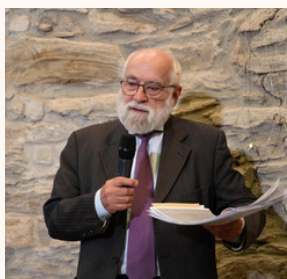
The title of European Capital of Culture for the city of Veszprém is an acknowledgement of the success of the approach and theory behind Kraft, and the programme year of 2023 was a great opportunity to demonstrate the impact of culture-based development, and the power of regional cooperation. A survey following the 2023 programme year is currently being carried out by iASK researchers.



The INTERREG Local Flavours project, lead by iASK implemented the Kraft methodology in eight countries: based on our solid theoretical approach, project partners presented and learned good practices from each other, developed a status report and action plan. iASK utilised the international experience from the project to build and refine both the methodology and the theoretical formulations of Kraft.



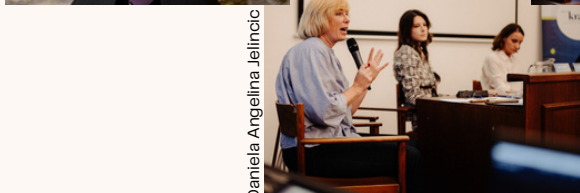
In connection with these projects and the above-mentioned signature topics, the Kraft conferences have been attended by renowned researchers such as **Mario Neve** (University of Bologna), **Graham Bell** (Europa Nostra, Renaissance Society) and **Daniela Angelina Jelincic** (IRMO). The presence of the Resilience platform and **Stefano Grimaz** (University of Udine) is a good example of the strengthening of the European network of contacts. The biggest step towards globalisation is the link with **Shen Xiaomeng** (UNU-ViE, UNU-EHS) and the UN university network, but over the years the scientific links connecting the Institute overseas have also been strengthened with the active involvement of **Daniel R. Brooks** (University of Toronto), **Hillary Brown** (City University of New York) and **Charles Vörösmarty** (City University of New York) in the Institute's scientific activities. The most important, however, are the Hungarian researchers who have accompanied iASK throughout its expansion, both geographically and in terms of topics: **Zoltán Gaál** as head of the Kraft group, **János Bogárdi** and **András Szöllösi-Nagy** in the field of water and environmental resilience, **Sándor Kerekes** in the field of the circular economy, **Tamás Fejérdy** in the field of built cultural heritage, **János Rechnitzer**, in the field of societal impacts of development issues, were always actively involved in the Institute's projects.



János Bogárdi



Daniel R. Brooks



Daniela Angelina Jelincic



Mario Neve,
Hillary Brown

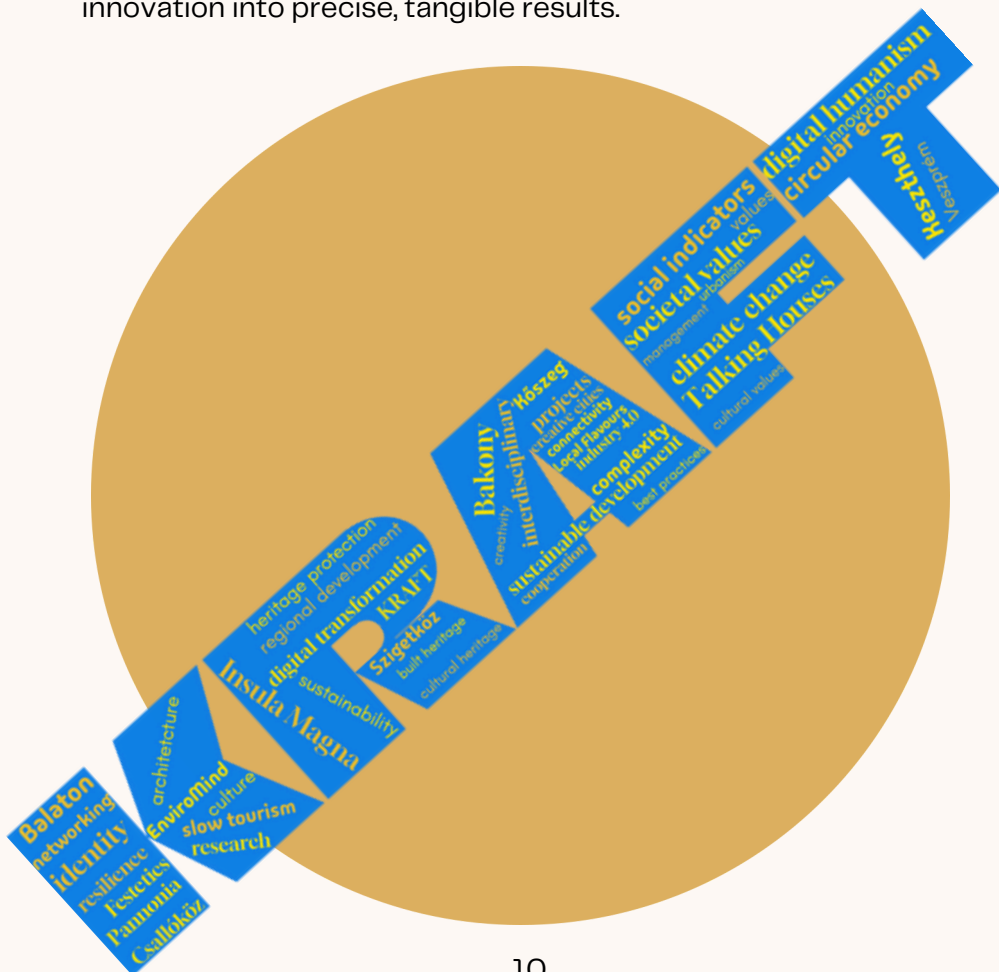
The Kraft programme's methodological framework integrates the so-called "soft" factors (culture, identity, heritage) and their effective management with "hard" factors such as infrastructure, energy, communication networks and economic sustainability, in contrast to traditional regional and urban development practices (green cities index, sustainable cities index, creative cities index, etc.). The Kraft approach seeks to work out an interconnected set of all the above, while utilising the creativity and intrinsic freedom of artistic expression as well. This approach is reflected in the way the Kraft conferences are structured: in recent years, the event has been accompanied by high-quality cultural and artistic programmes such as the exhibition of Zoltán Alexay's photographic works, the Open Courtyards – Talking Houses walk, the Bozsodi Quartet performances, Zoltán Mizsei's Sounding City concert, and the Kőszeg Strings' performance of Sándor Kárpáti's chamber music for strings.





One of the key tasks of the Kraft programme is to present the architectural and art-historical values of Kőszeg, to make them known to the general public, to ensure the renewal of the listed buildings through various utilisation methods, and to ensure their efficient and sustainable operation in the long term. In autumn 2022, the Institute of Advanced Studies entered the FIABCI Hungary Hungarian Property Development Excellence Award Competition with seven of its buildings (Benedictine Order House, Europe House, Festetics-Chernel Palace, Sgraffito House, Szemző House, Zwinger Old Tower and Synagogue), which were renovated under the Kraft programme. The entries, with building descriptions and rich photo documentation, were awarded the first prize in the category "Urban Scale Development" and the Attila Kovács Memorial Prize by the international jury.

The transdisciplinary discourse shaped by iASK researchers demonstrates what it means to have a complex, cross-disciplinary, dialogue-driven mindset and practice that does not stop at national borders, but is interested in the relationship, in tapping into what pulsates between the local and the global: how smaller communities can best shape themselves as part of a larger socio-political-economic structure. The mission is to turn interdisciplinary knowledge into practice, and creativity and innovation into precise, tangible results.



KRAFT publications

7
monographies

10
volumes of
essays

more than
100 articles

2014

Kreatív városok és fenntarthatóság

Miszlivetz Ferenc és az ISES kutatói



2015

Kisvárosok reneszánsza
ed. Miszlivetz Ferenc



2017

Élni és dolgozni a digitális világban
szerk. Gaál Zoltán



2019

**Képes könyv Kőszeg KRAFT /
Images of Kőszeg KRAFT**
Miszlivetz Ferenc, Takács Laura



2021

**Képes könyv Kőszeg
KRAFT / Images of
Kőszeg KRAFT**
2nd, revised ed.
Miszlivetz Ferenc,
Takács Laura

Keszthelyi történetek
szerk. Mátyai Mónika,
Tar Ferenc



2023

Insula Magna
szerk. Jakobi Ákos, Miszlivetz
Ferenc, Rechnitzer János



2016

Creative Cities and Sustainability
Ferenc Miszlivetz and the Research
Community of ISES



**Okos városok, kérdő-
és felkiáltójelekkel**
Z. Karvalics László

Köldökszínór

Berkesnő Rodek N., Birkner
Z., Ernszt I.

**A települési
együttműködések
elmélete és gyakorlata**

Ernszt I., Keller K.,
Tóth-Kaszás N.

**Társadalmi innováció a
pannon városokban I.**

Nagy Judit

A KRAFT bennünk van
Markovits Szabina

"Jót, s jól!"

szerk. Bodor M.
Kerekes S., Zilahy Gy.

2018

A Festetics-rejtély
Poozai Péter



Kőszegi történetek
szerk. Mátyai Mónika



2020

Kőszegi polgárok
szerk. Mátyai Mónika



2022

Beszélné Veszprém
szerk. Mátyai Mónika



**Keszthelyi történetek
2. kiad.**
szerk. Mátyai Mónika,
Tar Ferenc

2024

KRAFT-statistics

204
participants

from 17
countries

179
presentations



10th International Kraft Conference

New Dimensions of Cooperation

Kőszeg, 2–4 December, 2024

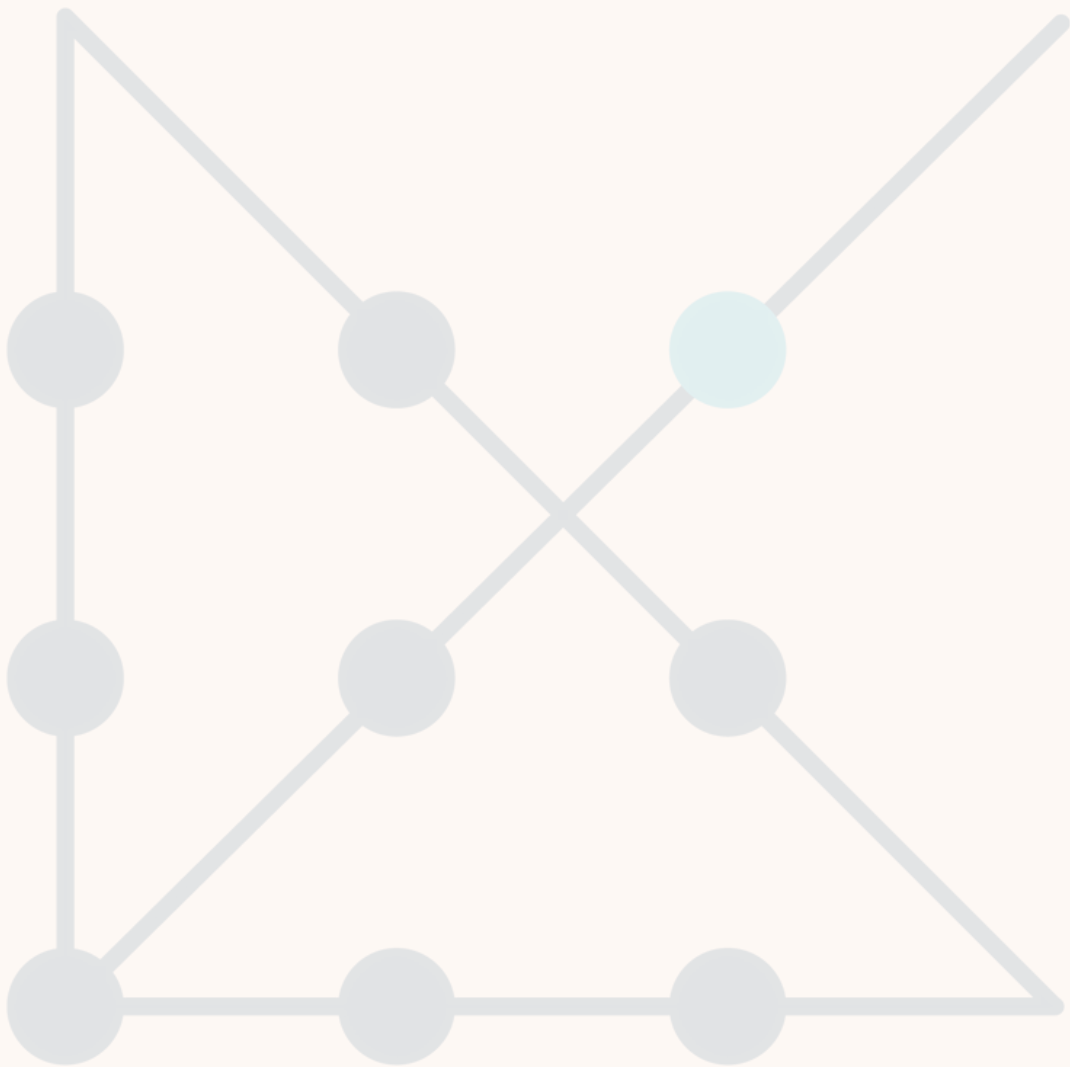
The tenth conference, New Dimensions of Cooperation, aims to address the challenges, achievements and opportunities of cultural heritage-based urban and regional development, through international examples to local best practices. The anniversary event is a good opportunity to look back, and take stock of the past, assess the present and gauge plans for the future: the conference will recall where the Kraft programme started, what important milestones have been reached, and it will share the current state of affairs including what the researchers are currently working on. The three days will be organised around the concept of Creative City – Sustainable Region (Kraft), but with a different focus. On the first day, the topic is regional science in the light of domestic and cross-border cooperations: we will remember János Rechnitzer, Professor Emeritus of Széchenyi University, reviewing the impact of his work on the discipline, recalling his research activities at iASK with the presentation of a volume of articles summarising the Institute's research on the Szigetköz, followed by an interactive roundtable discussion. The second day of the conference will take you through the history of Kraft's development through national and international projects, from a roundtable on the beginnings to current achievements and fresh projects, and on to the future challenges of knowledge-based planning and collaboration.

Our plans – a complex survey of the town of Kőszeg and the Csallóköz survey, which is intended to continue and mirror the comprehensive, interdisciplinary Szigetköz survey – will be presented, alongside local best practices. The day will close with an open lecture by Columbia University professors Zsuzsa Márka and Szabolcs Márka. The world- renowned rscientists will give a glimpse into the world of cutting-edge science and a taste of the joy of discovery, but will also focus on the role of the research-science-education nexus. The final day will give a glimpse into the plans for the future with a focus on the role of knowledge hubs: a presentation on the International Synergy Campus project will be followed the presentation of Philippe De Lombaerde, Head of the UNU-CRIS Institute for Regional Science, followed by a talk on global challenges and threats given by Daniel Brooks, Professor Emeritus at the University of Toronto. The final panel of the conference will feature presentations by PhD students, showing which directions of broadly understood regional development are attracting the interest of young researchers in the second decade of the 21s t century.



**institute of
advanced
studies
kőszeg**

Notes





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iSES

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Jean Monnet European
Centre of Excellence



NATIONAL RESEARCH, DEVELOPMENT
AND INNOVATION OFFICE
HUNGARY

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