

# Added Value of Networking



## KIT – A network association for artists

Basic information	
NRN:	Danish Rural Network
Theme:	Success story
Coordinator:	Local association (KIT)
Partners:	LAG, Artist Association KIT, municipality
Beneficiaries:	KIT Artist Association
Resources:	n/a
Period:	2011 – 2013
<b>Main element of networking:</b>	<b>Effective stakeholder engagement</b>
Other elements of networking:	Exchange of relevant experience and know-how amongst stakeholders Capacity building and training Support for cooperation and joint actions

### Background

Over the last few years there has been a growing interest in design, art and crafts; however, many artists can find it economically difficult to stay in business or to start a new business. In many rural areas the decrease in population coupled with the current economic crisis has led to the disappearance of small shops resulting in a number of empty buildings. The aim of this project is to create workshops for professional artists and designers in empty commercial building in the town of Skælskør. The project will contribute to the local area with the establishment of new businesses and jobs and attract visitors and tourists to Skælskør.

### Main activities

The main activity is the creation of an association (KIT) where artists can cooperate and share services including a workshop, administration and marketing as well as knowledge and skills. The objective was to attract at least ten artists, musicians and designers to move to the town of Skælskør to take part in the network and workshops within the two year project period.



# Added Value of Networking



## Main results/benefits

KIT has developed three workshop locations in the centre of the town and so far eleven artists have joined the network and created new activities in the empty buildings.

## Success factors

The main success factor of the project was attracting artists to the location which has been achieved through networking and cooperation. More artists are expected to follow and the new objective for the project is to get twenty-five artists to join the network and use the workshop amenities over the next five years. The members of the KIT association are local artists and artists from other areas

## Added value of networking

The core element of the project is the structure and organisation of the cooperation. Without sharing resources there would be no benefit for the individual artists to move to the town or to improve their chances of staying in business as active artists.

## Contribution of the NSU

The National support Unit has much experience of networking with rural stakeholders and many of the best practice lessons learned have been utilised within this Project.

## Contribution of the partners

The creation of the association and network are the results of local entrepreneurship and the contribution from the LAG which has been involved in the development of the project and supported it with €84,000. Other funds have also been secured and the municipality are also involved in the project.

## Additional information

Further information on the association can be found at [www.kunstkit.net](http://www.kunstkit.net)

## Pictures

n/a

## Last Update

May 2013



# Added Value of Networking



**ENRD** *Connecting Rural Europe*  
<http://enrd.ec.europa.eu>