re:think creativity

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gi-Cluster’s mission is to become a world-class, fully operational innovation ecosystem with a focus on Gaming and Creative technologies & applications, which will contribute towards elevating Greece in the global competitiveness charts.
2011: Cluster Initiation under the facilitation of Corallia

2012: Establishment of the gi-Cluster structure and governance

2013: Initiation of a Pilot Cluster Development Programme

2014: Deployment of common cluster infrastructure and services

2015: Critical mass of >50 members

2016: 5 year long-term growth plan

2017: Internationalisation plan – world class cluster 2020

2020:
Casual & Hard-Core Games
Creative Content
Serious Games
iGaming
Gamification
Platforms

58 members

gold-labeled cluster
1500 talented professionals
200 m€ revenue
Global presence

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The "Cluster Management Excellence Label GOLD - Proven for Cluster Excellence" of the European Cluster Excellence Initiative acknowledges cluster organisations that demonstrate highly sophisticated cluster management and that are committed to further improve their organisational structures and routines for the benefit of an even higher performance.
Creative Industries: definition

"those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property" and recognised nine creative sectors; namely:

- Advertising and marketing
- Architecture
- Crafts
- Design: product, graphic and fashion design
- Film, TV, video, radio and photography
- IT, software and computer services
- Publishing
- Museums, galleries and libraries
- Music, performing and visual arts
Games Segment [60%]
Primarily for entertainment industry. online games; mobile game applications; social games & platforms; game engines & tools

Visual Arts Segment [40%]
Primarily for tourism / culture & education industries. digital Culture; Services for the Tourism industry; Content development
gi-Cluster | value chain

category
Casual & Hard-Core Games, Serious Games, iGaming, Gamification, Creative Content, Platforms

type
End Product, Services & Tools, Content

channel
Console, PC, Mobile/Tablet, Social, Web, Retail

interface
2D, 3D, VR/AR, Haptic

target-client

target-market
Entertainment, Tourism & Culture, Education, Health, Advertising

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Developing links with the international market is a priority. A comprehensive internationalisation and extroversion programme is designed and in this context targeted actions are implemented.
The time is now!
Tourism sector provides an enormous pool of potential users interested in interacting with cultural heritage and creative content, all over the world.

Integration of creative content with visitor-related experiences, establishing and exploiting synergies among cultural, creative, touristic and high-technology sectors for the development of new products, experiences.
“Gamification” practically means the shift of Game design from the development of games for entertainment to the **creation of games or other applications with a more meaningful purpose**.

The **applications in Culture** are enormous and remain relatively unexploited.
An emerging trend to optimally combine content with a user experience that is differentiated and compelling on the consumer’s platform of choice; to innovate around the product and user experience; to develop seamless consumer relationships across distribution channels and to put mobile at the centre of their consumer offerings.
Societies’ diversity should be recognised and considered. Collections in museums, galleries etc. coupled with intangible heritage represent the history of individual countries, but also the collective heritage of the World. Such materials should be made more accessible via ICT technologies and enable a look to the future through contact with the past.
The notion of “smart cities” is defined by the EC as “a place where traditional networks & services are made more efficient with the use of digital and telecommunication technologies, for the benefit of its inhabitants and businesses”. Cross-fertilisation of specific technological sectors can form the foundation for the smart cities concept to become widely spread across Europe and the globe, allowing the development of new services for citizens and businesses, enhancing every-day life for inhabitants and resulting in friendlier, safer and energy & cost-efficient environments for all.
Today, tourists seek more “vivid” experiences.

According to a Trip Advisor survey, the top reasons for global travel are search for unique and interesting experiences and the opportunity for the visitor to broaden his/her knowledge and enrich his/her understanding of the world.

52% of consumers, used a mobile device to book travel; 62% of travellers use the internet to research their trips; 89% of travellers use their smartphone while visiting a destination.
What About Us??
Thank you for your attention!

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Corallia Clusters Initiative is the first organisation established in 2005 in Greece for the structured and systematic management and development of clusters, with the strategic aim to develop cohesive and productive innovative ecosystems within which actors operate in a coordinated manner, in specific sectors and regions of the country, where a competitive advantage and export orientation exists.

Corallia acts as a catalyst creating favorable conditions for clusters to expand and make effective use of and promote Hellenic innovation, at both national and international level.