



Existing for more than 6 centuries in a city with 8000 years of history The Kapana district situated in the centre of Plovdiv, the second largest city in Bulgaria, has always been a focus-eye of the everyday life. And as an eye - it had its periods of shine, blindness and myopia and we saw it as our chance, duty and loved responsibility to dedicate energy and funding into bringing back this zone to people and their caring creative genius.

The purpose of the project Kapana Creative District is to develop the potential of this central urban zone as an area of discovery, innovation and experimentation in the sphere of culture, cultural management and the creative industries. The project is part of the programme of Plovdiv – European Capital of Culture in the cluster “Urban Dreams” which is dedicated to long-term and sustainable interventions in the urban landscape, reinvention and revitalization of the desolated spaces and providing them with new cultural functions.

Here in Bulgaria, we have a special attitude towards the concept of “public space”. Through Kapana, the city fosters and considerably supports the growth of creative businesses, developing a sub-economy of their own. The regeneration of the post-industrial (and post-Socialist) city, emphasizes its cultural revival and dependency on urban development to fuel tourism and the economy. The neighbourhood has created a unique subculture, where public space meets infrastructure, art meets business, and creativity meets economic growth. In the end, we’ve managed to create a leading example of a sustainable creative district, directly influenced by the adaptation to its progressive needs.