

# MONTPELLIER

## CULTURAL AND CREATIVE INDUSTRIES



[invest-in-montpellier.com](http://invest-in-montpellier.com)  
[micc.montpellier3m.fr](http://micc.montpellier3m.fr)

**PHILIPPE SAUREL**  
MAYOR OF MONTPELLIER  
PRESIDENT OF  
GREATER MONTPELLIER



In the heart the cultural and creative industries sector, which generates nearly 300 billion euros in revenue worldwide, Montpellier Méditerranée Métropole – a creative and innovative, young and dynamic territory – invites you this spring to enjoy the second edition of the Montpellier Creative and Cultural Industries gathering, MICC.

During a week filled with events for professionals and the general public from April 13 to 18, MICC will highlight local initiatives in the Cultural and Creative Industries (CCI) sector.

2019 is an intense year for CCIs, notably with the new “Tropisme Hall”, inauguration of the MOCO contemporary art center, Ubisoft’s expansion, and the ESMA (National Higher School of Applied Arts) relocation to the Creative City site. A complete economic and cultural ecosystem is taking shape, generating both growth and jobs. Even major American studios, such as Disney and Pixar, come here to seek out talents graduating from our schools.

Come enjoy innovative events, meetings, conferences, workshops, discoveries, and more at the second edition of MICC, organized by Montpellier Méditerranée Métropole and all local stakeholders. The event focuses on cinema, special effects, 3D animation, video games, digital creation, design, training, radio, television, and more.

All players in the CCI sector will be present to lead a week during which everything is possible, helping make the Montpellier area even more of a place for innovation and success.



**Philippe SAUREL**

Mayor, City of Montpellier  
President, Montpellier Méditerranée Métropole



**Chantal MARION**

Vice President of Montpellier Méditerranée Métropole  
Delegate for Economic Development, Higher Education and  
Research, Innovation, French Tech, Craft Trades, Operational  
Planning and Urbanism

Nearly  
**2,000**

JOBS IN THE EMPLOYMENT AREA

(IDATE 2018)

**1**

FLAGSHIP EVENT

MICC, with 30 events in 2018  
and about 50 in 2019!

**70**

DIGITAL CREATION STUDIOS

specialized in film, video games, advertising, and more

**638**

SHOOTING DAYS

covering all genres

**16,000 m<sup>2</sup>**

AUDIOVISUAL PLATFORM IN VENDARGUES

used by France Télévisions to film its popular daily series,

“Un si grand soleil”

# TRIPLE OBJECTIVE FOR MONTPELLIER CCIs

## Support and boost CCI development

Montpellier Méditerranée Métropole coordinates strategy for the CCI sector and exposure for the territory as a center for CCIs. The goal is to unite CCI thematic cluster representatives and boost motivation to implement projects that will benefit everyone. This facilitator role enables access to information, elaboration of adapted support mechanisms, and new interactions between local stakeholders.

**2<sup>e</sup> édition**

Montpellier Industries Culturelles & Créatives

**MICC**

DU 13 AU 18 AVRIL 2019 MONTPELLIER

**LE RENDEZ-VOUS DES ICC**

- Colloques, conférences et tables rondes
- Ateliers et masterclass
- Hackatons et game challenges
- Performances artistiques
- Expositions
- Soirées

**PROGRAMME COMPLET SUR**  
micc.montpellier3m.fr

PHILIPPE SAUREL  
MAIRE DE MONTPELLIER  
PRÉSIDENT DE LA MÉTROPOLE

Montpellier Méditerranée Métropole

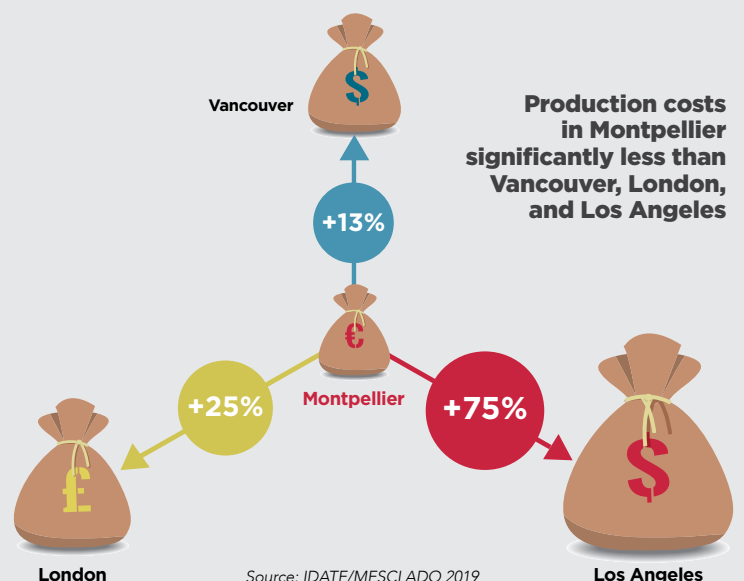
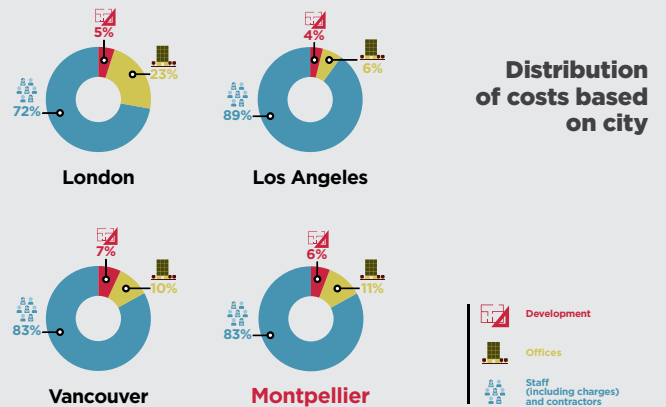
## Highlighting territorial attractiveness for successful set-up

Real estate opportunities continue to expand, notably at the Creative City site. Montpellier Méditerranée Métropole is laying the groundwork for a complete offering ready to welcome new CCI organizations to the territory, regardless of their size, and meet the sector's needs.

## Increasing exposure nationally and internationally for Montpellier

Seeking international notoriety, Montpellier Méditerranée Métropole is a stronghold for Cultural and Creative Industries (CCIs). Montpellier Méditerranée Métropole organizes many events to support the ecosystem, including MICC, "Downtown in lights", and the "Effets Stars" festival. Promotional activities foster both vitality in the local economy and the presence of recognized training options.

## Comparison of production costs for an 80-minute animated film (100 people / 1,000 m<sup>2</sup>)



# STAKEHOLDERS IN THE SECTOR

## Sébastien CHORT

CG Supervisor

### Blur Studio, California

"Montpellier's Creative City project is a fantastic opportunity for companies involved with research and development in the animation sector. It offers them a top-quality technology space that supports their creative mission over the long-term. International studios are very interested in this type of initiative."



## Sébastien PAULE

Manager, cooperative company

### Illusion & Macadam

Organizer of Tropisme festival and manager of Third-space dedicated to CCI activities at Creative City

"CCIs are a sector with high economic and social value added. They generate wealth, jobs, values, meaning, and identity. The stakes involved encourage crossovers: with tourism to develop attractiveness for a territory; with research, schools, and the business community to speed up innovation processes through creativity; and with artistic creation to drive demanding policies for content production. Crossovers are encouraged by location, notably within places like the Creative City, networks, and other dynamic approaches that generate human and economic development for the territory."



illusion  
& macadam

## Vincent BENVENISTE

CEO of Radio Act SAS Netia

### Radio Act SAS Netia

"Radio is a major cultural industry. It is a stable, frugal, and ecological medium that is accessible to 90% of humanity. Radio is also evolving significantly, thanks to the increasing importance of voice and the uncountable digital platforms available for accessing it. Its future success depends on the ability of the various stakeholders within creative and cultural industries to work together on new uses for radio to illustrate audio content with techniques such as video, animation, writing, and more. The Creative City will help promote this cultural and democratic mission by creating innovation opportunities for all."



## Karim Khenissi

General manager, Icônes Schools and founder of the National Higher School of Applied Arts

### ESMA

"Montpellier holds great potential for the future. It is a place whose global momentum creates many opportunities in a variety of fields. Montpellier Méditerranée Métropole implements the means needed for collaborative work that brings innovation. A desire shared by the community for development is at the heart of the Montpellier ecosystem. That is why it seems essential for us to join the CCI project. This ecosystem enables exceptional projects to emerge, such as the upcoming Creative City, which will further increase exposure for the metropolis throughout Europe."



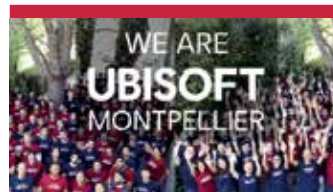
## Laurent MICHAUD

Research director

### IDATE

Thematic network lead, Montpellier French Tech EdTech & Entertainment

"Creative industries are one of the economic, cultural, social, and citizen-oriented development levers for territories. Montpellier Méditerranée Métropole benefits from undeniable advantages in that area, including: Creative City, an urban project living up to its potential, as well as excellence schools, a dynamic community of businesses and associations, effective assistance programs, recognized cultural events, and an unyielding desire to drive the ecosystem in a single direction, toward success."



## Francis Coldeboeuf

Production director

### Ubisoft

"The Creative City project is a fabulous opportunity for Ubisoft to build strong ties with local players who can help us develop cutting-edge technologies, worlds that are even more immersive, and offer an even more compelling experience for our players."



## RAUL CARBO PEREA

Manager

### In Efecto

"Creative industries are a pillar of innovation and economic development. They are a central part of a city's growth and a guarantee of jobs and industry momentum. As a stakeholder in this creative industry, In Efecto is proud to be able to count on support from the city of Montpellier and Montpellier Méditerranée Métropole with their major boost to build the Creative City. A unique model for business-training center collaboration in France, a major lever for cultural and economic development, the Creative City will be the birthplace and nerve center for a highly creative industry in which In Efecto will join its efforts and projects."



ESMA character

# PROXIMITY AND CREATIVITY

## MONTPELLIER BRINGS EVERYTHING TOGETHER FOR YOUR SUCCESS

### TRAINING\*

ARTFX  
CINÉCRÉATIS  
E.ARTSUP  
ESBAMA  
ESMA  
ETPA  
IEFAR-GAM  
IEFM3D  
IPESAA  
OBJECTIF 3D  
STUDIO M  
UNIVERSITÉ PAUL VALÉRY  
COURS FLORENT  
THE PLATFORM

### COMPANIES\*

DIGIXART ENTERTAINMENT  
DWARF LABS  
FEERIK GAMES  
FRENCH KISS PRODUCTION  
IN EFECTO  
ISOTROPIX  
LES FÉES SPÉCIALES  
LES TONTONS TRINQUEURS  
MAD FILMS MI  
NETIA  
PAGES ET IMAGES  
PLUG IN DIGITAL

SATELLITE MULTIMÉDIA  
SUBMARINE  
SUNDAE FACTORY  
SWING SWING SUBMARINE  
THE GAME BAKERS  
UBISOFT  
WARDENLIGHT  
WILD SHEEP STUDIO

### AN EXCEPTIONAL LIFESTYLE

DYNAMIC METROPOLITAN AREA  
43% OF THE POPULATION UNDER 30 YEARS OLD  
WORLD-CLASS CULTURAL AND SPORTS EVENTS

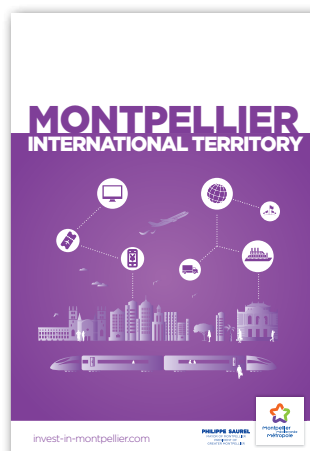
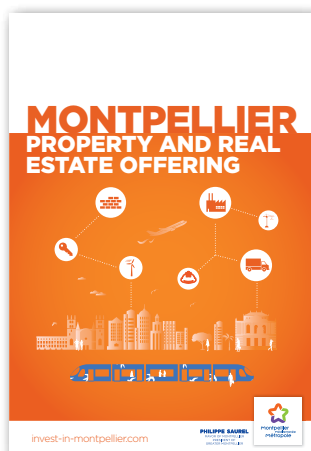
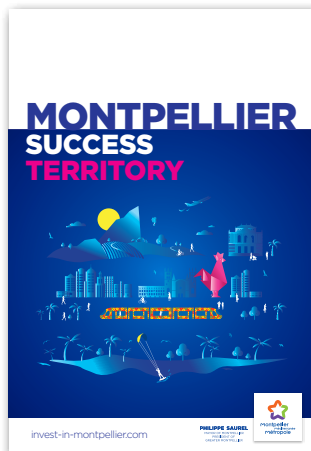
### REAL ESTATE AND SERVICES

SOLIDARITY CONCIERGE SERVICE  
PROPERTY SOLUTIONS DEDICATED TO CCI COMPANIES  
CREATIVE THIRD-SPACE CAMPUS

### NETWORKS AND ACTIVITIES\*

MONTPELLIER CULTURAL AND CREATIVE INDUSTRIES  
DOWNTOWN IN LIGHTS  
EFFETS STAR  
ILLUSION & MACADAM  
FRENCH TECH CERTIFIED METROPOLIS  
PUSH START  
#NOTWITHOUTDESIGN  
SUD PICCEL

# OUR PUBLICATIONS



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