

Creativity enriches



THE CELEBRATION OF creativity in Paducah continues every day! Paducah's status as a UNESCO Creative City increases opportunities for locals and visitors to participate in the community's authentic sense of place!

At the heart of creative places are creative people!

"Human creativity is the ultimate economic resource," says Richard Florida, author of *Rise of the Creative Class*. The UNESCO Creative Cities Network recognizes that harnessing and cultivating this creativity is essential to the prosperity of any city. Our UNESCO designation acknowledges the value of Paducah's own makers, innovators, and leaders who are creatively preserving the past, informing the present, and transforming the future.



In fact, every person in Paducah contributes to our global reputation. Whether your creativity results in artwork, an innovative idea, or an original business plan, YOU, too, are part of Paducah's distinctively creative culture!

LIFE *in* Paducah



Local Culture **Yields** Global Connection

UNESCO is opening new doors for exciting partnerships with Creative Cities around the globe. People in Paducah are leveraging the Creative Cities Network to expand connections, identity, and impact. Here are just a few examples!

MUSIC • Music @ MAC presents Virginia Guastella | JoyCut from Bologna, Italy

FILM • David Wilson, Bradford, UK Juries REIFF

LITERATURE/MUSIC • JD Wilkes' international tours with the Legendary Shack

Shakers include UNESCO Cities including Dublin, Ireland and Glasgow, UK

CRAFTS & FOLK ART • Paducah Arts Alliance hosts Sandro Tiberi, contemporary papermaker as Artist-in-Residence

CRAFTS & FOLK ART • Woljeon Museum of Art in Icheon, South Korea exhibits quilts from the National Quilt Museum as part of display of native crafts from Cities of Crafts & Folk Art

EDUCATION • Heath Area Schools pioneer statewide global competency education programs with direct connection to UNESCO CCN visitors from Bologna, Bradford, Kanazawa

PROGRAMS • Paducah Economic Development launches Forward Paducah Strategic Vision incorporating Celebration of Culture and UNESCO

Bringing the **WORLD** to PADUCAH

Paducah will host the 2017 UNESCO Creative Cities of Crafts & Folk Art Annual Meeting this September. Learn more and find inspiration in Paducah's creativity and authentic local experiences at www.paducah.travel.



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United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2013