

The Space of the Creative Class: Urban Facilities and Strategies for Creative Entrepreneurs

3rd THEMATIC WORKSHOP, Hódmezővásárhely, 11 October 2010



THE WORKSHOP.

Third of a series covering five key sub-themes which are articulating our work at network level:

➤ **Creative clusters: diversifying local economic base & opportunities to young people, Ploiesti-Mizil, October 2009.**

➤ **Creative education: incubating future talent, Reggio Emilia, May 2010.**

➤ **The space of the creative class: urban facilities and strategies for creative entrepreneurs, Hódmezővásárhely, October 2010.**

➤ **Promoting the creative ecosystem: new city strategies in big events and cultural agenda, Barnsley, March 17-18, 2011.**

Three working sessions:

➤ **S01 and 02. BUILDING THE CREATIVE SPACE: CONCEPTS, TRENDS, STRATEGIES.**

The more physical dimension of the work of the partnership. Different scales will be considered: a) promoting creative districts, new approaches to public spaces...; b) a new range of urban facilities for creative people and entrepreneurs.

➤ **S03. BOOSTING CREATIVE ENTREPRENEURSHIP: PROGRAMMES AND SUPPORTING MEASURES.**

Specific measures and comprehensive strategies for attraction&retaining creative entrepreneurs and talented people

Basic statements:

- **There is no a true creative-based strategy in local development without a specific spatial strategy.**
- **What spatiality for creative-based city strategies?**
- **From regional & urban planning to architectural design. Different scales should be considered**

Promoting creative districts:

- Revitalising deprived areas.
- New roles for public space: activating meeting points... using culture and creativity-based performances to re-activate flat public spaces.
- The continuum private and work life/space in creative professionals.
- Mixing retail/leisure/work/housing?
- Location factors for the creative class.
- New iconic spaces?, urban fragments of creativity?, the entrepreneurial creative city?.
- Setting people at the core.



Type of Knowledge Workers	Hard and Soft Location Factors
Scientists, Engineers and Creative Professionals	<ul style="list-style-type: none"> • Quality of university milieu • Leisure facilities • Hedonistic environments • Accessibility • Life style environments • Access to cultural facilities
Artistic, Creative People and Media Professionals	<ul style="list-style-type: none"> • Affordable space • Creative milieu • Entertainment • Creative spaces • Urban diversity
Students (Latent Knowledge Workers)	<ul style="list-style-type: none"> • Cost living • Prestigious universities • Life style environments • Cheap accommodation

Source: Derived from Kunkmann (2005); Van den Berg et al. (2004)

Spatial-based strategies:

- **Strategies for city centres: re-making Barnsley; Tornyai János Cultural City Rehabilitation Plan, Hódmezovásárhely; Porta Genova fashion district, Milan.**
- **Strategies for urban peripheries: Reggio Territorio Esteso, Bicocca area, Milan.**
- **New central districts: Lutakko area, Jyvaskyla.**
- **The “creative space” beyond the city: Óbidos.**

Setting all creative-based assets in space.



A new range of urban facilities:

- **Digital Media Centre in Barnsley.**
- **ABC business centre in Óbidos.**
- **Aivia handicraft centre in Jyväskylä.**
- **Parco della Citadella in Viareggio for carnival artisans: empowering creative-based strategies with local background and potential.**
- **Dreamhouse(Aalborg), Casa da Musica (Porto) ...**

A new range of urban facilities:

- **New urban work environments.**
- **Spaces for interaction.**
- **Linking heritage to the contemporary.**

“Old ideas can sometimes use new buildings. New ideas must use old buildings “. Jane Jacobs, NYC, 1961.

Some cross-cutting issues:

- **Formats in combining different visions and interests over the creative-based facility. Avoiding elitism in new avant-garde facilities.**
- **Formats in promoting and managing the creative space: private development, city pools and partnerships: Creative Dublin alliance, Porto Creative Agency, etc.**

City strategies attracting and retaining the creative class:

- **Packaging financial, logistics and advising support measures specifically adapted to creative entrepreneurs.**
- **Comprehensive strategies.**

Branding the creative place:

- **What is the creative place?: rhetorics, realities and expectations.**
- **Deconstruction and re-building the city around creative-based narratives.**
- **Cases: Óbidos Criativa; re-making Barnsley; Jyväskylä, the human technology city...**

Let's work


creative **Clusters**
in low density urban areas

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