

# URBACT thematic workshop

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## **Creatives are the challenge**

How a town can help in order that creativity becomes  
the nest of the town

Peter Gauder

*Studio Metropolitana Nonprofit Kft*

**Budapest**

*gauder@studmet.hu*

# a small country's cities...

or: the future of cities (and the country):

- **A civilization/culture is judged by its cities**
  - It needs to be realized and admitted that cities are the throbbing centres of modern life
  - Which does not mean that the countryside needs to be undervalued. It is just different
- **We don't take our cities seriously**
  - „sinful” city („Sin City” originating from Kain)
  - The city is crowded, filthy, messy and chaotic
  - Few of us believe that a city is a good place to live
- Precondition: a better life can only be achieved in better functioning, better planned cities

# I believe in interrelatedness

a better life can only be achieved in better functioning, and better planned cities

## In cities which:

- Reinforce the whole spectrum of human organization, the „factory” (rather than destroy it)
- The message of the **current renaissance** of Barcelona, Lyon, Copenhagen or other successful cities :

good quality life and good quality urban design are interrelated

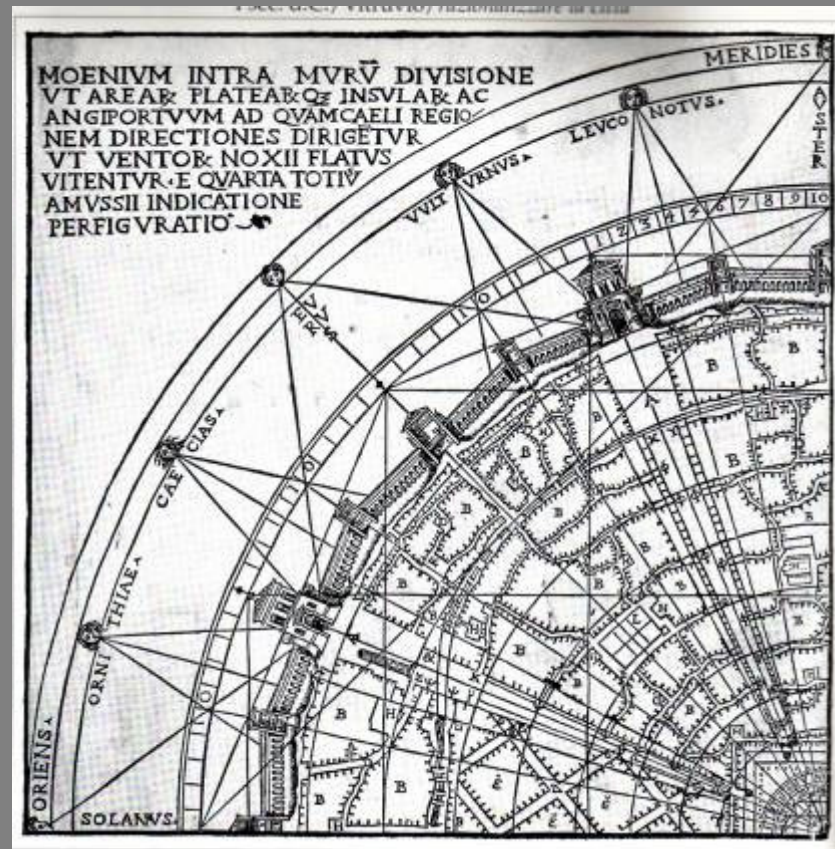
# Intermezzo: metamorphose of the cities...

Intra Mura type of cities can be symbolized with an EGG :

- hard outer shell
- closed inner life
- compact space
- outside and inside

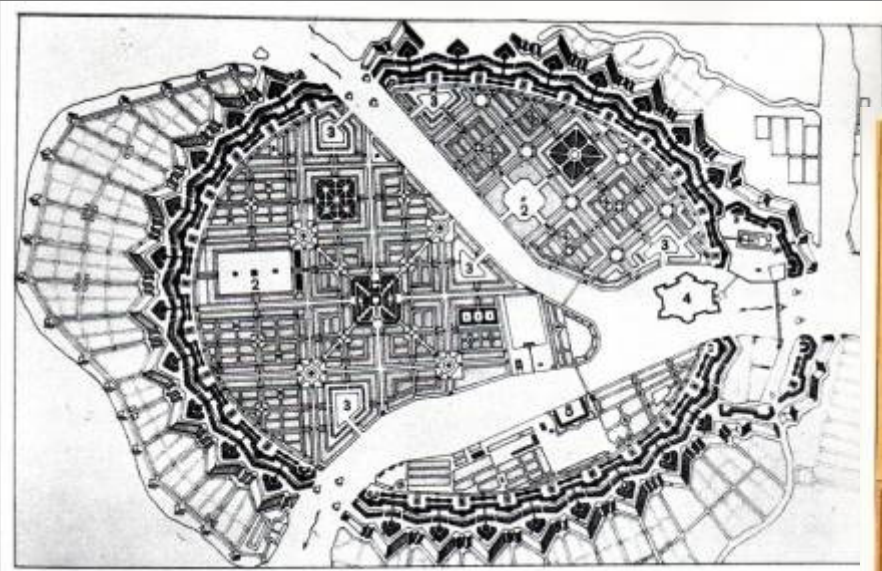
Determined by the outside (by outer impacts)

The „being” of Parmenides or the „one”, is eternal

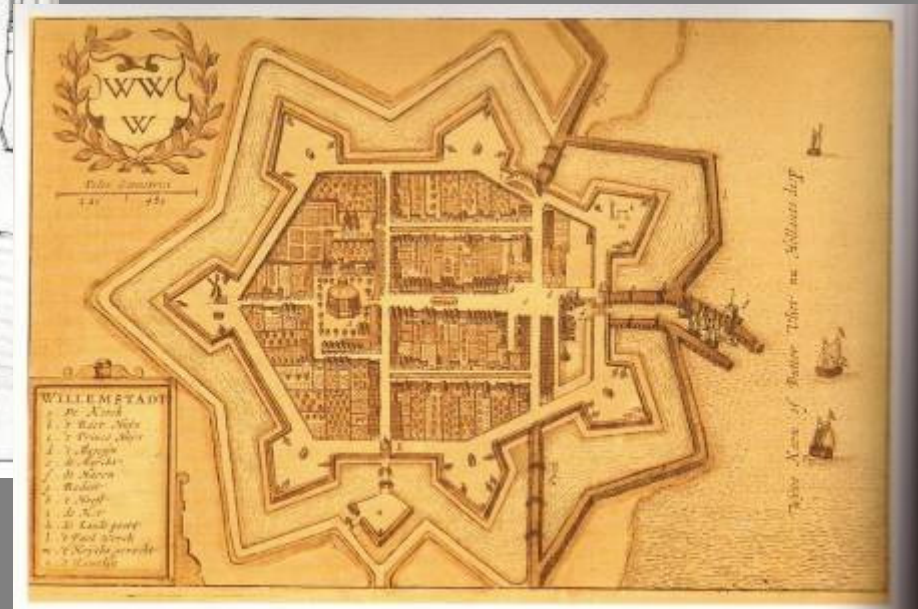


# the metamorphose of a city ...

## Saint Petersburg



## Willemstadt



Commerce, and industry are the typical corpus, and living form until the industrial revolution

## the metamorphose of a city ...

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In the time of the industrial revolution when production and manufacturing were relocated outside, the **metamorphose of the EGG = fried eggs**

- the hard shell disappears
- it expands in space
- egg-white and yolk are separated
- the edge is slightly „burned”
- „Oily” environment („frying pan”)



The internal impact and the „frying pan” are determining factors

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# the metamorphose of a city ...

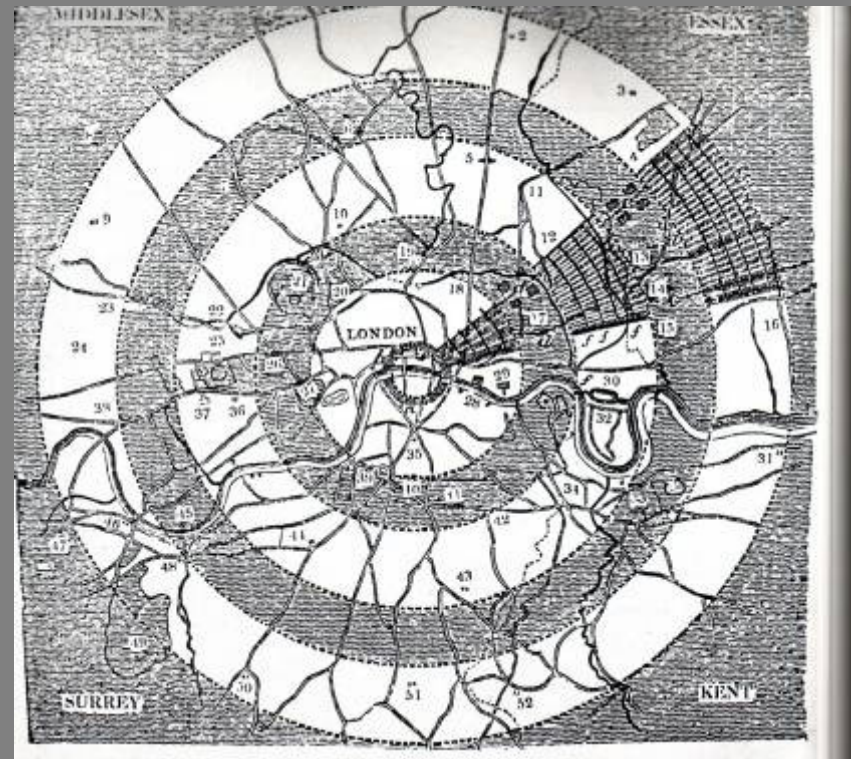
Initial and „mature” models and experiments

English industrial town



Thesis and anti-thesis :  
**town and countryside**

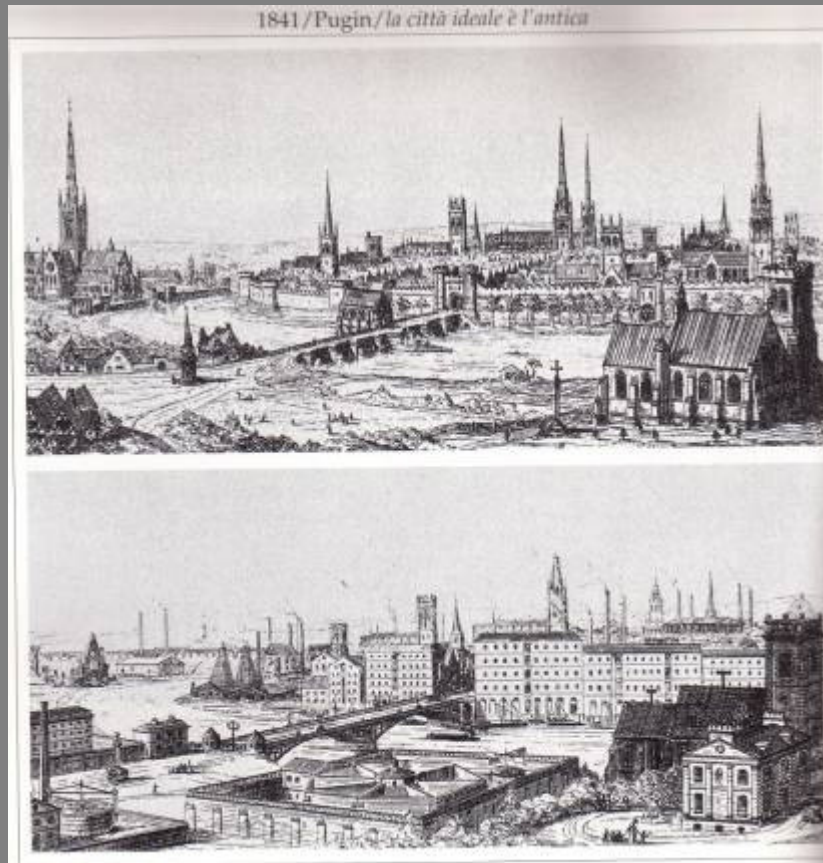
London



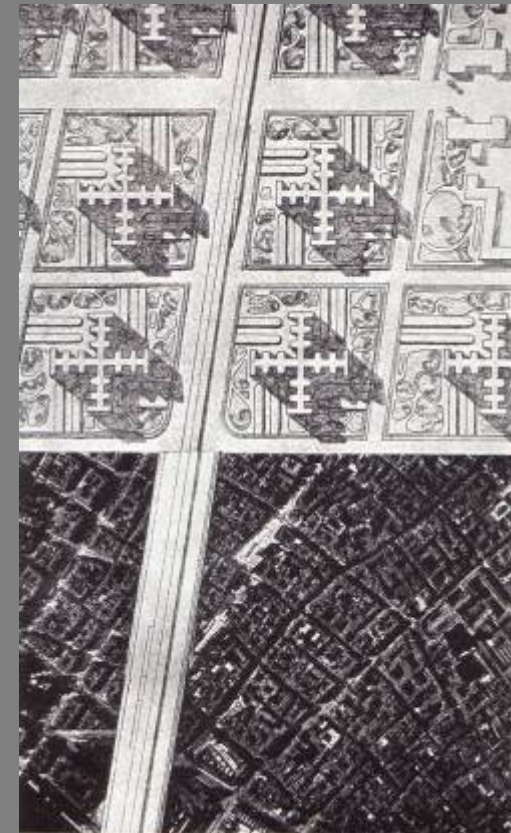
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# the metamorphose of a city ...

Transition from middle ages to  
modernity



Paris – Ville Radieuse



... and urbanisation is happily continuing

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# the metamorphose of a city ...

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The forming of the European supranational state, and the competition of the regions lead

from **urb logic to the Polis logic**

Metaphor : the **Scrambled egg**

- homogeneous - heterogeneous structure
- unity of various ingredients

The „**come into being**”  
of Heraclitus

***Find the winning mix!***



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# the metamorphose of a city ...



Archetype: environment of Los Angeles

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# the metamorphose of a city ...

**To find the right recipe, ingredients, and mixture... !?**

Success depends on the mixture of various ingredients

Instead of an internal competition, the city and its region can only be competitive together which supposes a new type of city:

The recommended : **POLIS**  
***Polis = city region / agglomeration***

*That is: Think in terms of (great) city environment,*



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# the city and the „creative class” ...

- Conclusion:
- **Think in terms of a „polis” rather than city!**
- **Make the city and the city region attractive!**
- „out into the green ”: why is it not the right solution?
- because
  - In the „green” city quality and various services provided by a city are missing
  - The home of creativity /creative professionals and interactions is the city
  - only the upper class, upper middle class and the impoverished class move out into the „green” / the oily edge (in the worst case, the inner city falls into slummification, vs: „third generation” cities)

# the CHALLENGE we need to face up to...

- **From Florida to Brundtland**
  - The regional competitiveness is a *hot issue*, which all (city)regions must face up to when under the pressure of regaining competitiveness!
  - Regional and city region development is not about today!  
**It is about (our) future!**
  - **In the long term:** well qualified human capital will be either a constraint or the motor of development and competitiveness
  - After Porter-Florida (the theory of the „creative class”) it is obvious that it is the human component which is a determining factor regarding the future
- The argument should be about the following: which is that framework that is necessary for this group in order that they **find city regions more attractive?**

# Metaphor: left and right sided thinking

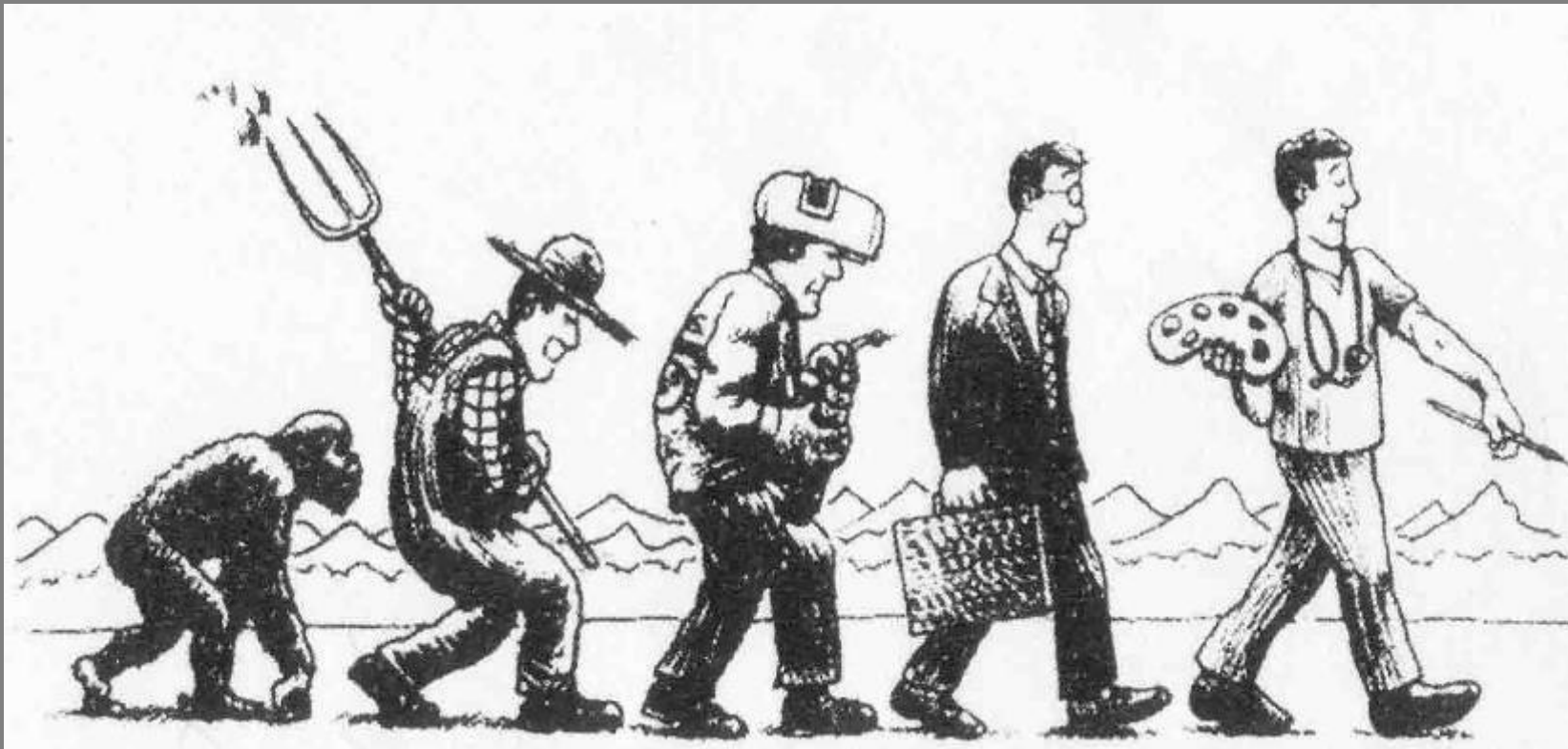
- The evolution of the right side of the brain

industrial age

information age

conceptional age

(expert) ..... (creative).....



# Come into being...

- There is a growing demand for highly qualified resources, expertise, skills (right side of the brain)
- Such resources (people) are more mobile, flexible regarding where they can work, and live (the cosmopolitan)
- The theory of the „human capital” is focussing on the creative and mobile „well off” professionals, who are particularly attracted by high quality life : varied and excellent space of life, rich offer of services and goods and efficient interregional transport
- It is recommended to emphasize the understanding of the expectations of these creative and highly qualified professionals regarding what these „locality factors” are

# Theoretical conception

- **Well known thesis:** there is a strong correlation between human behaviour, its production mode and the resulting environment. Or in other words: the environment suites human lifestyle; and the artificial-physical environment is an imprint of human lifestyle
- **My thesis:** by creating the appropriate environment – for the targeted lifestyle segment – we can provide attraction for the **desired target group**
- Environment and its user, or the „Space and Species” are interrelated
- This is the „**locality factor**” of competitiveness, on which the polis needs to focus if it wants to be successful

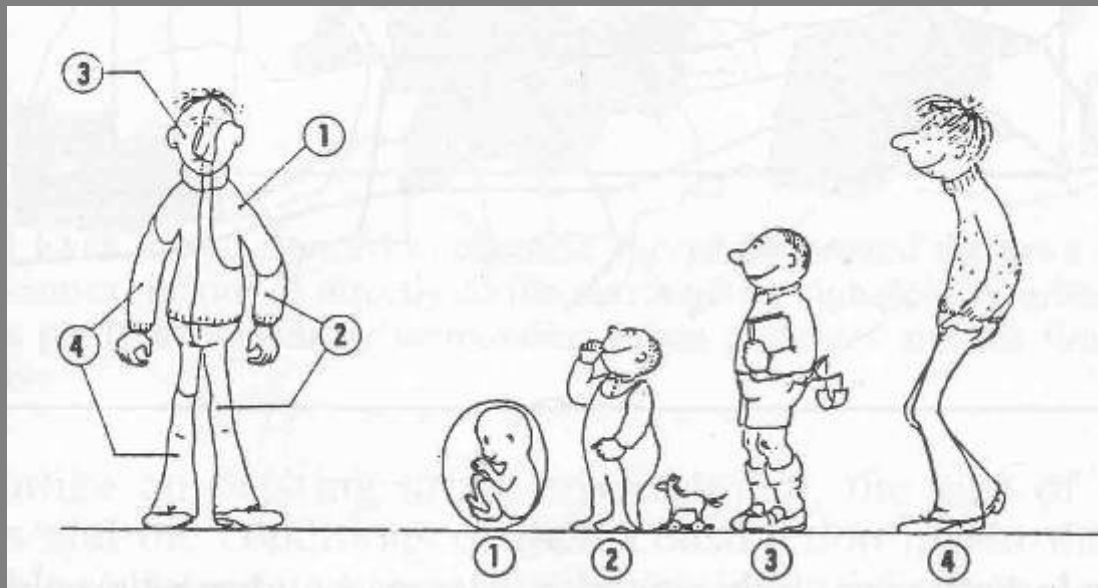
# Business Driven Sustainable Development

- **Important:** the attractiveness of our city region needs to be viewed in a more holistic way (the artificial-physical environment is not sufficient, its functionality also needs to be taken into account – the symbiosis of hardware and software)
  - For example, the creative core of the population (10%) finds education (schools) and health care more important than the rest of the population or the creative class (35%)
- For this the „BASEL Life Quality INDEX” could be an important tool (this widespread lifestyle index is more convincing than the simple „creative class” or „professional people” models)
- **Logic:**
  - **Cooperate** with the space (environment) and actors (such as participants, both from the public and private sectors)
  - **Identify** environmental and/or social problems which are related to producing goods or services (in general to economy)
  - **Find** the best ALTERNATIVE solutions

# The second part...

- **Conceptional-stroke**

..in case you are not sleeping, and you are interested to know about the HOW? After the WHAT?...



(today) it is still just a joke

Cities for creativ's

# VIV@T BUDAPEST

Thank you, for your attention



Gauder Péter

*Studio Metropolitana Budapest ...*

[gauder@studmet.hu](mailto:gauder@studmet.hu) .