

spinning-off and networking on new media.

**European project URBACT
Ploiesti-Mizil, Romania, May 2010**

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Do jobs follow people or do people follow jobs

Creative people follows job

The amenities of a city can be used as Brand or to make people stay



Network on creative cluster

Every sector have a “closed” local network

But it is open at international level

Every sector have strong connection with traditional cluster



Creative cluster can impact on the economic system
helping the innovation of classic clusters



Building a network

Creative cluster can impact on the economic system helping the innovation on classic clusters

The international network is used to gain standing to work for companies at local level

The evolution of a city : the project's city



Building a network

It's more and more important to understand where people build their local network

Public spaces

Online space



Online Network

New Media represent the chance to :

- Access to a global market (long tail)
- Empower the authenticity perceived by customer
- Cross fertilization between art and business
- They give a chance to small companies to compete with big ones



The municipality

Reggionova → Show the creative cluster' network

Navigate → Provide a GIS information about the city

Facebook → As a broadcaster and first step for discussion

