URBAN REGENERATION AND CREATIVITY

OVERALL AIM:
Gaining knowledge of the relationship between the concept of creative city and creativity and regeneration processes

The 3 dimensions of urban regeneration involving creativity

- Culture is a driver, a catalyst or a key player in the process of regeneration and renewal

- Three kind of culture's contribution to regeneration:
  - Physical regeneration
  - Economic regeneration
  - Social regeneration

T.Baycan (2016). Creative Cities: Context and Perspectives. In: Fusco Girard L., Baycan T., Nijkamp P., eds. (2016). Sustainable City and Creativity: Promoting Creative Urban Initiatives, Routledge, New York-London

The 3 dimensions of urban regeneration involving creativity

Physical regeneration

'Culture-led regeneration' and 'city marketing' have become the main strategies of cities in order to create a 'good image' and attractive and high-quality places

Economic regeneration

"creative city" ideology as a positive factor, which is connected to entrepreneurship, independence, self-management and freedom, and increasing working opportunity for young skilled people.

Social regeneration

creativity is considered as a tool for fighting against social exclusion in cities, being a form of social innovation

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Physical regeneration approach

Culture-led regeneration is a multi-dimensional approach to re-use, renewal, revitalization of a place where art, culture, and creativity plays a leading or transformative role

Culture-led urban regeneration has become a major force of change in European, North American and South east Asian cities

Culture-led regeneration is directly linked to placemaking and leads to regenerating of cultural quarters or creative districts

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Physical regeneration approach

- Placemaking is one of the factors in the relationship between creativity and urban space

- Three are the factors that are of high importance:
  - spacemaking,
  - placemaking,
  - Building knowledge,

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Physical regeneration approach

- Spacemaking: creating affordable space for artists, designers, and creative entrepreneurs

- Placemaking: integrated and trasformative process connecting creative and cultural resources in a neighbourhood, distric or city, to build authentic, dynamic and resilient places

- Building knowledge: building and sharing knowledge in culture-led regeneration

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Physical regeneration approach

- Creative quarters are the result of placemaking processes addressing culture-led regeneration

- Cultural quarters have been widely developed over the last 20 years as the way of growing cultural industries with urban regeneration objectives

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Physical regeneration approach

- Provide quality of life amenities that complement the creative worker's lifestyle

- Workplaces located in mixed-use facilities enables the merging of work, social culture and housing to maximize the transference of creative ideas and the mixing of work life and home life for creative people

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Physical regeneration approach

- Abandoned workshops, warehouses, commercial or residential buildings are the main real estate addressing this trend

- Underutilized spaces and derelict neighbourhoods first become home of artists seeking affordable working spaces , then areas for the vibrant cultural life

- The support provided by centrality (accessibility to PT, presence of public services) is a key factor of success

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Economic regeneration approach

- Culture-led regeneration is also linked with city marketing.

- Cultural and creative industries are often at the forefront of urban restructuring, place-based regeneration and marketing strategies

- Quarters or city rebranding based on culture can contribute to the regeneration and renewal of depressed urban areas and abandoned buildings

- These strategies were used after the 1980s when several city centres were declining

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Economic regeneration approach

- In the US this businness-led regeneration approach has led to many cultural initiatives focusing on feeding existing creative clusters in inner city areas

- City marketing is also linked to urban competitiveness and place identity

- Cities worldwide are using culture and creativity to brand themselves.

- Creativity is increasingly used by cities and regions as a means of <u>preserving their cultural identity</u> and developing their socio-economic vibrancy.

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Economic regeneration approach

- The primary element of urban creativity is Culture, the identity of the city that has its roots in the palimpsest of history

- the distinctive and competitive resource of a city is, therefore, its cultural identity, its diversity produced by history, its talent

- And the talent of a city must be able to produce value, it must be placed in the virtuous circle of the economy of culture, of the geography of experience, of the project of quality. Culture, therefore, acts in the domain of resources to make the city more creative.

Carta M. (2007) Creative city. Dinamics, innovations, actions, Actar Birkhauser Distribution

Economic regeneration approach

- Successful cities in the new economy will be the ones that understand the importance of locality and cultural heritage

- But culture-led urban regeneration and city marketing may generate negative effects

- Gentrification: loss of affordable housing, displacement of lower income people, loss of social diversity

- By-pass everything that does not fit the image of the appealing city (migrants, urban poor)

- People not skilled in creative economy sectors might be excluded

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Economic regeneration approach

- Creative and innovative industries tend to cluster in inner city areas in large cities. Creative industries can also be found at the edge of the city or in suburbs

Social regeneration approach

- Creativity and innovation are two different elements of a unique process
- Creativity is about generating new ideas, Innovation is the process through which they are implemented
- In other words, creativity is focusing on the origination of new ideas and innovation on their successful exploitation
- Creativity is more utopian and innovation is more pragmatic
- Creativity is a good starting point for innovation but is not a sufficient condition for it

Social regeneration approach

- Social innovation has begun to receive more attention in studies of creativity

- Social innovation is the generation and implementation of new ideas about people and their interactions within a social system (Mumford, 2002)

- Social innovation is a significant form of creativity, leading to the formation of new institutions, new industries, new policies and new forms of social interaction

Social regeneration approach

- Motivations that lead a city or a community to innovate are complex.

- There are five critical factors (or milieu) for a high urban innovation potential:

  1. Economic milieu: composition and spatial size distribution of economic sectors

  2. Social milieu: demographic and population composition, including gender, age and ethnic diversity

  3. Information milieu: interaction and telecommunication facilities as well as educational and research infrastructures

  4. Physical milieu: availability of physical infrastructures and locations for entrepreneurial activities

  5. Institutional milieu: organized support infrastructure based on regulatory and decision making arrangements

The creative milieu

- The creative milieu is a place, a part of the city or the whole city, which contains the necessary pre-conditions, in terms of hard and soft infrastructure, to generate a flow of creative ideas and innovations, to fuel the urban dynamism generated by creative class.

- A milieu is therefore a "local system", in which a critical mass of administrators, entrepreneurs, intellectuals, social activists, artists, promoters or students can operate in an open context capable of global relations

- In a creative mileu spatial interaction is capable to create new ideas, products, services and institutions and then, as a consequence, to contribute to the regeneration of the city and to the strengthening of its rank.

The creative milieu

- The creative milieu is therefore the urban environment in which "clusters" or "districts" can develop, capable of enhancing their cultural structure.

- The existence of the creative environment is therefore one of the necessary conditions for the initiation of the process of culture-based renaissance

- The creative milieu can be described through 7 indexes

The 7 indexes of a creative milieu

1. The **identity** index, characterized by the existence of a deep cultural stratification of identity resources, coupled with willingness, institutional and technical skills capable of putting them in value and to a population that feels the need to interact and participate in the transformation project.

These factors are frequently found in <u>historic centers or in historic neighborhoods</u>, where the sense of belonging is rooted in time and places, and where awareness of cultural values is greater. Even the old workers' quarters or some suburbs have high identity values, which can be exploited for the activation of the regeneration process.

The 7 indexes of a creative milieu

2. The **economic sustainability** index, which calls for the existence of an adequate economic base – which is internal or to be activated by financial partnership - to activate and support projects of deep urban regeneration, supported by a set of ad-hoc rules and guidelines which facilitate the implementation of the actions.

This is the case of areas subject to special <u>public-private urban programs</u> such as "projets de quartier" or business improvement districts or, again with reference to recent French experiments, urban free zones where to encourage the localization of businesses

The 7 indexes of a creative milieu

3. The **potential index**: it measures a place where there is a difference between the potentialities perceived or recognized by analysts, designers, artists and art entrepreneurs and the ones coming from the place's current conditions.

This difference generates "kinetic" energy for move the transformation.

Neighborhoods with high quality natural resources (as in many today peripheral areas is) have extraordinary reserve of quality and opportunities for transformation

large abandoned areas inside the dense city or again disused railway stations, available to contain new centralities or to allow the localization of great services generate great opportunities.

The 7 indexes of a creative milieu

4. The **dynamism index** gives us back the existence of skills, competences and tools to activate the creative process and produce future changes in the cultural scientific and technological fields.

For example, the propulsive role of cultural associations or the presence of micro-enterprises that build the nodes of a new socio-economic structure: this is one of the reasons for the success of Urban programs in many European cities.

Another great dynamic resource is the presence of communities of artists, creators, young talents who occupy abandoned areas or degraded neighborhoods, redefining their functions, opening tunnels, activating theatrical billboards, offering opportunities for loisirs or cultural entertainment.

The 7 indexes of a creative milieu

5. The **interaction** index makes it possible to verify the existence of good possibilities for informal and spontaneous communication and the presence of an environment available to welcome diversity and variety

it happens in a <u>historic center</u> still cohesive with integrated settlements of different ethnic groups , or in some neighborhoods in which there is still a strong sense of belonging to a micro-community, or in neighborhoods close to large ports, which are places of multiculturalism.

The 7 indexes of a creative milieu

6. The **multisectorality** index emphasizes the relevance of a multiple and non-homogeneous environment, made of an intertwining of houses, productive and commercial activities, high culture and folklore.

It is a dynamic and synergic environment that is able to connect the development of science and the arts, production and residence.

It happens, for example, in areas where there is a university settlement widespread in the urban fabric, or a concentration of activities in form of proto district in which creative, productive and trade factors cooperate.

The 7 indexes of a creative milieu

7. the **perturbation** index allows us to recognize the presence of the creative milieu by detecting the potential energy needed to produce a perturbation and a consequent imbalance between the current and the future situations

potential energy is frequently present in some large outskirts or in enclaves of the consolidated fabric in which marginality has produced social cohesion and the unsatisfaction has generated a positive tension that waits to be oriented.

The seven indicators of the creative city clearly show us that we are dealing with dynamic situations: they are not parameters of state, but of evolution and interaction.

The creative city is energy in movement, it is a mixture of factors that need the "catalysis" of the project, the plan and the strategy

Further readings

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