Melbourne: A Creative City?

In post-industrial times, cities all over the world, wish to be creative. By promoting a creative image and creative industries they aim to secure post-industrial employment in the city and attract investment and qualified labour.

Can a city be creative? What is the creative capital of the city? What are the preconditions, what the obstacles to make a city creative? Can creativity be planned by public policies and local strategies?

Melbourne is seen to be one of the most liveable city regions in the world. Is it also a creative city? This master class will be an opportunity to brainstorm and explore the creative potential of the city region of Melbourne.

Event Details
Tuesday 28 February 2012
2.30 pm - 4.30 pm
The Green Brain
Conference Rooms 1 & 2, Level 7
RMIT University, Storey Hall
336 Swanston Street, Melbourne

Seats are limited. Registration essential.
Email events@rmit.edu.au, with “Kunzmann Master class” in the subject line.