Creative City Workshop

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 are 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? The workshop will be an opportunity to brainstorm and explore the creative potential of the city region of Melbourne.

Creative City Workshop RMIT 2012

- Can a city be creative? What is a creative City?
- What is the creative capital of the city?
- What are the preconditions for creativity in a city?
- What are the obstacles to make a city creative?
- Can creativity be planned by public policies and local strategies?
- Is Melbourne a creative city?
What is a Creative City?

- A magnet for creative people, for the creative class?
- A centre of cultural/creative industries?
- A hub of creative knowledge industries?
- A city with a local government, open for creative action?
- A creative, innovative, flexible local administration?
- A city with a creative image for whatever reason?

The creative city paradigm is a perfect plug-in concept!
Can a Creative City be Built?

Creative Industries: Features

- Small firms (with exceptions)
- Low average sales/wages > precariate
- High degree of self-employment
  - High degree of job satisfaction
- Flexible working times
- Milieu sensitive
- Network integration
- Low degree of unionisation
- High percentage of female labour

Creative industries are pioneering structural change!!

> New Urban Economy

The creative economy is polarized,
...though both poles are highly interdependent
Creative Industries: Location Factors

- A broad spectrum of cultural infrastructure and events
- Attractive townscape and fancy town quarters
- History and urban heritage
- Cosmopolitan living and working spaces
- Target of international tourism
- Open society..... Tolerance
- Local and regional consumers

- Qualified labor
- Access to specialized higher education
- Locally embedded crafts and competence
- Sticky places and creative clusters
- Identity
- Architectural icons
- Derelict industrial and commercial spaces
- Affordable rents for young creatives
- Marketable profile
- Trend setting media

Creative Industries in the UK

...are based on individuals with creative arts skills in alliance with managers and technologists making marketable products whose economic value lies in their cultural (or 'intellectual') properties...

Defined by the UK's Department of Culture, Media and Sports as

...those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property,

the Creative Industries include:

- Advertising
- Architecture
- Crafts and designer furniture
- Fashion clothing
- Film, video and other audiovisual production
- Graphic design
- Educational and leisure software
- Live and recorded music
- Performing arts and entertainments
- Television, radio and internet broadcasting
- Visual arts and antiques
- Writing and publishing
What Makes a City Creative?

- History
- Identity
- Cosmopolitan touch > tolerance
- Globally known images
- Tourist destination
- Quality of life
- Solidarity
- Knowledge industries > universities.
- Creative class, hedonistic and intellectual milieus
- Creative industries > galleries, publishers etc.
- Space for experiments, expansion,
- Weak property market affordable rents
- Access to nature > leisure landscape, party city
- Excellent public transport
- Cultural infrastructure and events
- Media, film production and consumption > city as a stage

- Industrial brownfields
- Architecture
- A topic in novels and movies

Policies and Action for the Creative City

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What is a Creative City?

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Creative City Workshop RMIT 2012

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