Creative Berlin
The Role of Culture and Creative Industries in
the Divided Capital City of Germany

Outline
1. Creative Berlin: City Marketing
2. Avant propos: What is a Creative City?
3. Berlin 2011: Economy, Culture, Knowledge
4. Berlin: Challenges of the Capital City
5. The Evolution of Berlin as a Cultural Capital
6. Features and location factors of the Creative City
7. Policy and Action for the Creative City
8. Challenges of the Creative City
9. The Future of Berlin as a Creative City

Christo and Jeanne-Claude: The Wrapped Reichstag
Source: Folz
Berlin: Creative City! What else?

Berlin: City Images

- Capital of Prussia
- Electropolis
- Germania
- Film City > Berlinale
- Divided City
- Capital City
- Green City
- Fun City
- Young City
- Lazy City
- Tolerant City
- Sustainable City
- Party City

- Creative City > Global Capital of the Creative Class

City Marketing 1936 to 1990

- "L'Allemagne - comme elle vous plaira!"
- "Vivez la différence"
- "DE IN AVAY VOS LE 3.TE FESTIVAL MONDIAL DE LA NOUVELLE ET DES EDITIONS POUR LA PAIX: BERLIN 1931."
- "NATIONAL"
City Marketing 2009
Capital of Science and Creativity

Marketing the City at the European Property Fair (MIPIM)

200,000 people attending four universities, seven schools of applied science, three schools of art, seven private universities and academies, and more than 70 non-university research institutes:

It's no wonder then that Berlin-based technology companies and the creative sectors of industry are both among the forerunners on the international stage. Design, art, fashion, film, advertising, media, publishing: 15% of economic output is directly rooted in the creative industries which employ twice the number of people that work in the public sector or the producing industries. Berlin, as a centre of business, exerts an almost magical attraction on creative minds. The fact that the city regularly produces successful innovations is almost taken for granted. >MIPIM 2009:
A Propos: 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!

Creative Cities and Regions in Europe all over > Creative Fever

... assuming that creativity is needed to survive in times of globalization, when Asia and the Pacific seem to take over the lead > the Asian Century

Projects and networks supported by the European Commission

- Regional Studies Association Research Network on Creative Regions in Europe
- Second Chance (Central Europe Programme)
- Creative Clusters (URBACT)
- Creative Growth (INTERREG IVC)
- CITIES (INTERREG IVC)
- Creative Metropoles (INTERREG IVC)
- Creative City Challenge (North Sea Programme)
- ciig (Creative Industries Interest Group)
- ACRE (6th Research Framework Programme)
- CREATE (7th Research Framework Programme)
- ECCE Innovation (Northwest Europe Programme)
Berlin: Creative City! What else?

Berlin 2011 Capital of Germany

- City State Berlin is not a traditional capital > Federal state Capital since 1870 and again 1991
- Area: 89 164 ha
- 45 km east–west, 38 km north–south
- Population 3.39 Mio > stagnating
- Cosmopolitan city/environment > 13% foreign born
- Tourist city for young, educated and culturally interested 
urbanites > hedonistic segment of the creative class
>Highly attractive for young people ....higher education, 
low rents
- High tolerance, open, liberal society, intensive discourse 
environment
- Colourful political spectrum > left( socialists), red (democrats), 
green, yellow (liberals), black (conservatives), brown, 
purple (pirates)

Berlin: Economic Base

History (18th century)
- Production of luxury goods for the Prussian court
- Supply for the Prussian army

Industrial City (19th and early 20th century)
- Production of locomotives and railway equipment
- Electrical equipment and early communication technologies (Siemens)
- Banking and Finance
- Defense equipment during Third Reich

Divided City
- East Berlin > War reparations to Russia
- West Berlin > Walled City fully depending on subsidies
- Today
- Government and lobby institutions
- Small manufacturing, R&D
- Services, health, tourism and entertainment
Berlin: Creative City! What else?

Berlin: Cultural Capital

- High density of cultural infrastructure
- A plethora of cultural events, fairs and festivals

Infrastructure

52 Theatres, thereof 3 opera houses
121 Museums
7 Philharmonic orchestras
289 movie theatres
86 public libraries

Film Studio Babelsberg (Potsdam)

Events

- Berlinale
- Berlin Film Festival
- Carnival of Cultures
- Art Forum Berlin
...and many others....

Klaus R. Kunzmann

Berlin: Creative City! What else?

Berlin Cultural Budget (€)

- Theatres and music 2 60,457 000
- Libraries 65,428 700
- Museums 76,971 800
- Architectural heritage 16,234 000
- Others 35,933 900
- Cultural administration 13,758 400
- Cultural foreign policy 15,448 600
- Academies of arts 80,525 000
- Community Colleges 30,926 000
- Religious affairs 71,744 900
- Radio and television ???

667,428 800 > 3.32% of total budget of the city state

...with some contributions from the Federal Government, justified by obligations of the city as capital city with government functions
Berlin: Knowledge City

25 institutions of higher education
TU, FU, HU, UK and other public and private institutions
132,822 students
19,725 employees
25,527 teachers at primary, secondary and vocational schools

Berlin invests around 1.8 billion annually in science and research. More than 50,000 people teach, do research, and work at the city in four universities, three art colleges, seven other institutions of higher education, an international business school, and over 70 non-university publicly financed research institutes. The Charity university hospital, affiliated with both the Free University and the Humboldt University, is Europe’s largest medical school.

Science and industry cooperate closely at the two technology parks in Adlershof and Berlin-Buch. Germany’s national research organizations are represented in Berlin with a number of institutes, as are eight research institutes of various federal ministries.

Berlin: Challenges of the Capital City

Poor but sexy! Creative but poor!

- Demographic stagnation
- Structural change > Loss of industrial base > Few corporate headquarters
- High unemployment (2011) > 13.2% > D 7.3% > By 4.2%
- 22% of all citizens receive social welfare payments
- No thriving hinterland
- Re-unifying East and West-Berlin > still an Invisible/visible divide
- Divided government functions > Berlin/Bonn contract
- Weak International accessibility > slowly improving > Lufthansa?
- Considerable debt ... no funds for investment
- High costs for maintaining cultural infrastructure
- Mental legacies > complacency
- Keeping the creative momentum
- Money laundering location for international property developers

<table>
<thead>
<tr>
<th>Year</th>
<th>Inhabitants</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3,416 million</td>
<td>42.5 years</td>
</tr>
<tr>
<td>2030 (basic variant)</td>
<td>3,476 million</td>
<td>45.3 years</td>
</tr>
</tbody>
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Berlin: Creative City! What else?

The Evolution of Creative Berlin

1698 Potsdamer Edikt: religious freedom, French immigration to Berlin and Potsdam
- French is the language of the court and educated citizens
1701 King Frederick I of Prussia
1740-1786 Frederick II, the Great
1743 Schloss Sans Souci
1748 Berlin, a center of enlightenment
1763 Royal Porcelain Factory (KPM)
1810 Berlin University (Humboldt)
1815 Beautification/urban design > Schinkel, Lenné
1845 Beginning of Museuminsel project
1906 Werner Sombart > Luxus und Kapitalismus
1912 Film production in Berlin Babelsberg > Bioscope
1926 Döblin: Berlin Alexanderplatz
1936 Olympics > Leoni Riefenstahl > media event
1951 Berlinale > Film Festival
1957 IBA Berlin > architecture/urban design
1978 IBA Berlin
1995 Christo and Jean-Claude > Reichstag

Berlinale

The Berlinale is not only the city’s largest cultural event, but also one of the most important dates on the international film industry’s calendar. More than 19,000 film professionals from 120 countries, including 4,000 journalists, are accredited for the Berlin International Film Festival every year. The Berlinale is a mega event. At the same time, it is a festival of encounters and discussions. With more than 200,000 tickets sold, the Berlinale is not only a film industry meeting. It also enjoys by far the largest audience of any film festival in the world. For two weeks, art, glamour, parties and business meet at the Berlinale.

The Berlin Spirit
Artists from around the world are attracted to Berlin and many consider Berlin the unofficial capital of German film. It is home to a rich cinema scene and a diverse, discerning public. Last but not least, Berlin has captured the imagination of countless filmmakers. Over and over again, the city has served as the backdrop for great silver screen productions, often becoming itself the secret protagonist of the movie. For two weeks every year Berlin is totally enraptured by the Berlinale.
### Policies and Action for the Creative City

<table>
<thead>
<tr>
<th>Area</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>Urban Development</strong></td>
<td>Establishing evidence base; dealing with gentrification challenges; dealing with spatial conflicts; coping with re-urbanization:</td>
</tr>
<tr>
<td><strong>Local Economic Development</strong></td>
<td>Communication; fairs; start-up promotion, venture capital; marketing the creative city; attracting events</td>
</tr>
<tr>
<td><strong>Cultural Development</strong></td>
<td>Providing cultural infrastructure; promoting cultural events; marketing the city as a cultural hub</td>
</tr>
<tr>
<td><strong>Social Development</strong></td>
<td>Stabilizing social milieus; integrating migrants; moderating social conflicts</td>
</tr>
<tr>
<td><strong>Higher Education</strong></td>
<td>Promoting Berlin’s (mainly public) universities; providing student accommodation</td>
</tr>
<tr>
<td><strong>Private Sector &gt;Investors and developers</strong></td>
<td>Venture capital; providing cultural infrastructure galleries; cultural services;</td>
</tr>
<tr>
<td><strong>Civil Society</strong></td>
<td>Lobbying for and supporting culture</td>
</tr>
</tbody>
</table>
Creative Industries: Features

- Small firms (with exceptions)
- Low average sales/wages > precariat
- 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
  > culture and IT
> 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 Berlin: Potentials

- 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
- Multi-story industrial buildings in the inner city > Gewerbehöfe
- Architecture > IBA experience 1957... 1988
- Berlin life as topic in many novels and movies

Berlin Creative Industries

Definition: cultural industries, software development, media and marketing
creativity as a key element

> research > education > development > production
> distribution > consumption

- 2002 turnover € 8.104 billion
- 18.573 firms and enterprises (with a turnover above € 16.61
> not including public museums, theatres etc.
- 11% of Berlin's GDP (77.1 billion €)
- 90.339 jobs (50% female) 7% of Berlin's employment
  not below € 400/month and not less than 15 hours/week,
  registered to social welfare system
- Growth 1998 to 2002 8%

> 20% of Berlin's economy
Berlin: Creative Industries

Future action areas: economic, cultural and spatial development

- Communication that the sector has economic impact
- Clustering among individual actors
- Promotion of spatial clustering
- Improving regulatory framework
- Promotion of private commitment > civil society
- Export promotion
- Screening of financing programmes
- Linking cultural industries to tourism
- Start-up promotion

- Further qualification and promotion of graduates from art and media universities
- Establishing virtual infrastructure
- Continuous monitoring
Berlin appointed new UNESCO City of Design 2005

In November 2005 UNESCO appointed Berlin – as the first city in Europe – to the "Creative Cities Network under the framework of UNESCO’s Global Alliance for Cultural Diversity" and, on 18 January 2005, UNESCO will award Berlin the title of "City of Design" in a special ceremony followed by a networking meeting of UNESCO Creative Cities from Europe, Latin America and Asia on the 19th January.

The Creative Cities Network is designed to forge new models of public/private partnerships at city level that can help to unlock the creative, social and economic potential of cultural industries.

As the first German city to be appointed to the Network, Berlin has demonstrated remarkable social, economic and cultural achievements in the field of design. With a good grasp of the economic impact of its design industry, the city of Berlin stands out as an example in coordinating policy, training and networking support for its stakeholders.

Berlin: Creative City! What else?

Berlin Popcomm

The world's largest music fair has been a prime feature of Berlin's calendar since 2004 when the city sneakily stole the event from Cologne. In fact Popcomm started life in Cologne way back in 1989 – the year the Wall went down – and has since grown into the industry's most important and most exciting event.

Finding its spiritual home in Berlin, Popcomm offers much more than a chance for music bigwigs to exchange ideas and discuss the latest trends at the Popcomm exhibition and conference... It provides the good people of Berlin the chance to go crazy during the accompanying Popcomm Festival and Clubnacht!
CREATE BERLIN
The initiative for creativity and design in Berlin!

CREATE BERLIN is the connecting platform by and for Berlin designers, representing the creative diversity of the Berlin design scene. CREATE BERLIN brings together energies and ideas and provides creative talents with opportunities to realise their visions by strongly believing in the importance of the creative industries in the city’s economic development.

The design–initiative CREATE BERLIN was founded in 2006 by 15 established Berlin-based creative businesses. CREATE BERLIN is a supporting hub for creative minds and ideas in and around Berlin; as a network active internationally it curates and manages various design projects in Germany and abroad, and has over 60 members representing diverse Berlin creative industries.

By supporting innovative projects CREATE BERLIN promotes the economic potential of Berlin’s design industry; it strengthens Berlin’s reputation as a unique and aspiring major city for design and as the UNESCO designated "City of Design"
Challenges of the Creative City

- Promoting creative spaces > Media Spree
- Gentrification
- Precariate
- New creative flagships
- Sustainable creativity

Klaus R. Kunzmann

Quelle: STADTtart/Kunzmann/Dümcke
Precariat: Creative Industries, Refuge of the Precariat?

> Precarious work is non-standard employment, poorly paid, insecure, unprotected, work, which cannot support a household.

These changes have created a new urban economy which demands flexibility in the workplace and, as a result, caused the decline of the standard employment relationship.

In recent decades there has been a dramatic increase in precarious work in Berlin.
Media Spree

The Future of Berlin as a Creative City?

- Maintaining the creative momentum
- Maintaining cultural infrastructure
- Supporting a wide range of cultural events
- Encouraging the establishment of intermediate agencies for the promotion of creative industries
- Exporting creative/cultural products and services
- Guiding balanced spatial development
- Controlling local housing sector and securing affordable rents
- Intensifying higher education policies
- Attracting image producers and multipliers (novelists, film producers etc.)
Berlin: Creative City! What else?

IBA Tempelhof: Creative Urban Development: the next battlefield?

Berlin Tempelhof Urban Pioneers

Klaus R. Kunzmann. Potsdam
Berlin: Creative City! What else?

Berlin 2011 22 years after reunification

> Forced to be a Creative City