Ralf Ebert / STADTart Dortmund, Klaus R. Kunzmann / Potsdam, Germany

Cities and Creativities
Urban Studies Week
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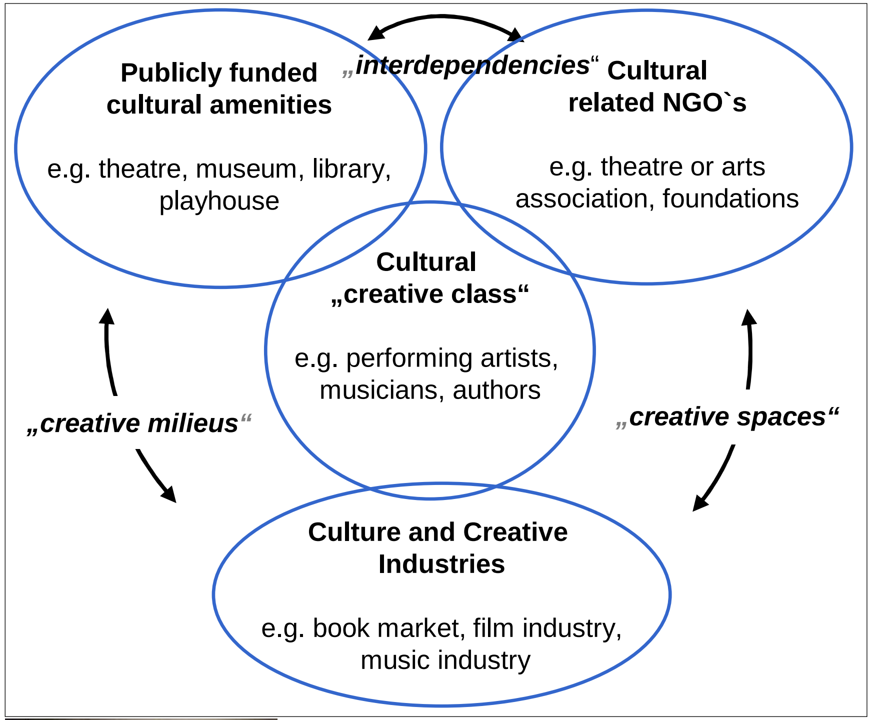
Creativity in City Development: Medium-Sized Cities and Creative Spaces

1 What are Creative Spaces (1) ?

In the framework of governance in the cultural sector the metaphor **creative spaces** in the city are heterogeneous clusters

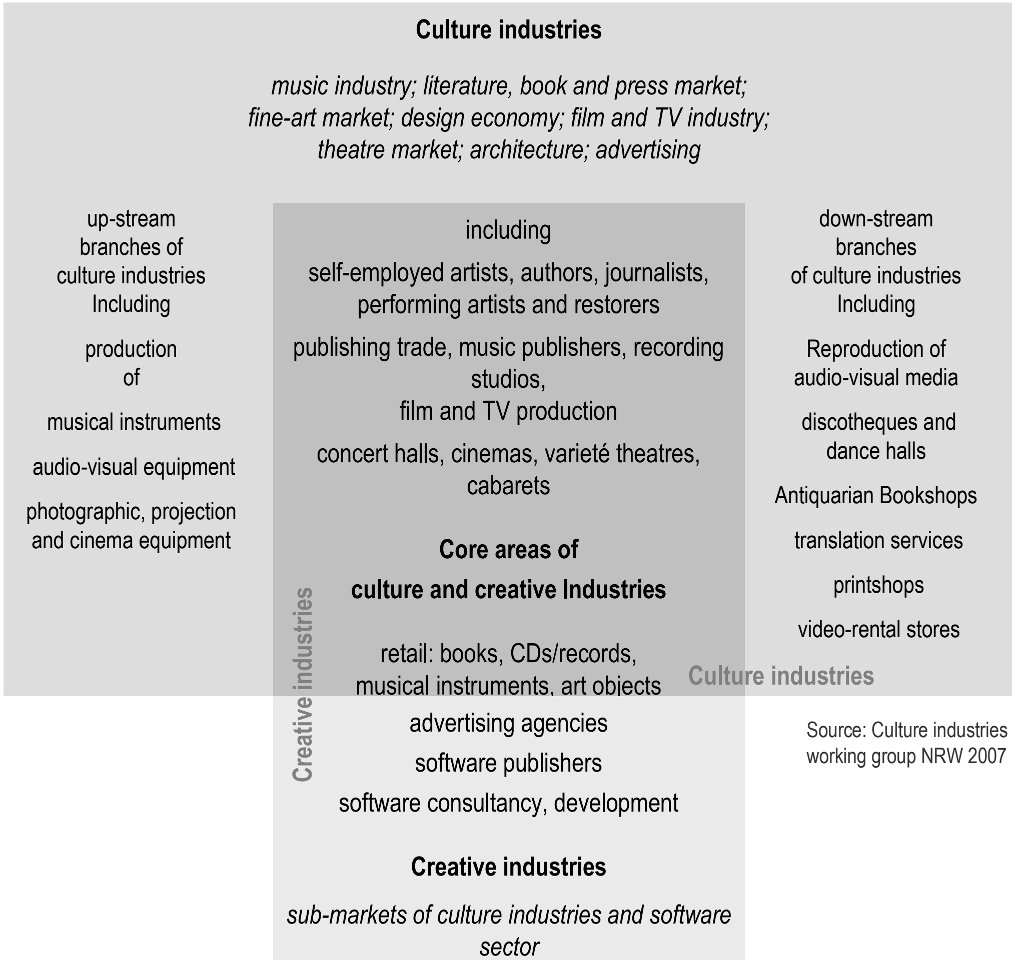
- of the cultural "creative class", SME`s in the culture and creative industries
- in many cases including publicly funded cultural amenities and cultural related initiatives by NGO`s

Fig 1: Governance in the Cultural Sector



1 Culture and Creative Industries in Germany: Approach and Sub-Markets

Fig Demarcation Lines between Culture and Creative Industries



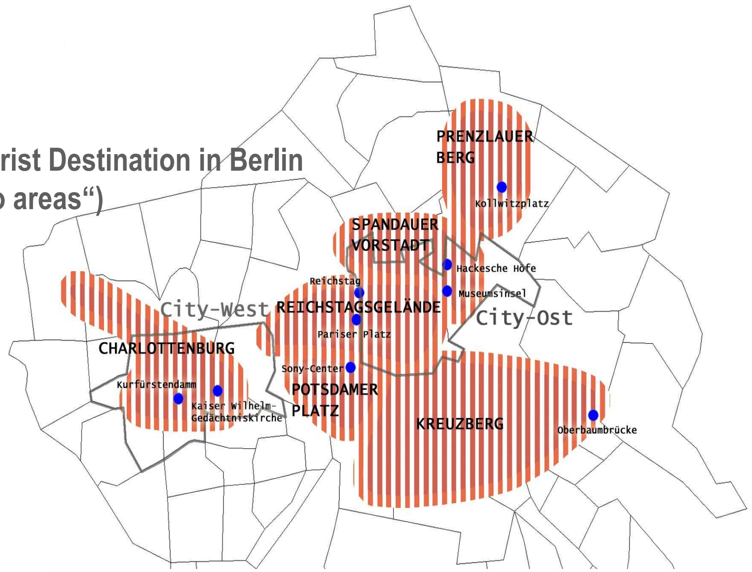
Source: Culture industries working group NRW 2007

- since 2008 creative industries encompasses in Germany the core areas of the culture and creative industries (as a minimal national consensus)
- the definition does not include culture-related up- and down-stream activities in the framework of the value added chain

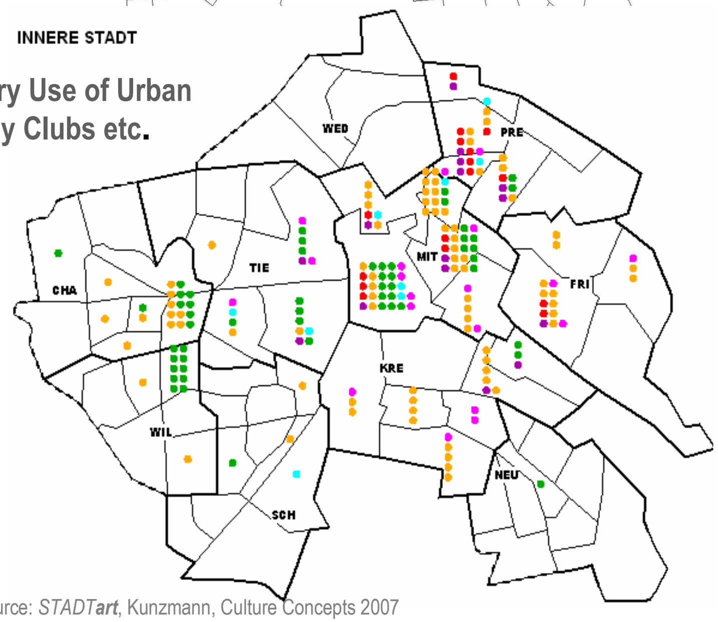
2 Creative Spaces in Cities - the Case of Berlin: Additional Indicators (1)

- structure of the culture industries (e.g. size of business) and links within and between sectors (e.g. music industry and advertising)
- structure of built development (e.g. use types)
- population structure, like income levels, educational achievements etc.
- local property market
- neighbourhood image (“hot spots”)
- anchor users of culture and the culture industries
- temporary cultural use of urban spaces
- tourist destination

Tourist Destination in Berlin („go areas“)



Temporary Use of Urban Spaces by Clubs etc.



Source: *STADTart*, Kunzmann, Culture Concepts 2007

2 Creative Spaces in Cities - the Case of Berlin: Typology (2)

1 Tourism and entertainment areas and sites of internationally competitive cultural industries

2 Youth-oriented tourist areas with micro-enterprises in the cultural service and production branch

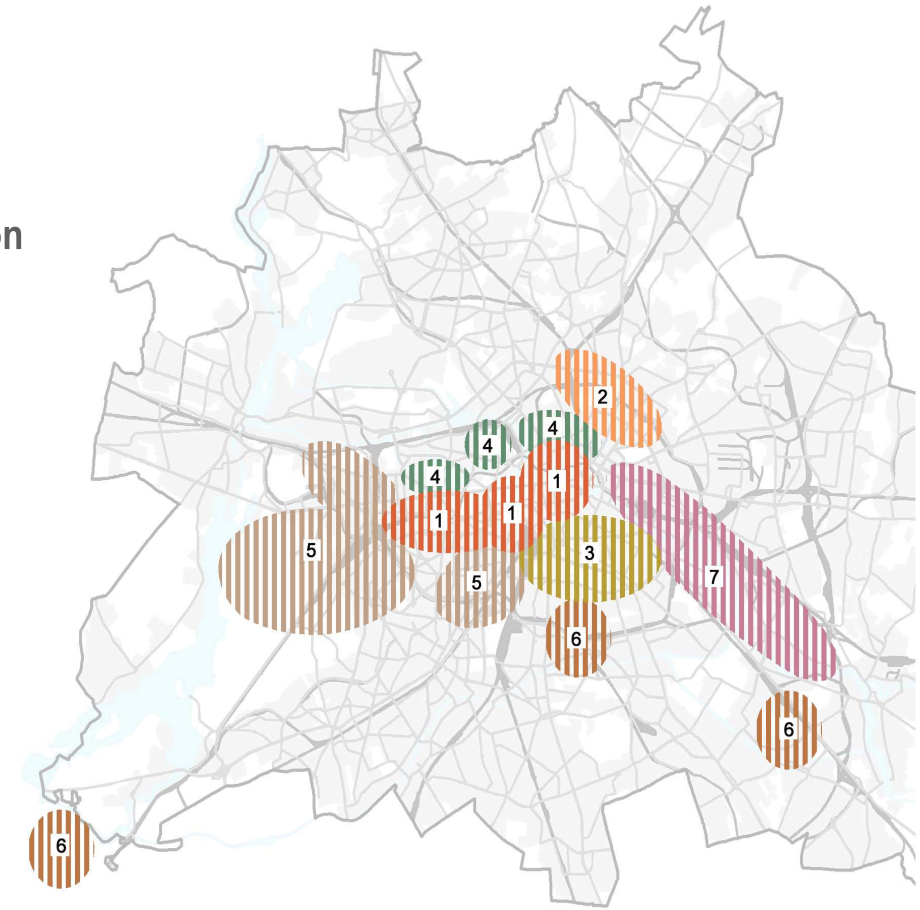
3 Ethnic districts with micro-enterprises in the cultural services and production branch

4 Areas near art, music, design, film, media and software schools with related start-up firms

5 Established cultural services and production companies located at a „good address"

6 Mature or proven commercial areas for the television, film, media and computer industries (media or technology parks)

7 Potential areas for cultural enterprises to locate („Unchartered urban areas")



Source: *STADTart*, Kunzmann, Culture Concepts 2007

2 Creative Spaces in Cities - the Case of Berlin: Typology and Urban System (3)

- cities do have a specific mosaic of different creative spaces, which are a pre-condition for developing the culture and creative industries
- thereby the creative spaces are highly interrelated (by project driven networks between micro enterprises and competitive companies along the value added chain of culture and creative industries)
- in the framework of culture and creative industries not all areas of a city can be "creative"

The urban system of creative spaces in cities is depending on local historical footprint in the sector of culture and creative industries, economic and social situation, image, geopolitical location, the position as "central place" (e.g. catchment area) etc.

3 Medium-Sized Cities: Key Features

- with a population of 20.000 up to 200.000 (depending on the urban system in a country)
- in general medium-sized cities have a mix of supply, development and relief functions for the region
- in a few regions medium-sized cities have additionally border, exchange and gateway functions
- a strong, but not decisive influence on the functions of a medium-sized city has the geographical location:
  - within larger metropolitan regions
  - on the edge of or in between metropolitan regions
  - in the geographical periphery of Europe

3 Medium-Sized Cities: Challenges/Implications for Cultural and Creative industries

- less financial and personal capacity to support the cultural sector and
- to develop an national cultural profile (for attracting and keeping culturepreneurs)
- easy physical accessibility for the mobile “creative class”
- attractive residential areas
- less local demand for cultural products and services by qualified labour and knowledge industries

medium-sized cities in larger polycentric metropolitan regions or not far away from mono-centred metropolis can in general meet these challenges easier

3 Key Figures of Culture and Creative Industries at the Ruhr (1)

- three quarters of all businesses of the culture and creative industries in North Rhine-Westphalia are based in the Rhine-Ruhr Metropolitan Region
- businesses associated with “content” (artists etc.) are clustered in the areas around Cologne/Düsseldorf
- production companies and end-user-related providers are concentrated at the Ruhr

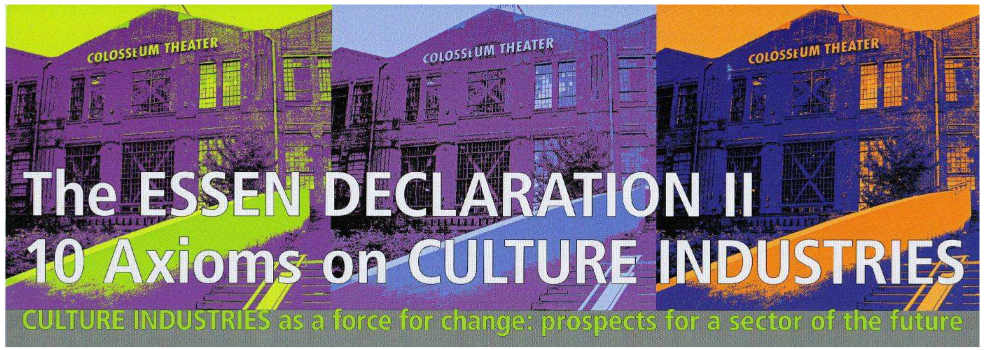
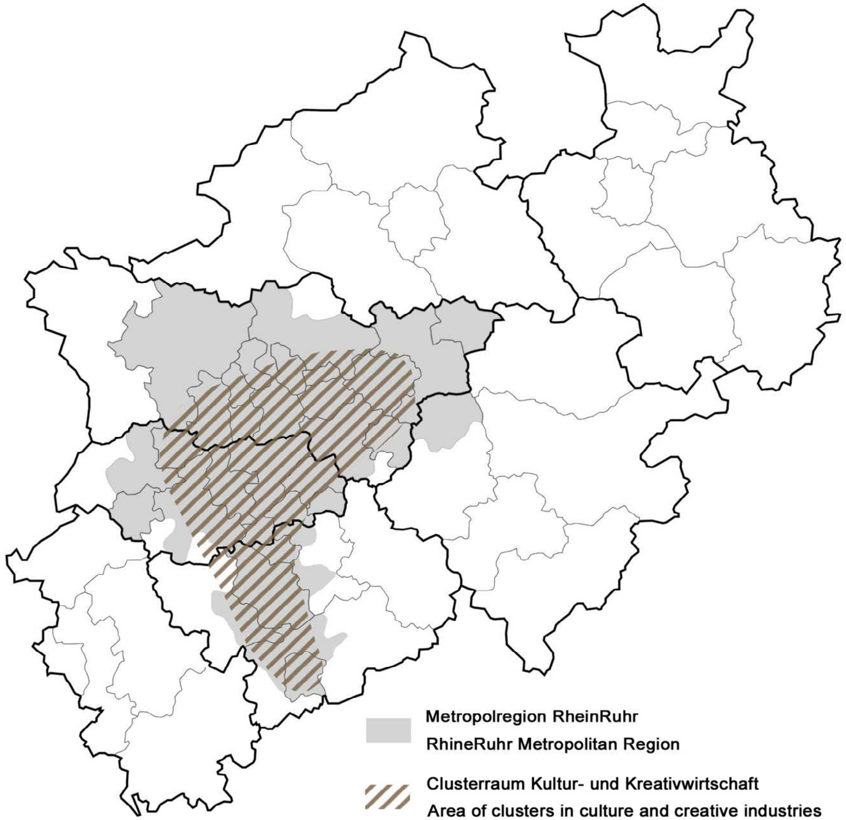


Fig: Location of Clusters in the Culture and Creative Industries in North Rhine-Westphalia

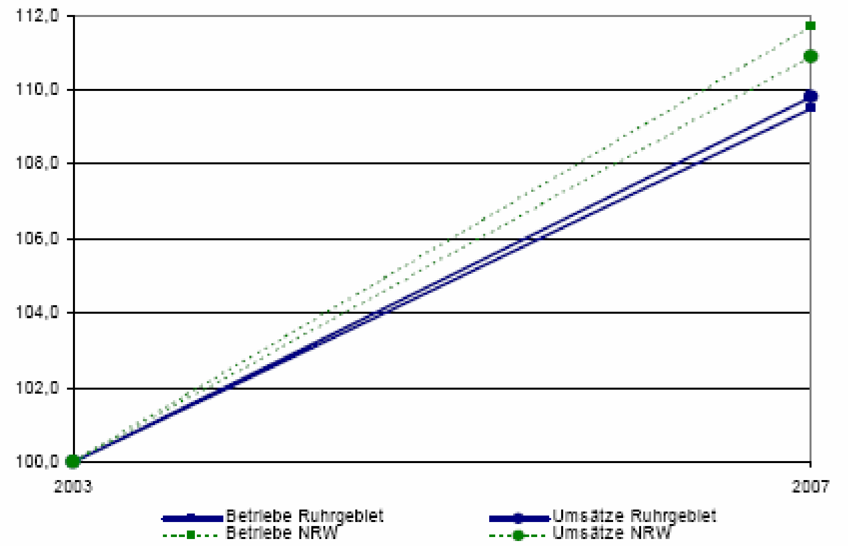


Source: Culture industries working group 2007

4 Key Figures of Culture and Creative Industries at the Ruhr (2)

- in 2007 turnover of 8.2 billion Euros (2,4 %)
- around 13.200 taxpaying businesses and independent contractors (9.5 %)
- 51.000 employees (3.3 %), 74.000 labour force
- the share of culture and creative industries of the overall economy is smaller than the percentage in North Rhine-Westphalia (turnover, businesses and employees)
- also the economic dynamic of this sector is behind the level of the "Bundesland"
- the software sector is far more developed at the Ruhr than in other parts of North Rhine-Westphalia

Entwicklungen der Unternehmen und Selbstständigen* sowie der Umsätze der Kultur- und Kreativwirtschaft im Ruhrgebiet und Nordrhein-Westfalen im Zeitraum 2003 bis 2007



* umsatzsteuerpflichtige Unternehmen und Selbstständige

Quelle: *STADTart* 2009, nach Daten des IT.NRW

4 Key Figures of Culture and Creative Industries at the Ruhr (3)

Fig: Initiatives, Programs, Studies and Events promoting Culture and Creative Industries at the Ruhr (1985- 2005)

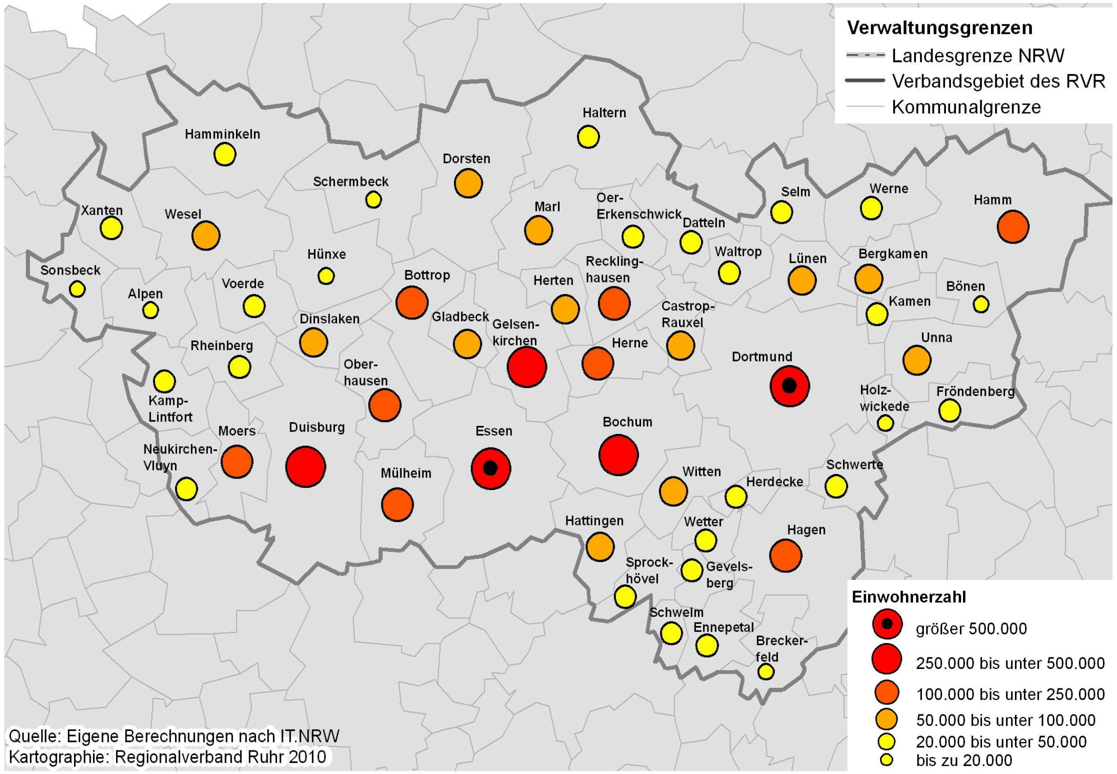
The Ruhr is a "late comer" in the development of culture and creative industries, because of many reasons…

- skilled working class labour had neither money nor time to enjoy fine arts and performing arts
- leisure time was used for sports
- until the sixties there was no university in the region and
- still there is no public broadcasting company (as an anchor point for developing the culture and creative industries)…

nevertheless the Ruhr was the birthplace of the debate on culture and creative industries in Germany

5 Culture and Creative Industries in the Cities and Districts at the Ruhr (1)

Fig.: Number of Population and Administrative border of Cities at the Ruhr



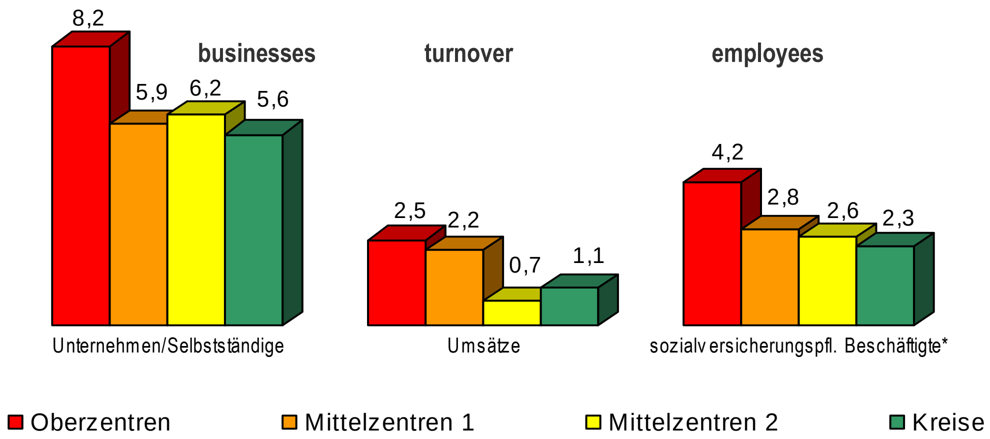
The Ruhr:

- 5.3 Mio. inhabitants
- bigger cities are Dortmund, Essen, Duisburg, Bochum (380.000 – 585.000)
- 40 medium sized cities between 25.000 and 262.000 inhabitants

5 Culture and Creative Industries in the Cities and Districts at the Ruhr (2)

- in all cities and districts the culture and creative industries are an important, but an often neglected sector
- the big cities are the "power houses" (with around half of the businesses and two thirds of the turnover in the culture and creative industries)
- Medium-sized cities like Hagen can be described as "basic and developing centres" (with one quarter of the businesses at the Ruhr)

Fig: Share of Creative industries of Overall Economy according to different Types of Cities at the Ruhr



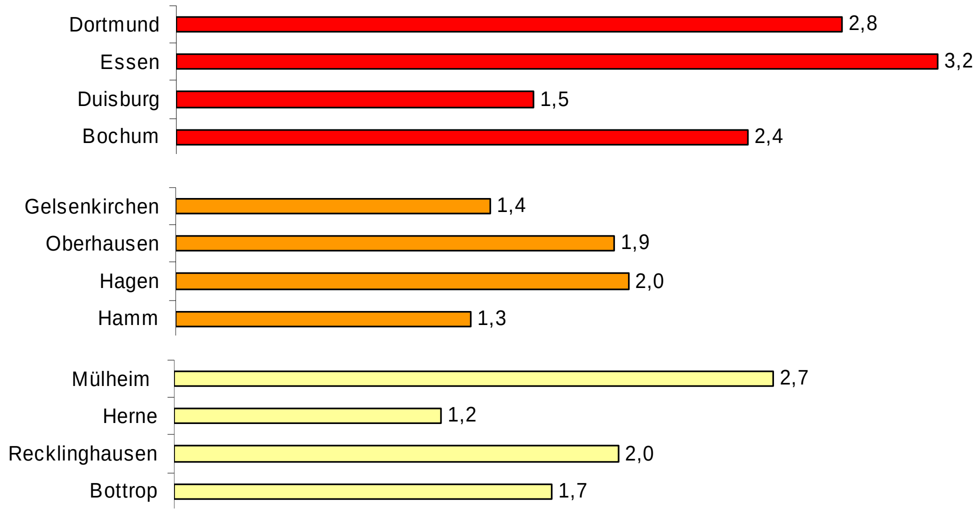
* Culture and creative industries

Quelle: *STADTart* 2009, nach Daten des IT.NRW und der Bundesagentur für Arbeit

5 Culture and Creative Industries in the Cities and Districts at the Ruhr (3)

- medium-sized cities can achieve higher index-based values than bigger cities (e.g. number of businesses per 1.000 inhabitants),
- but,… in general the position of cities developing the culture and creative industries depends on the number of inhabitants, the infrastructure, economies of scale…the ranking in the framework of central place system

Fig.: Taxpaying Businesses and Independent Contractors per 1.000 Inhabitants in Cities at the Ruhr (2007)



source: *STADTart* 2009, IT.NRW

6 Culture and Creative Industries: Key Figures of four Medium-Sized Cities (1)

Businesses, Turnovers, Employees	**Dinslaken** (70.000 EW)	**Hagen** (194.000 EW)	**Recklinghausen** (121.000 EW)	**Unna** (68.000 EW)	**Ruhr**
Number of tax- paying businesses in the culture and creative industries(2007)	146	482	289	185	13.221
percentage of tax- paying businesses in the culture and creative industries of all tax- paying businesses (2007)	7,0 %	8,0 %	7,9 %	8,5 %	8,3 %
turnover of tax- paying businesses in the culture and creative industries (2007) (in 1.000 EUR)	30.591	582.548	> 82.683	62.121	8.175.876
Average turnover per business (in EUR)	210.000	1.209.000	286.000	336.000	618.000
percentage of turnovers in the culture and creative industries of all tax- paying businesses (2007)	1,6 %	3,9 %	3,5 %	2,2 %	2,4 %

Quelle: *STADT**art*** 2009, nach Daten des IT.NRW

6 Culture and Creative Industries: Key Figures of four Medium-Sized Cities (2)

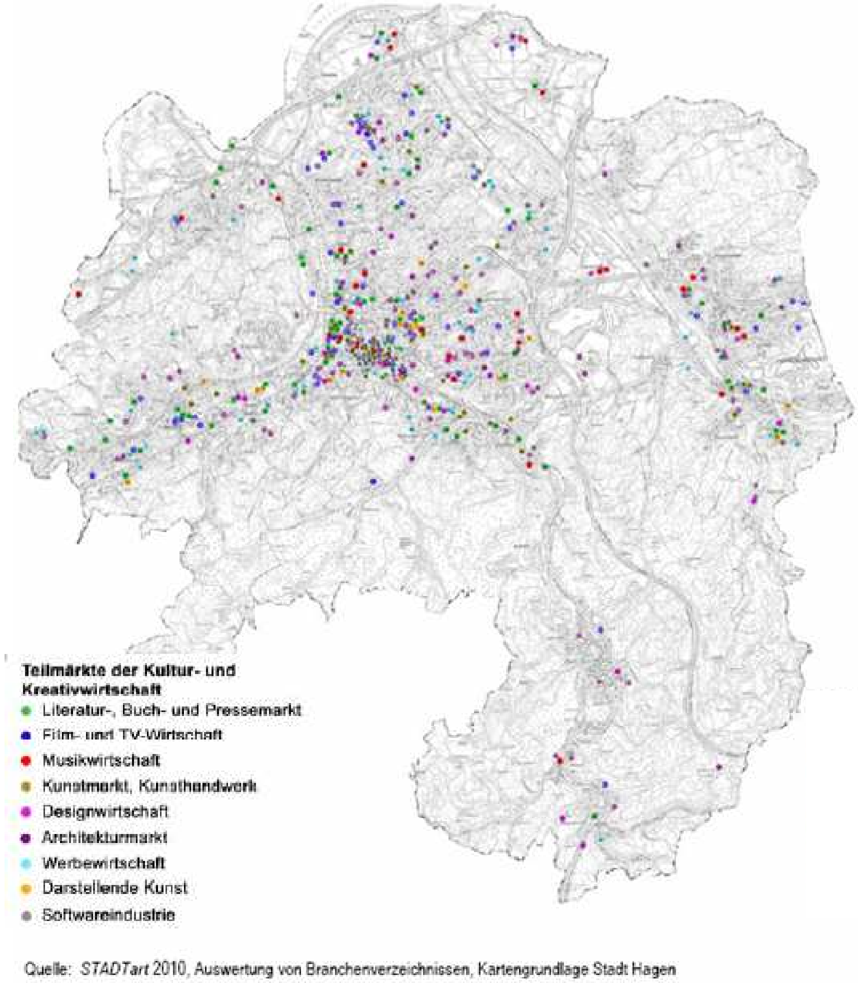
Unternehmen, Umsätze, Beschäftigte	**Dinslaken** (70.000 EW)	**Hagen** (194.000 EW)	**Recklinghausen** (121.000 EW)	**Unna** (68.000 EW)	**Ruhr**
Number of employees paying social insurance contributions in the culture and creative industries (2008)	359	2.060	776	576	50.765
percentage of employees paying social insurance contributions in the culture and creative industries of all employees paying social insurance contributions	2,3 % (15.686)	3,1 % (67.159)	2,3 % (33.474)	2,4 % (23.896)	3,3 % (1.540.390)
Number of tax- paying businesses in the culture and creative industries per 1.000 inhabitants (2007)	2,1	2,5	2,4	2,7	2,7
Number of employees paying social insurance contributions in the culture and creative industries per 1.000 inhabitants (2008)	5,1	10,6	6,4	8,5	10,2

Quelle: *STADT**art*** 2009, nach Daten des IT.NRW

7 Localisation of Businesses in the Culture and Creative Industries in Medium Sized Cities

- one third of businesses and independent contractors in the culture and creative are located in or nearby the city centre
- another third in a few sub centres of the city
- none of these areas is dominated by one or more sub-markets of the culture and creative industries

Fig. Businesses in the Culture and Creative Industries in Hagen



8 Typology of Urban Creative Spaces in Medium-sized Cities (2)

- **City Centre**
  areas with cultural and creative industries related to visitors and entertainment
- **Inner Urban Quarter**
  areas with established cultural services and production companies ("good address")
- **Unchartered urban areas**
  temporary used by artists, guerilla shops…
- **Brownfield Sites**
  areas with a focus on cultural and creative industries

8.1 City Centre: Key features

- *Elements:* shopping, cultural and leisure amenities, cultural heritage, art galleries,
- *Location:* city centre
- *Economic and social conditions:* competitive companies, higher incomes … but also homeless people
- *Urban planning dimension:*

  - central business district, flagship projects, city centre ambience

  - “go-area” of city and culture related tourists
- *Challenges:*

  - in the framework of structural change in retailing strengthen prevailing city-centre functions by supporting cultural amenities

  - integrated developmental strategies focusing on culture, culture industries, entertainment and leisure (e.g. “night economy”)

8.2 Inner Quarters: Key features

- *Elements:* freelancers/subcontractors in the cultural industries, sometimes training institutions (e.g. for the arts)
- *Location:* traditional residential areas at the inner-urban fringe
- *Economic and social conditions:* in general no tenure employment, project driven networks, precarious forms of employment
- *Urban planning dimension:*

  - mixed-used areas
- *Challenges:*

  - the "spatial capital" (e.g. small-sized properties, inhabitants with background of migration)

  - non-mainstrem tourism (e.g. studios for artists, design shops)

  - low-cost rental properties

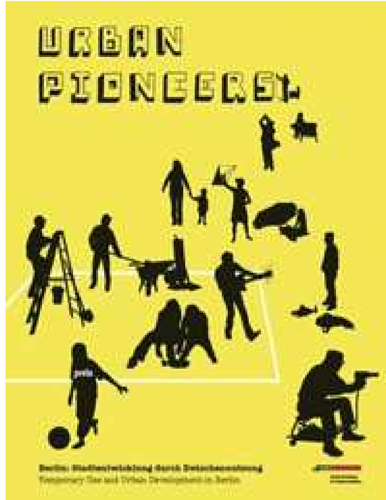
8.3 Unchartered Urban Areas: Key features

- *Elements:* music, clubs, artists, start-ups, fashion events, performances, leisure facilities
- *Location:* at the outer fringe or on inner brownfields (transformation process in coal and steel industry etc.)
- *Economic and social conditions:* often only competitive for a short period of time, precarious forms of employment ("urban pioneers")
- *Urban planning dimension:* temporary use by micro enterprises of the creative industries ("informal incubators") and by cultural and leisure-oriented initiatives.
- *Challenges:*

  - no permanent use

  - sensitive up-grading of individual locations (e.g. improving the access by public transport)

  - identifying those locations which are suitable for long-term use for cultural facilities and culture industries



8.4 Brownfield Sites: Key Features

- *Elements:* high vacancy rate, listed buildings
- *Location:* brownfield sites at the urban fringe
- *Economic and social conditions:*

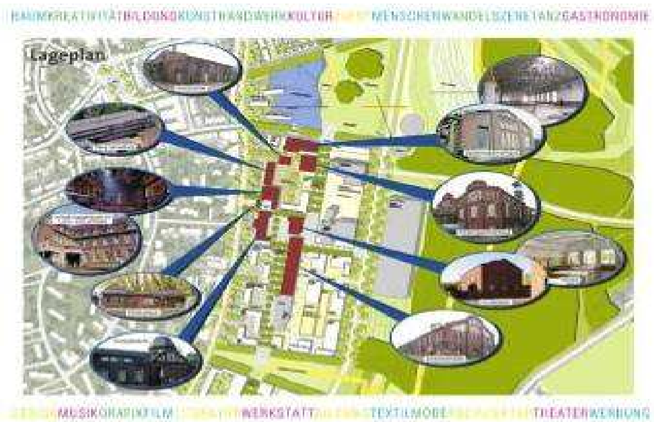
  - real estate companies

  - low cost rental properties
- *Urban planning dimension:* in a few cases developer-led projects
- *Challenges:*

  - framing developmental concepts, including the re-use of listed buildings, long-time strategy

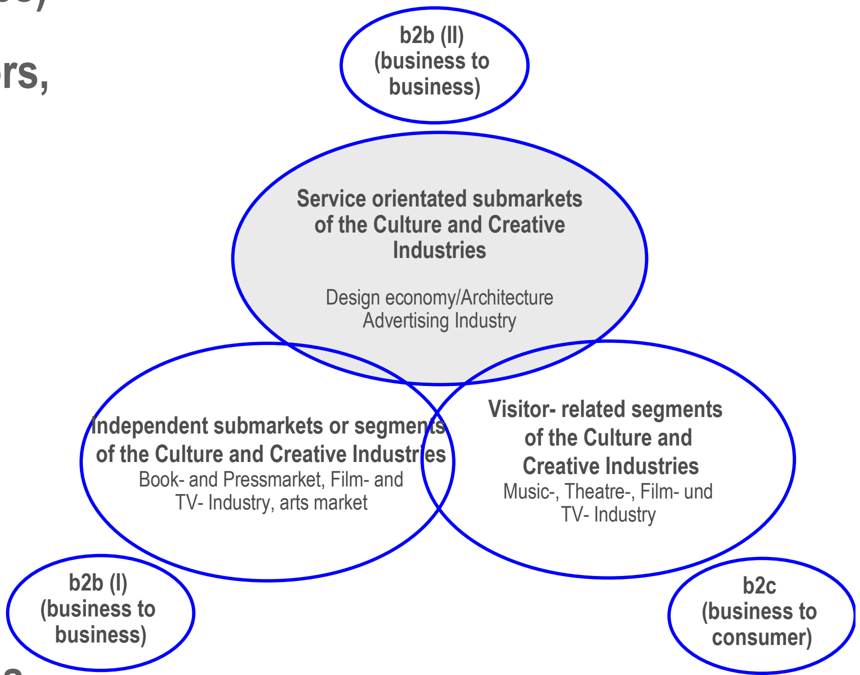
  - "making places" by cultural programs, temporary use by the "cultural creative class"

  - appropriate space for micro enterprises



9 Creative Urban Policies (1)

- creative spaces cannot be planned in a traditional way, but urban planning can support the development (e.g. by considering the heterogeneous locational requirements of culture and creative industries)
- monitoring this sector by an array of indicators, e.g. mapping the spaces of temporary use
- building on local and regional endogenous potential of the culture and creative industries, particularly the wide range of "culture scenes"
- developing holistic and communicative strategies for improving the types of creative spaces: "one does not fit all"
- combining top-down and bottom-up strategies … in industrialized medium-sized cities rentable space is not the key problem



9 Creative Urban Policies (2)

Creative space in medium-sized cities	Strategic vision	Action strategy	Projects	Urban development instruments
City Centre	▪ develop an down-town strategy of culture and culture industries (incorpo-rate entertainment offerings)	▪ secure and attract cultural offerings with direct appeal to the public ▪ design attractive cultural amenities and public space…	▪ develop flagship projects (e.g. museums) and integrate “beacon” leisure projects ▪ integrate attractive housing projects…	▪ integrate in city marketing and “Business Improve-ment Districts” ▪ develop attractive public spaces ▪ …
Inner Urban Quarter	▪ maintain the structure as mixed-used area	▪ identify micro-sites for start-ups in the culture industries ▪ create a strategy for training facilities as nucleus for start-ups (co-working space…)	▪ secure niche cultural offerings (e.g. art galleries) ▪ initiate projects promoting ethnic potential in cultural industries…	▪ establish quarter management ▪ locate small scale cultural amenities like music schools ▪ …

9 Creative Urban Policies (3)

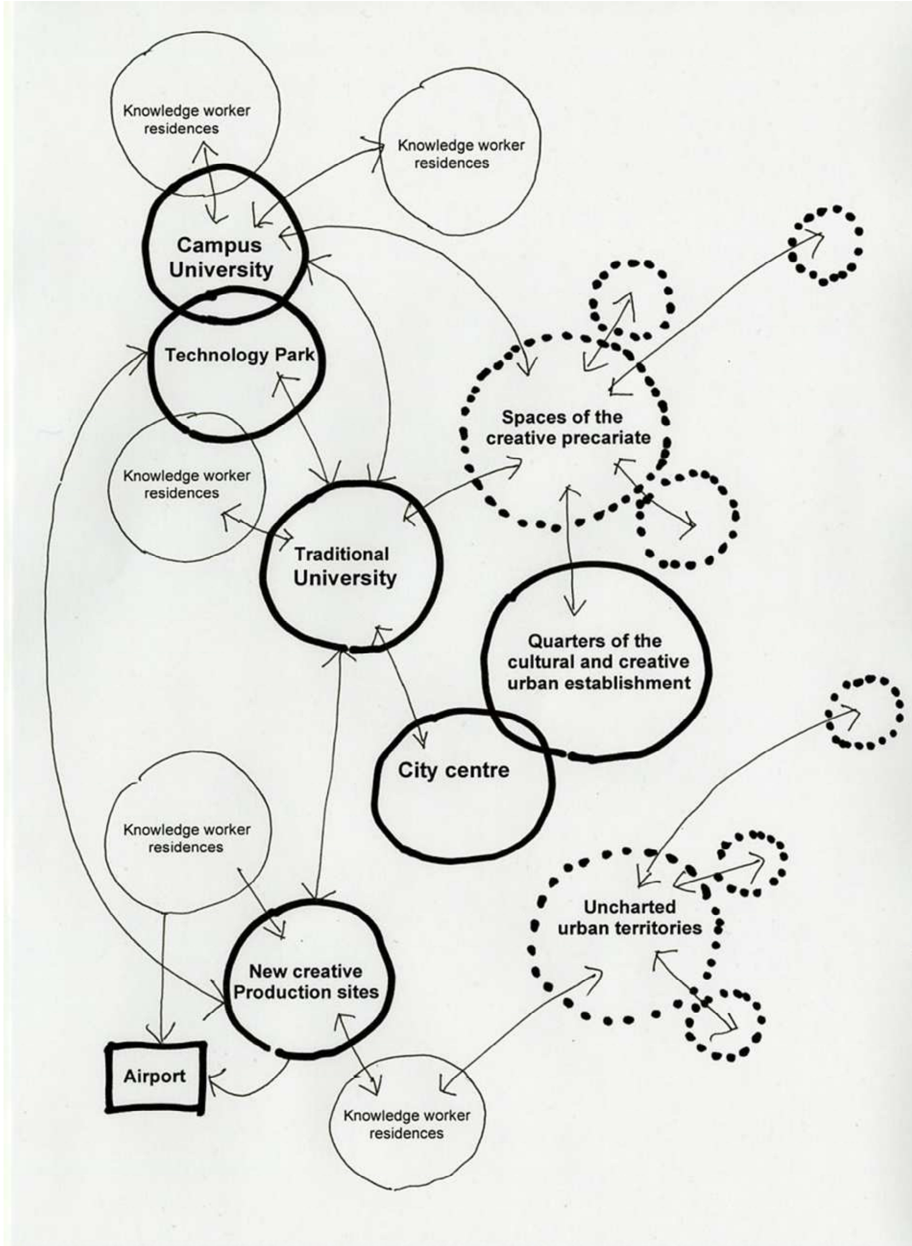
Creative space in medium-sized cities	Strategic vision	Action strategy	Projects	Urban development instruments
Unchartered Urban Area	▪ broad tolerance and passive support for temporary use	▪ screen sites under temporary use (e.g. acceptability, development) ▪ support real estate companies in supplying studio premises…	▪ as a "informal incubator" introduce measures for a sensitive upgrading (by e.g. improving the public space) ▪ …	▪ develop a concept for the temporary use (5 up to 10 years) ▪ implement a developing strategy by a cultural program ▪ …
Brownfield Sites	▪ develop an integrated concept	▪ support real estate companies in supplying studios premises ▪ support start-ups ▪ organise workshops with artists etc…	▪ support the "cultural occupation" at strategic sites of the city by cultural programs ▪ initiate location marketing…	▪ develop strategies for the temporary use (1 up to 2 years) ▪ support cultural initiatives ▪ initiate quarter management…

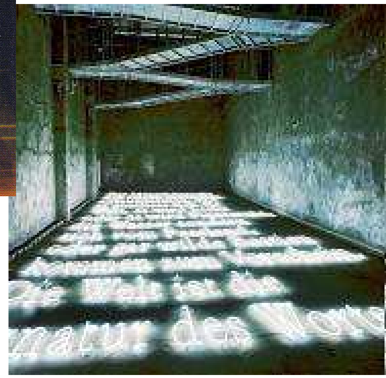
9 ...and Outlook (4)

- initiating networks of actors from the fields of economic development, culture, urban development, city marketing ..
- bundling the resources and instruments in the fields of economic development etc.
- thereby link policies developing the culture industries ("creative industries look sexy") with knowledge industries
- because the urban system of "creative spaces" provides the environment for attracting talents from outside in both sectors …
- …but this would need an integrated approach and is another story

Thank you for your attention

Fig: The pattern of Creative Spaces of Culture Industries and Knowledge Industries in City regions



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