

Nordic City Network's study trip to London 18-20 september

## "CREATIVE URBAN BUSINESS"

Focus on new ways to organize and work together (e.g. Sharing economy).



*We want to explore:*

- *What does the new urban business look like?*
- *What does the future urban business demand of our cities in form of both physical and social organization?*

## Day 1: SUNDAY 18th

PM

**THEME: Introduction to London**

**PLACE: The Hoxton (81 Great Eastern St, London, EC2A 3HU)**

- 15.00 Welcome to London (optional)  
City tour - introduction to London with The Original London Street Art Tour/ Alternative London Tours
- 18.00 Inspirational lecture, at the Hoxton  
Innovation districts - looking at the revaluing of proximity, collaboration and co-working in cities Kat Hanna, Research Manager, Centre for London
- 19.00 Dinner at the Hoxton

## Day 2: MONDAY 19th





AM

### THEME: Urban Creative Business

8.00 Departure to Old Street Station

Walk from The Hoxton to Old Street Station takes about 15 minutes.

#### Fastest by public transport

	4 mins	 <b>Northern line</b> to King's Cross St. Pancras Underground Station
Departs	15 mins	 Walk to 1 Ossulston Street, Camden
Arrives		 This journey has additional information
08:24	08:43	
	19 mins	
<a href="#">View Details</a>		
<a href="#">&lt; Earlier journeys</a> <a href="#">Later journeys &gt;</a>		

#### Information:

Northern line towards Edgware or High Barnet leaves every 3 minutes from Old Street Station for King's Cross St Pancras Underground station. The journey with Northern Line to King's Cross Pancras Underground station takes about 5 minutes. Walk from King's Cross Pancras Underground station to King's Cross takes about 15 minutes.

9.00 Introduction to Kings Cross as a knowledge quarter, with Knowledge Quarter

WHERE TO MEET: British Library, Elliot Room (96 Euston Rd, London NW1 2DB)




10.30 King's Cross and Urban partners

Introduction to Urban Partners and their work, guided walking tour of the Kings Cross area & lunch with representatives from the companies in the Kings Cross area

WHERE TO MEET: Euston Rd.

13.45 Transport to London City University

#### Fastest by public transport

	3 mins	 <b>Metropolitan line</b> or <b>Circle line</b> or <b>Hammersmith &amp; City line</b> to Farringdon Underground Station
Departs		 This journey has additional information
Arrives		
14:08	14:11	
	3 mins	
<a href="#">View Details</a>		
<a href="#">&lt; Earlier journeys</a> <a href="#">Later journeys &gt;</a>		

**Information:**

Metropolitan line towards Aldgate Underground Station or

Circle line towards Liverpool Street and Tower Hill or

Hammersmith & City line towards Barking Underground Station

leaves every 3 minutes from King's Cross for Farringdon Underground Station. The journey takes about 3 minutes. Walk to London City University from Farringdon Underground Station takes about 10 minutes.

Directions to London City University: we will meet in room ALG16. 'A' signifies the 'College Building' accessed on St John Street (the entrance is under the clock), it's the old red brick building which features on the college web pages. This is on the other side of the campus to Northampton Square.

## PM

### THEME: How do we plan for future work?

**PLACE: City University London (272-278 St John St, London EC1V 4PB)**

**ROOM: ALG16 (LG means lower ground floor)**

- 14.30 Lecture with Nicolai Bacon founder of the organization Social life and has previously worked for Young Foundation.
- 16.00 Coffee and discussion on Nesta reports on future business

### THEME: What require urban creative business of the city?

**PLACE: City University London (272-278 St John St, London EC1V 4PB)**

**ROOM: A110**

- 17.00 Lecture with Andy C Pratt, Professor of Cultural Economy/ Director of the Centre for Culture and the Creative Industries at Department of Sociology

- 18.30 Dinner (optional place)

**Restaurant suggestions:**

**Exmouth Market** – winner of our Great Street 2012 <http://exmouth.london/>

Address: Exmouth Market, London EC1R 4QL

Walk from Exmouth Market back to The Hoxton takes about 30 minutes.

**£££**

**Moro** (Moroccan food) <http://www.moro.co.uk/>  
Address: 34-36 Exmouth Market, London EC1R 4QE

**The Quality Chop House** (British, locally-sourced and sustained food)  
<http://thequalitychophouse.com/>  
Address: 88-94 Farringdon Road, London EC1R 3EA

**££**

**Caravan** <http://www.caravanonexmouth.co.uk/>  
Address: 11-13 Exmouth Market, London EC1R 4QD

**Paesan London** <http://www.paesanlondon.com/menu>  
Address: 2 Exmouth Market, Clerkenwell, London EC1R 4PX

**The Exmouth Arms** <http://www.exmoutharms.com/>  
Address: 23 Exmouth Market, London EC1R 4QL

## Day 3: TUESDAY 20th

AM

**THEME: Creative districts and Creative Business**

**PLACE: The Proud Archivist, Units W, X & Y, Reliance Wharf, 2-10 Hertford Road, London N1 5ET**

08.30 Walk from The Hoxton to The Proud Archivist (ca 25 minutes)

09.00 Introduction to London's business strategy, with Ramidus Consulting

10.00 Study visits in three different groups:

### CLERKENWELL (GROUP 1)

Transportation: walk from The Archivist to Laburnum Street (ca 5 minutes)

Take bus 243 towards Waterloo (the bus leaves every 10 minutes)

Get off at Hatton Garden (the journey takes about 30 minutes)

Walk to White Bear Yard (ca 2 minutes)

11.00 Ideo

**PLACE: White Bear Yard, 144A Clerkenwell Road, London EC1R 5DF**

Walk 10 minutes from White Bear Yard to 1 Sekforde St

12.15 Future Cities Catapult

**PLACE: 1 Sekforde St, London EC1R 0BE**

13.00 **LUNCH: Vietnamese restaurant Ngon ngon  
(144A Clerkenwell Road London EC1R 5DP)**

### HACKNEY WICK (GROUP 2)

10.00 City tour in Hackney Wick

**PLACE: Starts at The Archivist**

12.30 **LUNCH: Crate Brewery & Pizzeria,  
(The White Building, Queens Yard, London E9 5EN)**

## **LONDON DESIGN BIENNALE (GROUP 3)**

Transportation:

Walk to Haggerston Rail Station (9 minutes)

London Overground towards West Croydon Rail Station (7 minutes)

District line towards Wimbledon Underground Station, Ealing Broadway Underground Station or Richmond Underground Station (12 minutes)

Walk to 150 Strand, Holborn (10 minutes)

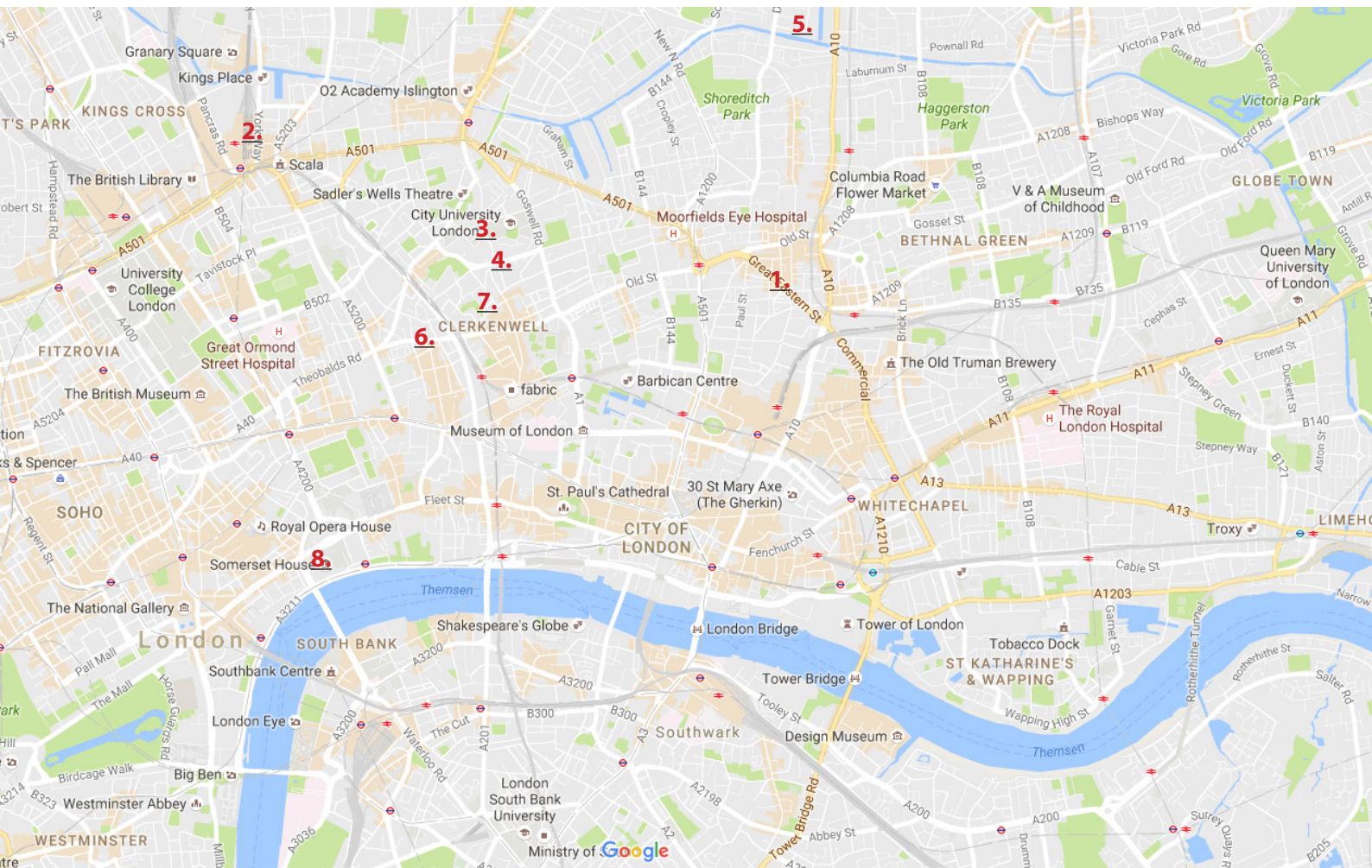
**PLACE: Somerset House, Strand, London WC2R 1LA**

**LUNCH: optional place**

### **PM**

- 14.00 Transport back to the hotel
- 15.00 Everybody back at the hotel
- 15.15 Meeting at the hotel to reflect and sum up
- 16.00 End of program

1. Hoxton (81 Great Eastern St, London, EC2A 3HU, United Kingdom)
2. Kings Cross
3. City University London (Northampton Square, London, EC1V0HB)  
272-278 St. John St, London EC1V 4PB
4. Exmouth Market, London EC1R 4QL
5. The Proud Archivist (Units W, X & Y, Reliance Wharf, 2-10 Hertford Road, London N1 5ET)
6. Ideo (White Bear Yard, 144A Clerkenwell Road. London EC1R 5DF)
7. Future Cities Catapult (1 Sekforde St, London EC1R 0BE)
8. London Design Biennale (Somerset House, Strand, London WC2R 1LA)



### Contact information:

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