

The cultural economy and the city

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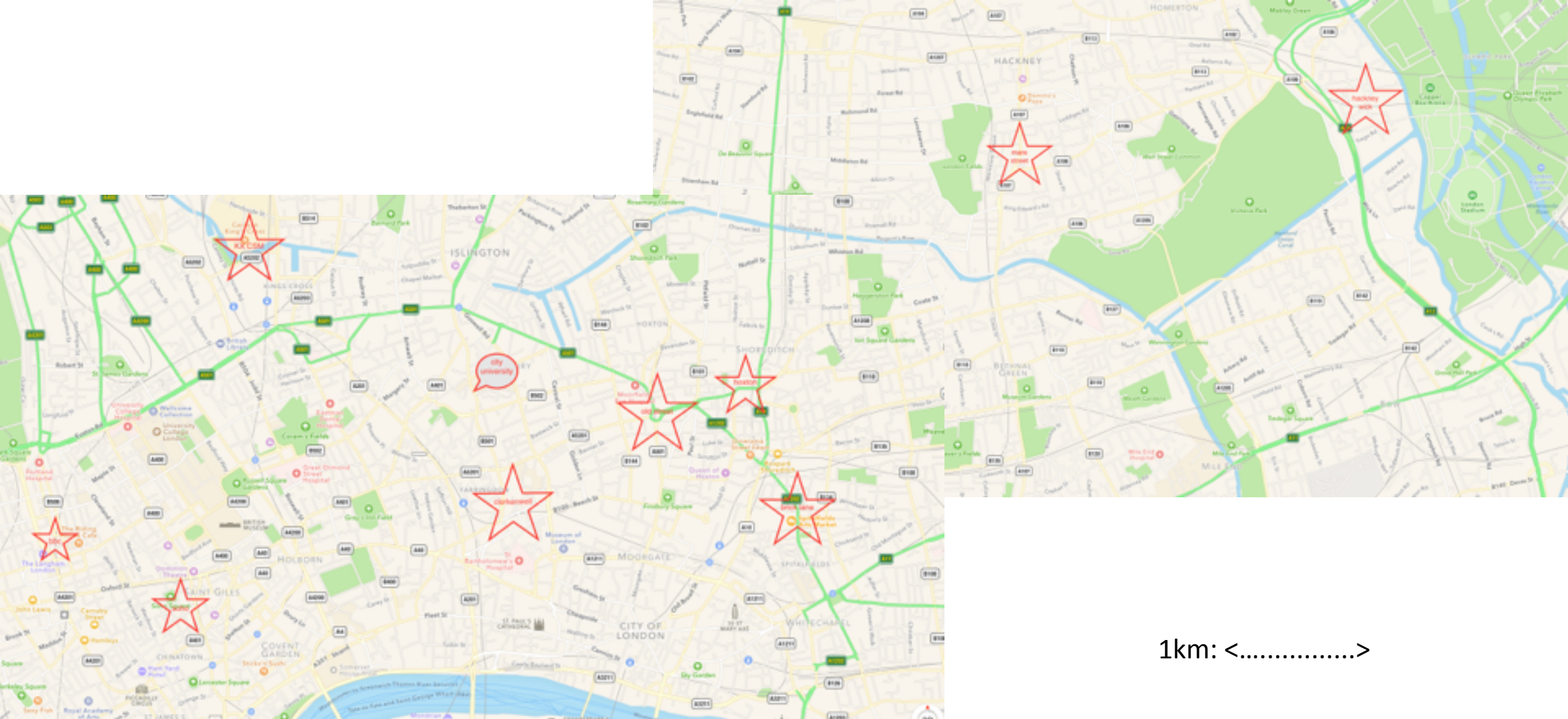
The challenge of the cultural economy: how to respond?

- Creative clusters are a global initiative of choice
- However:
 - Much mis-understanding of their ecology
 - Their relationship to:
 - the city
 - the economy
 - culture and society
- Also:
 - The policy environment is changing (funding, instrumentalism)
 - The cultural economy is changing (even faster)

Outline

- Clusters in London
 - How policy has understood them
- The rise of the cultural economy
 - A changing London economy
- The (false) tension between hard and soft infrastructure
- What can/should planning and policy do?

Some cultural clusters in north and east London



1km: <.....>

A policy lens on cultural clusters and the city

- Instrumentalism
 - Cultural economy and regeneration
 - Place branding
 - Attractor for foreign direct investment
 - Experience economy, bringing life back to the city
 - Gentrification?
 - Cultural economy as pioneer

(Mis-)Understanding cultural clusters

- Business clusters
 - Value chain
- Industrial districts
 - Transactions costs
- Creative clusters?
- Cultural hubs? Where is the social and cultural?
- What is important
 - Co-location
 - Building space
 - Tenants

The rise of the cultural economy

- Employment changes
 - 1970s manufacturing decline, out-migration
 - 1990s financial services, in-migration
 - 2000s cultural economy
- Governance
 - London's government
 - London economy and the UK/Global economy
 - Deregulation and austerity: culture as exception
- Removal of 'old' boundaries: a hybrid city
 - From heritage to cultural economy
 - London's cultural transformation (migration)
 - The relative, and absolute, scale of the cultural economy
 - Social and economic practice beyond the 'silo'

Proximity and place

- Hard infrastructure (capital projects)
 - Attractive political move
 - Transformation and renewal
 - Are the appropriate: are they solving the right problem?
- Soft infrastructure
 - Training
 - Strategy, route ways to markets/audiences
 - Identification of strategic gaps
 - 'real services'
- Knowledge transfer is cultural, not mechanical
 - Proximity is not sufficient
 - Intermediaries (training and mentoring, for/not for profit. Formal/informal)
 - Curation: knowledgeable actors.

Rethinking policy and planning

- Challenge of assumptions
 - 9-5 economy
 - Formal/in
 - For/not for profit
- Weak tools
 - Zoning
 - Building provision
- Cultural economy support
 - Not generic, specific
- Lateral policy making
 - Inter/cross agency linkages



Public or Private place?

