



Capacity Building for Sustainable Urban Development in Asian Countries

Culture as a force for urban regeneration

Culture as a force for urban regeneration



- Three entry points
- Creative industries, cultural identity, creative spaces
- Historic preservation, cultural heritage
- Multicultural issues, globalization, migration, urban ethnic spaces, tolerance and conflict



We should not only be the trustee of the cultural heritage, instead we need to enhance it for the future generations.”

WOLFGANG MEYER
MAYOR OF GOETTINGEN, GERMANY



Creative industries are those activities which:



- Have their origin in individual creativity, skill and talent
- Have the potential for job creation through generation of intellectual property
- Have the ability to engage in continuous innovation of products and processes
- Profit from ideas.



Trends



- Growth of cultural industries is new trend in which culture and market forces have merged to create mixed economy where leisure, culture, innovation and creativity are both produced and consumed
- Role of government planners in cultural policy-making now more complex because cultural products are marketed, and culture is an asset that can be capitalized

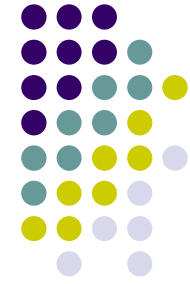
Strategies to foster creative industries



- Use of culture in urban planning strategies linked to urban marketing and city branding
- Old industrial cities are basing regeneration on creation of high-profile cultural facilities
- Idea is to bring cities back to life by catalyzing investment and attracting people
- Example is city of Bilbao, Spain and the Bilbao Guggenheim museum
- Cultural consumption can lead to mixed economic results



Strategies to foster creative industries



- Shift in urban planning strategies towards creation of cultural incubators, which foster cultural production and consumption
- Space meant to encourage the conception of new ideas and products
- Some of most successful creative districts were never planned -- Montmartre, Paris and SoHo, New York – appeared spontaneously
- Ignored by planners, they attracted artists who found appeal in authenticity of marginalized or neglected urban areas, also inexpensive



Policies and measures for creative industries



- Nurture civic institutions and partners that facilitate innovation and creativity.
- Promote local culture that encourages experimentation, failure and recovery.
- Make financial capital available that would support a risk-taking environment



Policies and measures for creative industries



- Support creative producers by making available affordable space, crucial to attracting and retaining talent in business start-ups
- Nurture networks to facilitate the exchange of ideas and foster innovation.
- Establish policies to link arts and design schools with places of cultural consumption and presentation such as theatres, music halls and galleries.



Policies and measures for creative industries



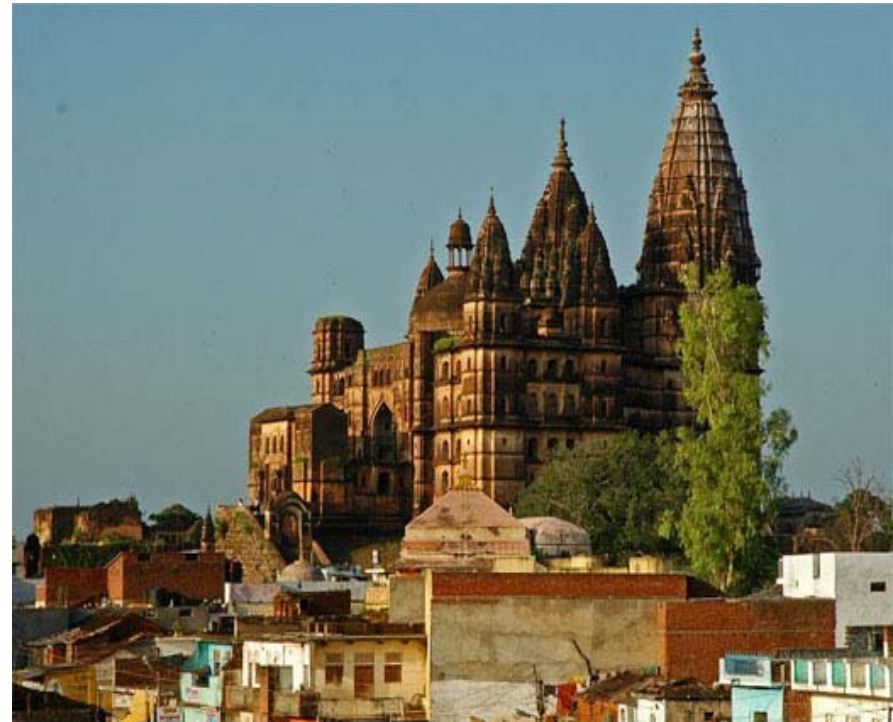
- Conceive a planning process that from the outset engages the cultural community already in place
- Learning and improvising are inherent features of creative cluster planning strategies. Fixed models do not seem to exist
- UNESCO's Creative Cities Network aims to bring civil society, public and private partners together to collaborate in the development of creative industries.





Heritage preservation

- In many cities the preservation of built environment and cultural traditions is crucial for identity and constitutes intangible culture and cultural heritage.
- Physical heritage contains concrete expressions of the diversity of peoples, cultures and beliefs
- Cultural heritage preservation can be driving force for innovation, dialogue, social cohesion and peace.





Heritage preservation

- Challenge: historic preservation policies must reconcile past urban forms essential to cultural identity, with present needs and image city wants to project
- Innovative public space with heritage architecture can create distinctive sense of place that promotes human interaction, fosters cultural uniqueness, creativity and civic pride, and conveys a distinctive character.



Measures for heritage preservation



- Build political support for preservation through public awareness campaigns that communicate importance of cultural heritage and potential benefits
- Assess the importance of historical structures and their intrinsic social value to society
- Laws and regulations for cultural heritage development can emerge from this process of assessment, dialogue and awareness
- Imagine ways to preserve historic character of buildings while facilitating usage for current needs that are economically viable.
- Historic preservation intersects with land use, housing and commercial policies
- Consider overall area improvement projects beyond improvement of building facades, including quality of public spaces and usage, presence of cultural activities (restaurants, bars...) and transportation linkages

Multicultural challenges



- Unique urban identity also emerges from multicultural diversity, bringing new ideas and cultural vibrancy.
- Globalization, opening of new markets and increased exchange of information, goods and capital facilitate mobility of people
- To date approximately 175 million international migrants and untold urban/rural migrants
- In Abidjan, 38% of urban slum population comes from surrounding countries: Burkina Faso (20%), Mali (9%), Ghana (12%) and Togo and Benin (12%)





Urban ethnic spaces

- Within cities, cultural diversification and enrichment often emerges in urban ethnic spaces.
- Culturally distinct ethnic spaces often appear in the form of shops, bars and restaurants.





Conflict and tolerance

- Migration can also cause social friction
- Ethnic conflicts and violence can also take place
- Multiculturalism can be a transformative ideal for policy making and education, to help make diversity an asset



Measures for multicultural cities



- Promotion and defense of diversity should be an important item of local political agenda
- Consider new local institutional frameworks and urban management to address hardships of immigrants
- Work with civil society, NGOs, community groups, to open channels for the political involvement of migrants in urban affairs.
- New management approaches can facilitate intercultural dialogue and cohesion

Case study - Historic preservation in Quito, Ecuador



- 18th and 19th century Spanish colonial architecture and plazas
- Historic preservation strategies began in 1960s, master plan in 1980 with survey of historic buildings and monuments
- Architectural blight led to renewal strategy through public/private partnership in 1990s
- Strategy included social and economic issues, employment, commerce, transit and housing





Lessons learned

- Market-based approaches can result in improvement of built environment and appearance of restaurants, boutiques, hotels fostering tourism and cultural identity
- But can also displace lower and middle-income populations, thus creating tensions
- Despite improvement in built environment, Quito's historic core continues to be home of poor housing and economic conditions.

Case study – Multiculturalism in Frankfurt, Germany



- As international center of trade, finance and banking, Frankfurt attracts a worldwide pool of labor from 150 countries
- National immigration policy often perceived as unwelcoming and national politics marked by fear of dilution of national identity
- Some permanent immigrant populations in Frankfurt remained marginalized socially, economically and politically



Creation of Office for Multicultural Affairs



- Established as an experiment to promote a denationalized cosmopolitan city
- Works with city agencies and civil society to integrate immigrants
- Organizes public hearings where immigrants can express their voice
- Created a municipal advisory council for foreign residents.
- Prepared a register of organizations run by immigrants in Frankfurt for outreach and feedback





Lessons learned

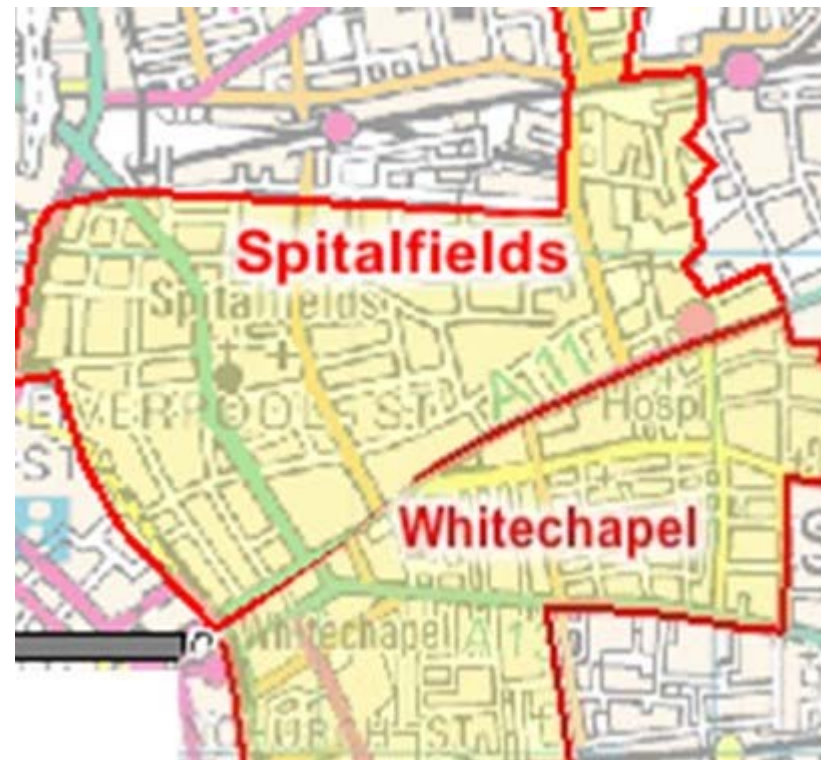
- Initiative led to transformation of city governance structures
- Was controversial as it challenged German national immigration politics
- Exemplary experiment in coping with multiculturalism by putting it at the core of public policy



Case study – Bengali/British identity in Spitalfields, UK



- Interesting example of use of local spatial planning to enable rights to citizenship and belonging often denied to minorities
- Rehabilitation policies attempted to restore neighborhood as monument to Georgian architectural heritage
- Gentrification process triggered politics of identity and place
- Spitalfields is home to Bengali community and is a very deprived urban area
- Redevelopment initiated displacement struggles and mobilized opposite notions of what Spitalfields stood for as a neighborhood
- Activated a politics of negotiation that resulted in managed multicultural cohabitation.



Community engagement



- Local Bengali businessmen formed a Community Development Group
- Goal was to orient redevelopment to address needs of Bengali community
- Negotiations with planners resulted in developing a community scheme for the site, emphasizing social housing and affordable workshop space
- Plan handed over some land control to the community
- Agreed to develop Brick Lane as Banglatown, a vital and exciting core of commercial and cultural life



Lessons learned

- Willingness on part of developers and planners to engage in dialogue with community to produce a win-win situation
- Bengali community formulated a vision of what it meant to be Bengali in the UK
- Became active partner in local economic development and mobilized to influence redevelopment along its own cultural lines
- Allowed Bengali community to effectively build a home in a new nation.



Case study – Creative spaces



- Project based on international comparative analysis of 6 cities: London, Berlin, Barcelona, Toronto, New York and San Francisco
- Researched policies in place and conditions that fostered creative industries in each city
- Identified lessons learned when formulating strategies for creative industries related to people, enterprise and innovation, space, vision and connectivity



People

- Public education plays primary role in developing talent and attitudes for creative industries. Focus should encourage creativity and risk-taking in innovation.
- Cultural and creativity-based community programmes directed at neighborhood level can be powerful asset in targeting social exclusion.
- Grassroots level is where talent and ideas emerge, experiments occur, and creative activities encounter fewer barriers from institutional bureaucracy and market mechanisms.
- Successful projects are often realized through the leadership of exceptional individuals or small groups of artists.



Enterprise and innovation



- Creative businesses prosper and are most efficient when business support structures focus on their specific needs.
- Creative sector has diverse needs that can be targeted through clustering.
- Establishing networks of creative practitioners having to cope with similar challenges enables them to overcome obstacles through information sharing and support.



Space



- Access to affordable space for creative activity remains a persistent issue
- Employing non-market solutions can be an important instrument in ensuring affordable space for creative activity
- Most effective means to enable access to affordable creative space is building ownership by public or non-profit entities
- Preservation of heritage buildings, fostering local cultural activities, and establishing public/ natural spaces can support creative identity
- By transforming social and built environment and attracting new talents and investments, creative industries can be powerful instrument in rehabilitation of depressed urban neighborhoods.



Vision and connectivity



- Various departments of city government should be engaged in the process of policy-making for creative industries addressing political, social and economic aspects.
- Infrastructure, especially for communications and transport, is crucial for creative communities as they need to be well connected to wider urban areas.



Case study – Creative industries in Johannesburg, South Africa



- Cultural Industries Growth Strategy advocates integration of arts and culture into all aspects of socio-economic development in South Africa
- Focus on crafts, film, music and publishing industries
- Termed *Creative South Africa*, the initiative raised awareness within government on potential of cultural industries for increasing economic growth and social equity
- Initiative succeeded in adopting cultural industries as a priority economic sector in policies at national level



Creative industries strategy



- Strategy created Johannesburg Art Bank tasked with creating a market for artists' work
- Creative Industries Seed Fund developed business skills of creative producers
- Economic Development Unit provided office space and infrastructure to film producers



Three initiatives

- Art City Project focused on projecting Johannesburg's inner core as "the hub and cultural centre of Africa's world class city" and on promoting tourism
- Newtown Cultural Precinct project developed a cluster of creative industries including Market Theatre, MuseuMAfrica, Sci-Bono Discovery Centre, Bassline, Dance Factory and art galleries
- Hub for fashion design was created for goods of African design that are not mass produced. This project is supported by the Johannesburg Development Agency.





Lessons learned

- South Africa and Johannesburg are good illustrations of how political will and education awareness raised attention to the creative industries.
- Resources and knowledge were mobilized to develop a long term policy strategy for the creative industries in a developing country.
- Different levels of government contributed to the success: national level as well as provincial and municipal levels. This multi-level support strongly facilitated development of the cultural sector.

Case study: Bologna – from Cultural City to Creative City



- European Capitol of Culture in 2000
- UNESCO City of Music in 2006
- One of best preserved historic city centres in Europe with more than 40 km of architectural porticoes
- Vibrant musical tradition and serious commitment to promoting music as means of economic development and social inclusion.
- Hosts a number of musical production companies, music schools and performance spaces
- Has 320 associations and local cultural centres that organize music-related activities.



Strategy for becoming creative city



- Pursue polycentric development to identify new spaces for innovative cultural and creative activities, especially where urban regeneration is needed.
- Attract talent pool with skills, knowledge and talents of creative class, notably through financial incentives to small businesses in culture sector who may want to upgrade businesses and compete in advanced creative markets



Strategy (cont.)



- Promote multiculturalism, intercultural dialogues and diversity as tools for growth
- Seek balance between development of new forms of creativity suited to knowledge economy and existing characteristics of livability and social cohesion that are city's heritage
- Apply creativity to broader social, political and economic life of city, developing cultural approach to urban planning and policy
- Foster sense of civic creativity shared by all citizens, civil society, private sector and public institutions to embed creativity as strong and identifying urban character



Lessons learned

- City of Bologna achieved significant status as a European Capitol of Culture, but to progress and grow it decided to focus on becoming a creative city
- Focus on creativity ensures that its cultural resources will be continually renewed and will allow it to compete with other culturally advanced cities at international level





For more information

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