

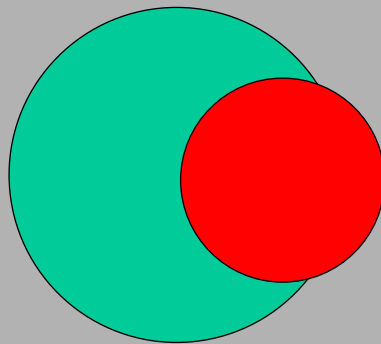
# 3. La città come centro di attrazione: casi studio

Economia dell'innovazione  
La città e le occupazioni creative  
LIUC

# Creative Class and Creative Industries are different animals

- Creative Class: based on occupation
  - artist, designer, scientist, manager...
- Creative Industries: based on industry
  - advertising, architecture, crafts, design, performing arts...

Creative Class



Creative Class in Creative Industries

# Department of Culture, Media and Sport (DCMS) UK

April 2004 Evidence Toolkit, 7 sectors:

- Audio-Visual
- Visual Arts
- Books and Press
- Performance
- Sport
- Tourism
- Heritage Management

# Spaces for the Creative Class

- Living: *birds of the same feather flock together* (“positive ghettos”)
- Working: avoid long car trips, look for good public transports
- Leisure: more interested in engaging entertainment, less in amenities
- Shopping: high-end, original, creative products

# Spaces for Creative Industries

What happens when companies of the Creative Industries and the Creative Class cluster together?

Places gradually change.

# The Regeneration Game: Stakeholders

- Local community and local shops
- Creative Class
- Creative Industries
- Property companies
- City government

# A Delicate Balance

Start-ups in the Creative Industries:

Tension between emergence and survival,

“When you start a business there is no automatic rights to exist”

*Barbara Cassani former Ceo of GO*

# Evidence of “creative clusters”

- London: from the City Fringe to Deptford
- Toronto: “The Kings” (the King-Spadina and the King-Parliament neighbourhoods)
- Milan: Zona Tortona



# Projects aimed also at Creative Industries

- Barcelona: @22, Poblenou
- Londra: Thames Gateway
- Berlin: Tacheles
- Milan: Città della Moda (Fashion City)
- Rome: ex Mercati Generali

CITY OF MILAN: CREATIVE HOTSPOTS



AREA BOVISA



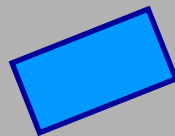
AREA MECENATE



AREA GARIBALDI-REPUBBLICA

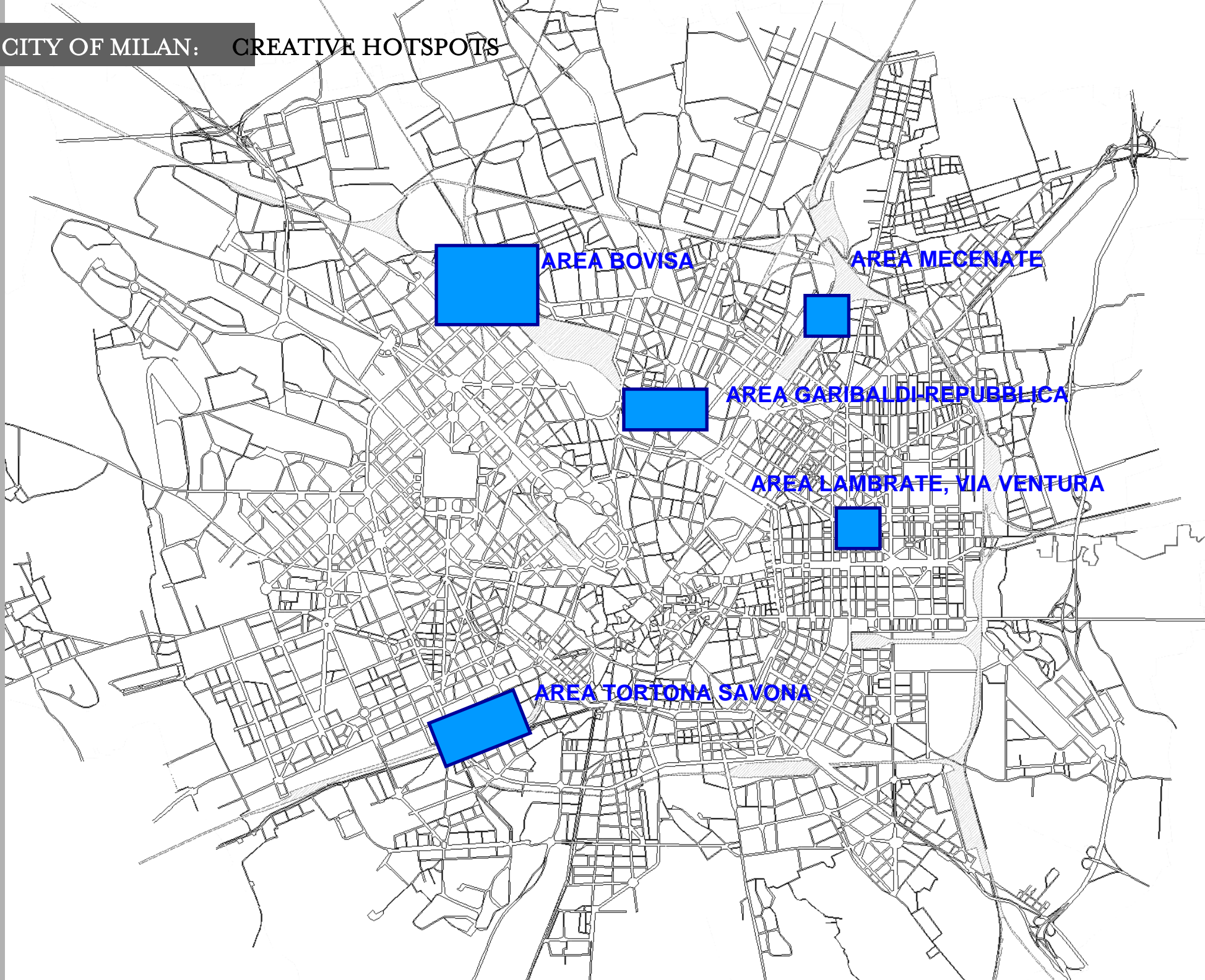


AREA LAMBRATE, VIA VENTURA



AREA TORTONA SAVONA

CITY OF MILAN: CREATIVE HOTSPOTS



AREA BOVISA

AREA MECENATE

AREA GARIBALDI REPUBBLICA

AREA LAMBRATE, VIA VENTURA

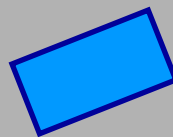
AREA TORTONA SAVONA

AREA BOVISA

AREA MECENATE

AREA GARIBALDI-REPUBBLICA

AREA LAMBRATE, VIA VENTURA



AREA TORTONA SAVONA

AREA TORTONA - SAVONA



VIA SOLARI

VIA SAVONA

VIA TROYA

VIA STENDHAL

VIA TORTONA

VIA BERGOGNONE

VIA VOGHERA

VIA FORCELLA

VIA BUGATTI

# Creative Industries: assessment

- Creative Industries are linked to the advanced service industries
- Creative Industries are linked thrive thanks to “infrastructures” such as Fairs, Universities
- They take from the local community and they try to give something back to it

CITY OF MILAN: CREATIVE HOTSPOTS



AREA BOVISA

AREA MECENATE

AREA GARIBALDI-REPUBBLICA

AREA LAMBRATE, VIA VENTURA

AREA TORTONA SAVONA

# AREA BOVISA



VIA COSENZ

VIA DURANDO

VIA BALDUCCI

PIAZZALE  
BAUSAN

VIA VARE

VIA DEGLI  
IMBRIANI

VIA LA MASA

VIA MAC MAHON

PIAZZA  
LUGANO

VIALE BODIO

CAVALCAVIA  
BACULA



AREA BOVISA

AREA MECENATE

CITTA' DELLA MODA: FASHION CITY PROJECT

AREA GARIBALDI-REPUBBLICA



AREA LAMBRATE, VIA VENTURA

AREA TORTONA SAVONA

What is important to preserve

A space that allows people to share  
experiences

# The Future

- Today's prime sites might become a big burden
- Creative Industries hotspots might become tomorrow's prime sites
- Other hotspots: Universities, research centers, fairs, cities in the outskirts

# What makes a city creative

- It's about conveying innovation
- It's about expanding the human and creative capital