

Creative Industries and Urban Development

Why are cultural and creative industries in times of globalization and structural economic change, so important for the competitiveness of cities around the world? Why did they become an indispensable segment of local economies? Why do they matter so much for the attractiveness of cities for citizens? Is the political attention to creative industries and creative cities just a mayfly phenomenon? Is it worthwhile to invest money, time and efforts in this newly discovered segment of the local economy?

Though creative and cultural industries are well defined since they receive more political and professional attention, the perception of the nature and the significance of creative and cultural industries still differ in the cultural community and among urban economists and planners. However, the economic fragility of the sector is still underrated.

How can public policy support the development of cultural and creative industries in a city? Location matters, for cultural industries as well as for creative industries. Can creative spaces be planned? What are successful strategies to promote develop or protect creative locations and spaces in a city? What are the preconditions for shaping sustainable creative urban environments and supporting the much-acclaimed creative class?

The territorial capital of a place and the urban heritage and the learning context of a city play an essential role for the development of cultural and creative industries. Are the usually arising controversies between short-term market interests and longer term urban development visions unavoidable? How can these conflicts be moderated and avoided?

Speaker: Prof. Klaus R. Kunzmann

Prof. Klaus R. Kunzmann is an expert in urban planning, and has worked on the role of creativity and the arts for spatial endogenous economic development in cities and regions in Europe and China. He has published extensively on the future of the cities. Formerly Jean Monnet Professor of Spatial Planning in Europe, University of Technology, Dortmund, Honorary Professor, University College London, Bartlet School of Planning, London, UK, Chung Hua University, Hsinchu, Taiwan, he has been frequently invited to China, Japan and Korea for lecture on urban and creative city planning.

He has published 12 books, mainly in the field of regional restructuring and cultural industries. He has written numerous chapters in edited books published in Germany, the Netherlands, Switzerland, the UK, the US and Italy. He frequently publishes in refereed international journals, in German, English and Italian. This year, he co-edited a book on the implications of the economic growth of China on European space. As an artist, he has explored and sketched urban transition processes in many cities around the world, and shown his artwork in exhibitions in the US, in Portugal and in Germany. <http://europe-and-china.info/>

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