



UNIVERSITAT DE BARCELONA



# **CREATIVE BARCELONA**

**MEGAPOLITAN Symposium 2012**

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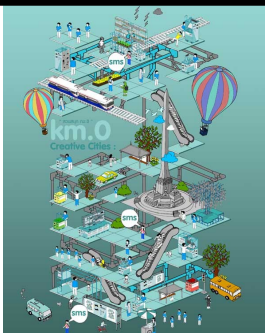
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# Florida and the Creative Class

- **1960s:** Urban academic literature starts discussing the importance of creativity in cities
- **2000s:** Richard Florida's definition of "Creative Cities" > Creative capital + Creative class
- Weak social ties, openness to diversity, technology-oriented, focus on **human capital**
- **3Ts:** Technology, Talent and Tolerance
- **Culture** at the core





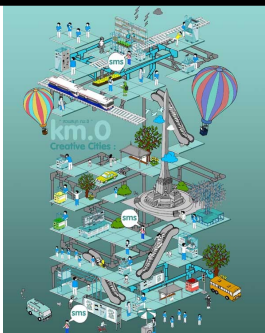
# Other Points of View

## Krätke

- The “Creative class” really is a capitalist mixture of **new-liberals**
- The 2008 economic crisis originated from **risky financial products**
- **Uneven** geographic distribution of capital and **social polarization**
- **US-centred**

## Ganau

- The shift from “city marketing” to “**city branding**” is successful
- **No reason** why “creative industries” are in any way **superior** to other industries



# Case Study: Barcelona

- **Barcelona Model: Modernizing the city**
  - Urban policies
  - Public sector
- **Barcelona Olympic Games 1992**
  - Before: Anarchic growth and housing speculation
  - After:
    - Great economic resources after its nomination in 1986
    - Urban development starting from the four geographic corners of the city (e.g. Villa Olímpica and Montjuïc)





# Case Study: Barcelona

- **Pla Estratègic de Barcelona:** Focus on culture
  - 1990s: Highlights of cultural renovation
    - CCCB, TNC, MACBA > Private investors as well as public funding
  - The cultural renovation spurs a social regeneration of some areas (e.g. Raval)
- **“Barcelona model”** permitted the Catalan capital to be promoted as a cultural city
- **2000s: Need for innovation** in order to be internationally competitive
  - e.g. 22@
- Together with “Barcelona model”, the architectonic and cultural heritage and the pleasant climate of the city make it a **successful** tourist and creative destination



# Creative Industries

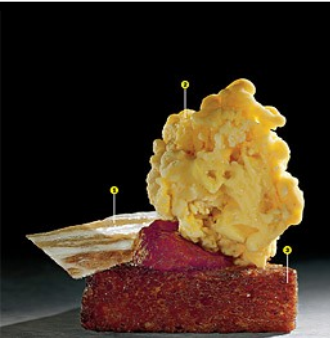
- (1) Gastronomy**
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- (4) Creative Tourism**





# Gastronomy

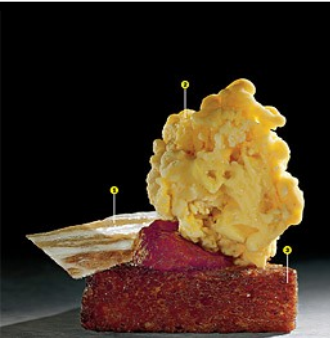
- Sector's **evolution and diversity**
  - Cultural product associated with art and science
- What do we consider **creative cooking**?
  - Cultural background - science - influences of *nouvelle cuisine*
  - Objective: nice feelings and sensations





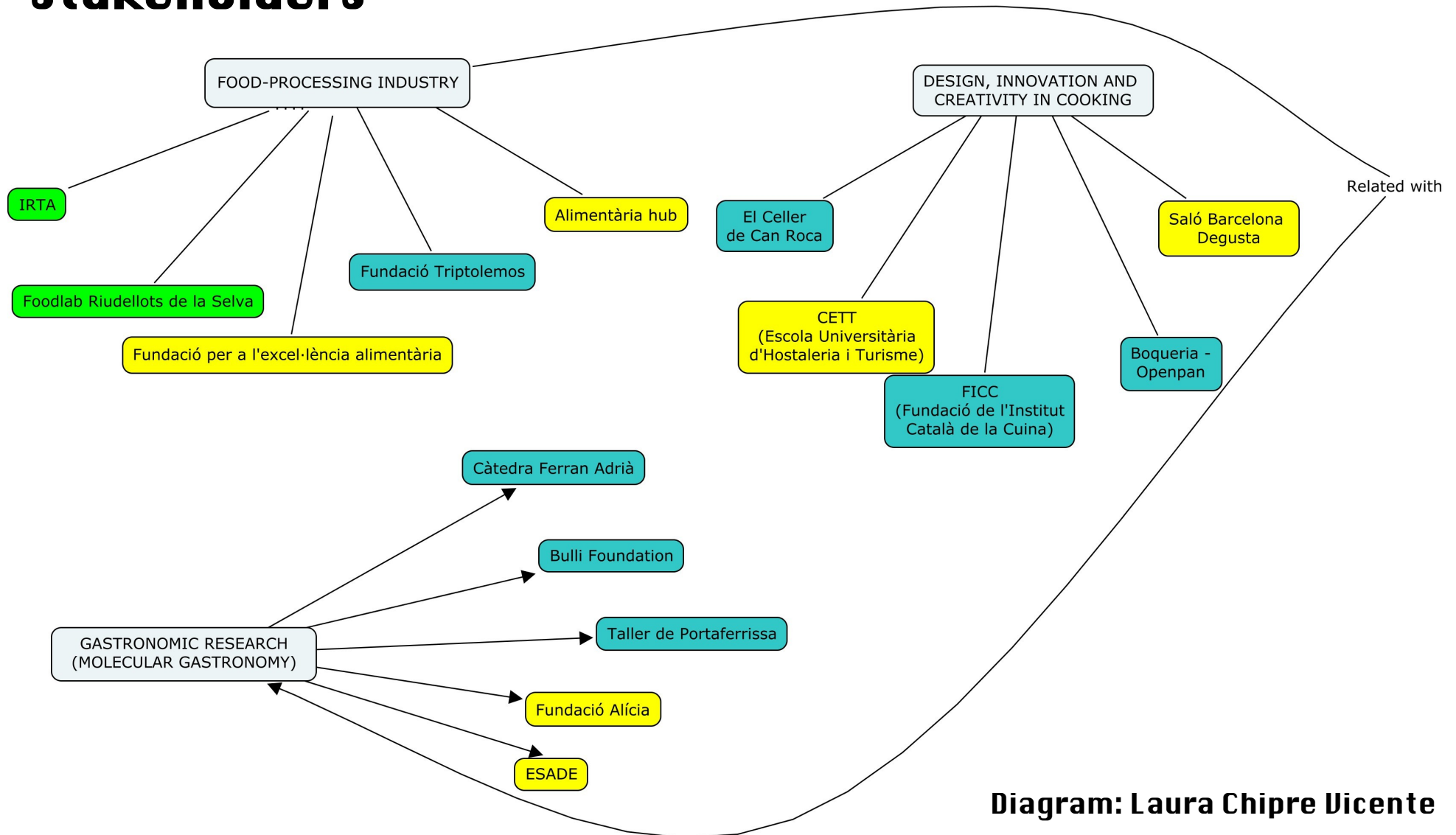
# Gastronomy

- The process in Barcelona
  - Barcelona's **culture** and **international** influences
  - Mutual relation with the **industrial sector**
  - **Natural and healthy** food: a new trend
- Factors related to Florida's theory
  - Tolerance
  - Talent
  - Technology



# Gastronomy

## Stakeholders





# International Events

- Tourism industry > **“Crunch-proof”**
  - Prevalence of **event sector**
    - Leisure
    - Business
    - Politics
- 2010: 42% of visitors had professional motif
  - 37.4% business-related, especially medical
  - 8.3% exhibitions and meetings

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**WORLD CONGRESS**

# International Events

- **Most events are business-related:**
  - EIBTM
  - Mobile World Congress
- **International leisure events:**
  - 1992 Olympic Games
  - Cultural events (e.g. Sónar and Primavera Sound)
- **Suitable infrastructures:**
  - Venues
  - Transport
  - Accommodation

**sónar<sup>®</sup>**  
**2012**





# International Events

The **public sector** plays a key role in the **promotion and implementation** of events:

- **BCB Programme**
  - 2<sup>nd</sup> city in the world for number of meetings
  - 1<sup>st</sup> city in the world for highest number of participants on international conventions and conferences
- **Turisme BCN 2015**
  - Tourist industry coherent with city model
  - Balance between visitors and residents
  - Economic, social, environmental and heritage sustainability

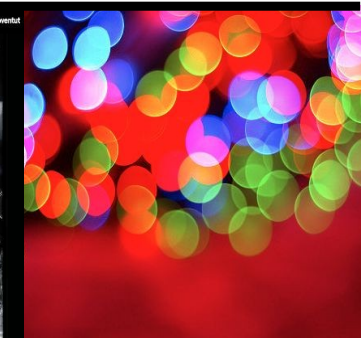
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# Audio Visual

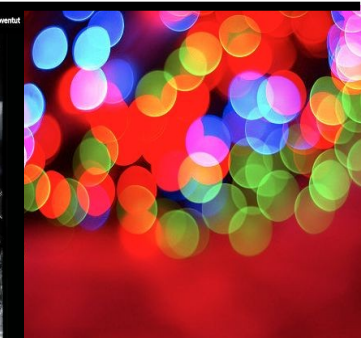
- **Easier quantitative analysis**
  - *Estadística de l'Audiovisual de Catalunya*
- **Exceeding the limits of the city**
  - Initiatives around the country
- **82.1% related to cinema and video**
- **Relatively small sector**
- **Importance of grants**





# Audio Visual

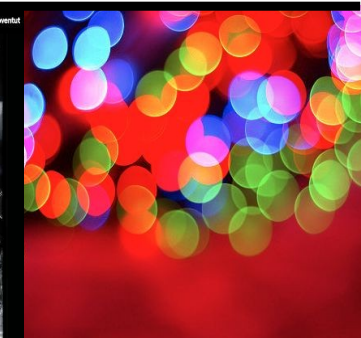
- **“Clusterisation”** of audiovisual industry
  - Agglomeration economies
  - Importance of **public sector**
  - Audiovisual as a **strategic sector**
  - Some examples:
    - 22@
    - Parc audiovisual de Catalunya
    - Magical media



# Audio Visual

22 @

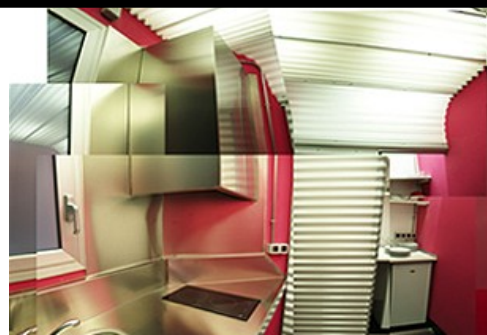
- **The innovation district**
  - Urban innovation, economic innovation and social innovation
  - Media, ICT, Tech-Med, Energy, Design
  - 1502 companies in 2009





# Creative Tourism

- Specialization of **cultural tourism**
- Is **different** from the rest of tourism:
  - Develop the tourist creativity in the destination
  - Innovation and experimental tourism
- **Creative tourists:** demanding tourists who want to live new experiences



# Creative Tourism

- It is **possible** to develop it in **less favourable economic contexts**
  - Few investments
  - Few infrastructures
  - Spreads the demand throughout the year
- Offer three types of activities:
  - **Co-creation**
  - **Exhibition**
  - **Training**
- **Creative Tourism Network**





# Creative Tourism



Source: Google Maps



# Conclusion

- **Barcelona's change** since the Olympic Games
- **Amount of capital** involved
- **The growth of creativity**





# Conclusion

- **Comparison with Florida's model**
- **The internationalisation of economic sectors**
- **Negative consequences of Florida's proposal**







**THANK YOU!**