
Megapolitan 2012

Civic governance and the Creative Sector in Dublin

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Outline

- ▣ Overview of Dublin
 - ▣ What is the creative sector ?
 - ▣ Literature Review
 - ▣ City Policy
 - ▣ Knowledge Industries
 - ▣ Arts & Culture
 - ▣ Conclusion
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Overview of Dublin

■ Economic

■ Arts & Culture

■ Urban Development

Economic

-
- Focus on Foreign Direct Investment
 - Property Crash & Recession
 - Renewed focus on the Creative Economy
 - *The key objective of Ireland's Smart Economic Growth framework is to make Ireland the innovation and commercialisation capital of Europe- a country that combines the features of an attractive home for innovative multinationals while also being an incubation environment for the best entrepreneurs from Europe and further afield.*
-

Arts & Culture

Dublin's Deep History

- ▣ Literature

- ▣ Architecture

- ▣ Art

- ▣ Performing Arts

Battling the Celtic Tiger

- The property and commercial sectors dominated Dublin throughout the 1990's and 2000's
 - Led to a neglect of Arts & Culture
 - Revitalisation in recent years
-

Urban Development

- Developing Cultural Hubs and Quarters

- Dublin City Development Plan 2011-2017

" Cultural hubs and quarters brings together cultural activities with supporting uses such as restaurants, retail outlets etc. to create a vibrant and innovative cultural experience".

- Temple Bar

- Dublin Docklands

What is the Creative Sector ?

What is the Creative Sector ?

- Cultural Heritage
 - The Arts
 - The Knowledge Sector
-

UK Department for Culture, Media & Sport Creative Task Force:

“Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.”

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- The Creative Sector is of vital importance to both the Irish and the Dublin Economy
 - For the past 30 years central to national economic strategy
 - Examine the Creative Sector in Dublin
 - The role of Dublin City Council in supporting the sector
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Literature Review

The Rise of the Creative Class

- *"Physical factors alone no longer determine progress in today's modern, advanced economies, where factors like technology, innovation, knowledge, and human capital play much greater roles. Underpinning all of them is the role of creativity. Economic growth and development turns on harnessing human creativity across the entire spectrum of innovation through production- from the creation of new technologies and new firms to new and improved processes, more efficient manufacturing and production systems, and increasing effectiveness in the delivery of services."*
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Florida's Theory

Highly Criticised

- Overly focused on the soft factors
 - Policy prescriptions for urban planning
-

Locational Factors of Dublin's Creative Sector

Murphy & Redmond (2009)

- ▣ Creative workers attracted to Dublin due to classic 'hard' factors

"Given that this is the case, the validity of the creative class thesis for stimulating regional economic growth must be viewed with a high degree of caution"

- ▣ Supported by

-Fox-Rogers (2009)

- Lawton et. al, (2012)

Murphy, Fox-Rogers & Redmond

“In Dublin, the recent pursuit of a creative economy would therefore appear to be directing increasingly scarce resources away from where investment is needed most. Indeed it was the hard factors that company managers regarded as being least satisfactory”

A Dominance of an Entrepreneurial Approach to Planning

“In the constant drive to market and promote the city to attract industry employees, and tourists, this period has been marked by the transformation of post-industrial areas, such as docklands sites, to ‘flagship’ developments and leisure facilities. Gradually, this period has also witnessed the emergence of ‘culture’ and ‘creativity’ as key elements of urban regeneration strategies.”

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- It must be examined to what extent has Dublin City Council focused on hard and soft factors in its policy development ?
 - Two key trends
 - New hi-tech economy
 - Accelerated Globalisation

“Dublin is competing with Amsterdam and Zurich, not with Athlone”

- Kieran Rose
-

City Policy

Supporting the Creative Sector

- Emphasis on vibrant place making

- Vision:

“To secure ongoing funding for projects in the Dublin City Region that enhance the quality of life and its competitive position with other city regions by addressing perceived deficiencies in the public realm and responding to the vision of city region as a global leader, as a place to live, to work and to visit.”

■ Economic Development Unit

- Economic Action Plan 2009
- Creative Dublin Alliance
- A Roadmap for branding Dublin, 2012

■ Office of International Relations & Research

- International Student City
 - Dublin as an Open City
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Why Take A Soft Approach ?

"In one sense its value was the process of doing it, bringing the four local authorities together to start thinking about it and that has led to more cooperation, and developing the practice of us cooperating more... It was the value of the process of up skilling us and bringing economic awareness."

What About Hard Factors ?

“The centralised nature of Irish political power and weaknesses in the structures of local and regional government has resulted in their limited capacity to influence ‘hard’ urban and economic policies in areas such as transportation, public services and enterprise policy.” (Lawton et al, 2010, p268).

■ Lorna Maxwell

“Definitely in the last couple of years the climate has changed to such an extent that we have to be creative. Particularly in the Dublin Local Authorities when we are faced with international trends towards cities as hubs in the global economy that is giving us more of an initiative to say that we’re just going to go ahead and do this. We’re moving beyond the agency role where the state gives us an instruction and we carry it out, and now its about looking whether there are other ways that things can be done, about taking more of a leadership approach than the traditional Local Authority way.”

Knowledge Sector

■ Kieran Rose

"The creative knowledge industries are critical to Dublin, they are the most important resource for the city. If you take everything from universities to attracting international students, the knowledge economy leading into innovation and commercialisation... besides tourism there is only the knowledge economy for Dublin."

Examples

- Dublin Docklands
 - The Irish Financial Services Centre
 - DCC facilitation of the knowledge sector
 - Innovation Dublin
 - Dublinked
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Arts & Culture

Dublin's Character

- ▣ Architecture
 - ▣ Literature
 - ▣ Performing Arts
 - ▣ Art
-

Architecture

- Influenced by British styles of Georgian architecture
 - Led to the development of Dublin's finest buildings
 - Four Courts
 - Customs House
 - National Art Gallery
 - Georgian Core
-

Four Courts



Merrion Square



Contemporary Dublin

- Implemented new styles of architecture
 - Applied modern styles to establish Dublin as a city of fine architecture
 - IFSC
 - The Spire
 - Convention Centre
-

IFSC



The Spire



Convention Centre



Literature

■ Home to world renowned play writes

- Oscar Wilde
- James Joyce.



■ 4 winners of the Nobel Prize for literature : George Bernard Shaw, W.B. Yates, Samuel Beckett and Seamus Heaney

■ Home to the National Print Museum of Ireland and National Library of Ireland

■ Designation a UNESCO City of Literature in 2010

Performing Arts

A centre point for world theatre

Dublin is home to historic and modern theatres that showcase local, national and world talent

- ▣ Gaiety Theatre
 - ▣ Abbey Theatre
 - ▣ Olympia
 - ▣ Bord Gais Energy Centre
-

Gaiety Theatre

- Staging opera, musicals, drama, comedy, concerts, dance, festivals and pantomime since its establishment in 1871.
 - A platform for leading Irish performers such as Maureen Potter, Niall Toibin and Rosaleen Linehan and dramatist Brian Friel
 - Hosted internationally renowned performers such as Luciano Pavarotti
 - Staged Ireland's first European Song Contest in 1971
-

Gaiety Theatre



Abbey Theatre

- Founded in 1904
 - W.B. Yates and George Bernard Shaw part of original founders
 - Has staged iconic plays such as
 - Philadelphia Here I Come!
 - Dancing at Lughnasa
 - A Whistle In the Dark
 - These productions helped raise the Abbey's international profile with runs in West End & Broadway
-

Abbey Theatre

1913



Present Day



Olympia Theatre

- Built in 1879
 - Present day theatre maintains original structure
 - Has been a hub for both an Irish and international music scene with iconic performers taking to the stage inside the theatre.
 - Johnny Cash
 - Thin Lizzy
 - Oasis
-

Preserving Culture & Identity



Bord Gais Energy Theatre

- Opened in 2010 as part of the Dublin Docklands regeneration
- 2,000 seater venue
- Staged world-renowned theatre productions such as Swan Lake



The O2

- Ireland's premier concert venue
 - Formerly known as the Point, the venue was revamped in 2007 and reopened in 2008
 - The O2 is Europe's first of its size, which is custom designed for live music
 - 14,000 capacity with over 150 music events each year
 - Large role in the Irish music scene
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The O2



Art

World Wide Attractions

■ Book of Kells

- Located in Trinity College
- Created in 800 AD by Celtic Monks
- Draws 500,000 visitors per year



Art Galleries

- National Gallery of Ireland – 4,000 art works
 - Irish Museum of Modern Art
 - The Hugh Lane Municipal Gallery
 - The City Arts Centre,
 - The Douglas Hyde Gallery,
 - The Project Arts Centre
 - The Royal Hibernian Academy
-

Cultural Quarters

Temple Bar

- ▣ Prime cultural hub
- ▣ Maintained medieval Dublin
- ▣ 50, 000 people on a daily basis
- ▣ €50 million revenue in 2011
- ▣ 3,000 residents
- ▣ Cultural institutions



Dublin Docklands

- Temple Bar paved the way for new cultural quarters in the city
- Docklands is the new hub of cultural, commercial and residential uses together



Key Connectors/ Facilitators

Key Initiatives

Developed to enhance cultural and artistic activities in Dublin

- ▣ Pivot Dublin
 - ▣ Vacant Spaces
 - ▣ PrettyvacantT Dublin
 - ▣ Basic Space
 - ▣ Upstart
 - ▣ Fundit.ie
-

Pivot Dublin

- ▣ Dublin City Council initiative
- ▣ **Vision** : To unleash Dublin's design potential
- ▣ **Goals** : 1) Create a resurgence of international interest in Irish design
2) Be designated as a World Design Capital in 2014

Pivot Dublin, Turning Design Inside Out

Park(ing) Day

- Dublin City: Friday 21st September
- Transforms on-street car parking spaces into public open spaces for one day
- The purpose of this is to create awareness of sustainable travel and the need for more public open space in urban areas



International Examples



Vacant Spaces

- City Council initiative to use the derelict sites in the city for a more productive use
 - **Aim:** Register empty buildings for individuals and organisations who require space for creative, cultural, and craft uses
 - 200 prospective sites already outlined
 - **Goal:** Revitalise the city, benefiting the entire community
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Pretty VacanT Dublin

- Similar to vacant spaces but privately run
- **Goal :** Allow artists to exhibit their work in a more visible environment whilst bringing art to a wider everyday audience
- Spaced Out
 - Transformed vacant Dunnes Stores into exhibition space
 - Paintings, photography, installations and video projections
 - Attracted 1,200 visitors over 4 week run

PrettyvacanT Dublin

Spaced Out



Basic Space

- ▣ Open creative space for NCAD students
- ▣ Operating in a 10,000 sq ft warehouse
- ▣ Used as a combined work and exhibition space

*Portraying future Irish talent in new
and exciting forms of art*

UpStart

- Initiated during Irish General Election Campaign 2011
- Original art and poetry posters were displayed on Dublin streets
- World-wide publicity



Pop-Up Parks

- Temporarily converting one of the city's vacant spaces into a thriving visitor playground
- Reinvent an abandoned city eyesore
- Provide a safe and socially inclusive space for the community

“Rediscover the urban landscape”

Berlin : Mobile Collaborative Park

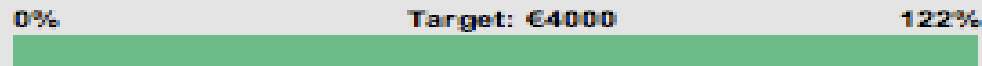


New York : Indoor Pop-Up Park



Fundit.ie

- Crowd funding website for Ireland's creative projects
 - Provide a facility to fund projects from many creative areas, from food and art to technology and events
 - By July 15th Fundit.ie had in total raised €900,000
- Key connector for the Art Tunnel
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€4,894.00
Raised

0
To go

98
funders

this:is:funded!

rewards for funding this project:

€5 +	Your name gratefully acknowledged on the Art Tunnel facebook and twitter pages as a benefactor.
€10 +	all above + an invite to the private opening reception (wine & live music...check http://www.facebook.com/arttunnelsmithfield for more details). To be followed by an after-party in the Dice Bar. Profits of drink sales will be going towards the Art Tunnel
€30 +	all above + an invitation to the private opening reception of the Art Tunnel and the opportunity to choose from one of the original drawings, painting or prints exhibited. The artwork features installation proposals for the Art Tunnel produced by emerging artists, renowned artists, art students, architects, landscape architects and members of the community. The work will be signed on the back only and framed so you must choose before you can check! (check http://www.facebook.com/arttunnelsmithfield for artists taking part)
€60 +	all above + your name (or logo) printed on a plaque at the entrance to the Art Tunnel and on all Art Tunnel publications for two years.
€100 +	all above + an original, hand-drawn, 20cm x 20cm sketch by Clare Breen or Sophie Von Maltzan of the item your contribution bought for the site.
€150 +	all above + a tree dedicated to you marked on the plan at the entrance to the Art Tunnel or: a 2 hour landscape architects consultation by Fieldwork & Strategies or: a 2 hour mural painting session by Clare Breen
€350 +	all above + place your own artwork or 3-d logo on the art platform for the duration of an exhibition (5 months)

Dublin City Council

The Culture Strategy 2010-2017

- Lead and Support the development of culture and the arts for the city
- Support established and emerging artists
- Create opportunities for everyone to participate in the city's cultural life
- Recognise that culture is essential to the city's economic vitality

"I hope we will have a range of cultural partnerships that everyone can sign up to that will not just reflect activities but values"

- Ray Yeats DCC Arts Officer.

Conclusion

Conclusions

- Legacy of Creativity
 - Recognition in policy of the economic value of the creative sector
 - Symbiotic relationship between knowledge and arts and culture
 - Is DCC too focused on boosting soft factors?
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Conclusions

- What is the future of the Creative & Artistic Sector?
 - What more can be done to support it?
 - What more can be researched?
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