

# CREATIVE INDUSTRIES GOVERNANCE OF METROPOLITAN REGIONS

NEUES RATHAUS LEIPZIG / GERMANY

12 - 13 NOVEMBER 2009

## PROGRAM

### OVERVIEW

#### THURSDAY

10.00-11.00	Registration	
11.00-11.15	Welcome note	Dr. Michael Schimansky
11.15-11.45	Introduction	Dr. Bastian Lange, Anne von Streit, Prof. Dr. Markus Hesse
11.45-12.30	Keynote	Prof. Sako Musterd
14.00-18.00	<b>Panels</b>	
19.30	Conference Dinner	

#### FRIDAY

8.30-9.00	Registration	
9.00-10.30	<b>Panels</b>	
11.15-11.45	Keynote	Prof. Andy Pratt
11.45-12.45	Plenary discussion	Prof. Klaus Overmeyer, Sebastian Dresel, Raphael Rossel, Moderator: Ares Kalandides
12.45-13:00	Keynote	Univ.-Prof. a. D. Dr. K. Kunzmann

The conference examines the formation of the creative knowledge economy in different European metropolitan regions. The focus will be on understanding the diversity of regulatory mechanisms and governance forms directed at fostering the different segments of these economies on various spatial scales. The conference aims at linking academics, practitioners and urban planners as well as cultural entrepreneurs and artists to discuss appropriate instruments and governance formats. The conference will explore various particularities of creative industries that can be taken into account in order to establish knowledge on suitable and context specific strategies for public or private interventions in this field.

### THURSDAY 09/11/12

10.00-11.00	Registration	
11.00-11.15	Welcome note	Dr. Michael Schimansky (Head official Economic Development, City of Leipzig)
11.15-11.45	Introduction	Dr. Bastian Lange (Leibniz-Institute for Regional Geography), Anne von Streit (University of Munich), Prof. Dr. Markus Hesse (University of Luxemburg): „Governance of Creative Industries – Introduction, context and aims of the conference“
11.45-12.30	Keynote	Prof. Sako Musterd (University of Amsterdam): „Conditions for ‘Creative Knowledge Cities’ - Findings from a comparison between 13 European metropolises“
12.30-14.00	Break	
14.00-18.00	Panel 1, 2, 3 (for detailed program see below)	

#### Panel 1: The creative industries and metropolitan regions

14.00-15.45	<b>Formations of the creative industries – Approaches and examples</b>	
14.00-14.30	Prof. Alain Thierstein (Technical University Munich): „The creative industries and metropolitan regions – contours of a systemic governance“	
14.30-15.00	Dr. Peter Dirksmeier (Humboldt-Universität Berlin) / Dr. Narciss Göbbel (Senator for Culture, City of Bremen): „Creative industries in Bremen, Germany: Performativity or new potential?“	
	Discussion	
15.45-16.15	Break	
16.15-18.00	<b>The creative industries: a stimulus for competitiveness of metropolitan regions?</b>	
16.15-16.35	Ana Roldão (Dinâmia/ ISCTE, Lisbon): „The role of creative Industries and governance for cities’ competitiveness: the case of Lisbon and Barcelona“	
16.35-16.55	Dr. Helene Martin-Brelot (Université de Toulouse): „Toulouse: Connecting creative industries and the knowledge economy?“	
16.55-17.15	Prof. Dr. Ilse Helbrecht (Humboldt-Universität Berlin): „The creative metropolis and the stimulus of the creative industries: new growth through new ethics?“	
	Discussion	

#### Panel 2: Characteristics of the cultural industries: networks and new organisational forms

14.00-15.45	<b>Dealing with heterogeneity – new organizational forms in the creative industries</b>	
14.00-14.20	Inga Wellmann (Berlin) /Dr. Bastian Lange (Leibniz-Institute for Regional Geography): „What’s new on new organizations in creative industries? ... and how can policy deal with it?“	
14.20-14.40	Raphael Rossel (de-lay GmbH - Agentur für Designmanagement & -marketing / Initiant DesignBasel) Samuel Hess (Head of Economic Development City of Basel): „To stimulate the CI in high tech economies: why and how“	
14.40-15.00	Ares Kalandides (Member of Board Create Berlin/ Managing Director of Inpolis Berlin): „Making networks – on options and traps. The case of Create Berlin“	
	Discussion	
15.45-16.15	Break	
16.15-18.00	<b>Options for regional / municipal governance</b>	
16.15-16.35	Dr. Heike Pethe (University of Amsterdam): „Creativity and urban development revisited. What are the non-economic contributions of creativity to urban development?“	
16.35-16.55	Constanze Engelbrecht (Humboldt Universität Berlin): „Barcelona a creative city? Consequences of urban renewal strategies on the creative industries in the quarter of Poblenu“	
16.55-17.15	Mustafa Tazeoglu Projectmanagement Kreativ.Quartiere Ruhr2010: „Kreativ.Quartiere“ (tbc)	
	Discussion	

#### Panel 3: Governance und Leadership

14.00-15.45	<b>Planning what cannot be planned? Old ideas in new packages or why a discussion about new modes of governance is necessary.</b>	
14.00-14.20	Dr. Pedro Costa (Dinâmia/ISCTE, Lisbon): „Creative resources, city life and urban environment“	
14.20-14.40	Prof. Dr. Rolf Sternberg (University of Hannover): „Why creative regions cannot be created by policy intervention“	
14.40-15.00	Prof. Dr. Christian Berndt (University of Frankfurt on the Main)/ Dr. Pascal Goeke (University of Frankfurt on the Main): „Creative Industries and Politics“	
	Discussion	
15.45-16.15	Break	
16.15-18.00	<b>New perspectives on the governance of the creative industries</b>	
16.15-16.35	Prof. Dr. Hans-Joachim Bürkner (Universität Potsdam, Leibniz-Institute for Regional Development and Structural Planning Erkner): „Creative workers between the global hype and their unimportance for local politics: is interactive place making the solution?“	
16.35-16.55	Dr. Silvia Mugnano (University of Milan): „Tiding the knot between EU and local policies for promoting creative and knowledge intensive sectors: who are the players of Milanese Scenario?“	
16.55-17.15	Dr. Marco Bontje (University of Amsterdam): „Competitiveness, creative industries and creative talent: policy dilemmas in Amsterdam“	
	Discussion	

18.15-19.15	Guided tour in the inner city of Leipzig with an emphasis of the places where the democratic revolution started in 1989 (Tour guide: Ronald Arnold).	
19.30	Conference Dinner at „Museum der bildenden Künste Leipzig“, Katharinenstr. 10, 04109 Leipzig	

# FRIDAY 09/11/13

8.30-9.00	Registration
9.00-10.30	Panels 1,2,3 (see detailed program below)

Panel 1: The creative industries and metropolitan regions	
9.00-10.30	<p><b>The latecomers: Learning from successful strategies?</b></p> <p>Ralf Ebert (Urban Planner and Director of STADTart Dortmund, Planning Consultancy): „Creative Industries through Cultural Inspired Transformation: The case of the Ruhr area“</p> <p>Urs Luczak (Managing director of metropolitan region of Mitteldeutschland): „Recent approaches and strategies in Mitteldeutschland.“</p> <p>Frank Trepte (Project Manager, Aufbauwerk Region Leipzig GmbH): „Projects and Initiatives in Leipzig towards the Creative City“</p> <p>Discussion</p>

Panel 2: Characteristics of the cultural industries: networks and new organisational forms	
9.00-10.30	<p><b>New instruments and new planning approaches</b></p> <p>Veit Haug (Director of the Stuttgart Region Economic Development Corporation, WRS): „The creative industries in the region of Stuttgart – Options for and instruments of governance“</p> <p>Prof. Klaus Overmeyer (Studio Urban Catalyst Berlin): „Creative Milieus, open spaces in Hamburg – new instruments and planning approaches“</p> <p>Anna-Lisa Müller (University of Konstanz): „Dublin and Göteborg: Creative cities as locations for knowledge intensive industries“</p> <p>Discussion</p>

Panel 3: Governance und Leadership	
9.00-10.30	<p><b>Paradoxes of leadership</b></p> <p>Klaus Wurpts (Managing Director of the Industrial Initiative for Central Germany (IICG)): „Do's and Don'ts in Regional Cluster Development – Experiences from Industrial and Technological Clusters in Central Germany“</p> <p>Bernd Hartmann (Economic development department of the City of Stuttgart): „Communication Management of Creative Clusters: An Integrated Approach“</p> <p>Johanna Skantze (Project Manager at Swedish Creative Industries): „CONNECTING PEOPLE - how Malmö builds world-class creative industries by mastering collaboration“</p> <p>Discussion</p>

10.30-11.15	Break	
11.15-11.45	Keynote	Prof. Andy Pratt (King's College London): „Re-thinking governance and the creative industries“
11.45-12.45	Plenary discussion	„What are the social, spatial and structural conditions that creative workers need for being successful?“
		Prof. Klaus Overmeyer (Studio Urban Catalyst Berlin) Sebastian Dresel (Commissioner of Music, Popculture and Networking - Mannheim City Council) Raphael Rossel (de-lay GmbH - Agentur für Desingmanagement & -marketing / Initiant DesignBasel) Moderator: Ares Kalandides (Member of Board Create Berlin / Managing Director of Inpolis Berlin)
12.45-13:00	Keynote	Univ.-Prof. a. D. Dr. K. Kunzmann (University of Dortmund): „Creative thoughts for creative metropolitan regions: a resümee“

## DIRECTIONS

### Arrival by car

Because of the motorways A9 (Berlin-Leipzig-Nürnberg-München) and A14 (Magdeburg-Leipzig-Dresden) Leipzig is centrally integrated in the federal motorway network and, of course, is also located close to an important European junction.

Coming from South West, you can reach the city area by the new motorway A38 (Leipzig-Göttingen). Its junction to the A14 (interchange Parthenaue) will be completed in summer 2006. In direction to Göttingen, it will probably be realized in 2008.

The Leipzig beltway altogether possesses 14 junctions from which the different quarters can be achieved directly. For the easiest access to the city centre, please take one of the following exits:

- Coming from Berlin and Magdeburg: junction Leipzig-Mitte of A14
- coming from Dresden: junction Leipzig-Ost of A14
- Coming from Munich, Nuremberg, Erfurt: junction Leipzig-Südwest of A38

For orientating oneself within the city, the parking and building site guidance system provides detailed information.

### Arrival by train: Leipzig Central Station

Being located right in the city centre Leipzig's Central Station is traditionally one of the most important junctions of the German rail network. After its fundamental modernisation between 1995 and 1999 it also comes up to this significant role externally.

With the Hauptbahnhof-Promenaden, Leipzig's Central Station is one of the most modern shopping and service centres in Germany. The centre covers about 30,000 m<sup>2</sup> on three levels with about 140 shops. The station also has direct access facilities for cars with two multi-storey car parks – Car park East and West.

With its long-distance connections, its IntercityExpress, Intercity, EuroCity, CityNightLine and DB NachtZug connections, the Station boasts good and rapid links in all directions. Direct IntercityExpress lines ply every hour from Hamburg, Berlin, Frankfurt, Erfurt, Munich, Nuremberg and Dresden to Leipzig. There are non-stop Intercity connections from Magdeburg, Hannover, Bremen and Dortmund.

With public metropolitan and suburban commuter railway systems there are direct travel possibilities to all bigger cities in the vicinity (e.g. Dresden, Chemnitz, Zwickau, Plauen, Gera, Halle, Magdeburg, Dessau, Lutherstadt Wittenberg and Cottbus).

A rapid link to Leipzig/Halle Airport has been established with an Airport Express train travelling between Leipzig Central Railway Station in the city centre, Leipzig New Fair exhibition centre and airport in 14 minutes.

### Arrival by air: Leipzig/Halle Airport

Leipzig/Halle Airport is located right next to the motorway junction Schkeuditzer Kreuz (A9, A14), 18 kilometres from Leipzig and 23 kilometres from Halle.

Its schedule includes direct flights to big european metropolis such as London, Paris, Madrid, Barcelona, Milan or Vienna.

Moreover more than 25 tourist destinations around the Mediterranean and four long-distance tourist destinations are offered almost every day. Furthermore Leipzig/Halle airport is accessible from all over the world via Frankfurt/Main or Munich.

Within Germany there are direct flights to Hamburg, Dortmund, Düsseldorf, Cologne/Bonn, Frankfurt/Main, Stuttgart, Nuremberg and Munich.

You will get a great deal of information about arrival and departure directly at Leipzig/Halle Airport. The Airport Express train travelling between Leipzig Central Railway Station in the city centre, Leipzig New Fair exhibition centre and airport in 14 minutes has to be pointed out.

### Suburban and public transport

Public transport in Leipzig is characterized by a dense light-rail system. 13 tram lines serve a transport area of about 152 kilometres, complemented by more than 30 bus lines in large part being en-route in the suburban area. The operating company of tram and bus lines is called „Leipziger Verkehrsbetriebe“ (LVB).

The current public transport tariff of „Mitteldeutscher Verkehrsverbund“ (MDV) is valid not only within the city of Leipzig, but also throughout Central Germany. Only one ticket for tram and bus, that means only one common tariff for all trams, buses, suburban trains, regional express trains, regional trains and also hailed scheduled taxis.

There are good reasons for deciding for public transport. Its advantages are obvious – see for yourself!

(Quelle: leipzig.de)

## CONTACT

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Bundesamt für Bauwesen und Raumordnung