CITY OF CREATIVE PRODUCTION

Some pre-conditions

Prof Brian Mark Evans

1 URBANISM MATTERS

URBANISM

the pursuit of

URBANITY

- A collective system of values
- *A certain level of economic & political development*
- The sophisticated pursuit of pleasure (happiness)
- *A high level of intellectual & artistic excellence*

(Armstrong: In Search of Civilization)

URBANISM

ENTROPY

AGRICULTURAL
INDUSTRIAL
REVOLUTION
TRANSPORT
PROTEST TODAY
DIGITAL

Glasgow 1958
Refusal

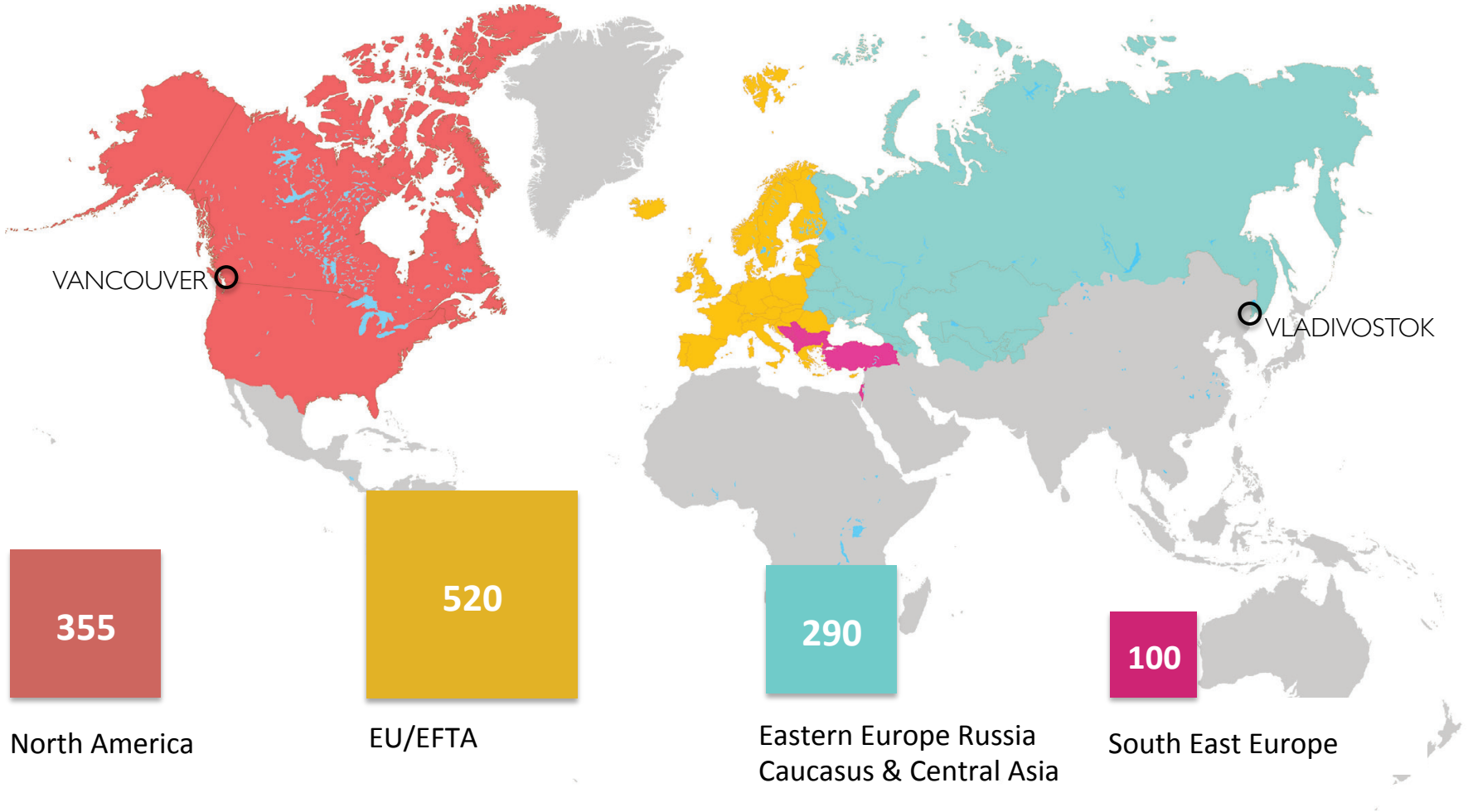
Glasgow 1978
Renewal

Glasgow 1998
Reinvention

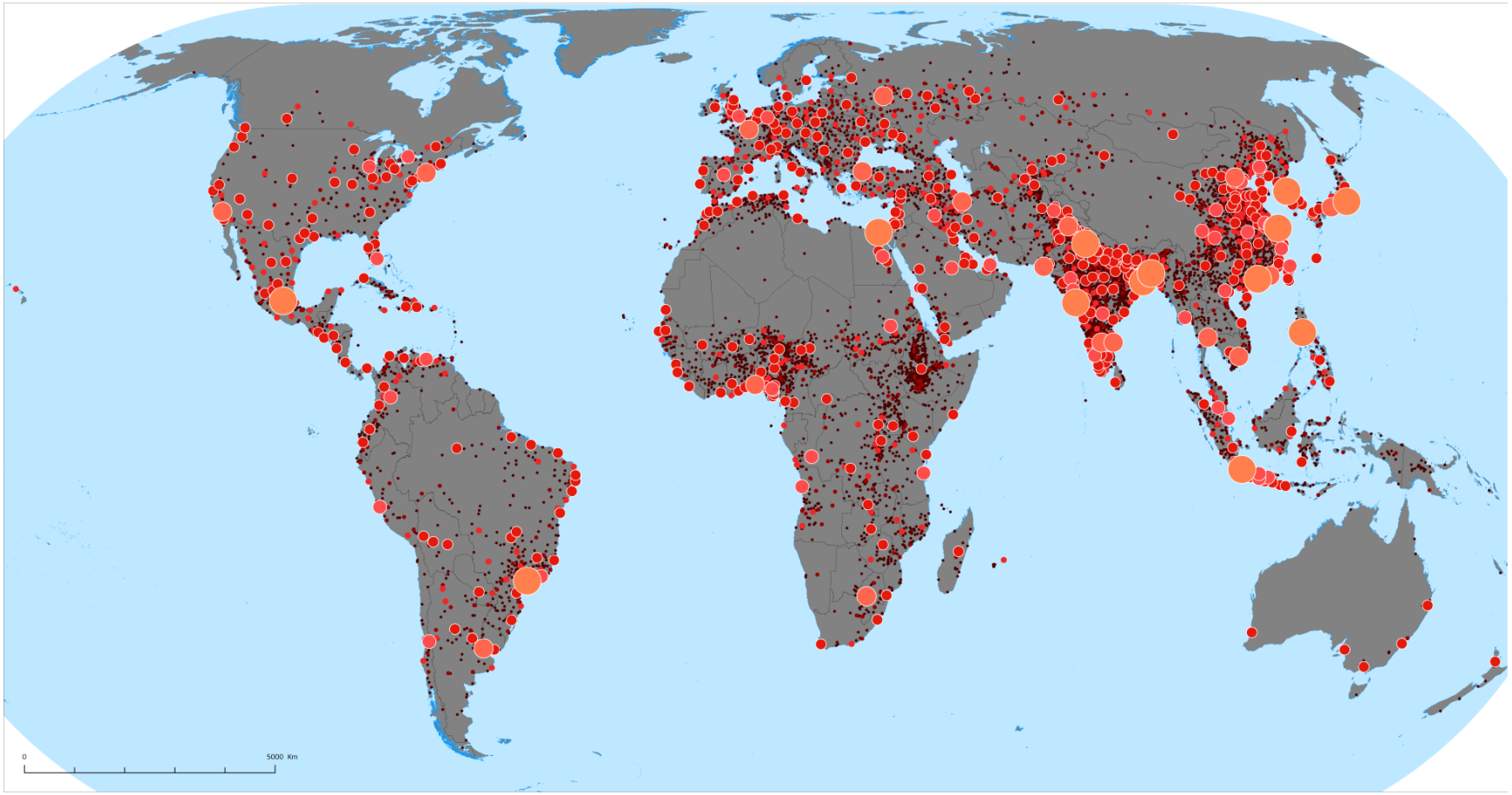
Glasgow 2008
Recovery

2

A GLOBAL LOCAL VIEW



The Territories of the United Nations Economic Commission for Europe (UNECE)

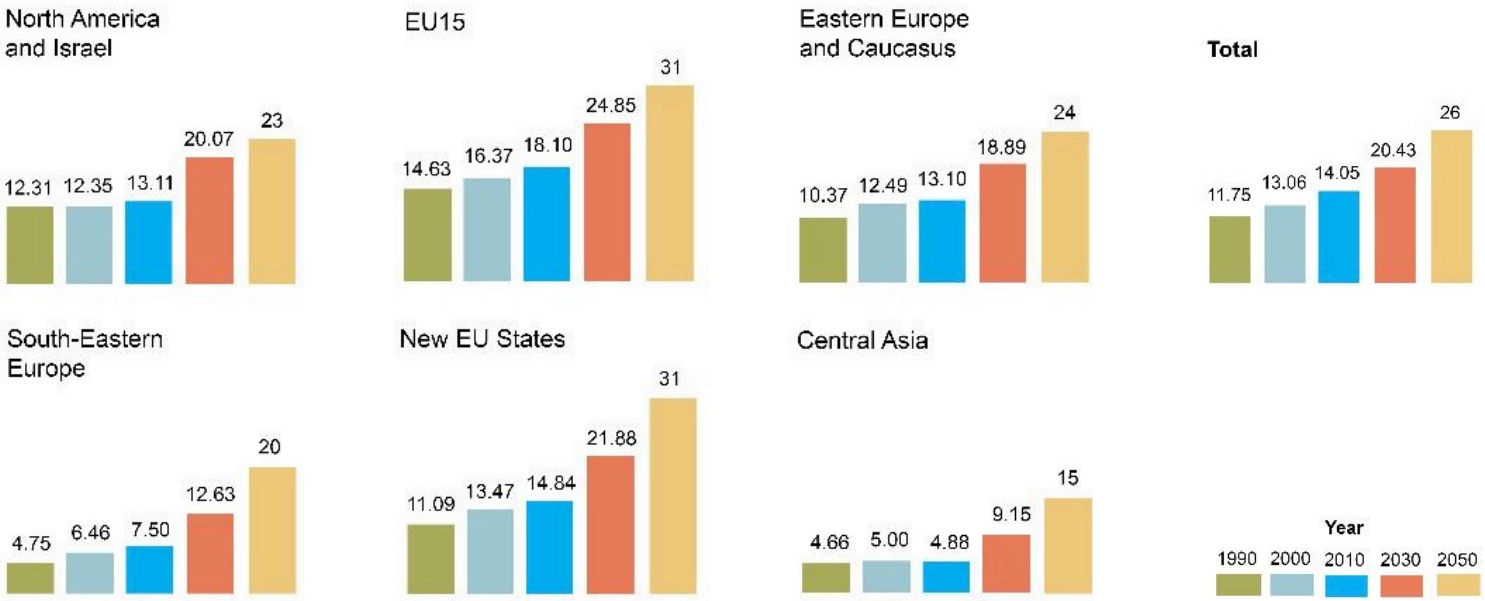


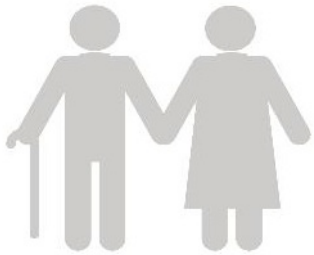
Urban Centres in the world by population size, 2015

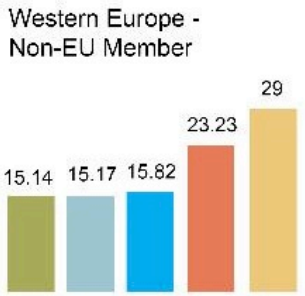
Source : JRC (GHS - POP Global Settlement Model)

Inhabitants

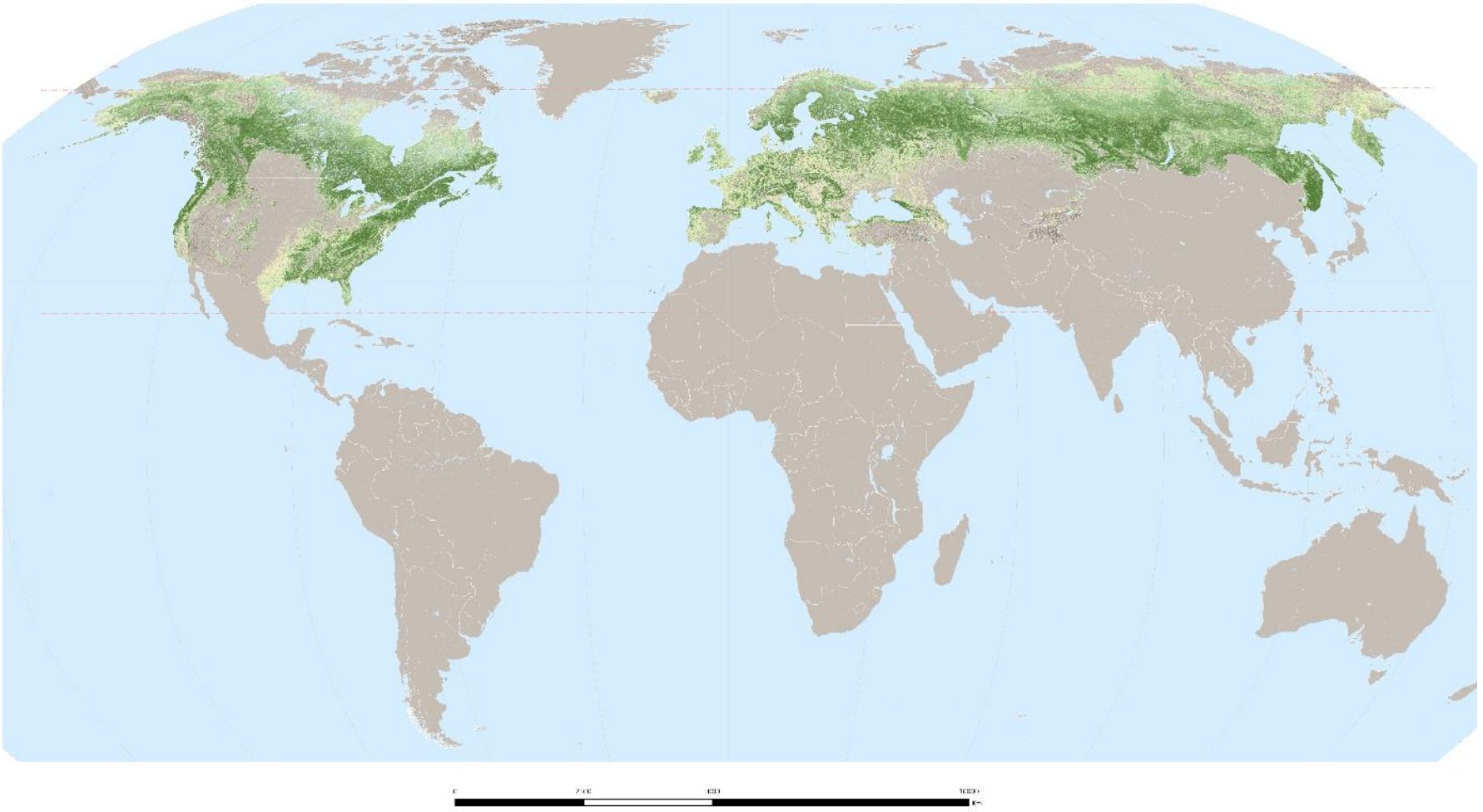
- 100000 - 250000
- 250000 - 500000
- 500000 - 1000000
- 1000000 - 5000000
- 5000000 - 10000000
- 10000000 - 20000000
- > 20000000







AGEING & LOW FERTILITY IN THE UNECE REGION

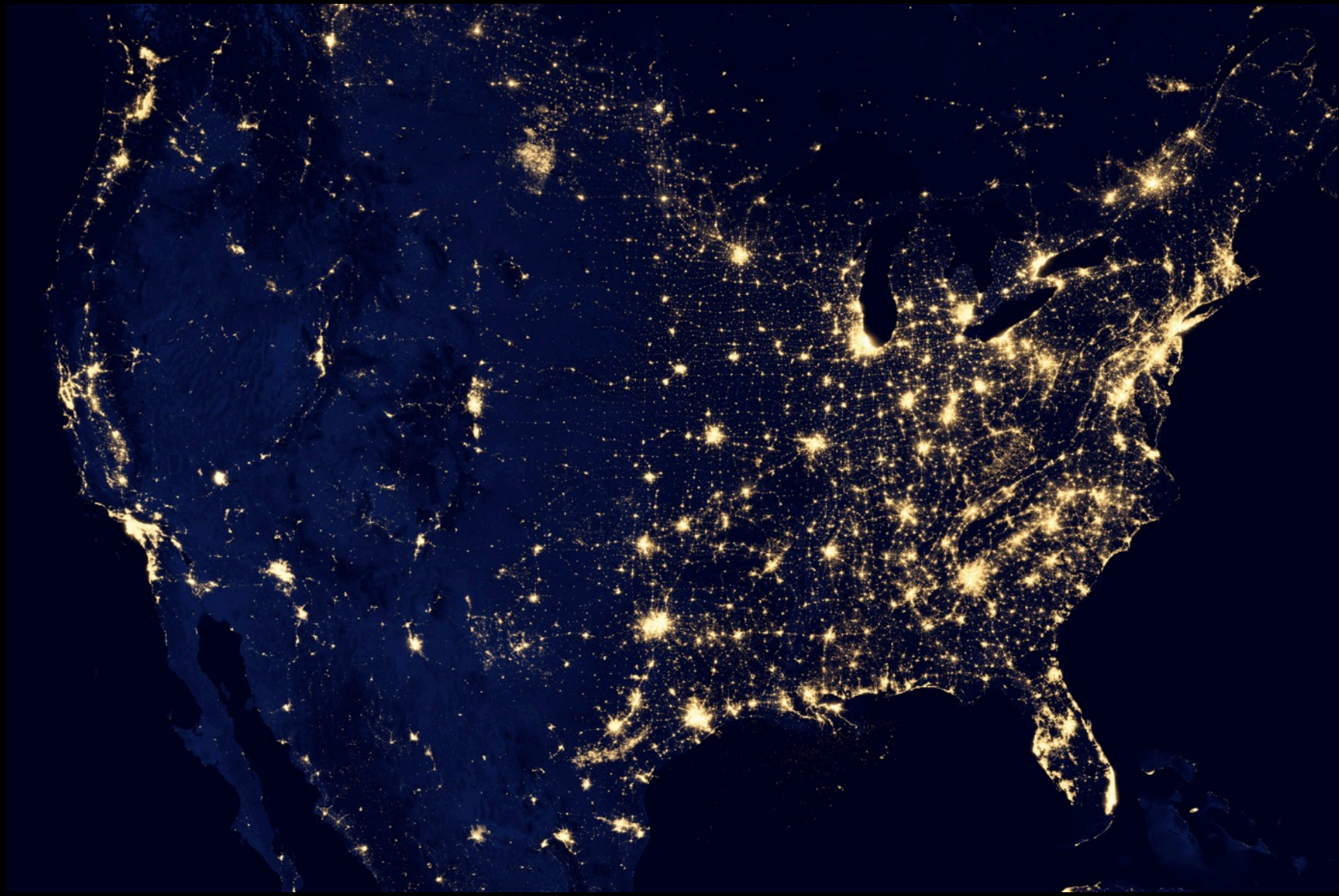


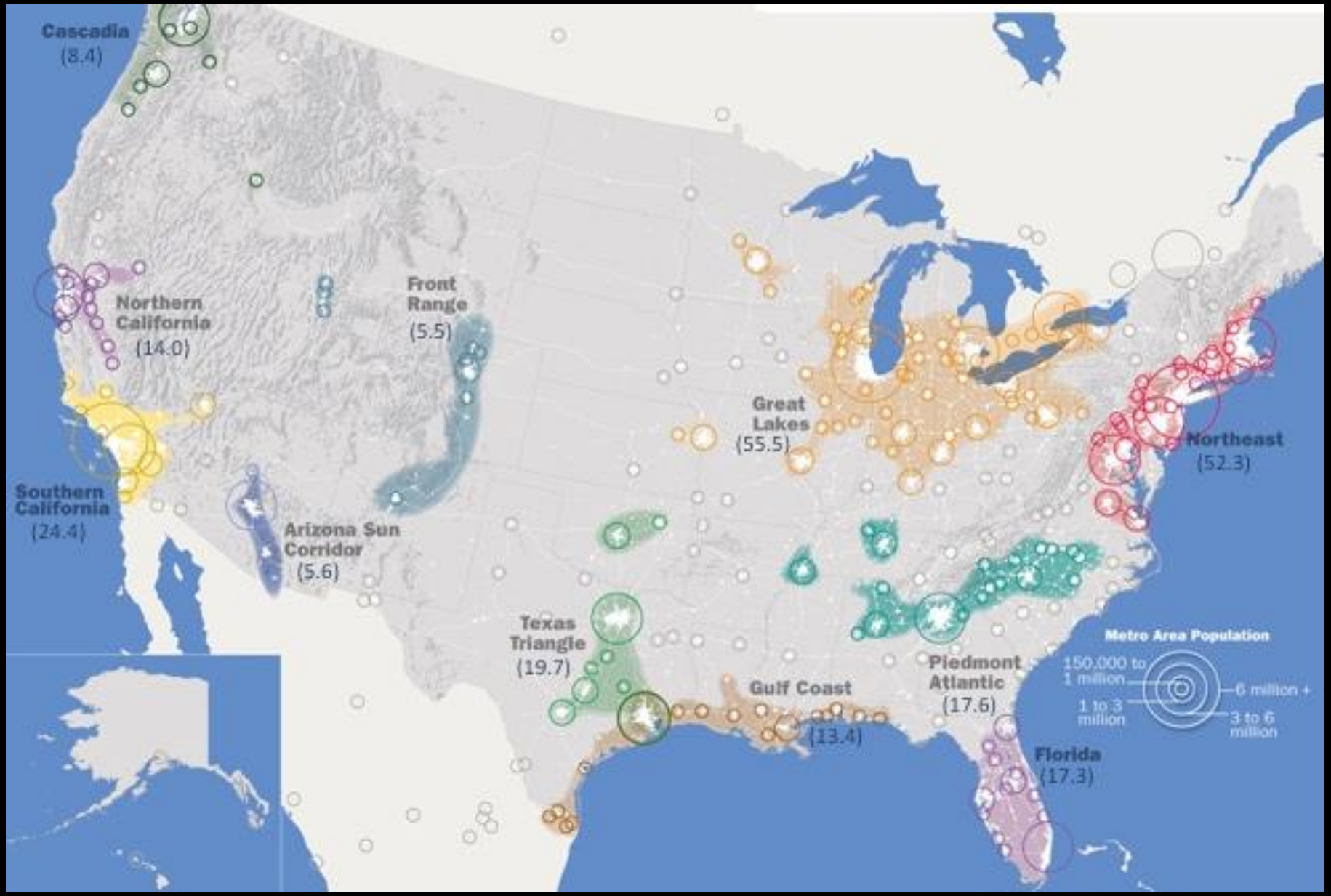
THE BOREAL FOREST OR ‘TAIGA’

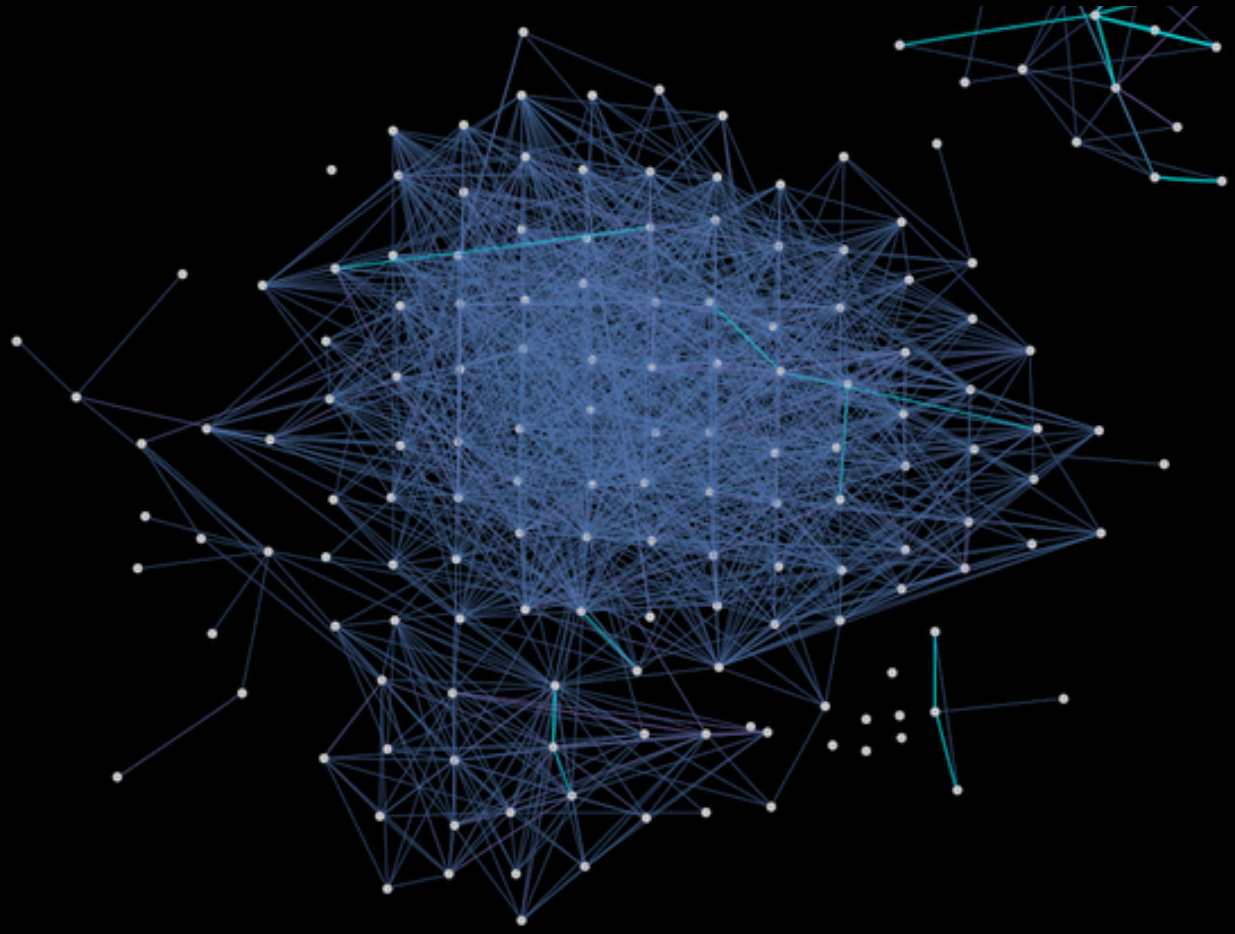
extends across the UNECE Region

greater in extent than the Amazon rain forest

THE GLASGOW SCHOOL OF ART | GLASGOW URBAN LAB




Cascadia
(8.4)
Northern
California
(14.0)
Front
Range
(5.5)
Great
Lakes
(55.5)
Northeast
(52.3)
Southern
California
(24.4)
Arizona Sun
Corridor
(5.6)
Texas
Triangle
(19.7)
Gulf Coast
(13.4)
Piedmont
Atlantic
(17.6)
Florida
(17.3)
Metro Area Population
150,000 to
1 million
1 to 3
million
3 to 6
million
6 million +



facebook

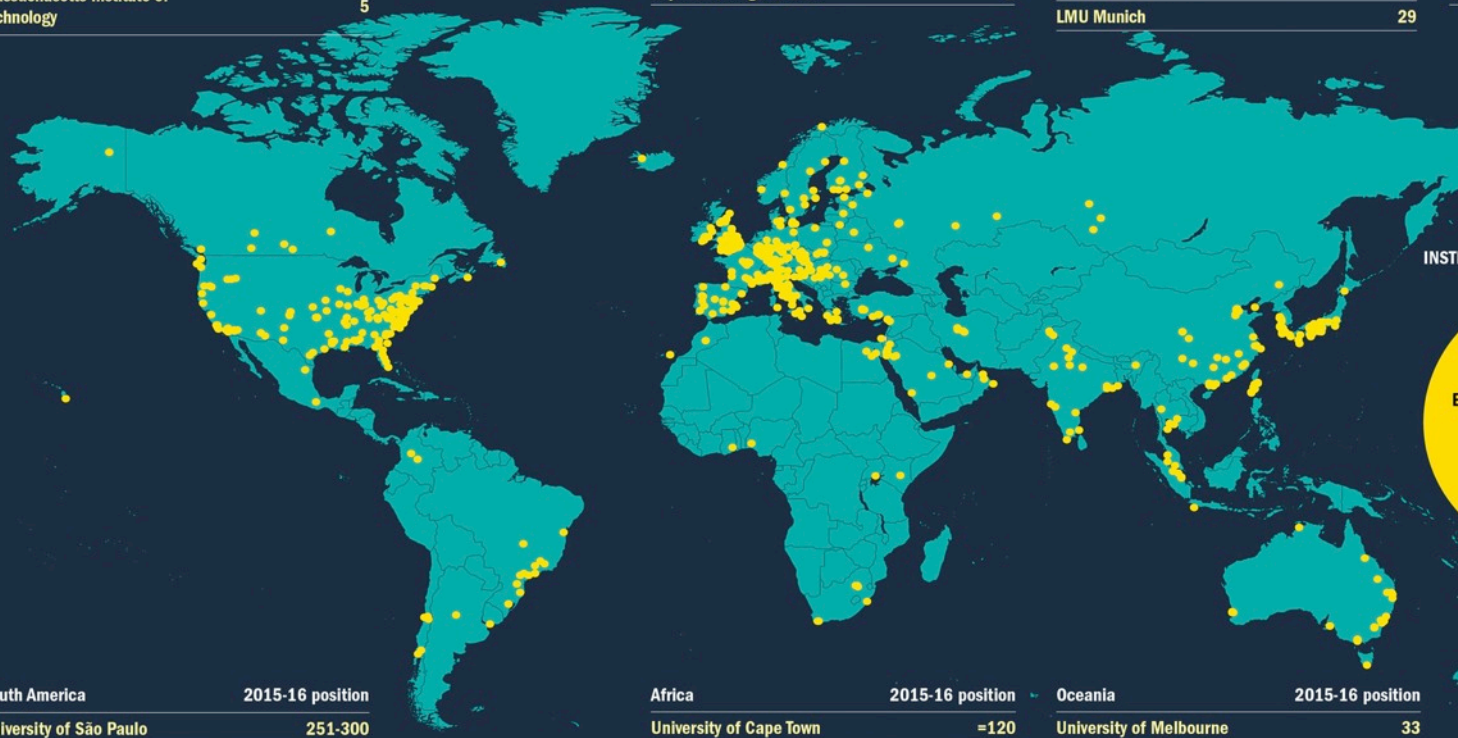
facebook

North America	2015-16 position
California Institute of Technology	1
Stanford University	3
Massachusetts Institute of Technology	5

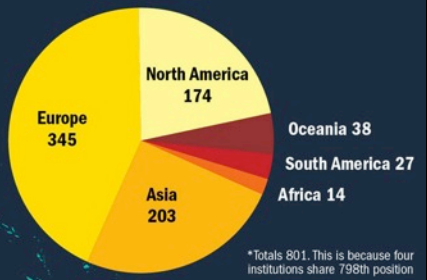
UK	2015-16 position
University of Oxford	2
University of Cambridge	4
Imperial College London	8

Europe (excluding UK)	2015-16 position
ETH Zurich – Swiss Federal Institute of Technology Zurich	9
Karolinska Institute	28
LMU Munich	29

Asia	2015-16 position
National University of Singapore	26
Peking University	42
University of Tokyo	43



INSTITUTIONS IN TOP 800 BY REGION*



*Totals 801. This is because four institutions share 798th position

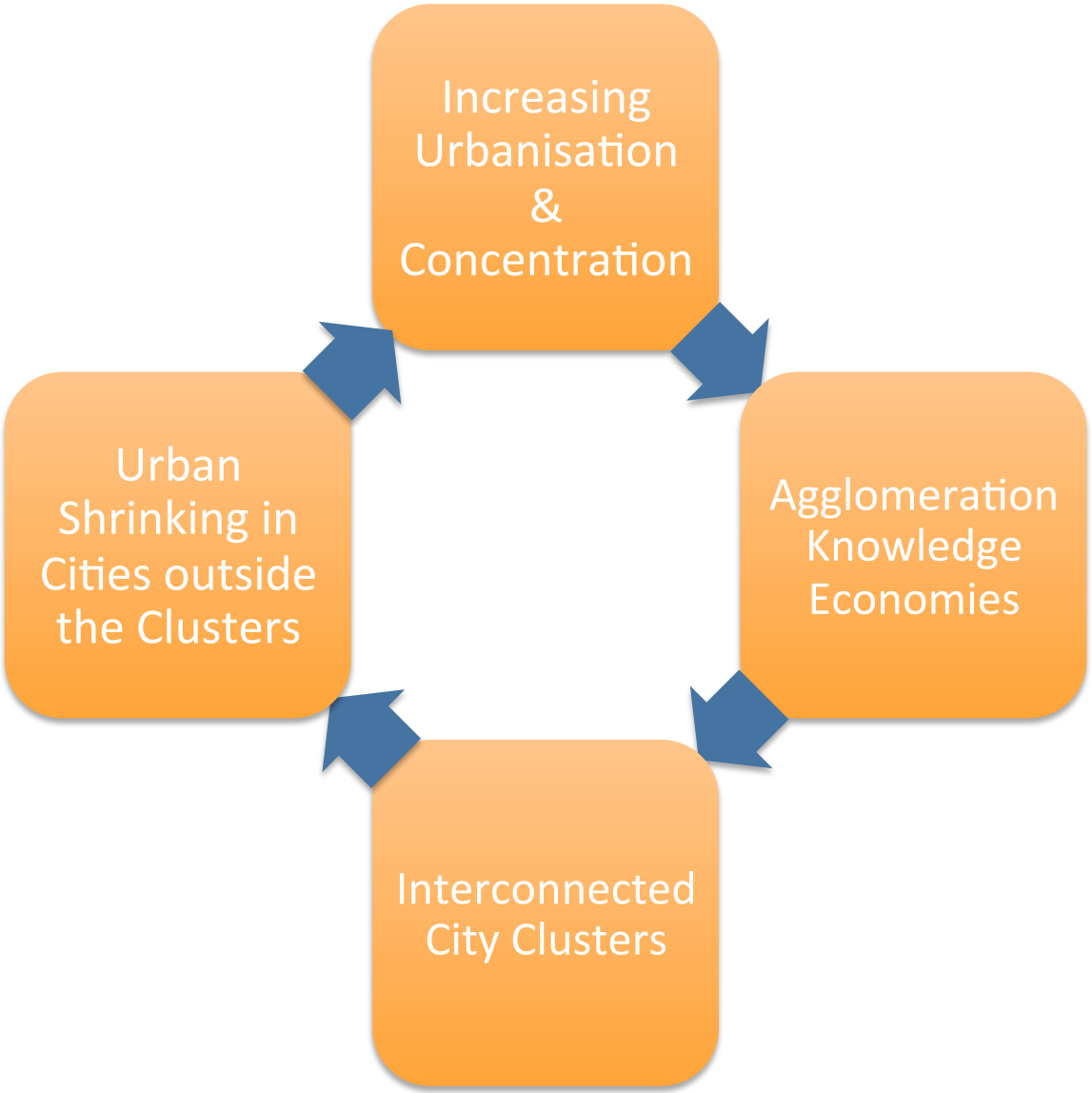
South America	2015-16 position
University of São Paulo	251-300
University of Palermo, Argentina	351-400
State University of Campinas	351-400

Africa	2015-16 position
University of Cape Town	=120
University of the Witwatersrand	201-250
Stellenbosch University	301-350

Oceania	2015-16 position
University of Melbourne	33
Australian National University	52
University of Sydney	=56

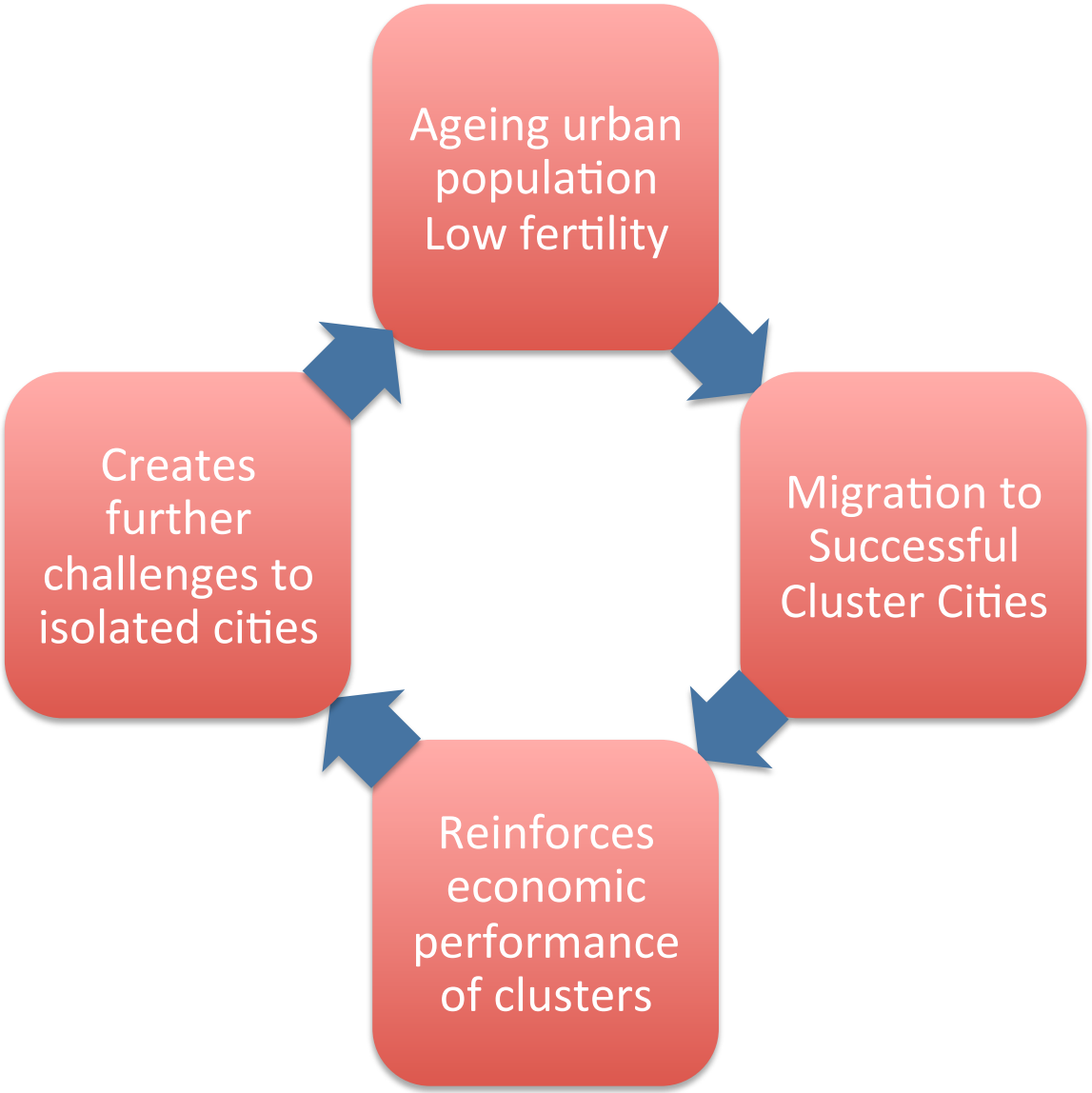
THE timeshighereducation.com

THE CYCLE OF URBAN CONCENTRATION : 'SUPER-CITIES'



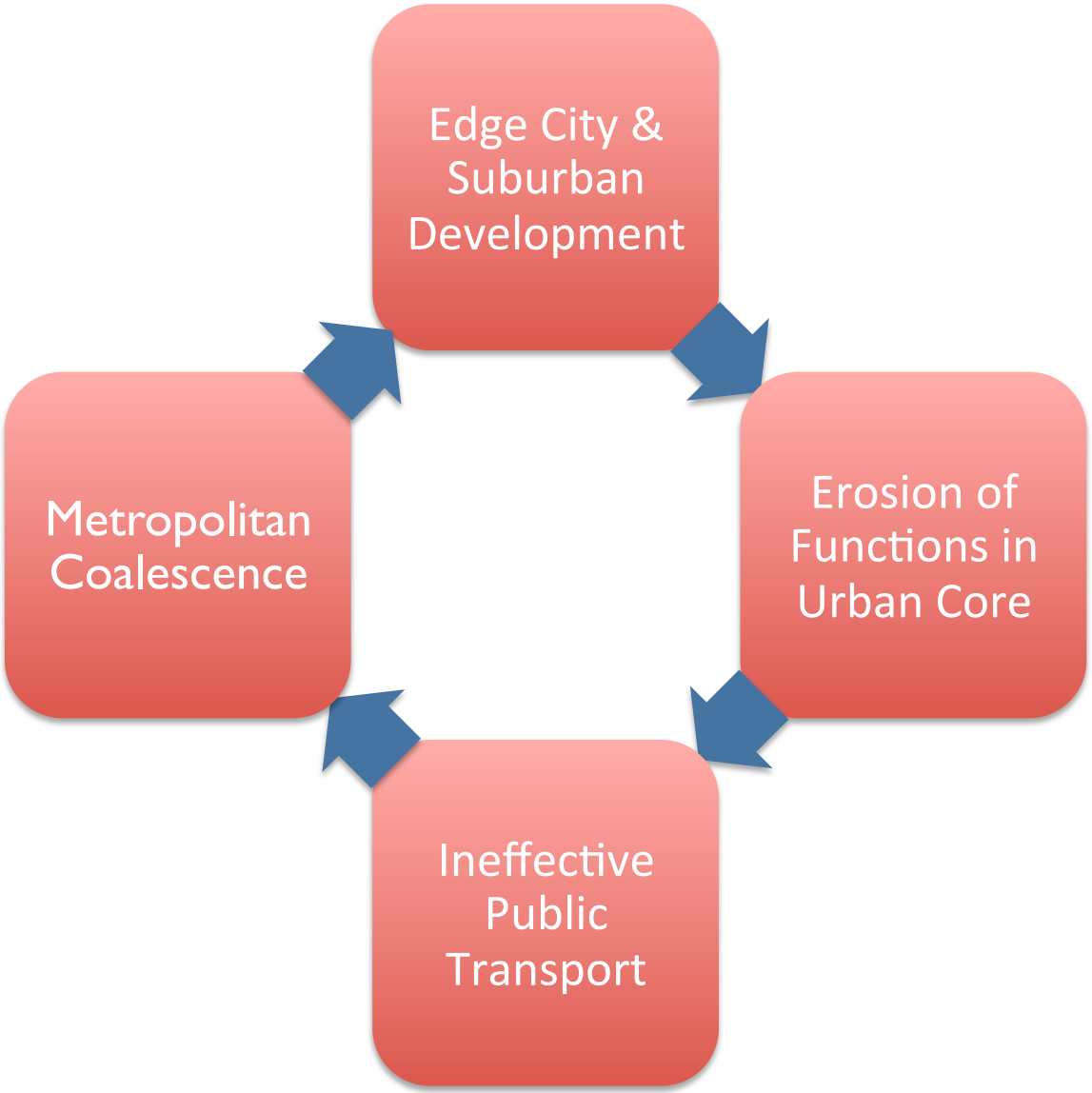
GLASGOW URBAN LAB
THE GLASGOW SCHOOL OF ART

THE DEMOGRAPHIC CYCLE



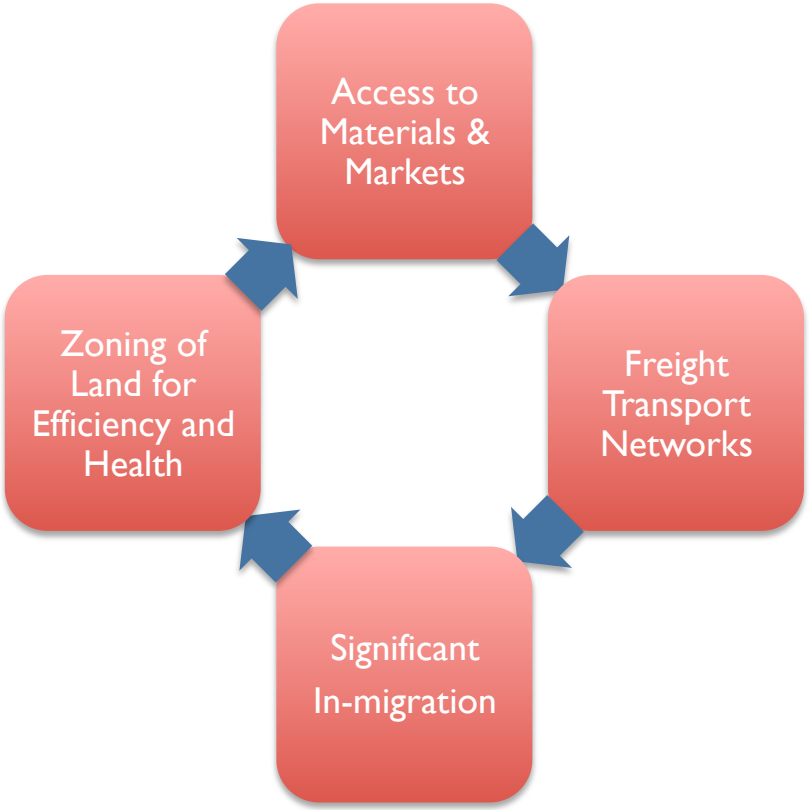
GLASGOW URBAN LAB
THE GLASGOW SCHOOL OF ART

THE SPRAWLING CITY – a negative urban cycle

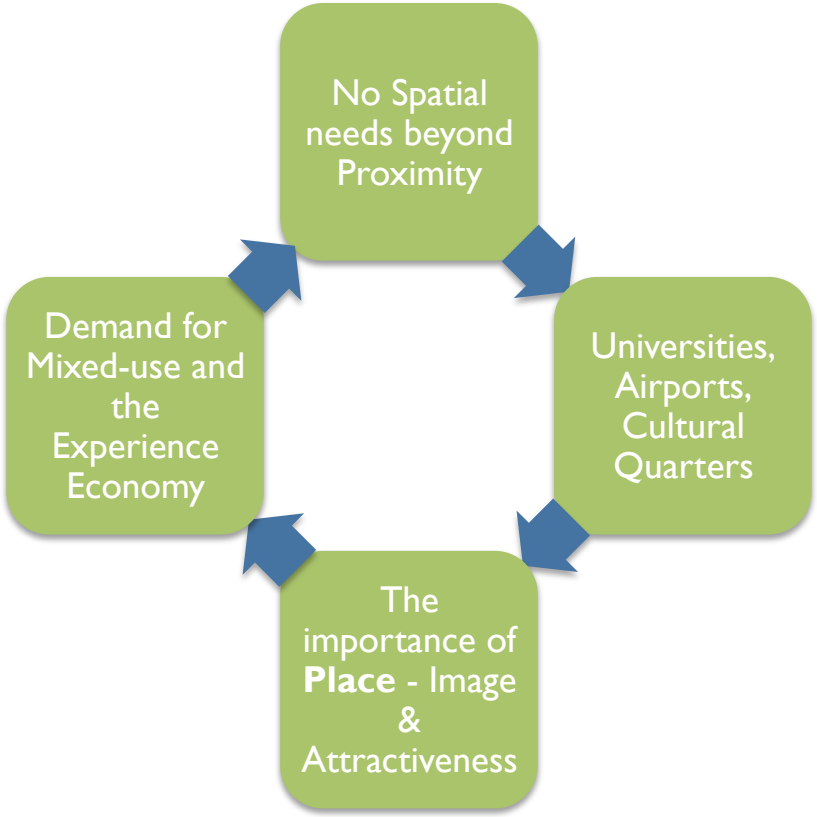


GLASGOW URBAN LAB
THE GLASGOW SCHOOL OF ART

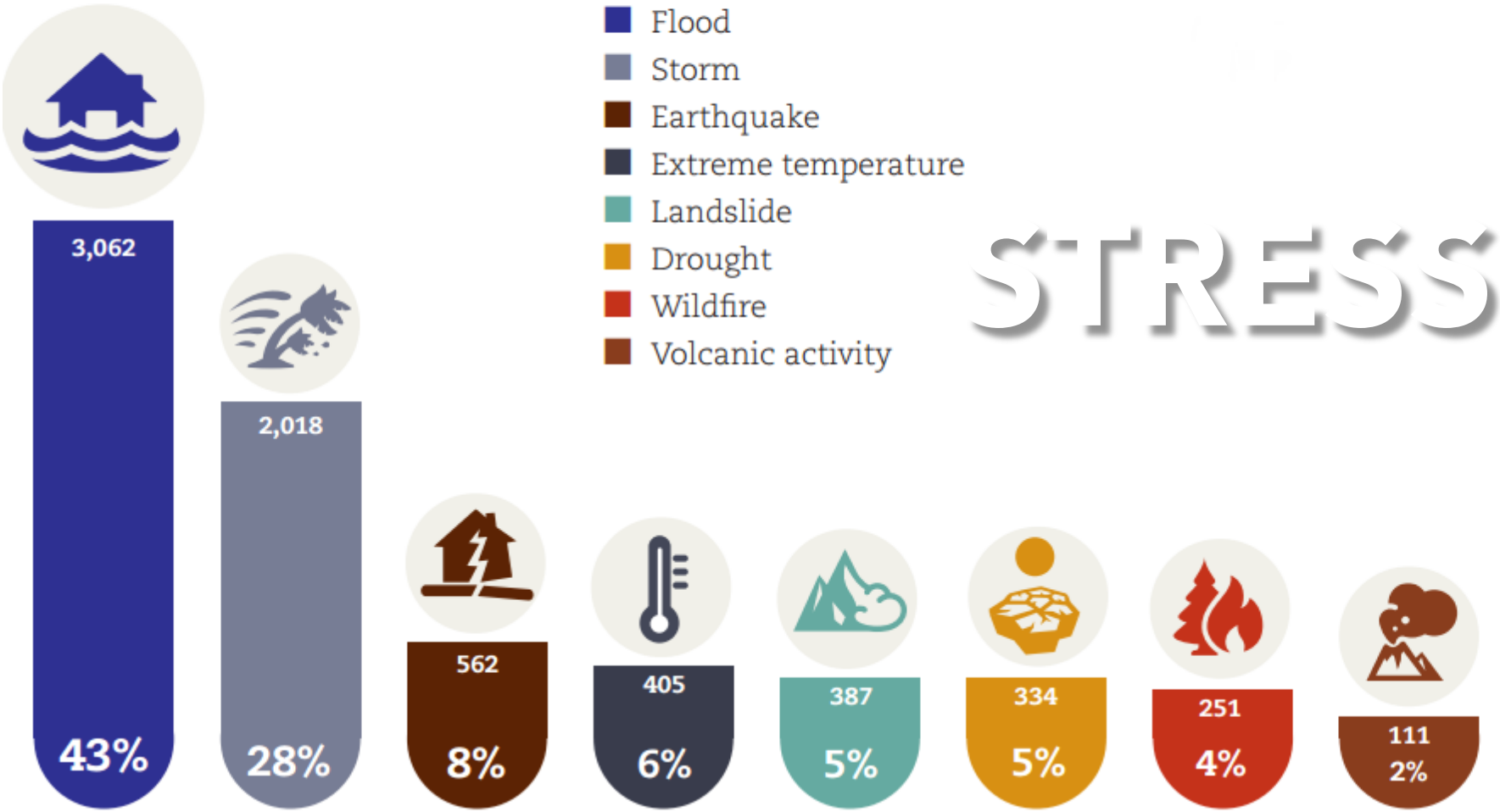
THE INDUSTRIAL CITY



THE KNOWLEDGE CITY



GLASGOW URBAN LAB
THE GLASGOW SCHOOL OF ART

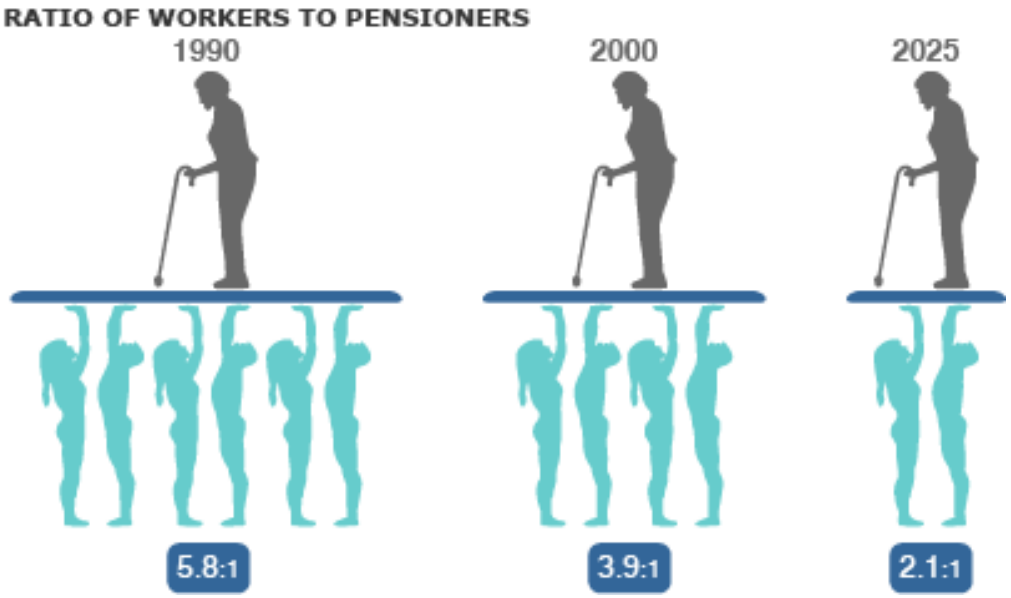


SHOCK

RESILIENT CITIES

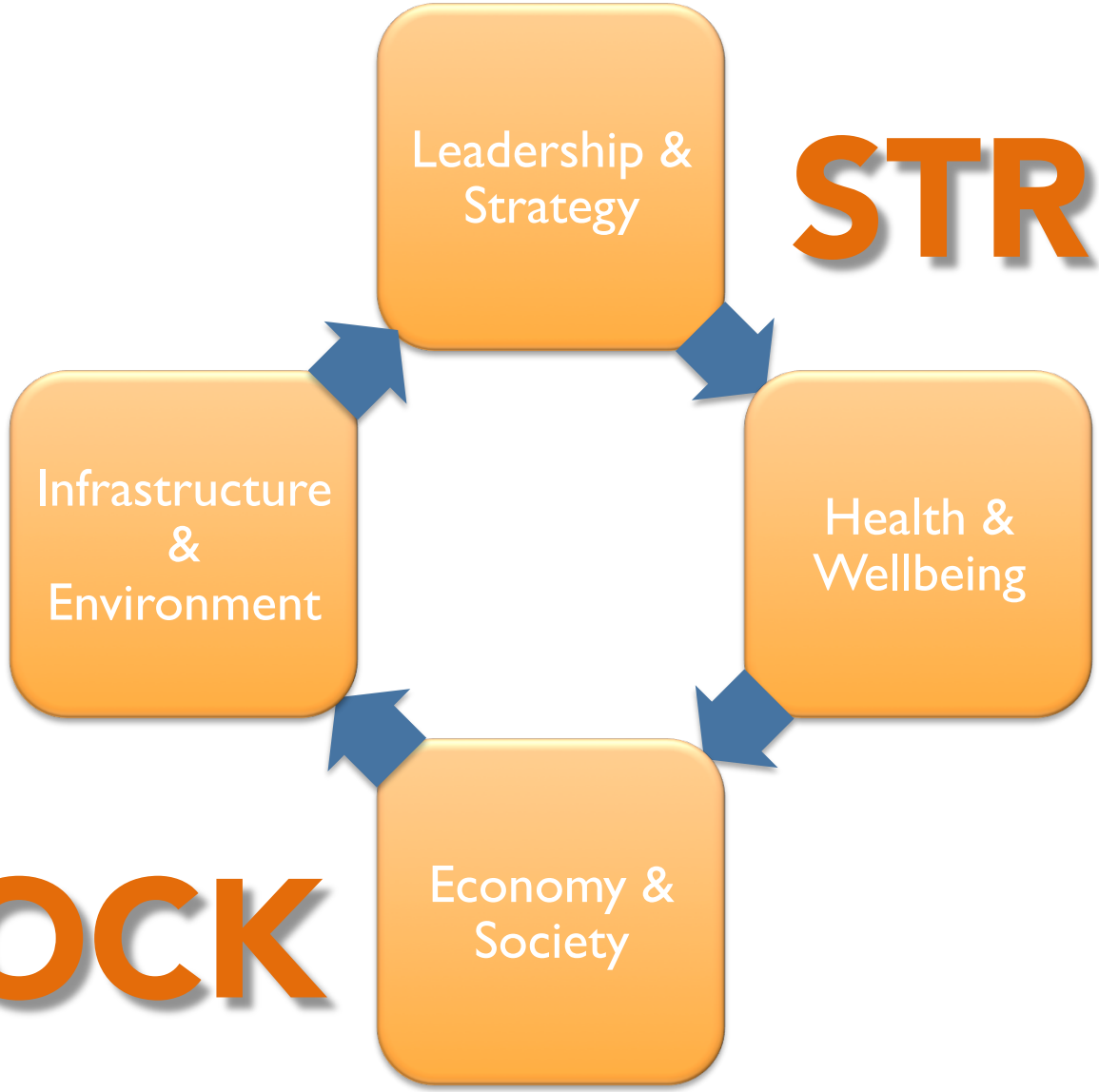
STRESS

SHOCK



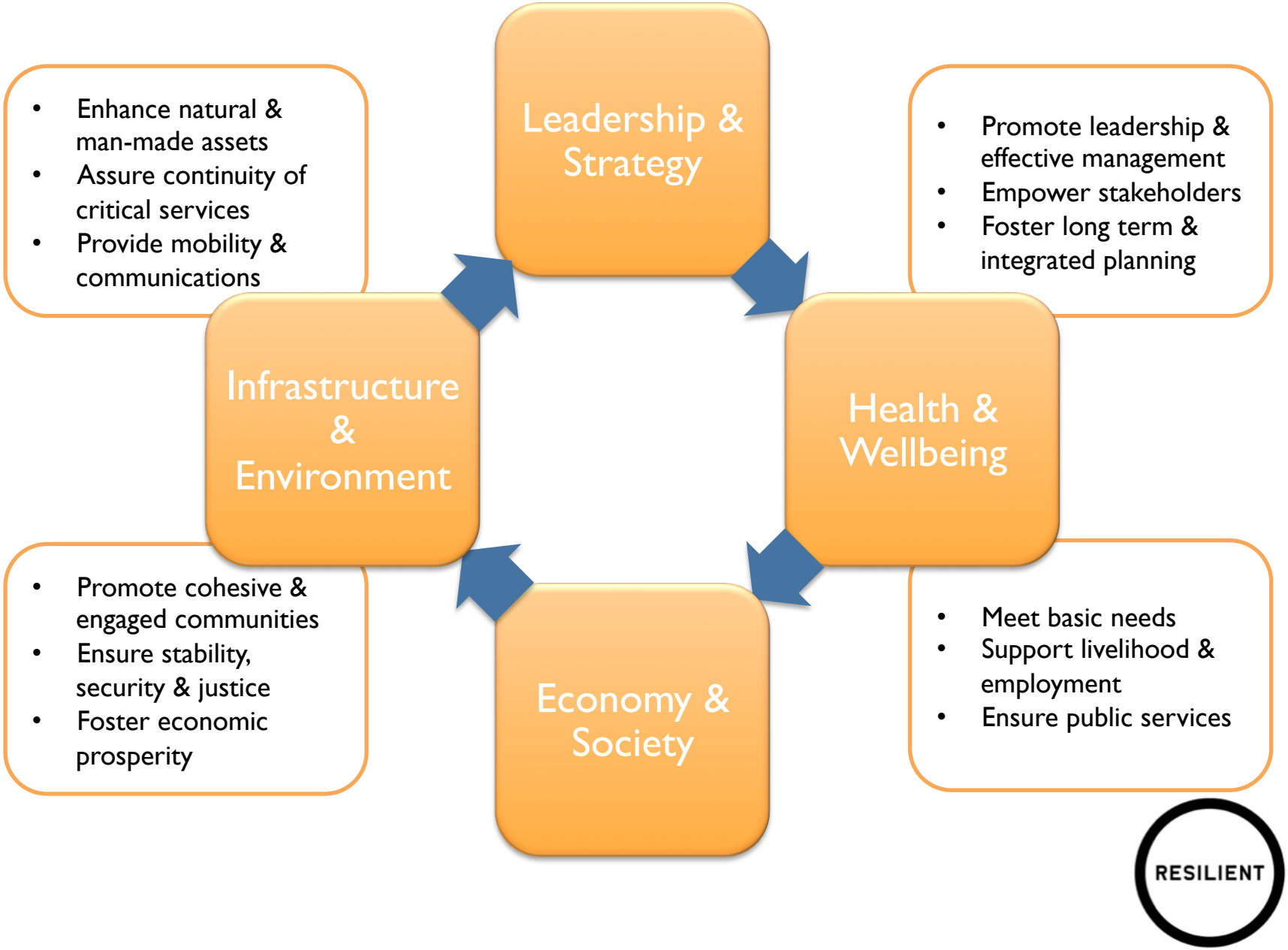
RESILIENT CITIES

THE RESILIENT CITY – a positive urban cycle



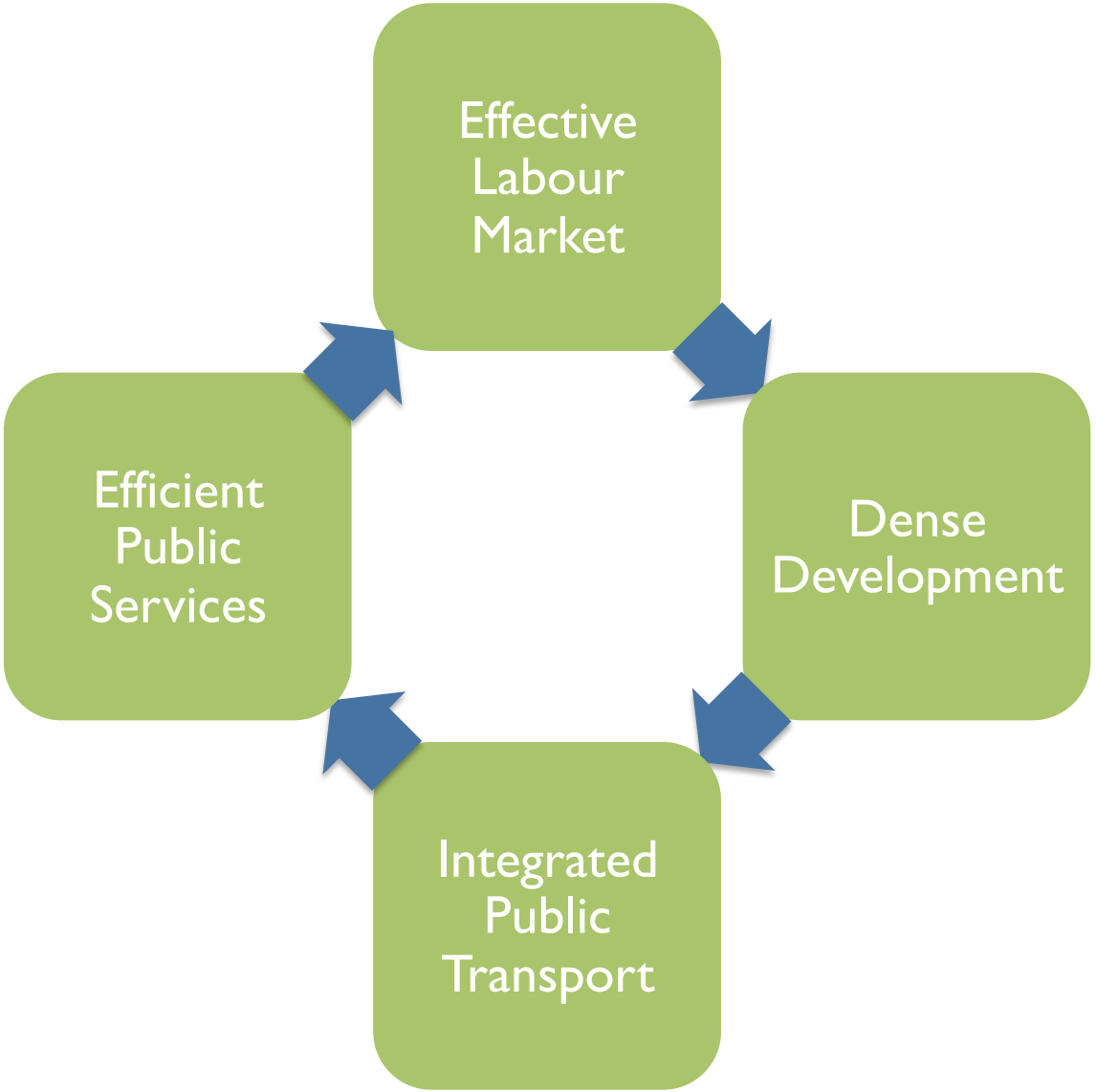
RESILIENT CITIES

THE RESILIENT CITY – a positive urban cycle



RESILIENT CITIES

THE COMPACT CITY – a positive urban cycle



HABITAT III REGIONAL REPORT ON THE UNECE

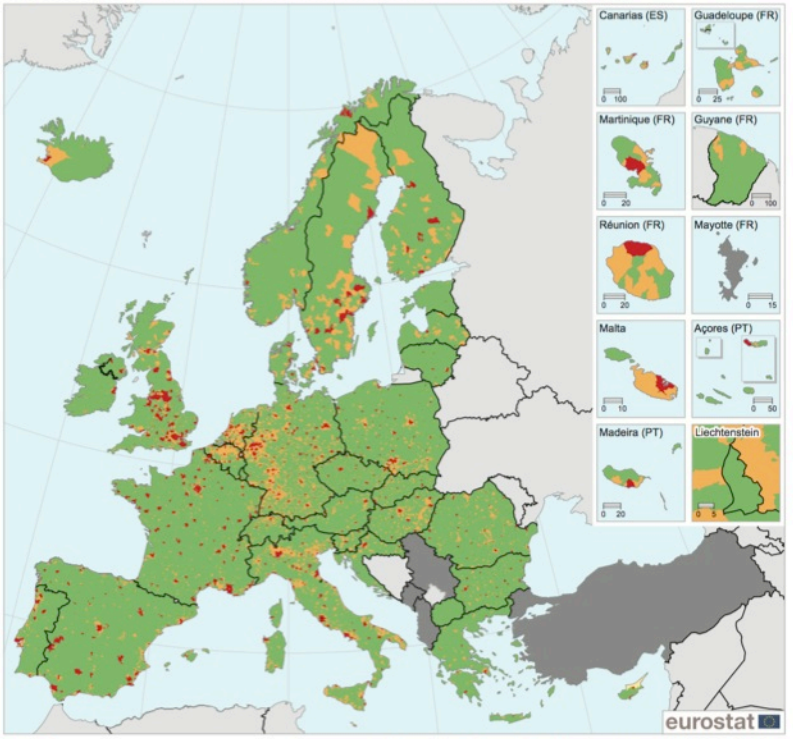
Towards a city-focused, people-centred and integrated approach to the New Urban Agenda

the metropolitan context of the UNECE

UNITED NATIONS
ECONOMIC COMMISSION
FOR EUROPE

Norwegian Sea
Northern periphery
Atlantic Ocean
Atlantic periphery
North Sea
Baltic Sea
Eastern periphery
Black Sea
Southern periphery
Mediterranean Sea
Reykjavik
Oslo
Helsinki
St. Petersburg
Nizhniy Novgorod
Moscow
Stockholm
Tallinn
Glasgow
Dublin
Manchester
Copenhagen
Hamburg
Birmingham
Cambridge
Randstad
London
Berlin
Warsaw
Minsk
Vilnius
Kiev
Kharkiv
Rostov
Lille
Paris
Frankfurt
Prague
Stuttgart
Vienna
Budapest
Odesa
Lyon
Milan
Ljubljana
Zagreb
Bucharest
Porto
Lisbon
Madrid
Marseille
Barcelona
Valencia
Rome
Belgrade
Sofia
Istanbul
Ankara
Seville
Naples
Casablanca
Algiers
Tunis
Athens
Tripoli

Map 1.1: Degree of urbanisation for local administrative units level 2 (LAU2) (1)



Cities
(Densely populated areas: at least 50 % of the population lives in urban centres)

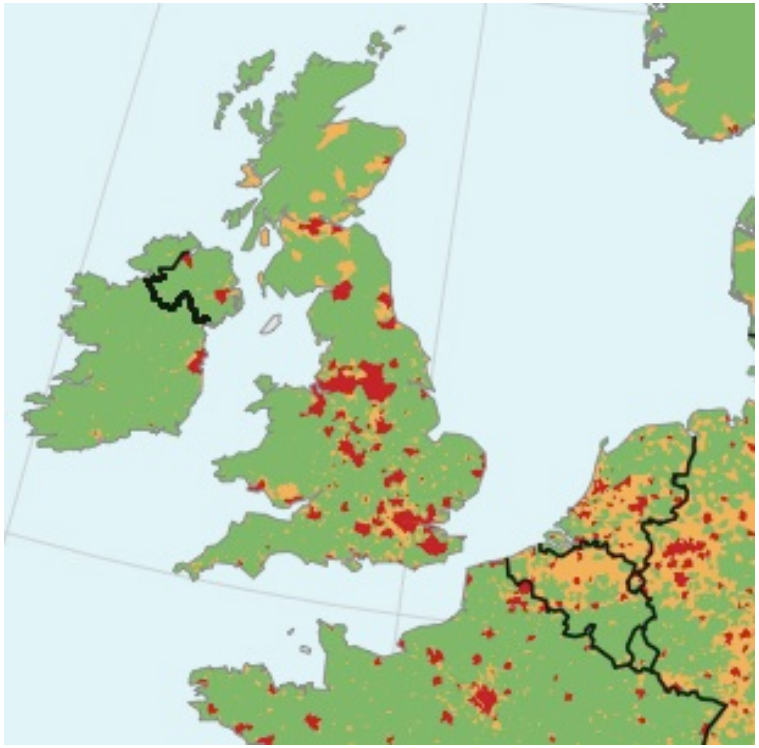
Towns and suburbs
(Intermediate density areas: less than 50 % of the population lives in rural grid cells and less than 50 % of the population lives in urban centres)

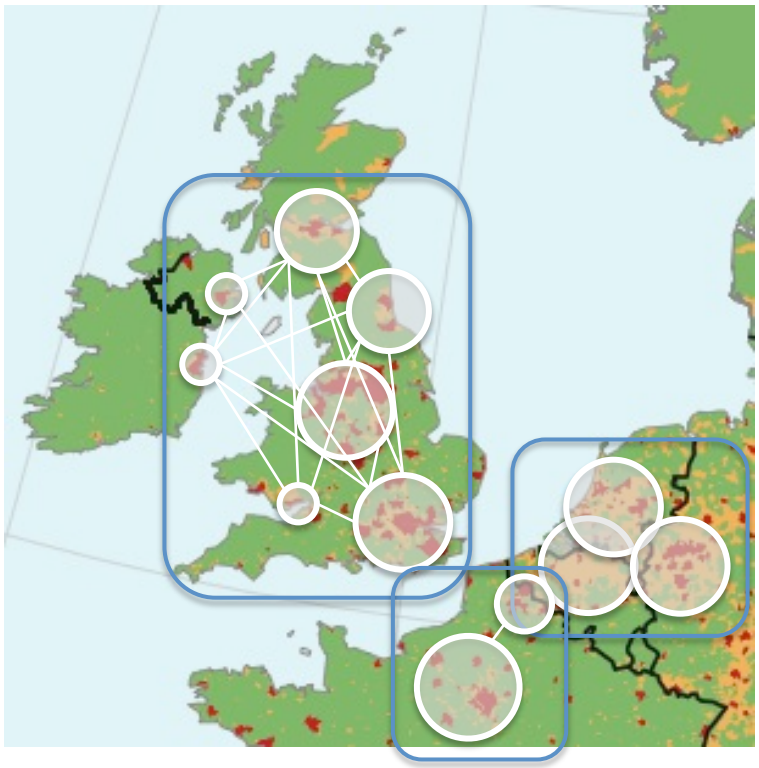
Rural areas
(Thinly populated areas: more than 50 % of the population lives in rural grid cells)

Data not available

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat — GISCO, 06/2016

0 200 400 600 800 km





UK is one **‘Super-city’**

3

BRUSSELS CALLING ...

Urban Europe

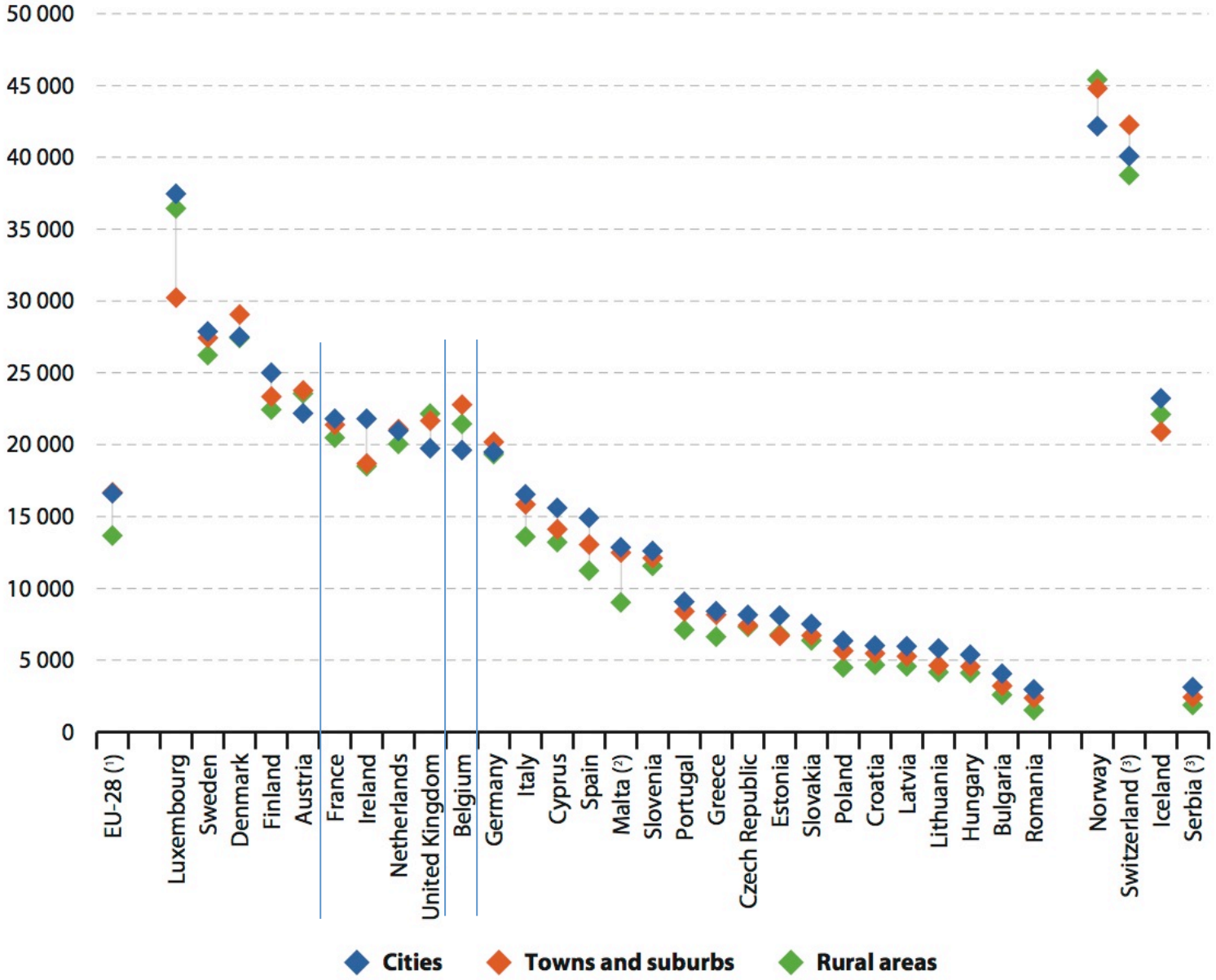
STATISTICS ON CITIES, TOWNS AND SUBURBS

2016 edition

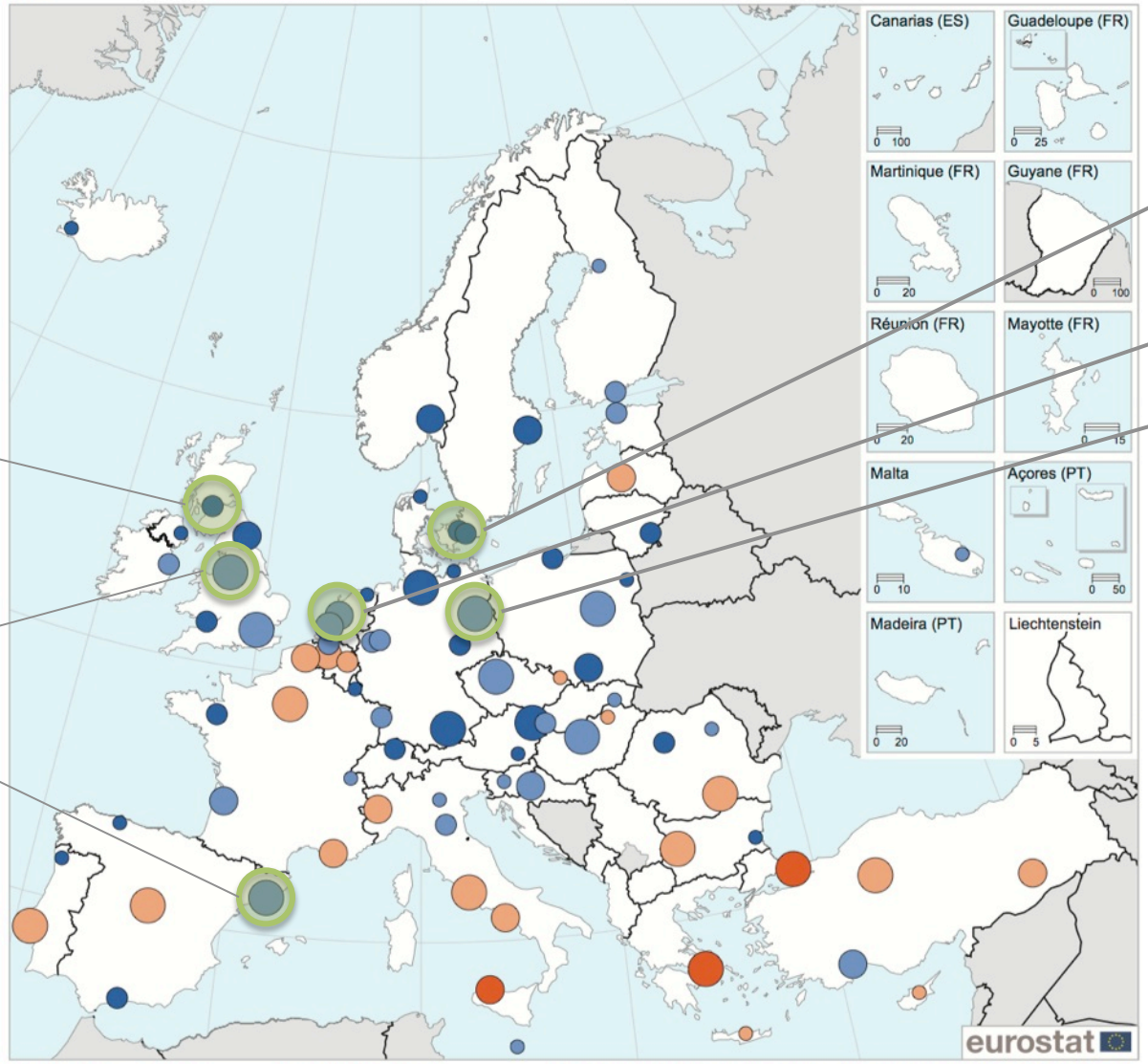
STATISTICAL BOOKS

eurostat

Figure 8.13: Median equivalised net income, by degree of urbanisation, 2014
(EUR)



Map 13.5: Proportion of people who are satisfied living in their city, 2015 (1)
(%)



Copenhagen

Amsterdam

Berlin

Glasgow

Manchester

Barcelona

People who are satisfied living in their city (%)

- < 75
- 75 – < 90
- 90 – < 95
- ≥ 95

Population (persons)

- < 300 000
- 300 000 – < 600 000
- 600 000 – < 1 200 000
- ≥ 1 200 000

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat — GISCO, 03/2016

0 200 400 600 800 km

European Commission

FLASH EUROBAROMETER 419

QUALITY OF LIFE IN EUROPEAN CITIES 2015

JANUARY 2016

Regional and Urban Policy

I am satisfied to live in …

Copenhagen

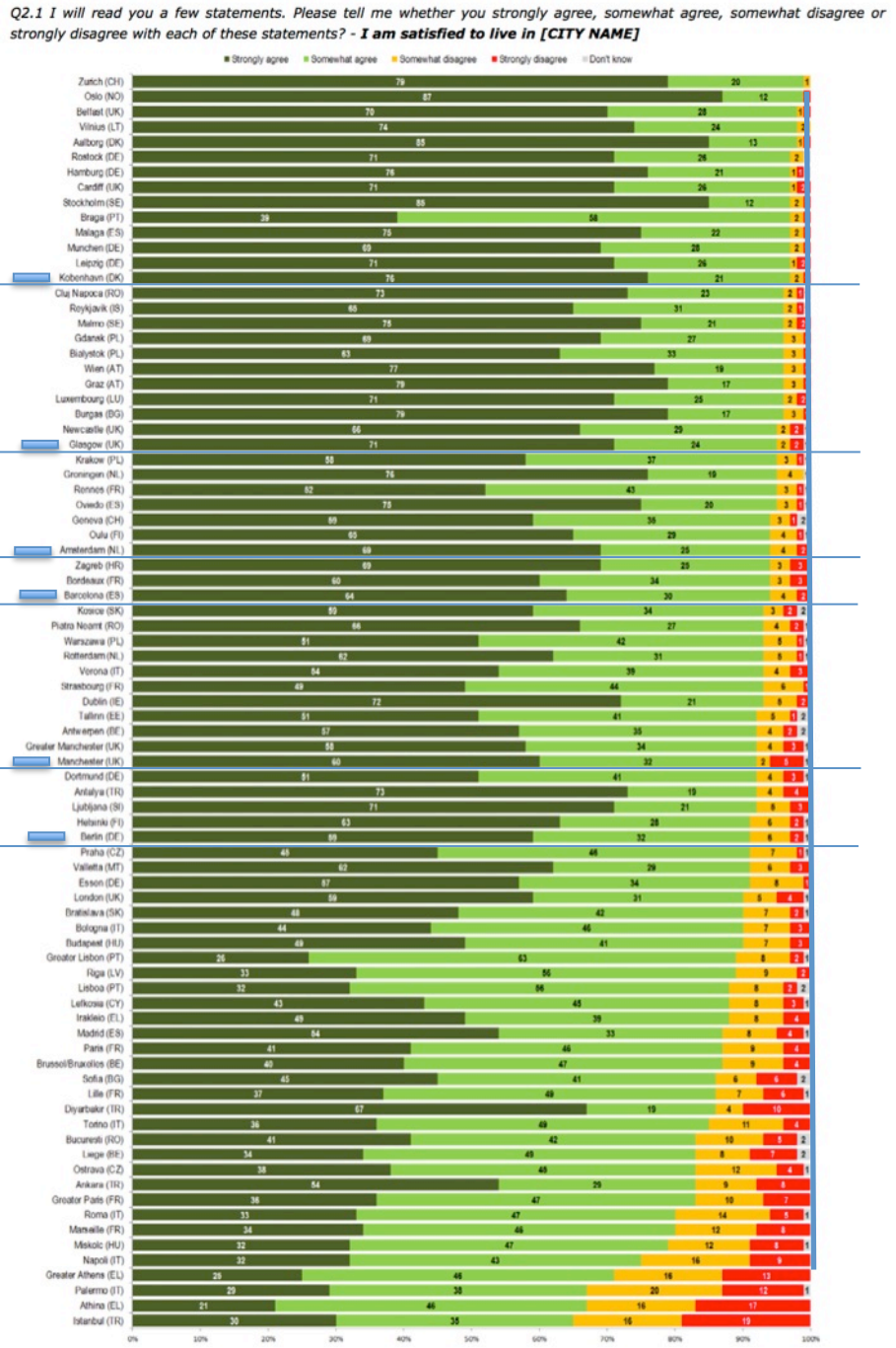
Glasgow

Amsterdam

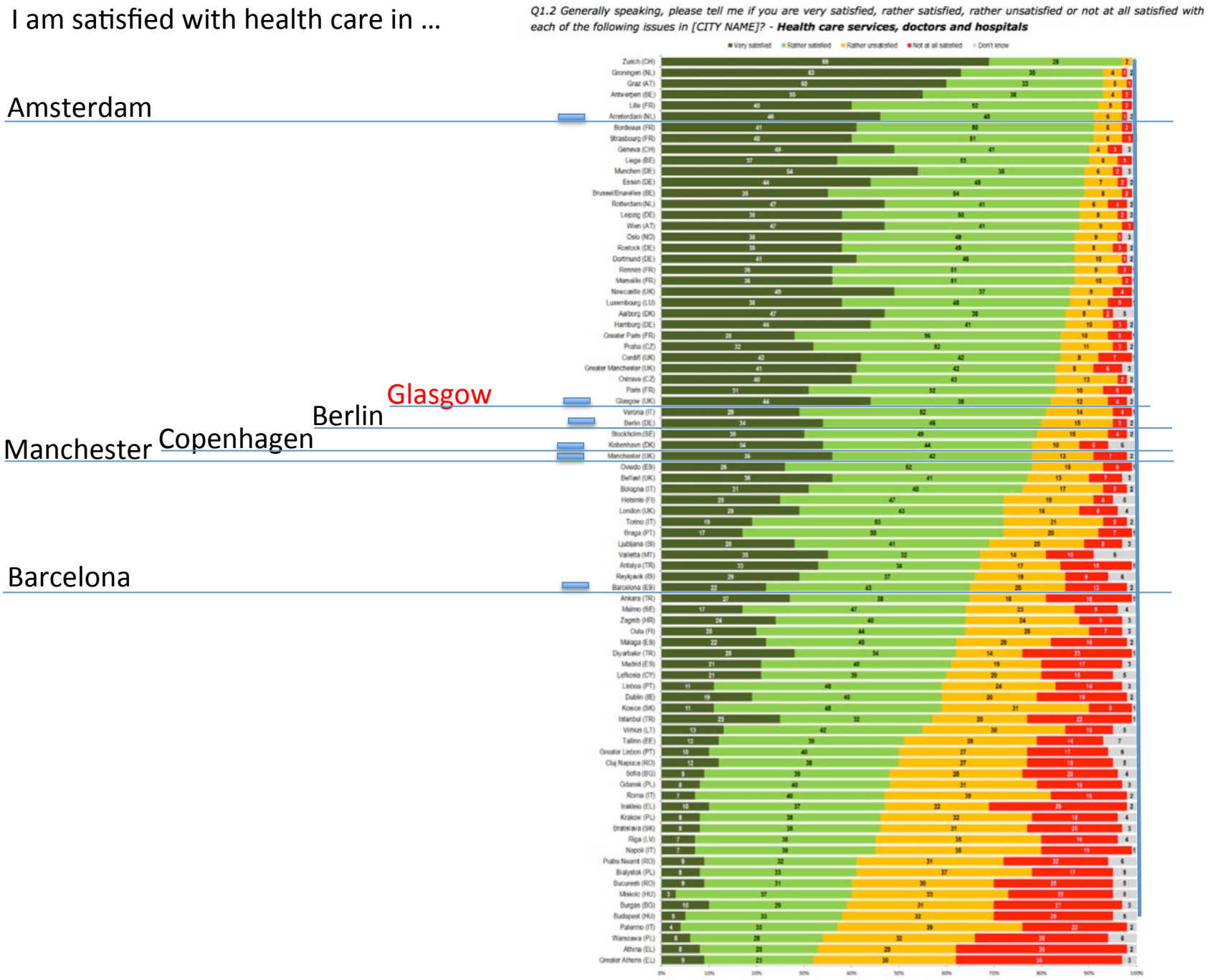
Barcelona

Manchester

Berlin



I am satisfied with health care in …



I am satisfied with sports provision in …

Amsterdam

Glasgow

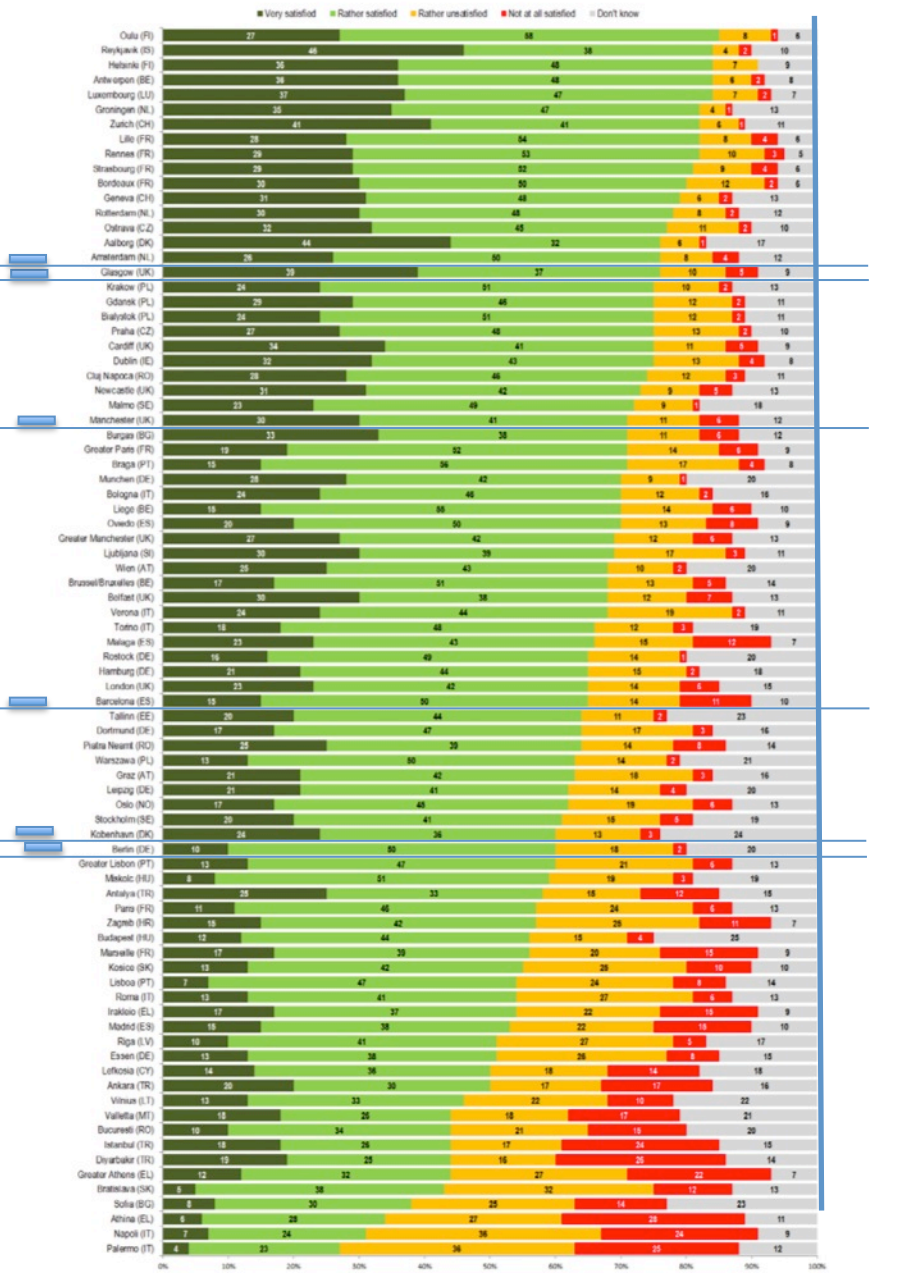
Manchester

Barcelona

Copenhagen

Berlin

Q1.3 Generally speaking, please tell me if you are very satisfied, rather satisfied, rather unsatisfied or not at all satisfied with each of the following issues in [CITY NAME]? - ***Sports facilities such as sport fields and indoor sport halls***



I am satisfied with the cultural offer in …

Copenhagen

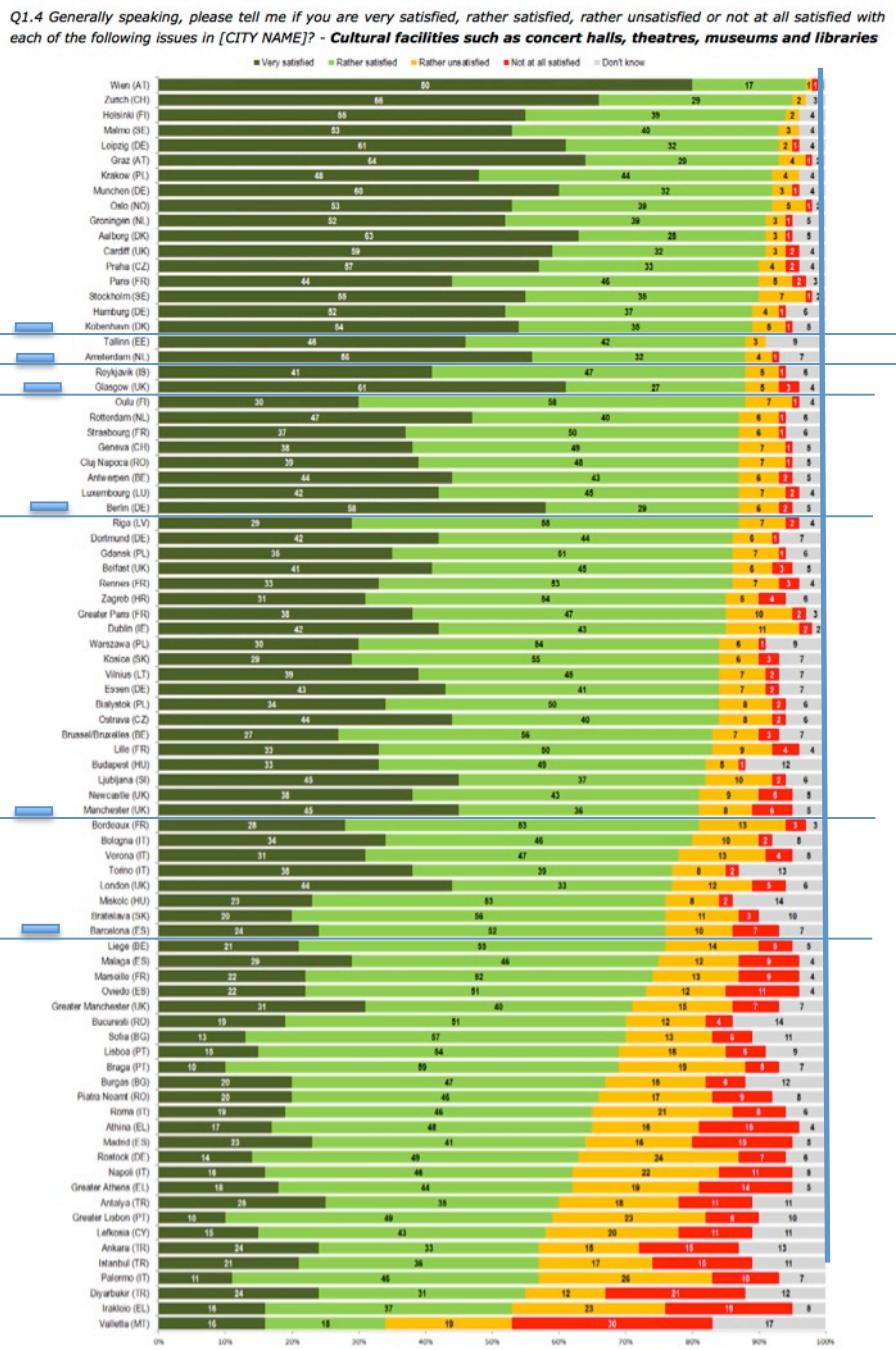
Amsterdam

Glasgow

Berlin

Manchester

Barcelona



I am satisfied with the public realm in …

Amsterdam

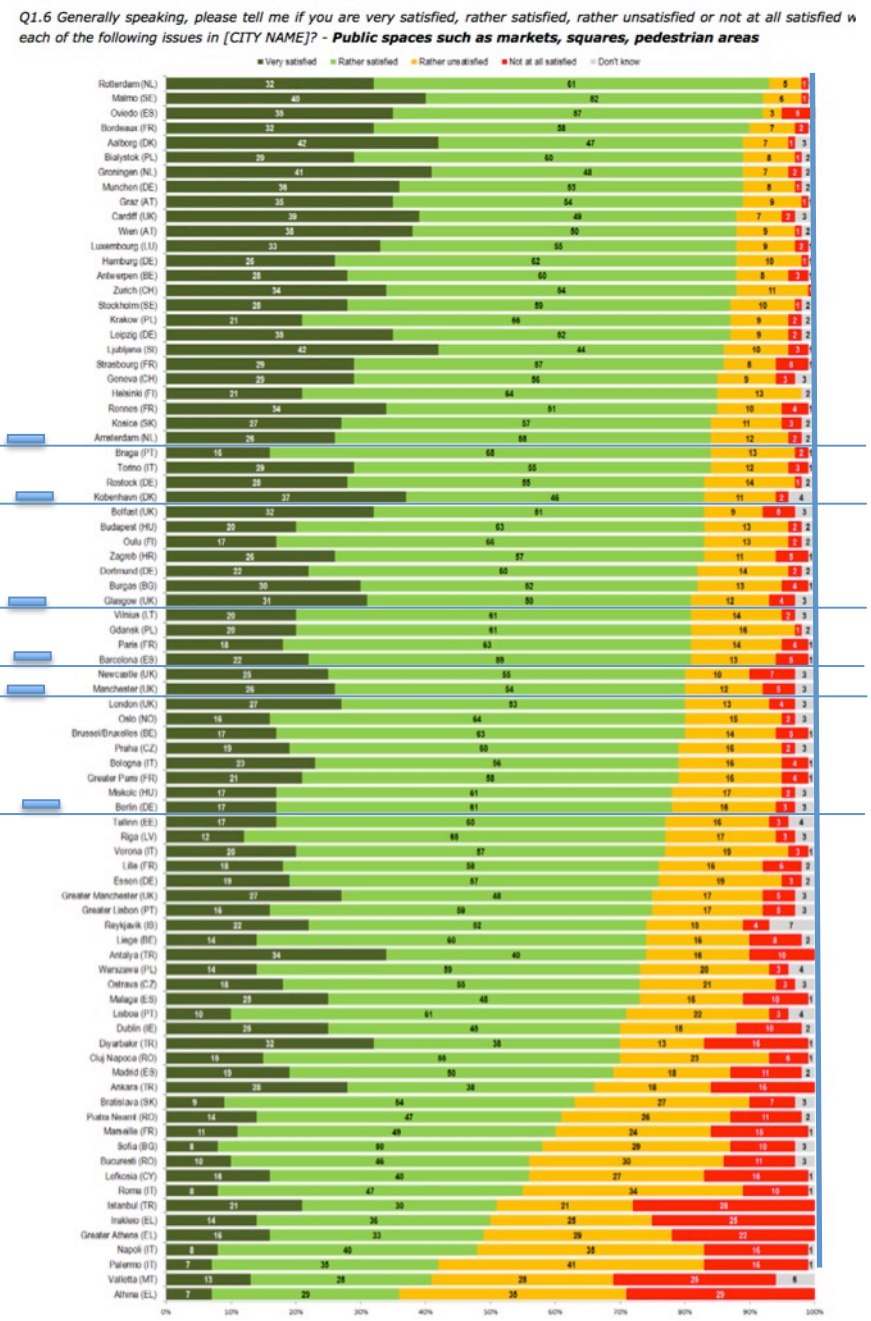
Copenhagen

Glasgow

Barcelona

Manchester

Berlin



I am satisfied with the retail offer in …

Glasgow

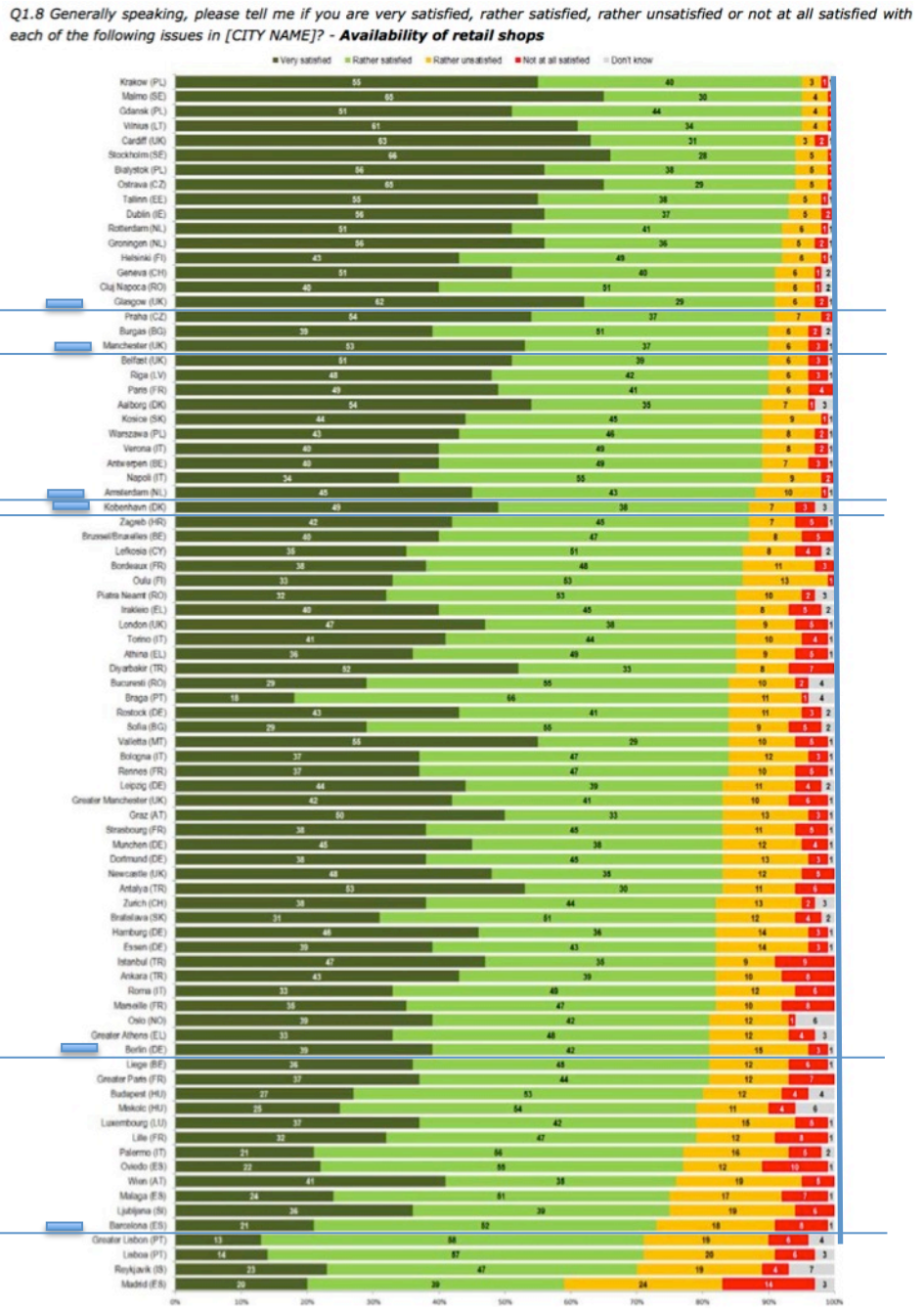
Manchester

Amsterdam

Copenhagen

Berlin

Barcelona



It is easy to find a job in…

Copenhagen

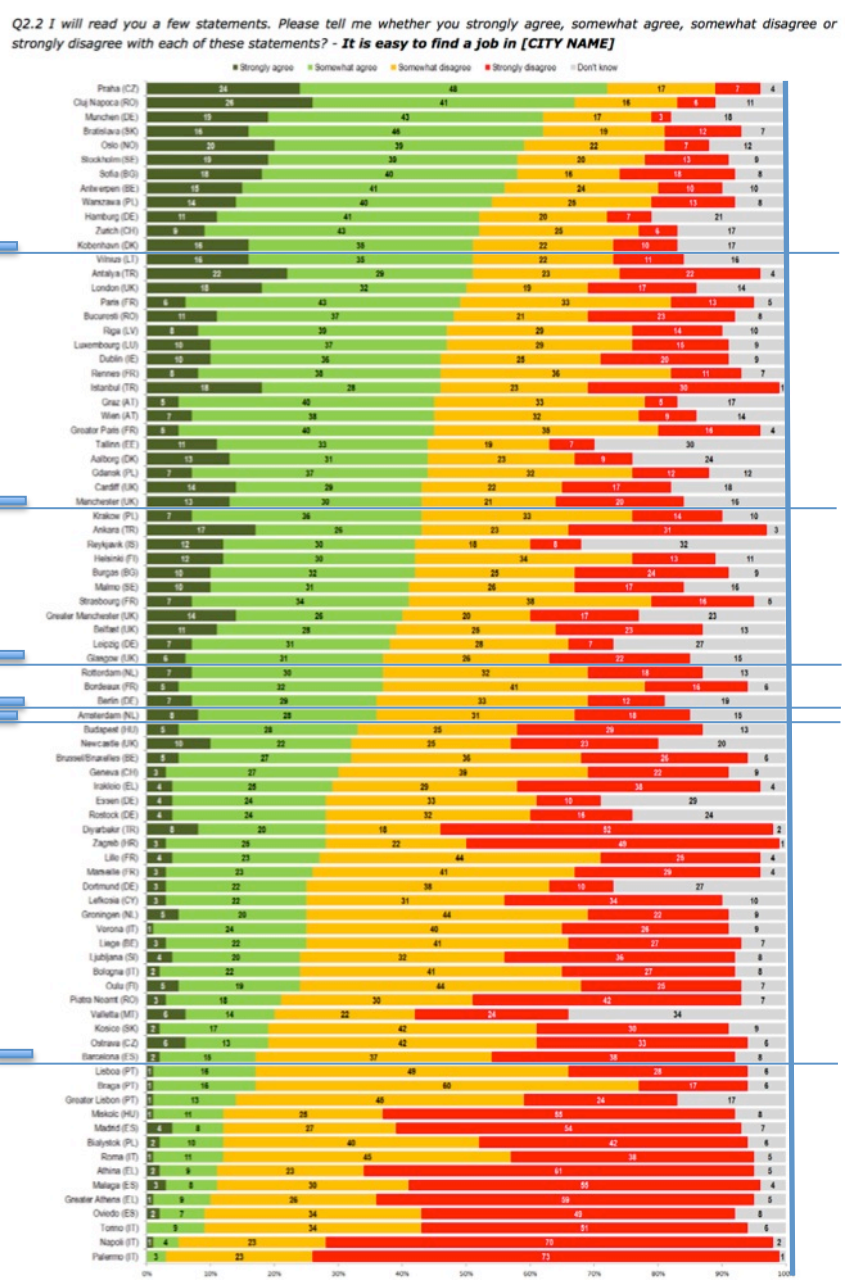
Manchester

Glasgow

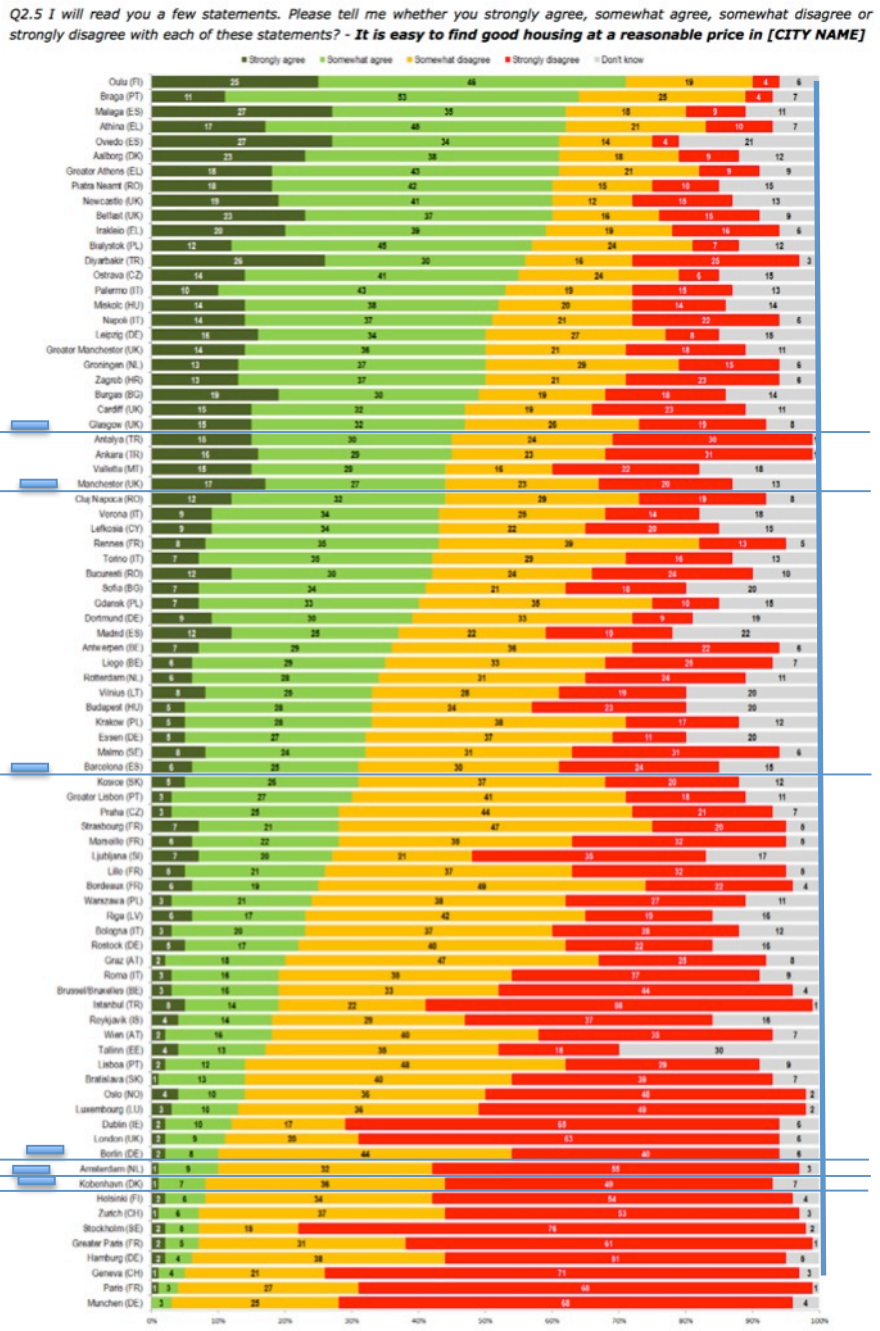
Berlin

Amsterdam

Barcelona



I think housing is affordable in …



Glasgow

Manchester

Barcelona

Berlin

Amsterdam

Copenhagen

I think foreign people are good for …

Copenhagen

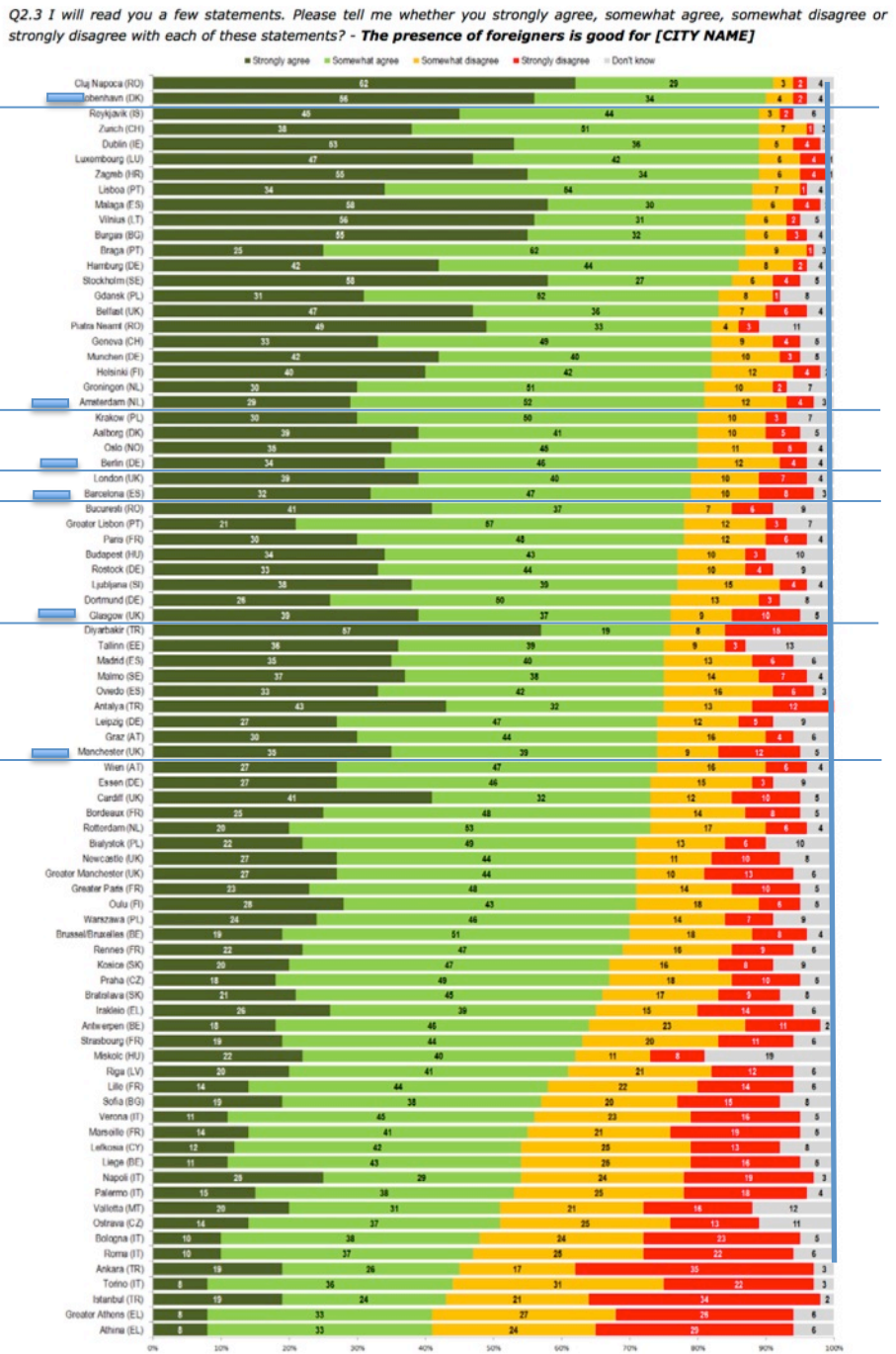
Amsterdam

Berlin

Barcelona

Glasgow

Manchester



I think foreign people are integrated in …

Glasgow

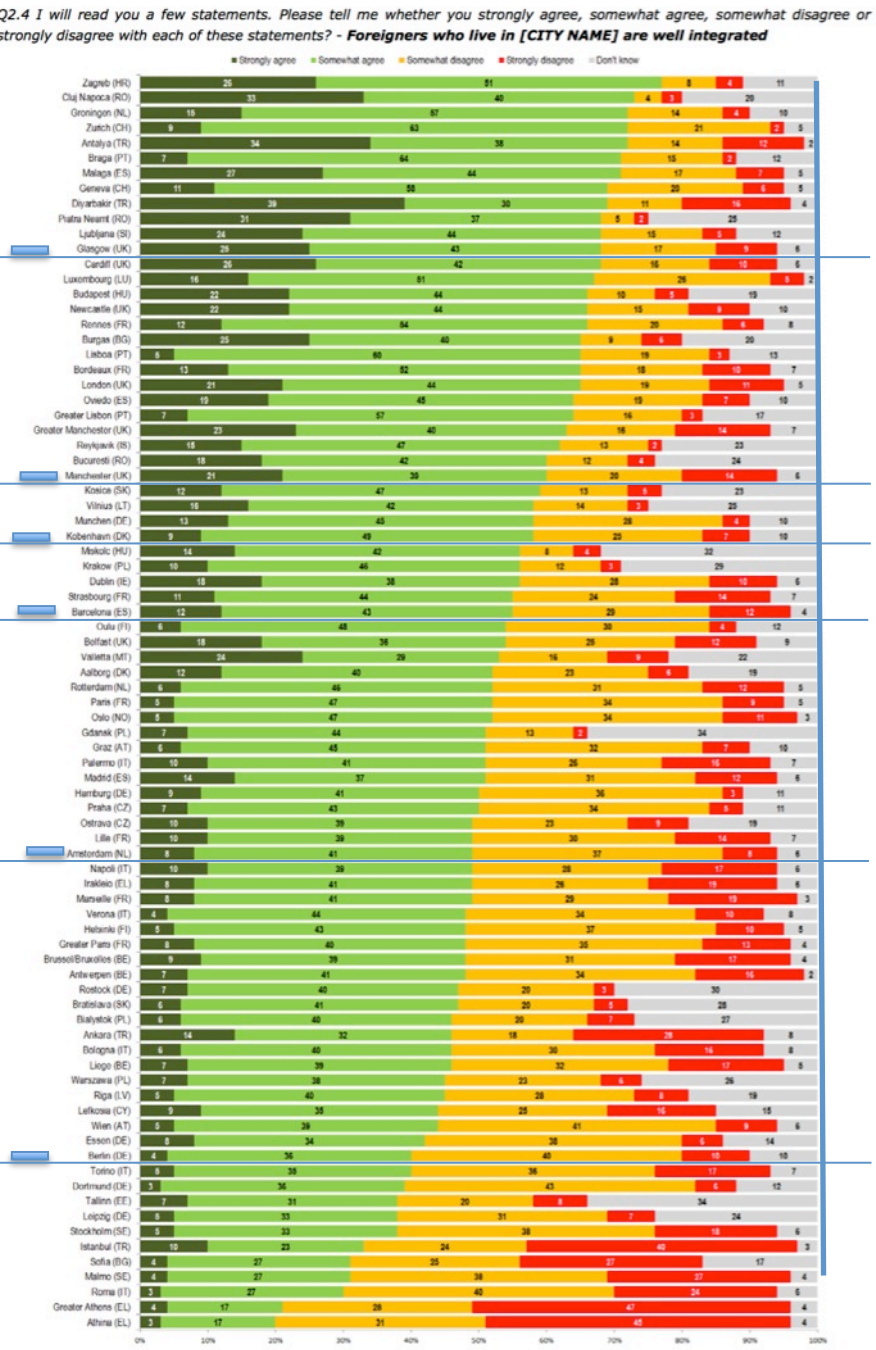
Manchester

Copenhagen

Barcelona

Amsterdam

Berlin



I feel safe in …

Copenhagen

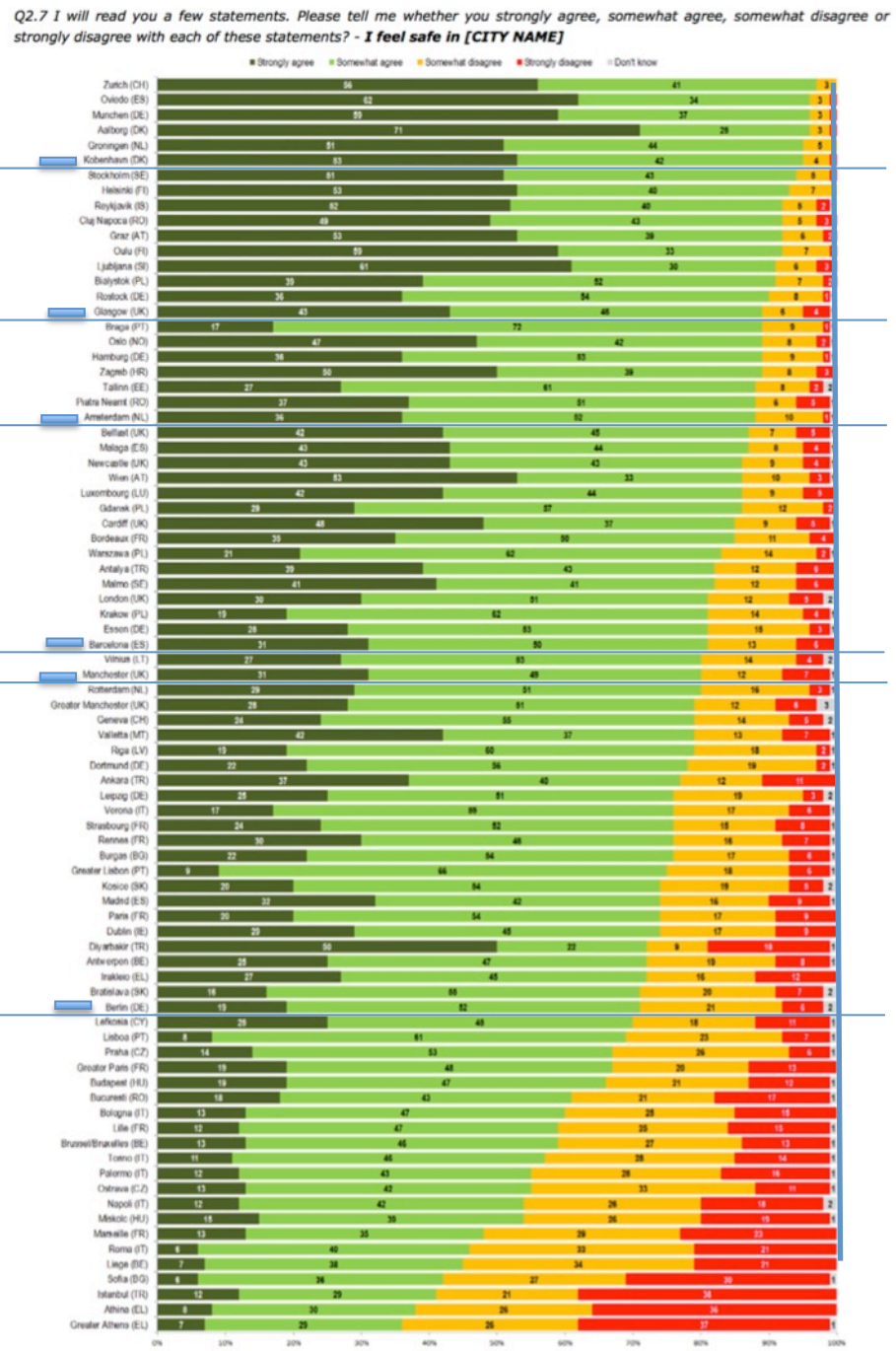
Glasgow

Amsterdam

Barcelona

Manchester

Berlin



The people in … are trustworthy

Copenhagen

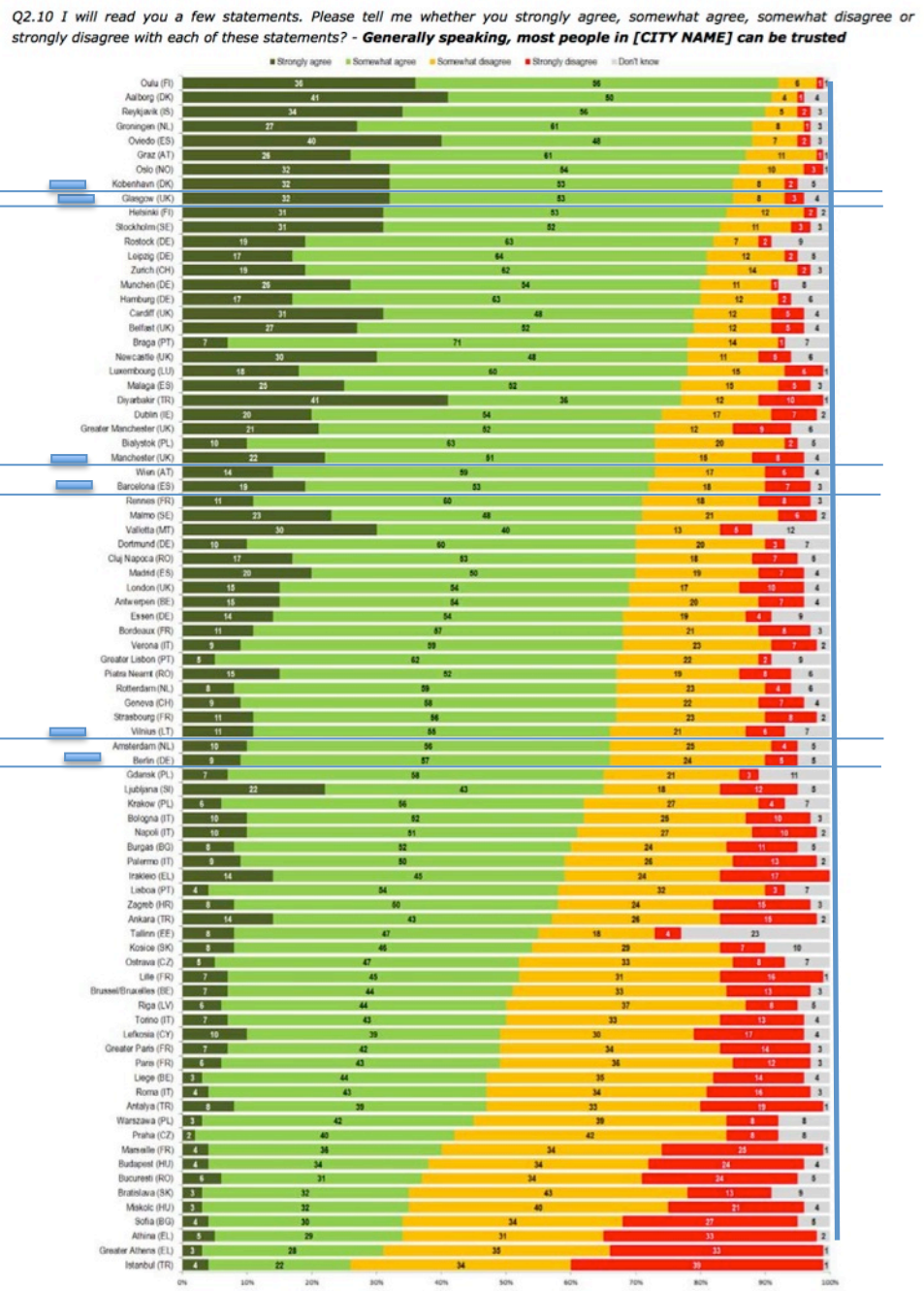
Glasgow

Manchester

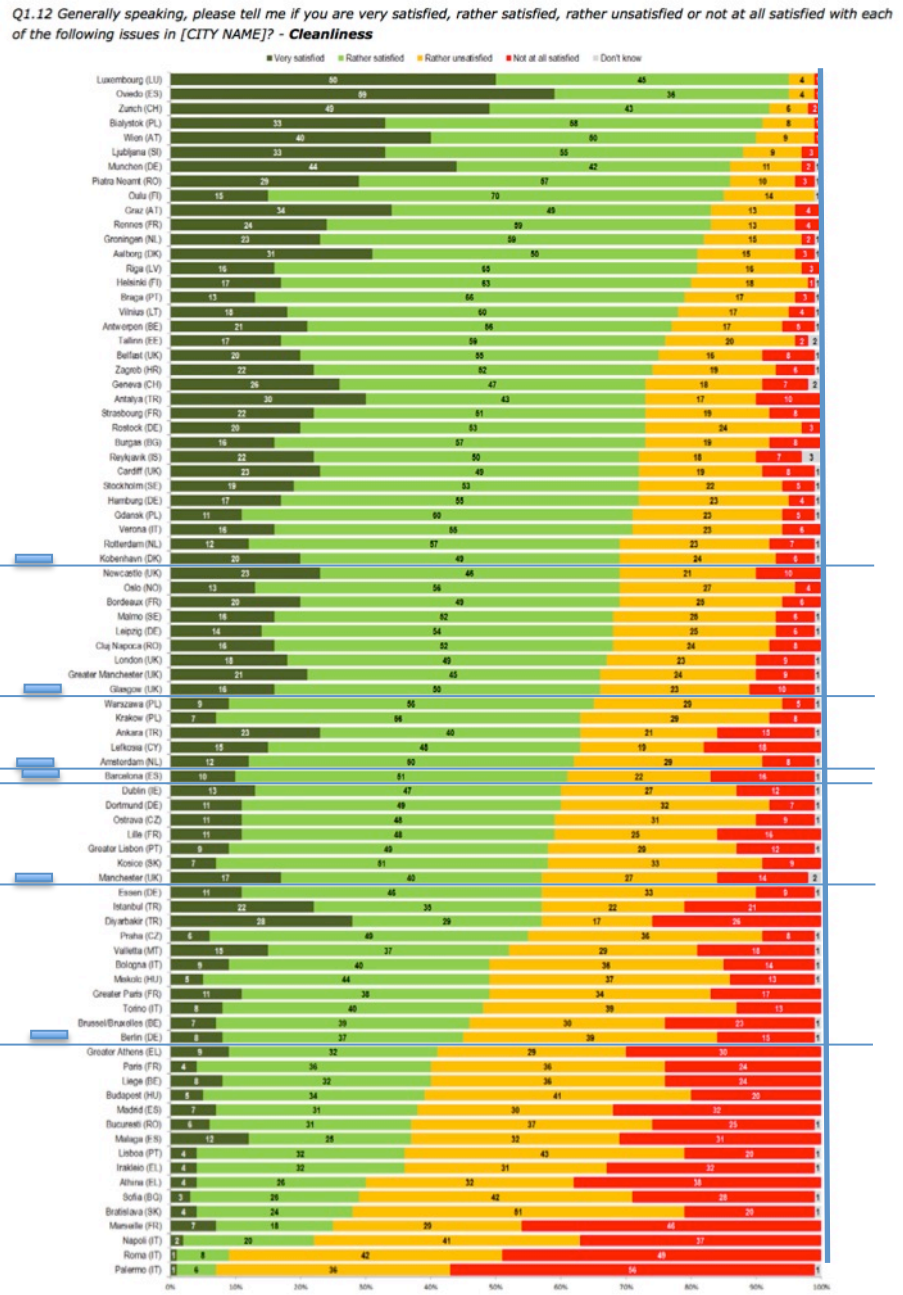
Barcelona

Amsterdam

Berlin



I am satisfied with the cleanliness of …



I like the greenness of…

Copenhagen

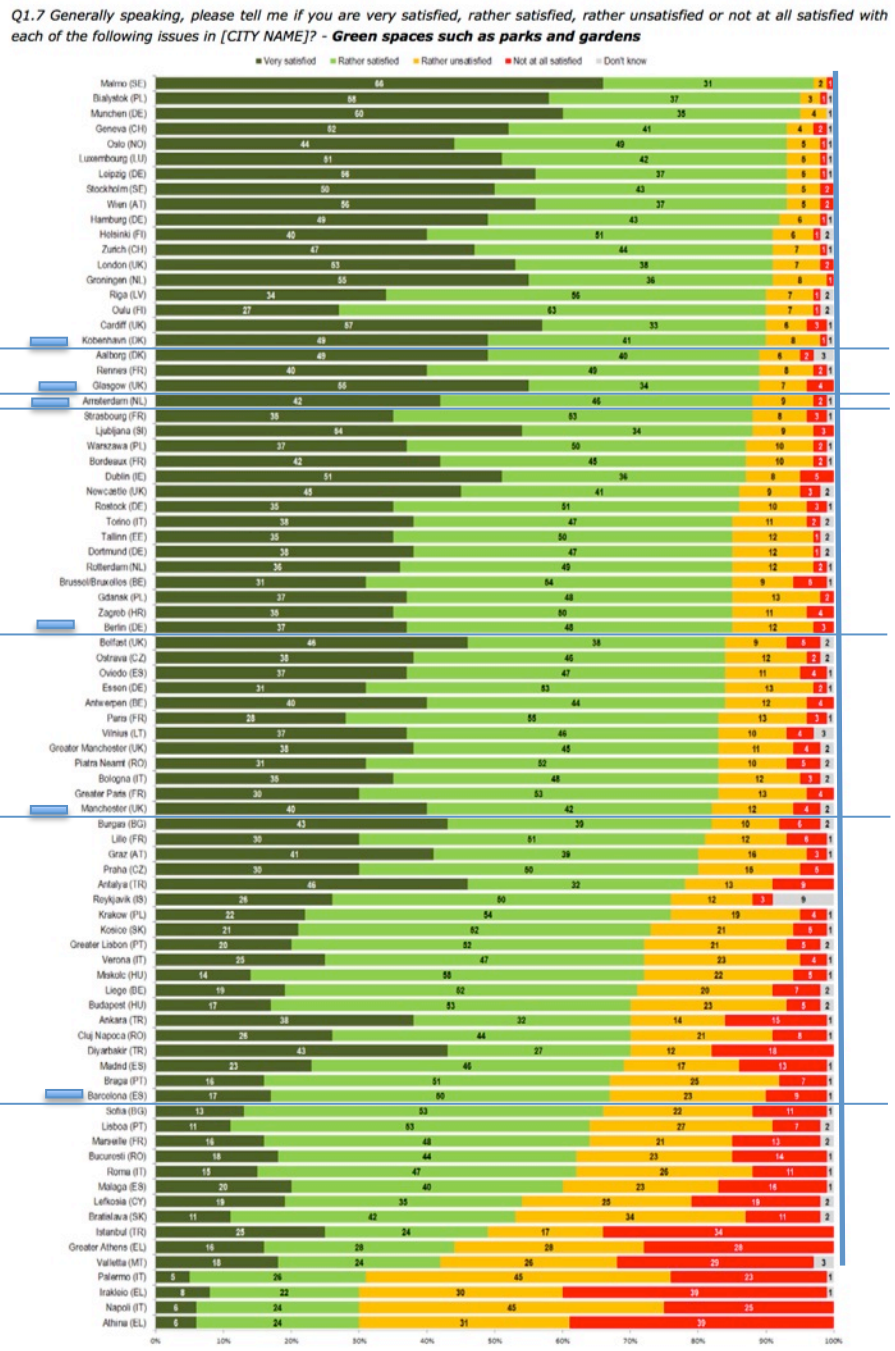
Glasgow

Amsterdam

Berlin

Manchester

Barcelona



I am satisfied with the life I lead in …

Copenhagen

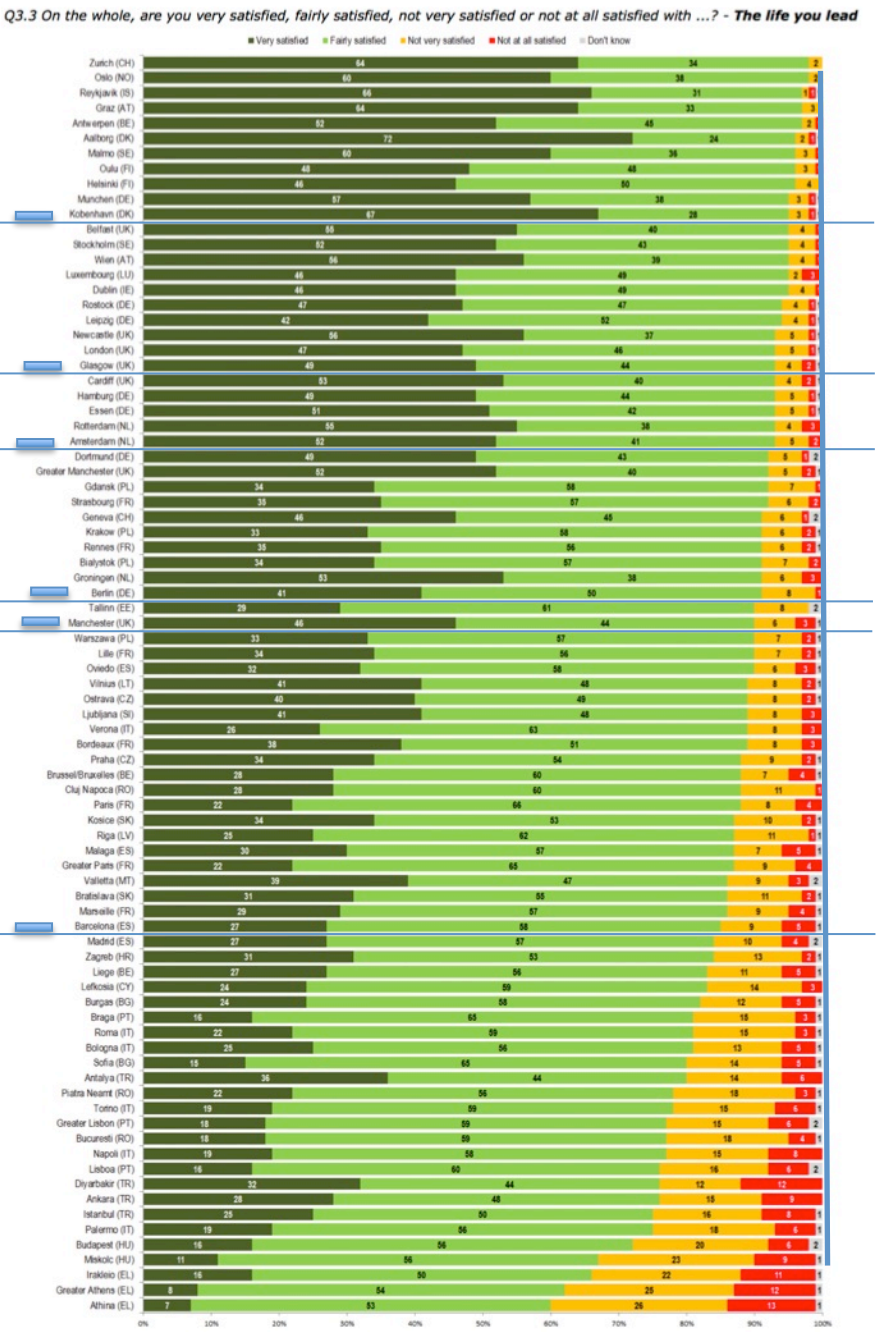
Glasgow

Amsterdam

Berlin

Manchester

Barcelona



Highest – health, jobs, openness

(Amsterdam) (Copenhagen) (Copenhagen)

Creative Cities are

Goldilocks Cities?

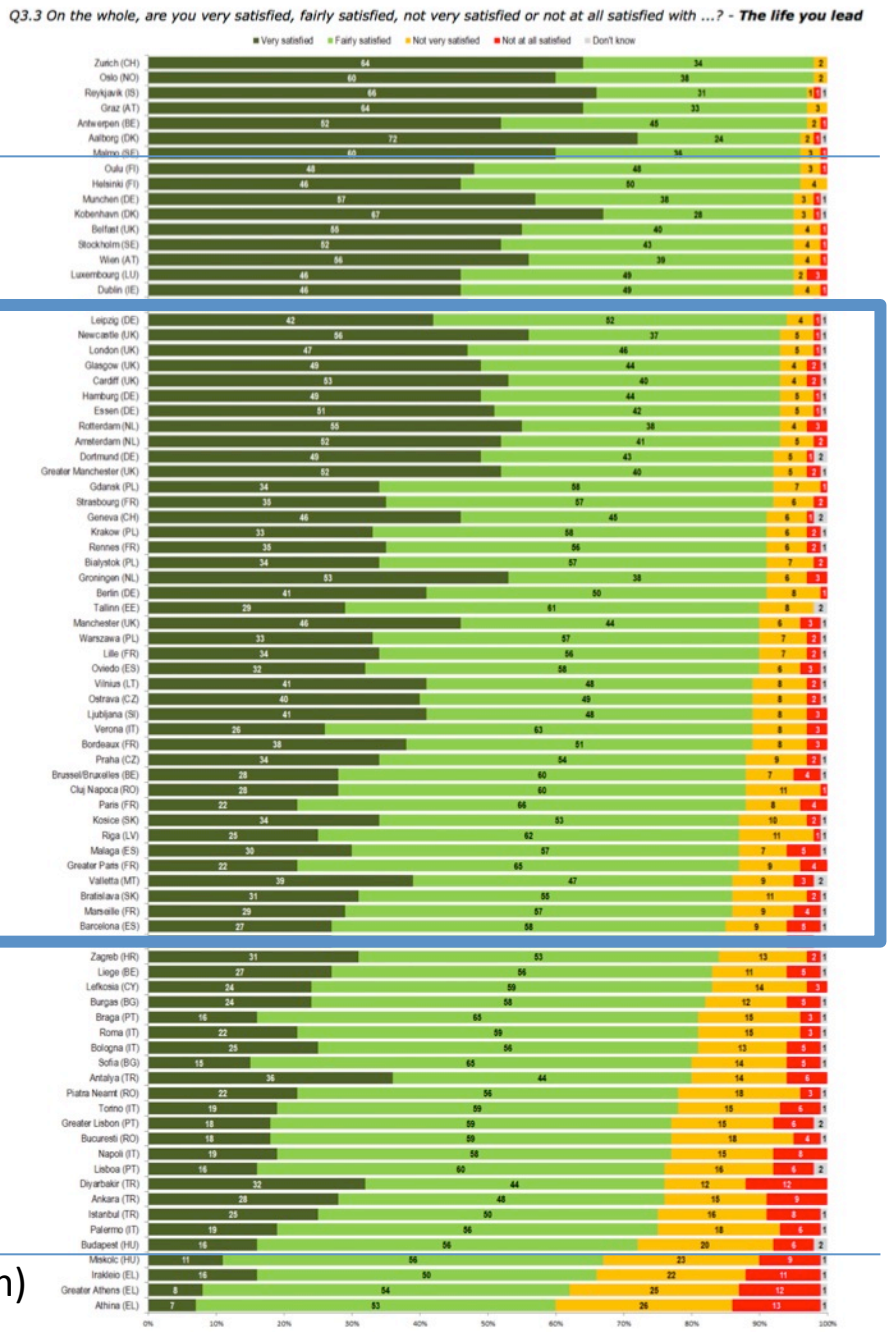
not too good and not too bad,

a bit of ***EDGE***?

Glasgow never lower than median

Lowest– retail, housing affordability

(Barcelona) (Berlin Amsterdam Copenhagen)



	Living	Health	Sport	Culture	Pub Realm	Retail	Job Mkt.	House Aff	Open	Integrated	Safe	Trust	Clean	Green	Life Led
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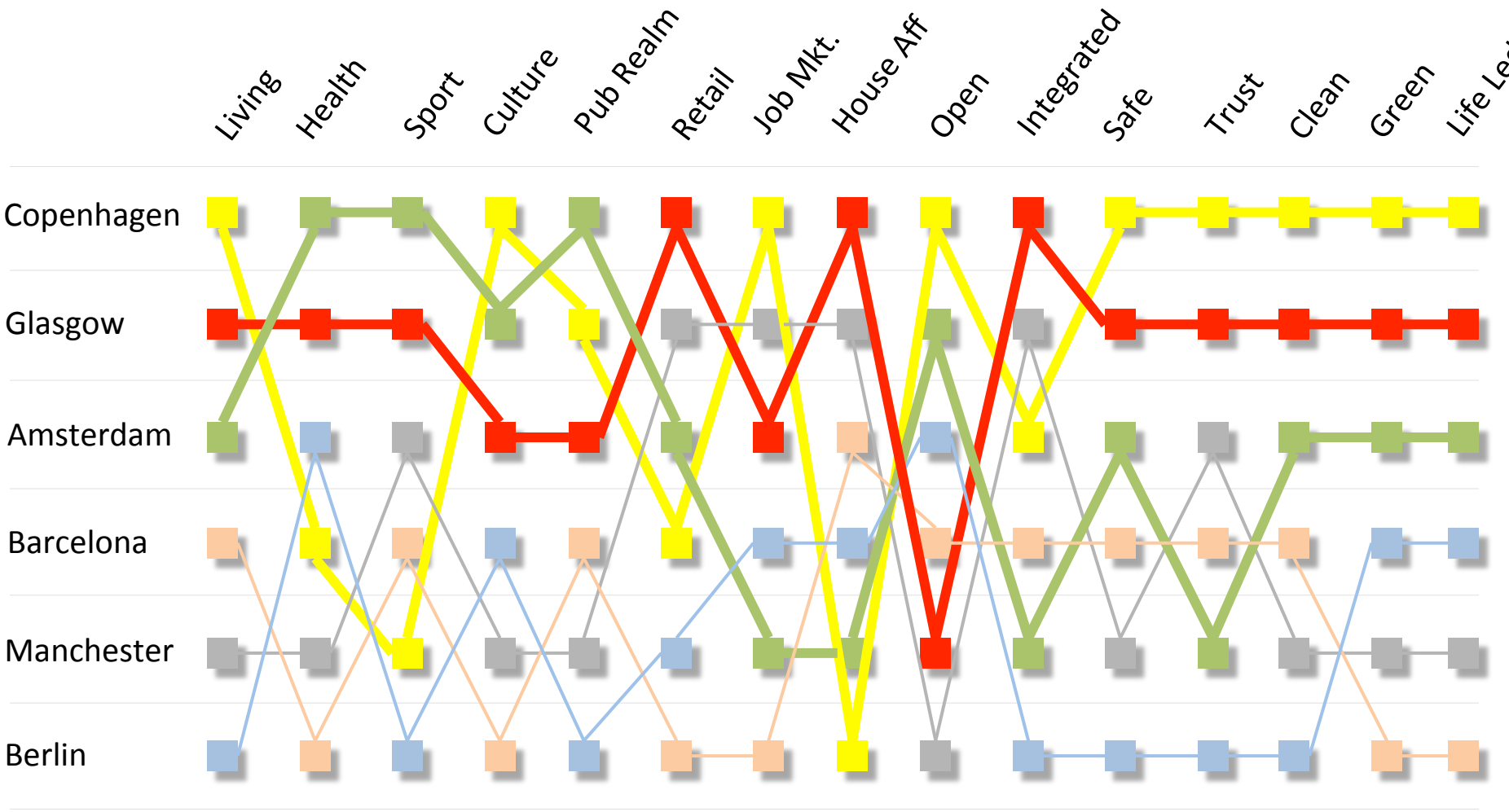
Glasgow															
Amsterdam															
Barcelona															
Manchester															
Berlin															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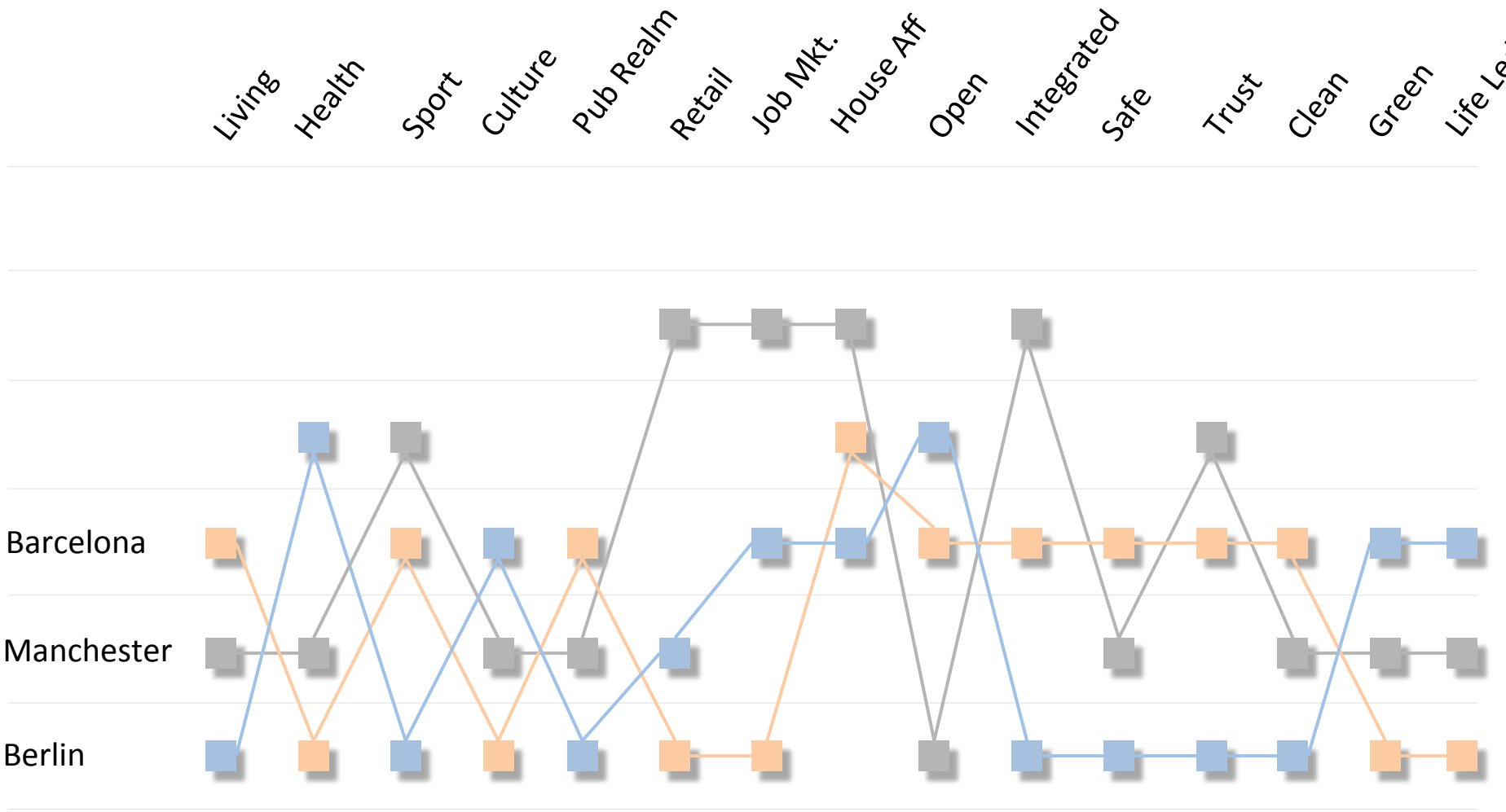
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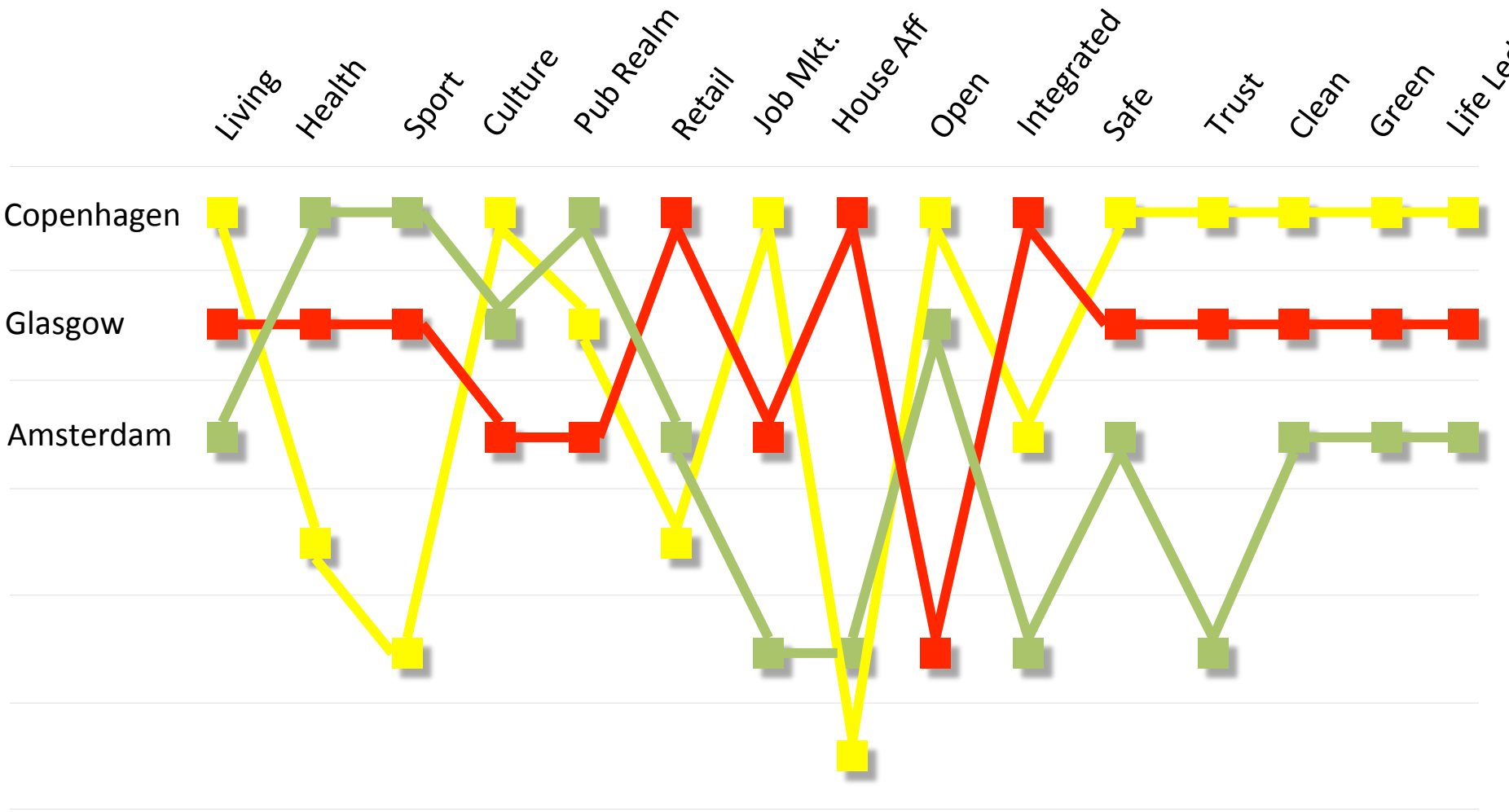
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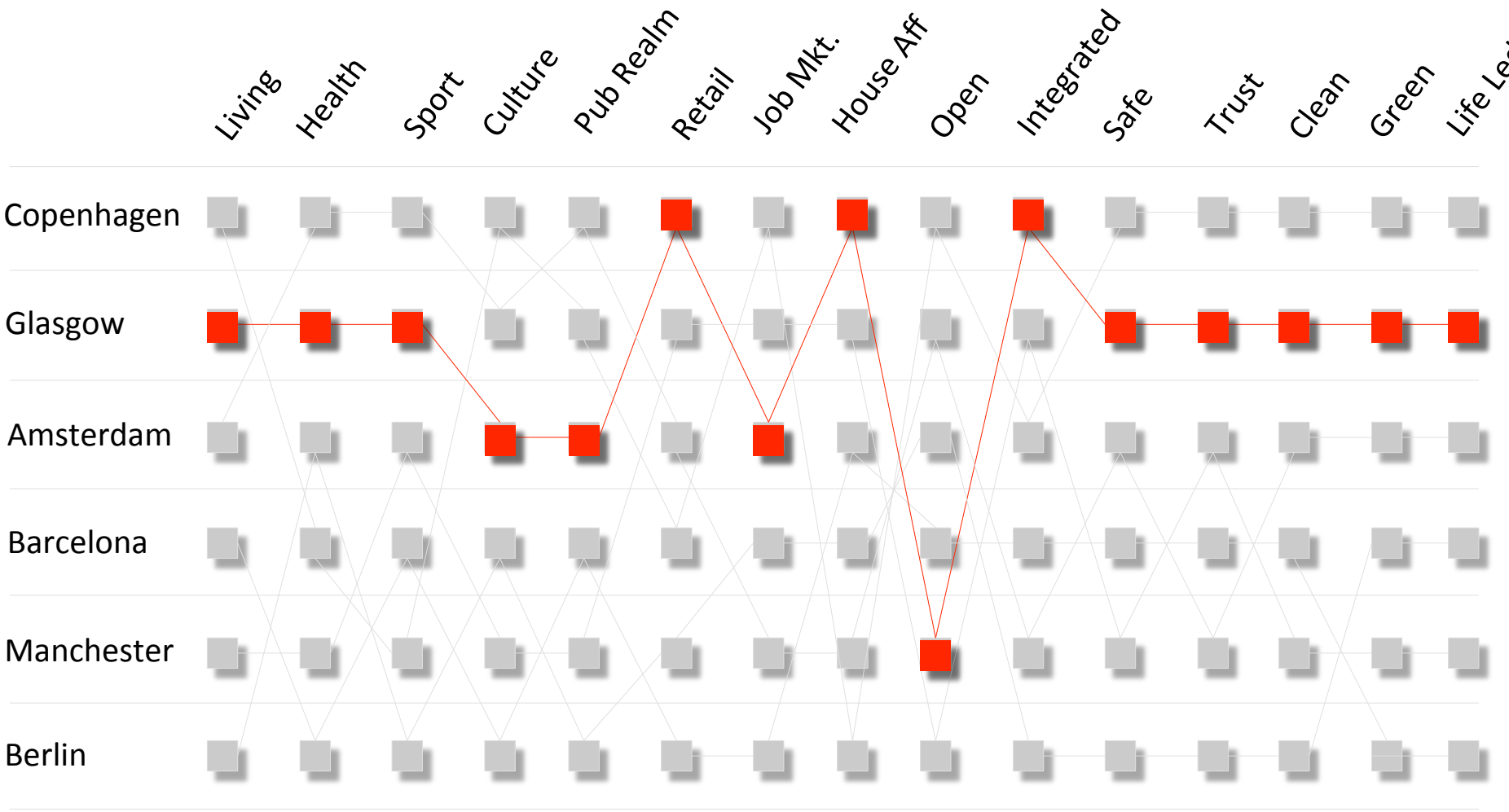
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4

THE GLASGOW EFFECT?

4

THE GLASGOW EFFECT?

GLASGOW HAS A SERIOUS PROBLEM

Wellness not illness—
Why 'place' matters for health

The reality is that a 'complete state of physical, menta social well-being' seldom receives n overt discussion o promotion.

As a society, we focus on illness when we should be thinking more about wellness.

Rarely do briefs for infrastructure require the creation of an environment that supports wellbeing.

Growing Awareness—
How green consciousness can change perceptions and places

Brian Evans & Sue Evans (editors)

— 1

These images help to illustrate what wellness means in terms of peoples' perception of the built environment and the impact that it has on individual feelings of space, safety and wellbeing.

a

Imagine being transferred to this place – your home for the foreseeable future, seven days a week. Does it provoke a feeling of wellbeing?

b

Somewhere to go or somewhere to drown your sorrows? That's what happens when people live in a place they don't like; they turn to other things to make them feel better.

c

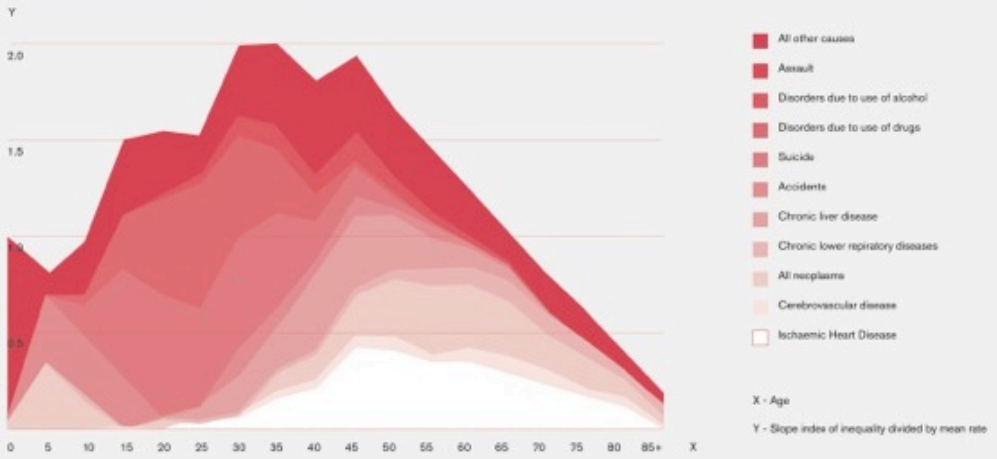
Better? No one completely understands why trees and nature make people feel better but they do and it is also a sign that someone cares for the area.

d

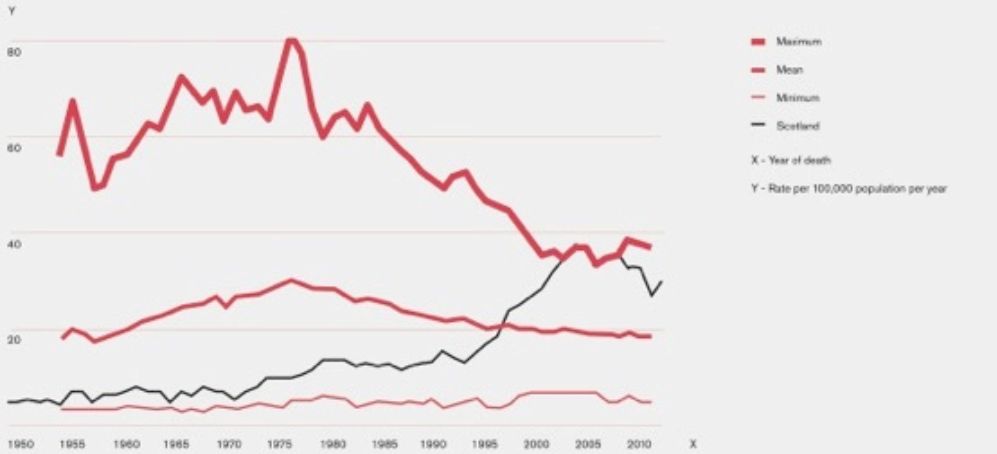
There are people walking and they are relaxed, the area is safe and there are opportunities for social interaction. The area sends out a message of a community that cares about itself and its place.

Scotland's poor health is a reflection of the health of the poorest in our society.

Inequality in life expectancy in our society is primarily driven by the mortality of teenagers and young working-age people.



— 2
Relative inequalities in mortality by cause – men, Scotland 2000–2002.



— 3
Mortality from chronic liver disease, including cirrhosis, age standardised rates among men 15-74 years old. Scotland in the context of maximum, minimum and mean rates for 16 European Countries.

The new towns of the Clyde Valley Plan caused mass relocation of people in the 1960s and 1970s. We now know this social and economic turmoil has had biological consequences.

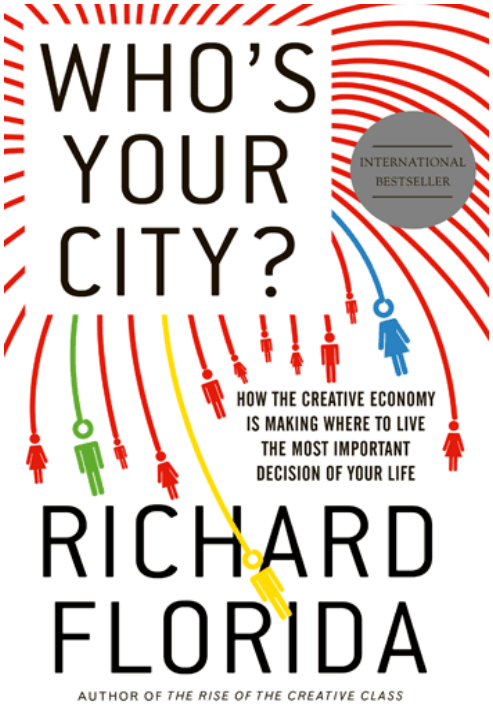
In the most deprived parts of society people are told where to go and what to do. They are not in control of their lives. This does not promote wellness.

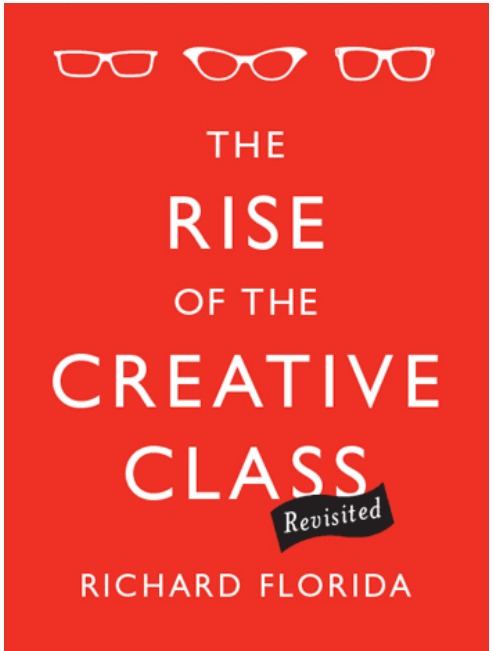
"Those who have a 'why' to live, can bear almost any 'how'."

We now know that having a miserable childhood leads to increased risk of failure at school, mental health problems, offending behaviour, worklessness and other social ills. This can be directly linked to the disintegration of urban societies.

Planning and designing environments that bring people together are a critical factor of what should be happening to support wellness.

Society needs to do more to design spaces that allow people to come together and socialise.





Creative Cities

People who can, exercise choice about place, based on…

- Liveable neighbourhoods
- Public space for public life
- Comfortable & effective transport

these things matter no less to those who cannot choose

Our Resilient Glasgow

A City Strategy Summary

What is City Resilience?

The capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience. Resilience is about building a stronger and more adaptable future for all Glaswegians.

What is 100 Resilient Cities (100RC)?

The Rockefeller Foundation marked its centenary in 2013 by inviting bids from cities around the world to be part of a network of 100 Resilient Cities. Glasgow submitted an application for membership of the network in October 2013. Glasgow was amongst 400 cities whose bids were assessed by a panel of internationally respected judges. The bid was successful and Glasgow's status in the first tranche of 32 cities was announced in December 2013. Since then, another 68 cities have joined the network.

This award has allowed Glasgow to appoint a Chief Resilience Officer, Alastair Brown, to lead the development of a resilience agenda for our city. It has provided benefits from engaging with peer cities from around the world.

Our Challenges

Glasgow is a resilient city. It has an extraordinarily rich history characterised by unshakeable strength and continuous reinvention in the face of shocks and stresses. Following the industrial revolution, the city took steps to diversify its economy and build a more attractive place its citizens. Moving into the future Glasgow faces different challenges, including climate change and economic uncertainty which must be addressed to ensure we become a more resilient city.

Glasgow is a **resilient** city with

© Michael D Beckwith

1 in 7 Glaswegians coming from an ethnic minority background, the **most diverse population in Scotland**

The largest student population in Scotland, we educate over **130 000 students per year**

3500 hectares of **green space and 91 public parks**

£17 Billion GVA generated to the Scottish economy each year

The employment levels currently growing **3.4%** **a year**

Our major **challenges** include

13% of all adult Glaswegians holding **no formal qualifications**

58% of residents living within 500m of derelict land, **double the national average**

A population expected to grow **15%** **over 20 years**

A rate of violent crime **2x** **the national average**

36% of households experiencing **fuel poverty**

1 Empower Glaswegians

Empower citizens and communities to strengthen their personal and collective resilience and work to mitigate systematic barriers that undermine it.

2 Unlock Place Based Solutions

Implement and support place based solutions to improve personal, community and economic resilience.

3 Innovate to Support Fair Economic Growth

Innovate to support fair economic growth that creates well-paid, accessible and meaningful opportunities for both businesses and Glaswegians.

4 Foster Civic Participation

Promote civic participation, trust and a resilience culture between Glaswegians and the institutions that serve them.

5

THE CREATIVE ECOSYSTEM

The Creative Ecosystem as a Cultural Policy Approach

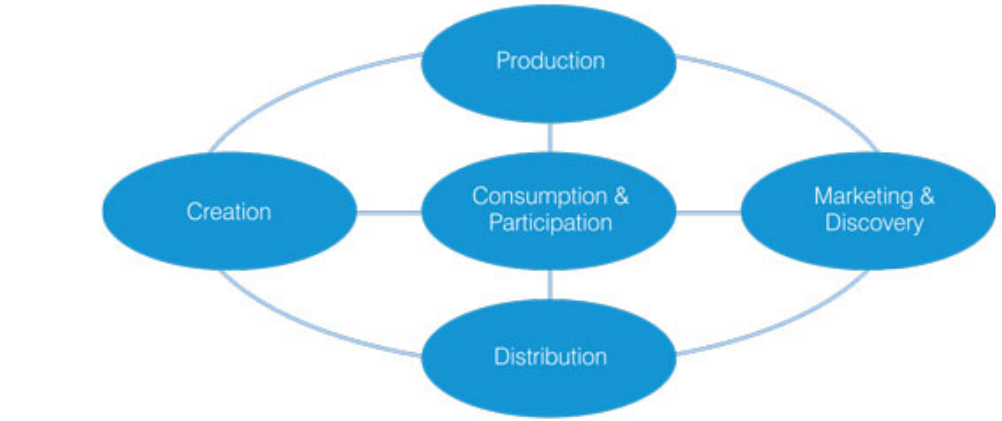
JAVIER J. HERNÁNDEZ ACOSTA

PRESENTED AT STP&A CONFERENCE 2015
ADELAIDE, AUSTRALIA

USC
UNIVERSIDAD DEL SAGRADO CORAZÓN

… is not a new concept.

A Much More Fluid Creative Ecosystem Architecture Is Evolving



Source: Booz & Company analysis

GEEKS & CREATIVES
Product Design, Development & Testing
INVESTORS
Seed Capital Management
Networking Events
ACADEMICS
Thought leadership / Knowledge Partnerships
TECH COMPANIES
Business Intelligence
Knowledge Exhibition
INVENTORS
Innovation Facilitation
CHANGE AGENTS
Pre-Incubation Space
Training & Coaching
PUBLIC AGENCIES
Due diligence for Start-Ups /
Open Innovation Sessions
ENTREPRENUERS
Meeting room & Space Rentals

Experimenting with New Business Models

Community Engagement

Building an Ecosystem

Rethinking Philanthropy

This is …

… elegant

… messy

This is …

… an office

… a studio

This is …

… Anderston

This is …

… (semi-permanent) meanwhile use

… keep it creative!

- In the knowledge age, the 'best chance' cities are in **super-city** competitive groups;
- **Super-cities** are characterised by:
  - concentration and the risk of coalescence;
  - compactness and resilience are key;
  - the 'new urban agenda' will focus on cities, their people and the INTEGRATION of services;
- In Europe, Glasgow performs well within its (self-selected) peer group in terms of **quality of life** and the experience economy;
- The **Glasgow Effect** is well-understood – the twin challenges of health and inequality are central to the city's plans but should not dominate;
- Glasgow is well-placed and has the pre-conditions to develop a 'creative ecosystem' with creative production as a central part of the City's strategy – but don't overwork.