



creative **Clusters**  
in low density urban areas



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## The Creative Brief

is the newsletter of the **URBACT** network on "Creative Clusters in Low-Density Urban Areas" lead by the Portuguese city of Óbidos. It is an added value cooperation project with the goal to perform a collective "learning by doing" exercise in the field of urban creative clusters. The fundamental assumption is that creative issues in local economic development are

also a functional pattern beyond the frame of big metropolitan hubs. Even more, creativity as source of innovation should act as a cross cutting approach to re-think economic and social development in middle-sized and small towns given new opportunities related to accessibility, community life, culture and creativity-based business models.

During the period 2008-2011 this

**URBACT** network is working on five key sub-themes: i) creative clusters: diversifying local economic base and opportunities to young people; ii) events and cultural agendas as catalysts; iii) promoting the creative city: a new range of facilities and infrastructures; iv) creative entrepreneurs and talented people: attraction and retaining; v) setting the basis: creative education environments at local levels.

# Welcome to Creative Clusters

Welcome to the first Newsletter of the European Network Creative Clusters, Urbact II. It intends to be an information space of all partners, under the coordination of the Municipality of Óbidos (Portugal). In this first number we promote our more recent activities, as well as the creativity agenda that we want to mark the development of our work. The Network has as main objective the elaboration of Local Action Plans in the domain of creativity. We are open to all suggestions and contributions towards the enrichment of our work. In an open, global, Europe with facilitated communication

systems, we intend this to be another vehicle for citizens interested in this theme.

The newsletter is open to all participants. We welcome an active collaboration, by sending small articles, or other initiatives to be organized in the EU. Please send all information to the following e-mail: [gap@cm-obidos.pt](mailto:gap@cm-obidos.pt).

Best Regards,  
José Parreira, Lead partner – Creative Clusters





## Telmo Faria, Mayor of Óbidos

Questions delivered by Miguel Rivas, Urbact lead expert, to Telmo Faria, Mayor of Óbidos [Portugal] in the framework of the Urbact thematic network "Creative Clusters in Low Density Urban Areas".

**MR.** First I would like to tell you how impressed we were on your organizational work for the launching conference of the URBACT Creative Clusters Project last January in Óbidos. We met many delegates from all over Portugal and we know you are also leading a Portuguese network on creative economies including Guimarães, Montemor-o-Velho, Montemor-o-Novo and Portalegre. Isn't it amazing that a village below 10.000 inhabitants is leading the debate on the creative city in Portugal?

**TF.** The work that we have been developing started seven years ago and is based on a crucial idea: we must innovate and develop unique projects when we are faced with a territory that is small or depressed; when we feel that we can only depend on ourselves and on our talents and ideas to "turn the situation around". We felt this impulse in 2002 when we first began. In a half a dozen years we have gained the country's respect because of our creative initiatives, as well as for the investment that we have attracted, for the zoning model of our territory, or even for the audacity of our environmental sustainability program undertaken in the last few years. Today we are respected. We also feel that other territories

have interest in cooperating with us. This endows us with enormous responsibility as well as with new challenges which naturally arise. Among others, launching the first network of creative cities in Portugal was a good example. It is a network that extends from North to South and that has more than 300 thousand people and cities of great prestige involved, such as Guimarães, which will be the European Capital of Culture in 2012. It is a project that is still in a very initial phase and in which we bestow many hopes.

**MR.** Óbidos has an extensive project portfolio in creative issues and cultural agenda. What kind of strategy and tools you are displaying to communicate this at national level?; are you considering specific measures to attract creative people and firms?

**TF.** Attracting the creative class is one of the central purposes of our strategy. Firstly, through their participation, even though more ephemeral, in our cultural and other innovative events. Secondly, we intend to involve and attract people to live and work in Óbidos. In view of this, we are developing two different structural paths: new types of housing, a more varied real estate offer and the creation of places and conditions to work and run a business: incubators and the Technology Park that we wish to specialize in creative industries. If to these paths we associate the investment and ambition in education and in the increase of life quality, we find a large number of

people wanting to live in Óbidos. It is important to us to attract more creative professions and develop the talents that are hidden in those who live in this municipality. The program “discover your talent” that we implemented last year in our educational program, the launching of a creative council and our dedication towards providing a creative education, among other projects, aim to stimulate this dimension. These are only some of the specific measures that intend, on the one hand, to attract, and on the other, to develop a community that values the acquisition of knowledge, individual talent, and human capital. Only in these circumstances can we face the future with solidity. It is a new value that we are progressively instilling in the community: that of which it is worth while to be innovative and creative and that this is something that is of easy access for all.

**MR.** The strategy “Creative Óbidos” is not only focused on the built central village but also comprising the whole surrounding area, what does it exactly mean?

**TF.** Our entire model is territorial. The historic Town is only more symbolic because of its heritage, but the brand “Óbidos” crosses the entire municipality. It’s as if it were a zip code. If we have the zip code 2510, we belong to Óbidos. In this sense the concentration of investment is not only in the historic centre. At one end, we have 4200 hectares where we will offer over 20 thousand high quality hotel rooms. At the other end we have the Technology Park. The large infrastructures such as the school complexes are located to the North, Centre and South of the Municipality and everything is developed in a network prospect. It is a cultural and social project that functions locally but that is integrated in a larger movement or network. This is our model and as for such, a creative industry can be installed in a Technology Park, in a village, in an abandoned factory or any empty urban space. What matters is not only its physical location, but whether it is an integrant part of a network or not. That is Creative Óbidos...whether in the 2510 zip code (Óbidos), in the rest of Portugal or in Europe. One of our foremost Portuguese writers, Miguel Torga, says “the universal is the place without walls”. Our main agenda and strategy has this dimension: creativity and sustainability are the two great examples of the universal challenges.

**MR.** Lack of effectiveness in public-public cooperation at both local-local and national-local levels has been underlined as a main barrier for territorial development in your region. Do you agree? What to do from the political side to overcome this?

**TF.** I believe that the matter of cooperation is progressively changing. The biggest problem is the inexistence of adequate political instruments. When we speak of heritage or historic centres, all attention is given to the “politics of cities”, as if a new city

and a historic centre could be dealt with in the same manner. Another problem is the distance between what is declared politically and what is actually applied in the terrain. A good example is the subject of creativity. If on the one hand the Government says that this is a priority, when we look at NSRF (National Strategic Reference Framework) – a European financial programme – we do not find adequate political instruments to support projects of creativity or the creation of creative clusters. The network of Economic Creativity, pioneer in the country, as I have referred, has not received any financial support. Unfortunately, it is not enough to have a minister or a government say what they want, it is also imperative to create the necessary political instruments.

**MR.** You have two local agencies, Obidos Requalifica and Obidos Patrimonium, could you please tell us more about their tasks?; are you considering another specific tool to manage the Creative Óbidos strategy?

**TF.** These two municipal companies intend to make procedures of local administration more agile. They also focalize the municipality more effectively by undertaking its more traditional activities. Óbidos Patrimonium manages the areas of culture and events management, while Óbidos Requalifica concentrates on urban requalification by developing ambitious projects such as the development of the Technology Park of Óbidos. Both companies are important instruments in carrying out the Creative Óbidos Programme.

**MR.** Finally, what kind of Local Action Plan for Óbidos are you working on within the URBACT framework?

**TF.** Our plan is very extensive and began before the URBACT project, as we defined an action plan in order to transform Óbidos in a creative cluster. After a phase of a more reserved participation by municipal employees, under the coordination of the mayor, it will gain a new momentum by adjusting much of itself to the cooperation philosophy of URBACT II, in accordance to the global and individual projects of our partners, and in the midst of an economic crisis. All these dimensions are being worked on as well as other levels of participation. We have counted with the precious contribution of the Local Support Group and, in a short period of time, we will become a global network, with an action and objectives plan that will be available online, not only at the level of observation and knowledge, but in the construction and participation of each citizen. Each one of us, whoever we may be, will be able to contribute towards the construction of a Creative Óbidos. It is also a clear signal of the open regime that we aspire. Whoever has an idea or a Project that wants to see developed, Óbidos is the right place to do so. This is also one of the dimensions that we want to work on in the ambit of URBACT II and, above all, make public politics available to all citizens.

## Jyväskylä joins the URBACT thematic network on Creative Clusters

Our URBACT network has been recently reinforced with a new partner from the Scandinavian Countries: Jyväskylä. The city has 130.000 inhabitants and is located in Central Finland, 270 km north of Helsinki. It is often called the "Athens of Finland" because of its cultural and sports facilities and its long traditions in education. The city is home of the annual Jyväskylä Arts Festival and it is also famous for its many buildings designed by Alvar Aalto.

The City Council is working in the area of "Culture in Wellness" due to the active development of creative products and solutions in the wellness sector in the region. One of the objectives of the Municipality is "to increase the entrepreneurial and voluntary cooperation between the municipal fields of culture and health, which also can have vitalizing effects on the economic development of the city."

For Jyväskylä project manager, "one of the aims of this network is for the first to increase the wellness

of people living in this area. The second is to increase the interaction between the people. The third goal is to empower people working in the creative cluster to try to find new ways of doing cooperation with the social and wellness sector".

**Further info:** Pirkko Korhonen, [pirkko.korhonen@jkl.fi](mailto:pirkko.korhonen@jkl.fi)  
<http://www.jkl.fi/lang>



## Working at local level

The first semester of 2009 will be crucial in order to start working at local level in a systematic way. Please keep informed the URBACT lead expert on every step you take concerning your local support group and the progress on your local action plan.

## Calendar of events 2009. v.May\_09

ACTIVITY	LOCAL ORGANIZER	COMMENTS	DATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Launching conference in Óbidos	Óbidos City Council		January 22	■											
1 Steering committee	Óbidos City Council		January 23	■											
Creative Mayors's Summit	Óbidos City Council		January 22	■											
Óbidos LSG	Óbidos City Council		January 21	■											
Thematic Pole meeting in Paris	Urbact Secretariat		January 29-30	■											
Viareggio LSG	Viareggio City Council	Including working session with the LE	February 16		■										
Reggio Emilia LSG	Reggio City Council		April 10				■								
Presentation of the research on creative and knowledge economy in Reggio Emilia	Reggio City Council	The Mayor, Graziano Delrio, attend this presentation	April 22				■								
Jyväskylä LSG	Jyväskylä City Council		April 14				■								
EICI Group meeting in Brussels	EICI Group	INTELI attend on behalf the network	April 21				■								
Barnsley LSG	Barnsley City Council		April 30				■								
Hódmezővásárhely LSG	HMV City Council	Including working session with the LE On April 7 a preparatory meeting was organized.	May 25					■							
Enguera LSG	Enguera City Council		May ??					■							
Thematic Pole meeting in Paris	Urbact Secretariat		June 09-10						■						
2009 key study visit in Jyväskylä	Jyväskylä City Council		July 09-10							■					
Thematic workshop "Diversifying Local Economic Base and Opportunities to Young People"	Mizil City Council and other Romanian institutions		October 01-03										■		
Learning Clusters - TCI Annual Global Conference, Jyväskylä	The Competitiveness Institute		October 13-16										■		
Jyväskylä LSG	Jyväskylä City Council	Including working session with the LE	October 14										■		
2009 Urbact Annual Conference in Stockholm	Urbact Secretariat		November 24-25											■	

Activity at local level ■ Activity at network level ■ Activity at thematic pole level and capitalization events ■

# The Challenges for a local action plan in Viareggio [Italy]



## A report on the URBACT lead expert's study visit. 16th February, 2009

First I would like to thank Franco Allegretti, head of town planning and environment and his team, especially Cristiana Bertuccelli, for organizing an exciting working agenda devoted to URBACT Creative Clusters in February 16th, 2009.

This agenda comprised a study trip around the most outstanding projects in the city, a working lunch with the municipal staff involved in the URBACT Creative Clusters thematic network [including the town councillor in charge of spatial development, assessore Pier Luigi Cinquini] and the first meeting of the Viareggio Local Support Group.

Well, I see a **Creative Strategy for Viareggio** with a very physical dimension, deeply embraced with both the city map and the recent and on-going tangible flagship projects creating or reinforcing spatial landmarks. This approach lies in the following facts:

1. - The city is promoting a range of outstanding projects in a number of relevant fields for the city:

### > Related to tourism-leisure-culture

A real challenge for Viareggio is to diversify the city as tourist destination beyond the sun&beach binomial. For instance, the city could offer an "urban experience" [such as in the happy 20's in century 20th] reinforcing its waterfront, the "Passeggiata a Mare", as an iconic space and handling the ortogonal city map and the natural spaces of the surroundings is a more active way. Sure, the renewal of the Eden theatre and the congress centre work in that way.

### > Related to carnival as mayor event in the city

Carnival in Viareggio is rooted in the century 19th. It is symbolized in the figure of Burlamacco. The event is managed by the Foundation Carnevale di Viareggio. Behind the carnival there is a network of craft handmade workshops and creative people working in designing not just for the local carnival but for many other cultural productions nation wide: opera and theatre. The so-called "Parc della Cittadella" is a sort of thematic business park devoted to workshops related to carnival artistic production.



### > Related to the yacht building industry

Viareggio is a world-class local production system in recreational shipbuilding industry [motoryachts and megayachts]. Only the private port of the local company Lusben [now in the Azimut-Benetti group] covers over 15,000 sq meters of water surface and moorings for about 40 yachts from 20 to 65 meters in length. The City Council is now planning a Technopole located just beside the harbour.

### > Related to culture

The Torre del Lago's Puccini annual festival is an event entirely devoted to Puccini operas that it was inaugurated in 1930. In this area an open-air auditorium was inaugurated in 2008 as a key element in a wider project called "parco della musica", with high expectations for combining music learning and performances and nature. The "Foundation Festival Pucciniano" could play a wider role than today conducting this kind of strategy.

In addition, the Galleria d'arte moderna e contemporanea has been inaugurated in 2008, with more than 3.000 painting works, most of them coming from private collections in the city.



### 2. - The uniqueness of the Viareggio urban geography offers great possibilities to handle actively with the city map itself as an asset in a strategy on creativity.

> Downtown Viareggio reminds to a sort of horizontal Manhattan, including its own central park. With this urban asset in mind there is a gap still to cover in terms of stimulating galleries, restaurants, shops... in the framework of a creative strategy to convert Viareggio in a landmark in Italy attracting creative people, entrepreneurs and firms to the city.

> Beyond the restoration of the Eden theatre or the Centro Congressi, the Promenade di Mare demands a more extensive classical operation of waterfront revitalization, considering working spaces for the creative class, galleries and so on. A main street not just functional during Summertime but during all the year.

> The area around the port is the heart of the city. Meeting point between the most innovative developments linked to the yacht building industry and the new tourist developments related to navigation. A meeting area between the Promenade and the cultural district. It should be the place to engine a creative Viareggio strategy.

> Parks, green areas and public spaces have a more relevant role to play, as privileges scenarios for cultural and street life in a creative Viareggio.



> The seashore of Versilia, the lake Massaciuccoli at the foot of the Apeninos [the same impressive natural landscape who inspired Giacomo Puccini]... is a superb natural environment where to context the urban creative Viareggio. This sort of recreational opportunities also for a strategy in eco-tourism complements perfectly with a renovated supply of Viareggio as a beach city.

### 3. - The fact that the town planning office in Viareggio, headed by architect Franco Allegretti, is leading the participation of the city in the URBACT Creative Clusters network.

> This reinforces the aforementioned physical dimension for a Creative Viareggio strategy. Although the participation of other departments in charge of economic development, culture or tourism has to be assured.

> The real challenge is to combine actively all this recent and on-going flagship projects on a cross-cutting strategy [Creative Viareggio] generating synergies beyond a simple sum of projects. For that the Local Action Plan for Viareggio should consider most of the five main sub-themes identified in the working programme for the URBACT Network on Creative Clusters.

> For instance, to provide facilities for entrepreneurs and the creative class [business incubators, artist residences...] already conventional in many cities in the same rank than Viareggio but still nonexistent in the city.

> As regards a strategy on place branding, may be it might be considered a supra-local one, at Versilia level, namely comprising Massarosa and Lucca. It

could mean new assignments for the existing Versilia Agenzia per il Turismo.

> To enhance all kind of elements aimed at a more extensive interaction of Viareggio with the international level.

As regards the Local Support Group membership,

we advise to take into consideration the association of the yacht industry, the hotel association, the association of the carnival craftsmen, Fondazione Mateozzi and the Managing Authority in the Toscana region. As well as some direct enrolment by creative local people and firms [Gionata Francesconi <http://www.youtube.com/watch?v=DMFx-4vKpq4>, etc].

## Call from Greece

George Charalampopoulos, chairman of Creativity for Growth [C4G], [www.c4g.gr](http://www.c4g.gr), a Greece think tank very active

promoting creative issues at urban scale, has contacted us asking for collaborative opportunities for the city of

Kalamata, a 80.000 inhabitants Greece town, capital of Messinia province, [www.messinia.gr](http://www.messinia.gr).

## URBACT Creative Clusters is official partner of EICI, the European Interest Group on Creativity and Innovation

EICI was initiated by MFG Baden- Württemberg, a regional development agency for ICT and media in the Southwest of Germany. The vision of the Group is to nurture the links between creativity and innovation at the interface of consumers, the creative industries, cultural institutions, research, education and the public sectors.

EICI hosted the Creativity World Café on 21st April in Brussels. This event brought together high level decision makers from European institutions

with CEOs and directors from regional and local development agencies, research institutions and creative companies. URBACT Creative Clusters Network was represented in the event by Catarina Selada who was coordinating one of the thematic panels about "Regional Clusters for Creativity". The URBACT network and INTELL are already partners of EICI. However, other cities of the network can propose the adhesion to the Group.

**More information:** [www.creativity-innovation.eu](http://www.creativity-innovation.eu)

## Building bridges with on-going related urban experiences in Germany

The city of Altenkirchen, which is a representative of small German cities in a region between two high density urban areas [Frankfurt Rhine-Main-Area and Cologne area] is currently identifying its potential in creative economy through a study conducted by the Austrian University of Vienna. Probably it is the first time a German small city tries to capitalise its creative potential in a way which supports its whole region.

A key assumption of this "LAP"

is preconditions in low density urban areas require a much more differentiated approach in cultural economy compared with high density urban areas. So they are discussing a model project together with the German umbrella organisation for middle-sized cities ("Deutscher Städte- und Gemeindebund", <http://www.dstgb.de/homepage/index.html>) in order to create a kind of "role model" for German middle-sized cities.

That is the reason why they have

contacted URBACT Creative clusters network, namely to interchange information and on-going experiences on the small and middle-sized cities way to creative issues on economic development. We are now considering some kind of "institutionalized" form of networking between the Urbact network and our German colleagues. Do not hesitate to contact the URBACT lead expert for any suggestion or proposal you may have on this.

# Capitalize you local initiatives on creative issues throughout the European Year of Creativity and Innovation 2009



## Creativity & Innovation European Year 2009

Information extracted from [www.create2009.europa.eu](http://www.create2009.europa.eu). For further info please contact Monica Urian de Sousa, European Year of Creativity and Innovation 2009, European Commission-Directorate General for Education and Culture, phone: +32 2 2951738, email: [Monica.Urian-de-Sousa@ec.europa.eu](mailto:Monica.Urian-de-Sousa@ec.europa.eu).

USE OF THE NAME AND LOGO OF THE YEAR. Do you have a project which fully corresponds

to the objectives of the European Year of Creativity and Innovation 2009? You are welcome to use the Year's name and logo!

Main criteria for eligibility: your activity should: i) take place between 01 January and 31 December 2009; ii) contribute to achieving the objectives of the Year. For activities and events at regional or local level. Your National Coordinator is entitled to recognize officially your activities

and authorise the use of the logo and other material associated with the Year. Organisers of initiatives at national, regional or local level, should contact their respective National Coordinator proving that the initiative meets the eligibility criteria.

VISIBILITY FOR YOUR INITIATIVES. Information about the events for which you are requesting the logo will be published upon verification in the Calendar of Events at [http://www.create2009.europa.eu/calendar\\_of\\_events.html](http://www.create2009.europa.eu/calendar_of_events.html)

REPORTING ON OUTCOMES. You could send information after events have taken place, in particular a short statement of key conclusions of conferences etc., so that these can be taken into account in drawing conclusions from the Year as a whole.

### FORTHCOMING EVENTS

## 2009 key study visit, Jyväskylä [Finland], July 09-10

The first of the two key study visits scheduled in the working programme of the URBACT Network on Creative Clusters will take place in 9-10 July in Jyväskylä, during the city Arts Festival. The partners will learn about the creative characteristics of the city through site visits, creative events and workshops with policy-makers, in order to exchange best practices and innovative approaches concerning creative clusters and creative places. And of course take a time to have a Finnish sauna.

Once a draft agenda for the visit will be ready, the local organizer, namely the Jyväskylä city council, will send a call to all the partnership. Please bear in mind that this kind of events at network level are also open to local support group members and representatives of Managing Authorities.



More information: <http://www.jkl.fi/lang>



# Creative Clusters: Diversifying Local Economic Base and Opportunities to Young People, URBACT thematic workshop, Mizil-Romania, October, 2009

The Mizil meeting will be the first of a number of thematic workshops scheduled in the working programme of the URBACT network on creative clusters in low density urban areas. Basically we will arrange different sessions during two working days, including a steering committee of the network, plus a study trip to the Prahova county on Saturday. A preliminary programme will be delivered in the coming weeks.

Further information:  
Petronela Sturz, petrosturz@yahoo.com



## RELATED EVENTS

### Open Forum - Removing the Barriers to Creativity and Innovation?, Brussels, 27.05.2009



European Commission (Learnovation Project). The conference will bring together the main European networks active in the field of innovation in education and training and therefore contributes to European policy cooperation for the following decade.

[http://www.elearningeuropa.info/directory/index.php?page=doc&doc\\_id=13891&doclng=6](http://www.elearningeuropa.info/directory/index.php?page=doc&doc_id=13891&doclng=6)

### Creative Company Conference, Amsterdam, 26.05.2009

The Creative Company Conference heralds the importance of innovation and creativity in business. It is a unique annual assembly, of thought leaders from around the world, where ideas, experience and best practise are shared and inspiration is sparked. The Creative Company Conference (CCC) brings together top creative entrepreneurs and inspirational thinkers from around the world.

[www.creativecompanyconference.com](http://www.creativecompanyconference.com)



# Learning Clusters - 12TH TCI Annual Global Conference, Jyväskylä-Finland, October 12-16, 2009

The annual conferences of The Competitiveness Institute [TCI] is a major meeting point for cluster practitioners, developers, researchers, business leaders and policy-makers from all around the World. The 2009 Annual Global Conference will be designed as an interactive joint learning process. The programme will provide inspiration from top experts, input from the Finnish innovation environment and local clusters, global experiences along the themes and innovative working methods.

<http://www.competitiveness.org/>



## URBACT Annual Conference, Stockholm, November 25, 2009



After the 2008 Annual conference of the URBACT programme, this year the meeting point will be Stockholm. Check regularly the URBACT web site for updated information regarding this main European conference on urban issues.

Check periodically the agenda of

events in the European Year of creativity and innovation 2009,

[http://www.create2009.europa.eu/calendar\\_of\\_events.html](http://www.create2009.europa.eu/calendar_of_events.html)

### PARTNER SEARCH

## EU Culture Programme

The city of Potenza would like to candidate to EU Culture Programme as coordinator of a Cooperation project and build a strong partnership with other European cities sharing similar experiences in the field of culture.

The objectives of this call for proposals within the framework of the EU Culture Programme are: promoting trans-national mobility of people working in the cultural sector; encouraging trans-national circulation of cultural and artistic works and products; or encouraging intercultural dialogue.

The Potenza project idea, PARIUS (Performing Arts In Urban Scenario) tries to find a solution to cities problems related to places appeal, identity and relationships by using culture and transforming urban

anonymous spaces into areas where time for social relations, contact, and communication is produced. The debate concerning the contemporary cities focuses on the re-conquest of the public space. Culture gives the opportunity to look at reality and cities in a different way by means of art, architecture, new communication languages and urban dance. Artists and experts, languages and skills from different parts of Europe work together to the project in order to promote a new urban culture able to reinterpret cities contexts and corners, and find new scenarios for artistic events.

Interested cities could contact Leonardo Ricchiuti, [leonardoricchiuti@virgilio.it](mailto:leonardoricchiuti@virgilio.it) or Antonella Fittipaldi, [sat@comune.potenza.it](mailto:sat@comune.potenza.it). The deadline to present the project is 01/10/2009.

## SUGGESTED READINGS & SITES

### THE CREDIT CRUNCH AND REGENERATION: IMPACT AND IMPLICATIONS

Michael Parkinson, coordinator. And independent report to the UK Department for Communities and Local Government.  
London, 2009  
[www.communities.gov.uk](http://www.communities.gov.uk)

### CREATIVITY AND INNOVATION AND THE CULTURAL ECONOMY

Andy C. Pratt, Paul Jeffcutt (Editors)  
Routledge, March 2009

### MILIEUS OF CREATIVITY

Peter Meusburger, Joachim Funke, Edgar Wunder (Editors)  
Springer, 2009

### BEYOND THE CREATIVE INDUSTRIES

Peter Higgs, Stuart Cunningham and Hasan Bakhshi  
A NESTA report, 2008  
[www.nesta.org.uk](http://www.nesta.org.uk)

### THE CRAFTSMAN

Richard Sennet  
Yale University Press, 2008.  
Probably a seminal work on the necessity to recuperate creativity and the true sense of work by one of the most influential social thinkers of our times.

### CREATIVE CITIES, CULTURAL CLUSTERS AND LOCAL ECONOMIC DEVELOPMENT

Philip Cooke and Luciana Lazzarotti (Editors)  
Edward Elgar Publishing, 2007

### STATE OF EUROPEAN CITIES

Based on the Urban Audit, which allowed 258 cities in the EU to be compared for the first time.  
European Commission, 2007

### CREATING AN INNOVATIVE EUROPE

Report of the Independent Expert Group on R&D and Innovation chaired by Esko Aho.  
European Commission, 2006

The URBACT Network on Creative Clusters is opened to further collaborations with networks, cities and organizations operating with creative clusters and related fields. This newsletter is also opened to any information and contribution concerning creative industries and economic development.

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URBACT lead expert on creative clusters: Miguel Rivas, [mrivas@grupotaso.com](mailto:mrivas@grupotaso.com)

## WEB SITES

EUROPEAN URBAN KNOWLEDGE NETWORK - EUKN  
<http://www.eukn.org/>

### CREATIVE CITIES NETWORK - UNESCO

[http://portal.unesco.org/culture/en/ev.php-URL\\_ID=24544&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=24544&URL_DO=DO_TOPIC&URL_SECTION=201.html)

### URBAN AND REGIONAL INNOVATION RESEARCH UNIT - URENIO

<http://www.urenio.org/>

### EUROPEAN CLUSTERS OBSERVATORY

[www.clusterobservatory.eu](http://www.clusterobservatory.eu)

## CREATIVE PEOPLE

Viareggio: the world of GIONATA FRANCESCONI, a carnival artisan.

<http://www.youtube.com/watch?v=DMFx-4vKpq4>  
<http://www.youtube.com/watch?v=LVzkVC9DnVA&feature=related>

Óbidos: the team of O BICHINHO DE CONTO, books for people from 0 to 200 years old.

<http://www.obichinhodeconto.pt/>

Reggio Emilia: ELISA SERAVALLI, a new generation of artist-entrepreneurs.

<http://www.elisaseravalli.com/>