GRASSROOTS OF CREATIVE CITIES

Ari Hynynen

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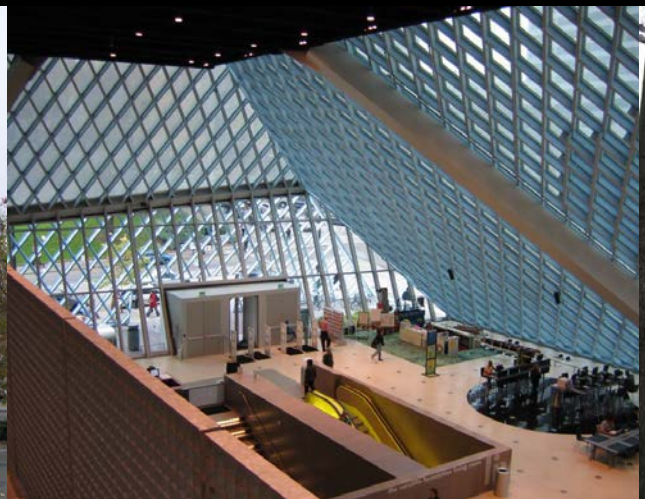
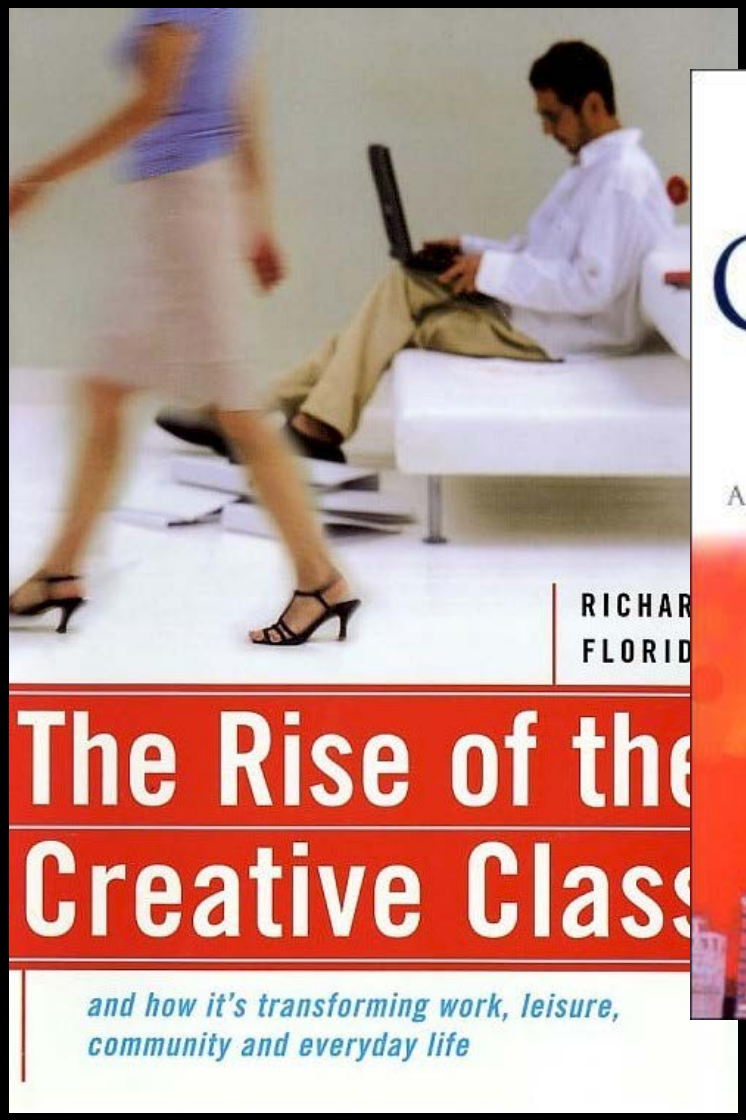
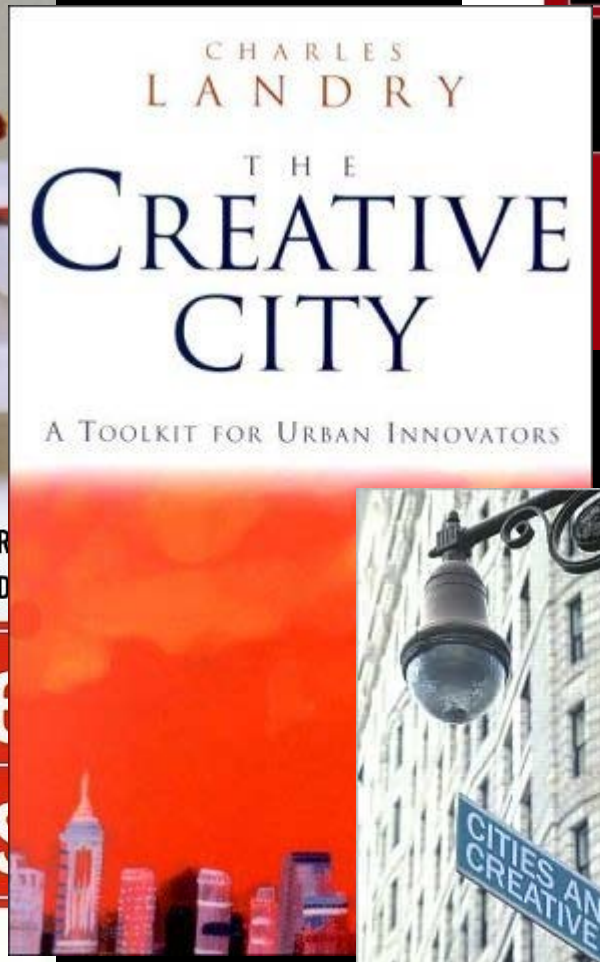
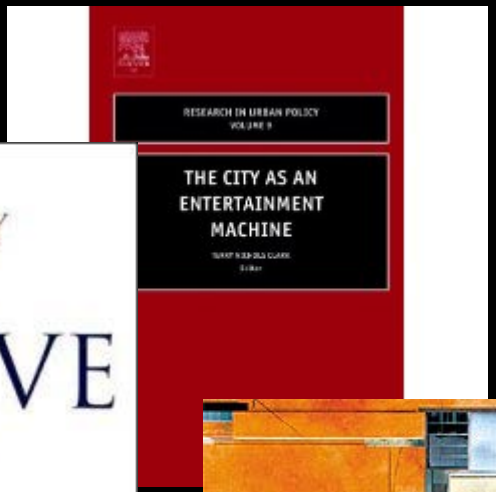
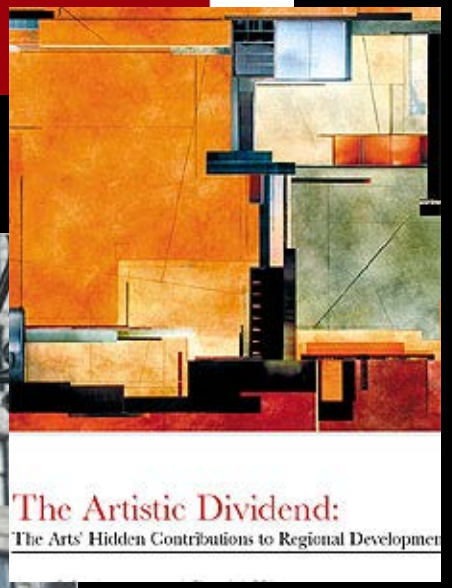


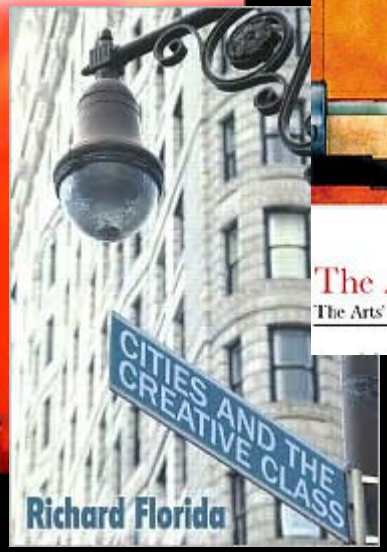
CROSSWALK


RICHAR
FLORID
The Rise of the
Creative Class
and how it's transforming work, leisure,
community and everyday life


CHARLES
LANDRY
THE
CREATIVE
CITY
A TOOLKIT FOR URBAN INNOVATORS

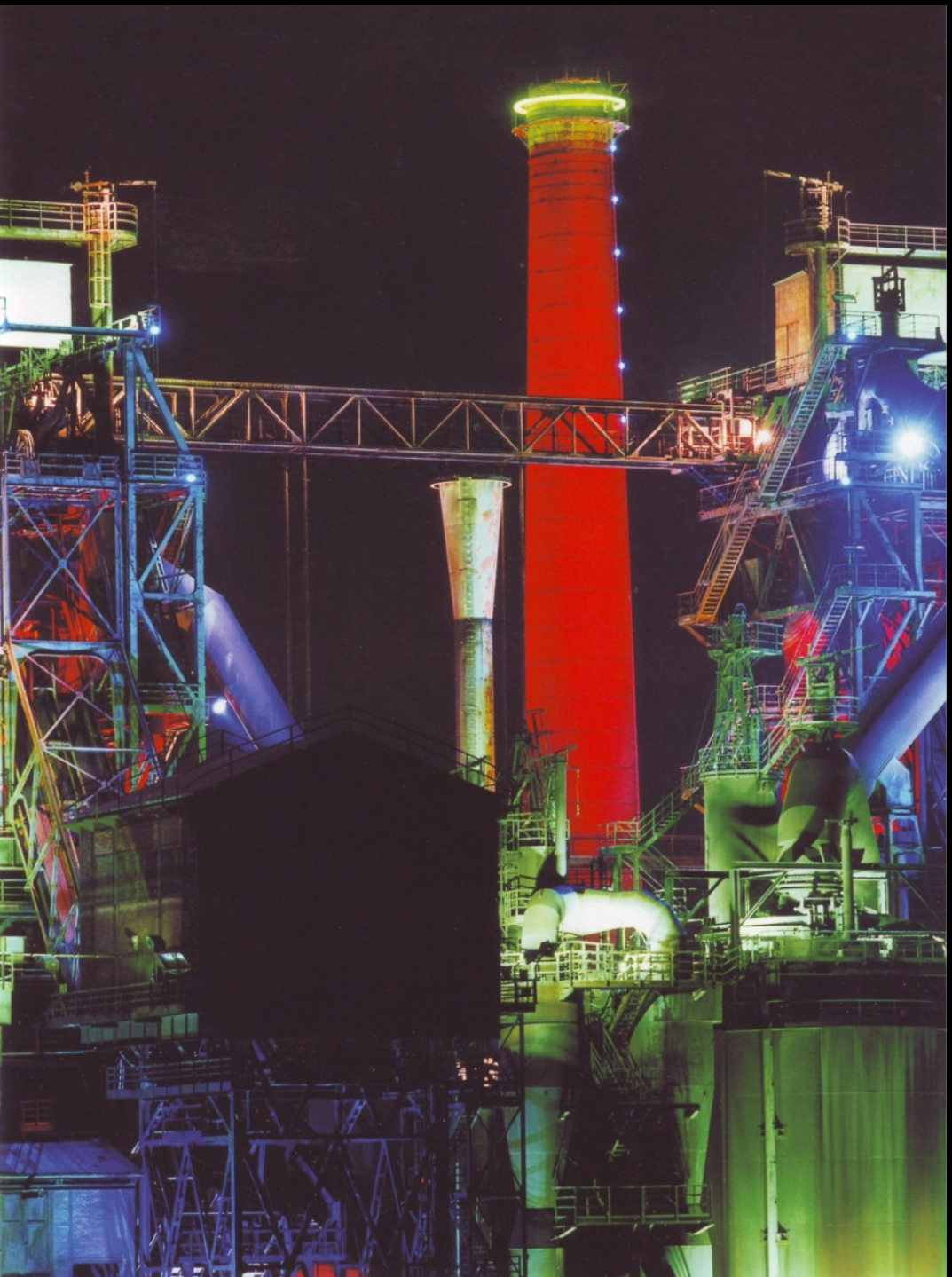

RESEARCH IN URBAN POLICY
THE CITY AS AN
ENTERTAINMENT
MACHINE

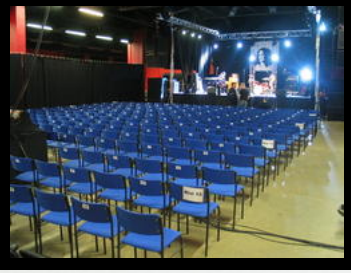

The Artistic Dividend:
The Arts' Hidden Contributions to Regional Developmen


CITIES AND THE
CREATIVE CLASS
Richard Florida

MEDIWEST

FOODWEST
A Rehu





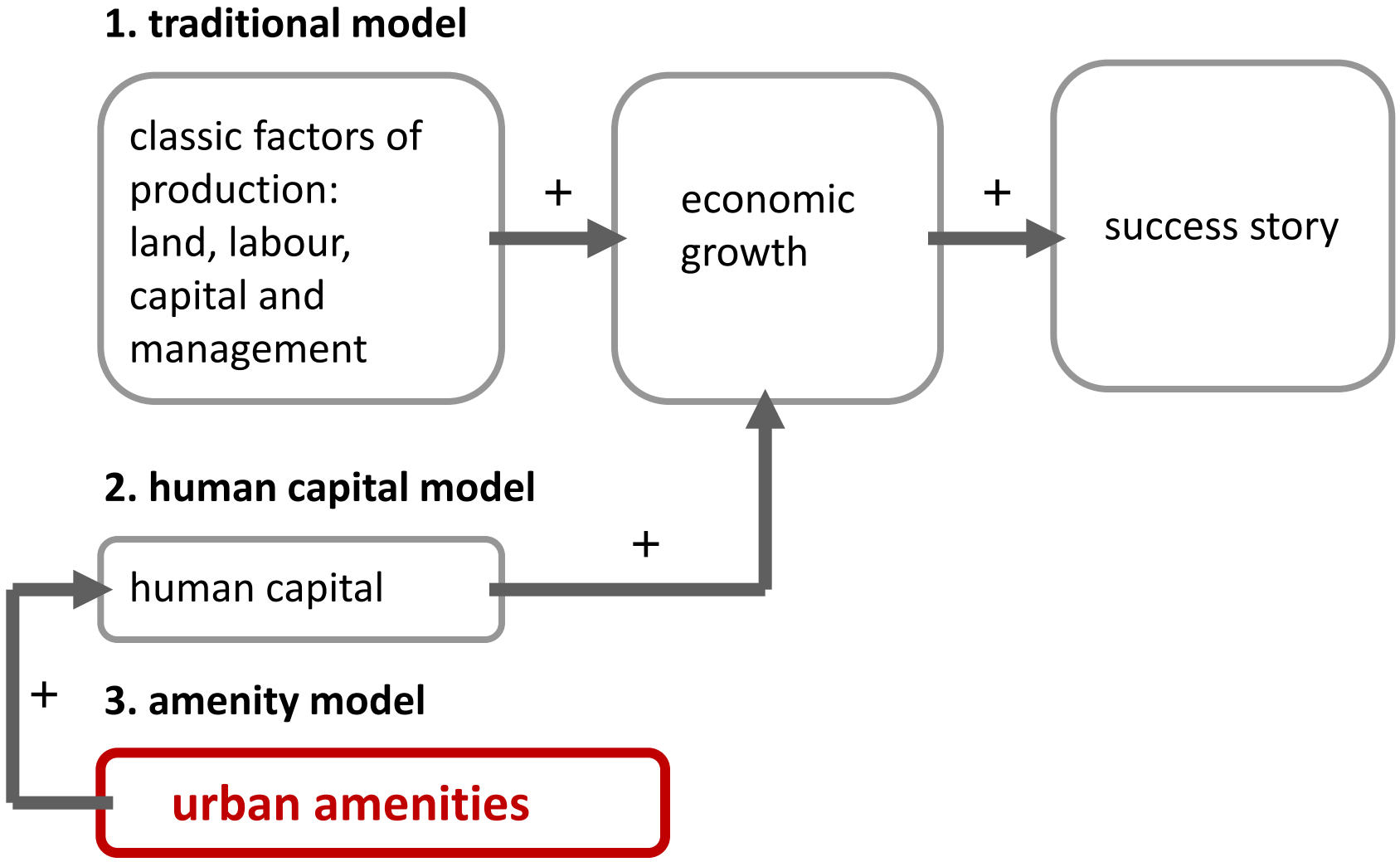
RYTMI

HUB

HANS ALF GALLERY
GALLERY POULSEN
TANTE T
28
26
24
22

Bjørn & Martin Jahn Slagtermestre
20
18

PEUGEOT
DK
XP 59869


1. traditional model
classic factors of production: land, labour, capital and management
+
economic growth
+
success story
2. human capital model
human capital
+
+
3. amenity model
urban amenities

Amenities

Amenities are

-**natural** (weather conditions, landscape, proximity of natural areas etc.)

or

-**constructed** (urban environment, clubs, cafés, museums, shops, opera etc.)

Do **single amenities** attract creative people?

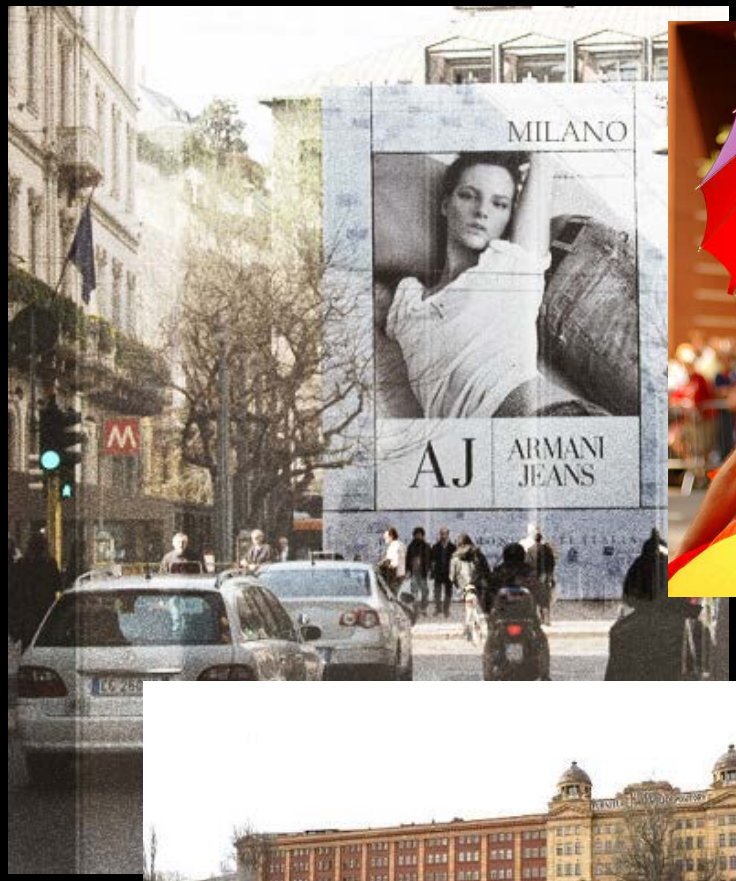
No, but **combinations of amenities**.

Certain combinations support certain **lifestyles**, **habits of cultural consumption** and **value orientations**.

Scenes

Combinations of amenities with attached action form a **scene**, where individual lifestyles, habits of cultural consumption and value orientations are shared with others.

Space	Scene	Neighborhood	Industrial / Commercial areas
Goal	Experiences	Necessities	Works, products
Agent	Consumer	Resident	Producer
Physical units	Amenities	Homes / Apartments	Firms
Basis of social bond	Ideals	Being born and raised nearby, long local residence, ethnicity, heritage	Work / production relations

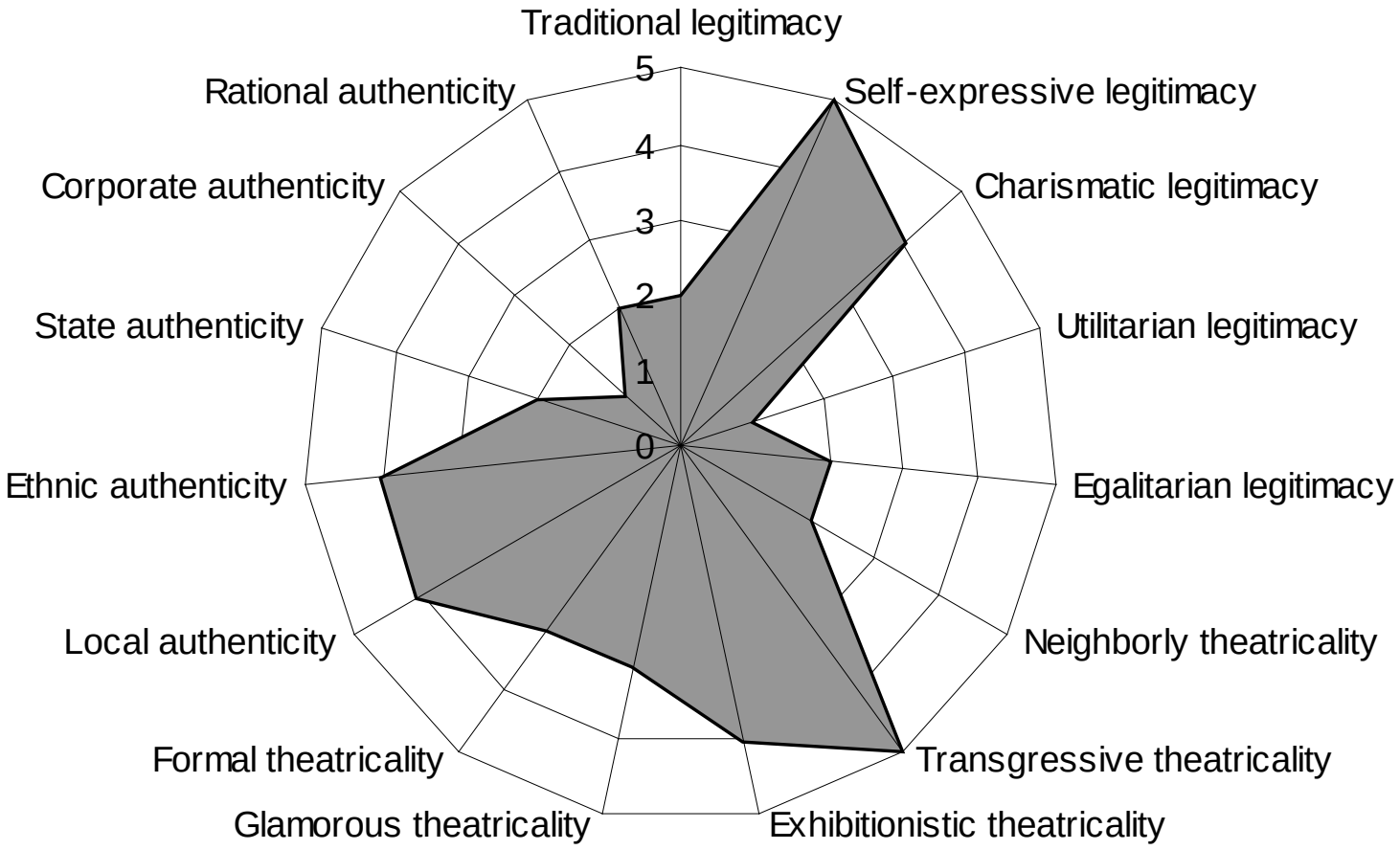

MILANO
AJ
ARMANI
JEANS

62e FESTIVAL DE CANNES
62e FESTIVAL DE CANNES 13-24 MAI 2009

POPEDA

Subdimensions of scenes
Traditional legitimacy
Self-expressive legitimacy
Charismatic legitimacy
Utilitarian legitimacy
Egalitarian legitimacy
Neighborly theatricality
Transgressive theatricality
Exhibitionistic theatricality
Glamorous theatricality
Formal theatricality
Local authenticity
Ethnic authenticity
State authenticity
Corporate authenticity
Rational authenticity

Bohemia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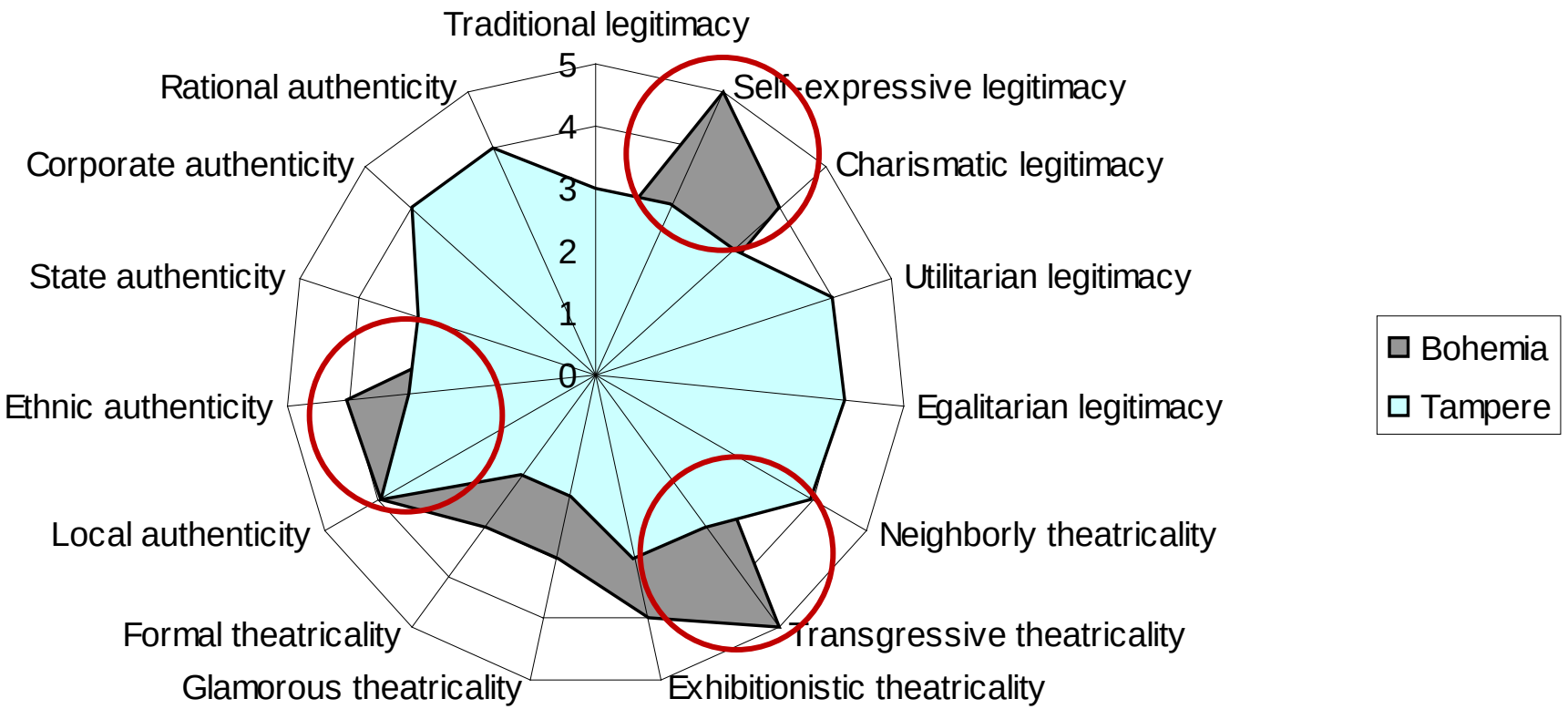
Glamorous theatricality
Formal theatricality
Local authenticity
Ethnic authenticity
State authenticity
Corporate authenticity
Rational authenticity
5
4
3
2
1
0

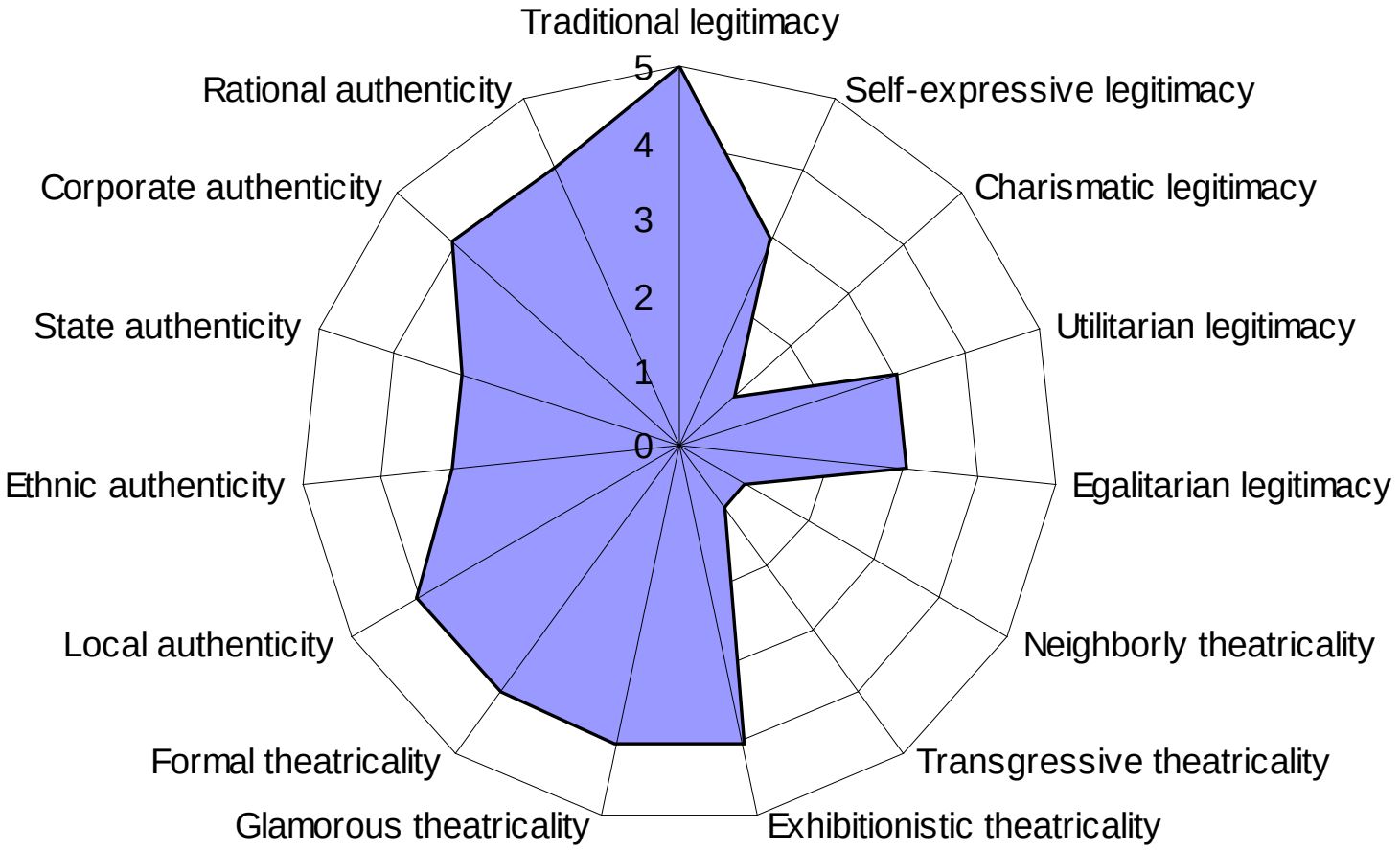
Tampere and Bohemia



komedia
BELLA

laysoninkuja 9
PALOILMOITIN
INTERROCK
viestintätoimisto
tammisto knuutila tammisto oy
GRAFIIKANPAJA HIMMELBLAU
ARKKITEHDIT
VON BAGH - TAVILAMPI OY
YRITYSPALVELU
CAMENA OY
HR Point Oy
ambientia
Digital Business Awareness
Kauneus - ja Kynsistudio Marie
PETRASOL
9

Finlayson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Corporate authenticity
Rational authenticity
5
4
3
2
1
0

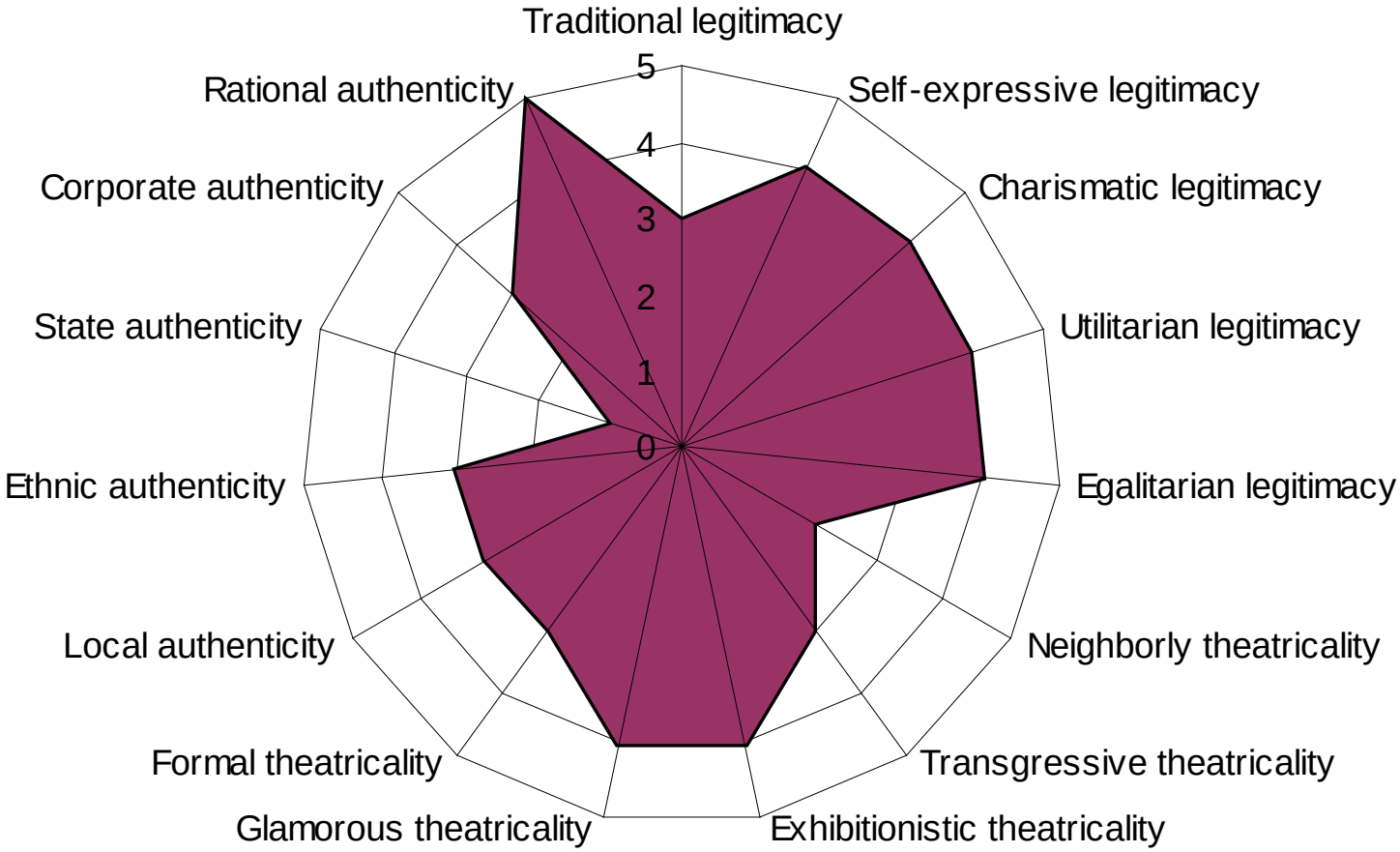
VAPAA
SITO

Susie Ibarra 2000
Reggie Workman 1998
Peter Brötzmann 2005
Han Bennink 1994
Milford Graves 2001

PAKKAHUONE

BAILEYS
BAILEYS
en Teatterikesä
ternational Theatre Festival Tammerfors Internationella Teatef

Tulli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KONEHIIKE OY

Herkkutori

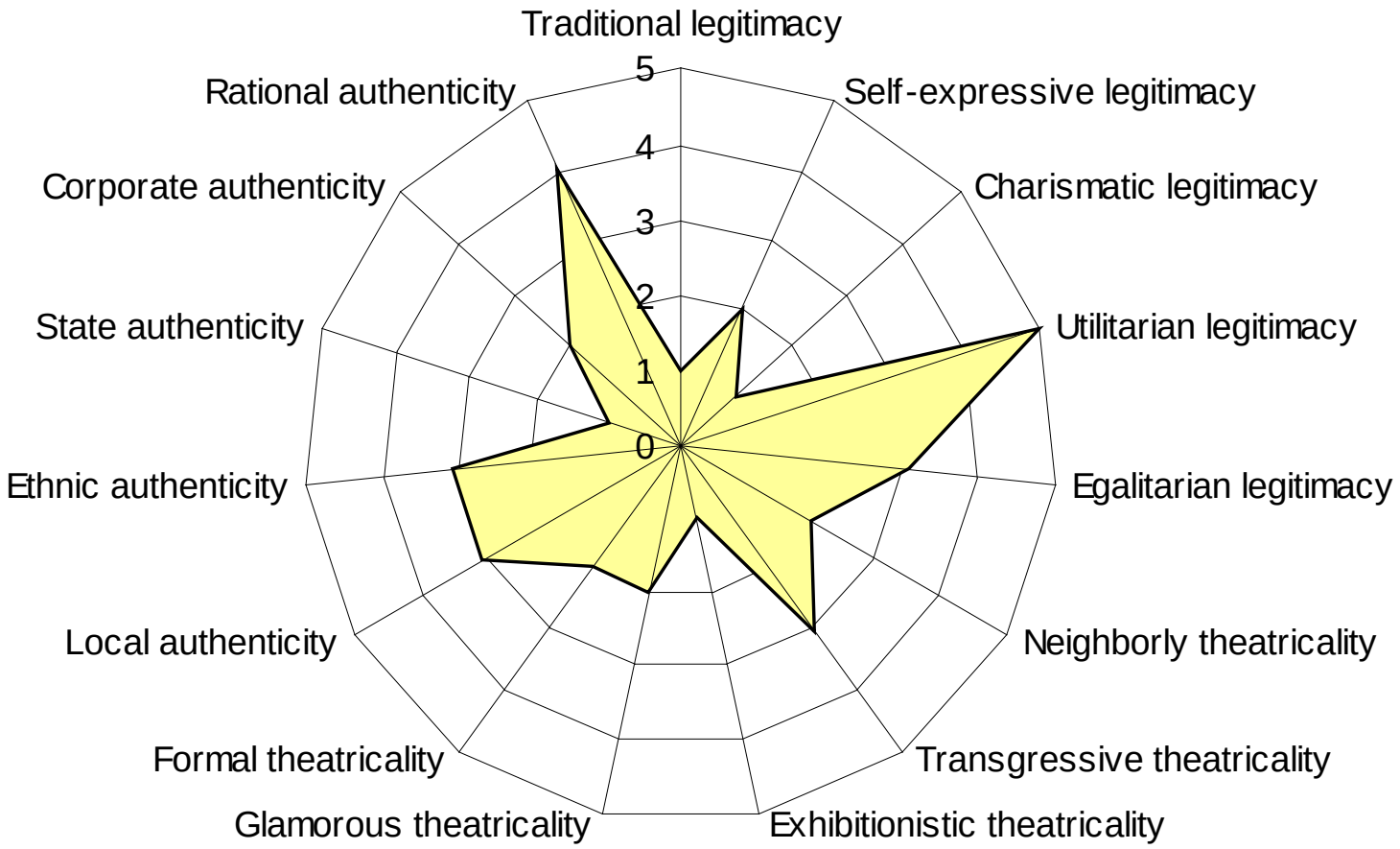
AIPHONE
SIEMENS
SIEMENS SBS
ATEA OY
SIEMENS SBT
SIEMENS FIS/SES

NET-TIETOTEKNIIKKA
PUH 03-2603 820
TIETOKARI
SINISOFT
TECHNO-
SMART OY
ARKKITEHTI-
RUUTU OY
MAINOSTOIMISTO
SITEK
SAUNA
VOUTILAINEN/
LEHTO
SECLAN OY
karppakon oy
INQVISION DESIGN
INKSONIC OY

man
&
woman

DUCK'S
BURGER
DUCK´S
BURGER
DRIVE IN
PYYHI
PÖLYT
PUB

Nekala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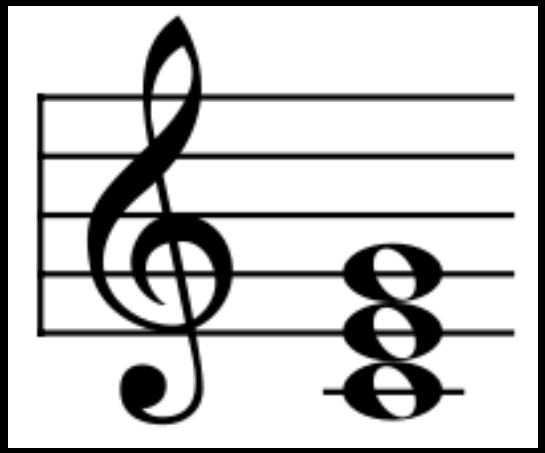
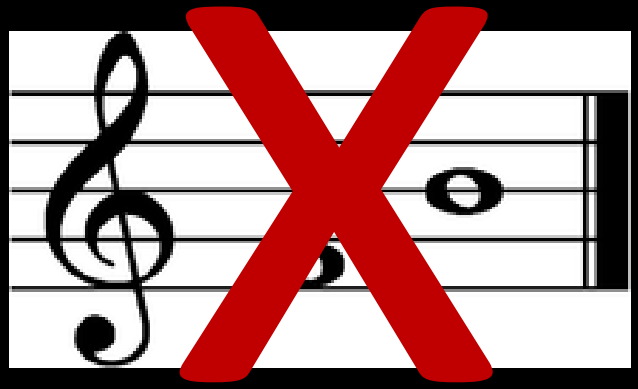
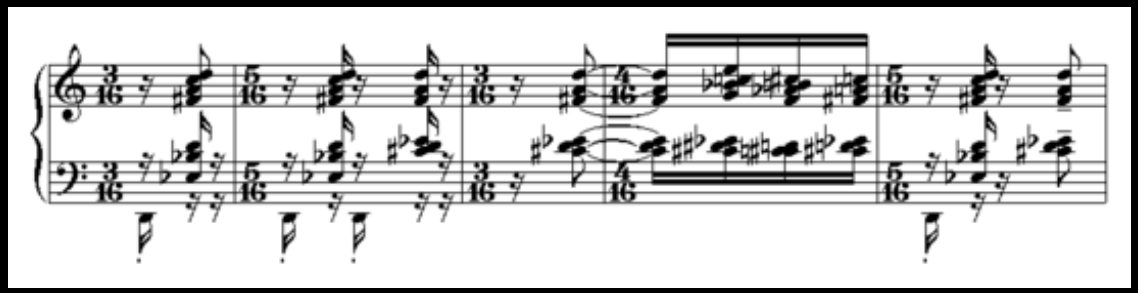
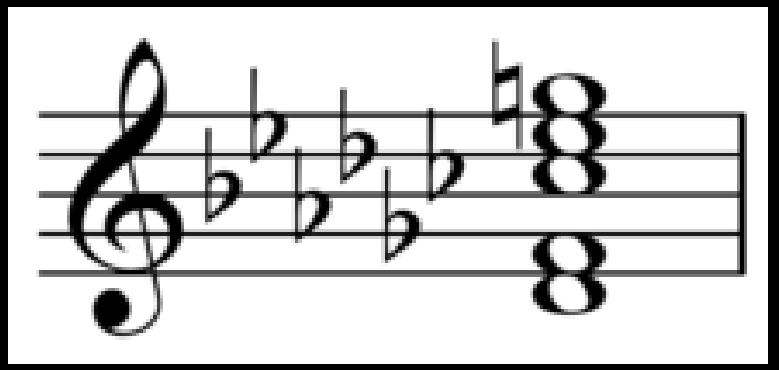
5
4
3
2
1
0

planned regional train
planned tramline
Finlayson
Tulli
Nekala
Industrial Fallows in Tampere
completed area
under development /
becoming development
?









KIITOS!