CULTURAL & CREATIVE QUARTERS & CLUSTERS: DEVELOPING A GLOBAL PERSPECTIVE

8 - 10 JUNE 2015

INTERNATIONAL SEMINAR

Faculty of Economics, Law and Management
University of Angers | Campus Saint Serge

INFORMATION/REGISTRATION:
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ORGANISED BY:
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University of Angers & Program VALEURS
CULTURAL & CREATIVE QUARTERS & CLUSTER:
DEVELOPING A GLOBAL PERSPECTIVE
DAY ONE (Monday 8 June 2015)

9.45 am  Registration

10.15 am  OPENING SESSION:  Caroline Chapain and Dominique Sagot-Duvauroux (Organisers)
           Auréliane Beauclair (Development Manager, Regional Studies Association)
           Michèle Favreau (Dean, Faculty of Economics Law & Management, University of Angers)

10.30 am  KEYNOTE 1: CULTURAL AND CREATIVE DISTRICT, QUARTER OR CLUSTER:
           CONCEPTUAL EVOLUTION AND OVERVIEW
           Caroline Chapain (University of Birmingham, UK)
           Dominique Sagot-Duvauroux (University of Angers, France)
           Chair: Roberta Comunian

11.15 am  Break

11.30 am  SESSION 1
           Room 403
           LOCATION FACTORS | Chair: Nathalie Schieb-Bienfait

1.1. The Clusters of Creative Activities in Rural Areas. Identifications, Location Factors and Policy Proposals,
     Ana-Isabel Escalona-Orcao; Severino Escolano-Utrilla; Belén Sánchez-Valverde; Luis Antonio Saez-Perez
     (University of Zaragozza, Spain).
1.2. Organic Emergence of Art Gallery Clusters and the Role of Government: The Case of Dubai, UAE
     Diaa Noufal (University of Angers, France).
1.3. The Global Diffusion of Art Gallery Districts: Local Governance and International Interactions,
     Jérémie Molho (University of Angers, France).

Room 404

CULTURAL QUARTERS | Chair: Patricia Romeiro

1.4. Creative Production and Consumption in a Post-Socialist City in the Context of Implicit Creative Policies,
     Monika Murzyn-Kupisz (Cracow University of Economics), Jaroslav Dzialek (Jagiellonian University) Poland.
1.5 The Effect of New Cultural Facilities in the Creative Quarters of Santiago de Chile: An Overview of
     Successes and Failures of an Ambitious Policy,
     Daniel Paul I Augusti (University of Lleida, Spain).
1.6 Mapping Cultural Quarters: A Study of Parnell Square, Dublin and Arabianranta Creative Quarter, Helsinki,
     Ruth O’Hagan (Institute of Art, Design and Technology, Ireland).

1.00 pm  Lunch

2.15 pm  KEYNOTE 2: CULTURAL AND CREATIVE ClUSTERS : A PERSPECTIVE FROM SOUTH-AFRICA
         Zayd Minty (Manager: Arts and Culture Department, City of Cape Town, South Africa).
         Chair: Caroline Chapain

3.00 pm  Break

3.30 pm  SESSION 2
         Room 403
         THEORY OF CLUSTERS | Chair: Frederic Leriche

2.1 Clusters or Quarters for a Creative Urban Economy: Small is Beautiful in a Global World?,
     Christine Liefhooge (University of Lille, France).
2.2 Cultural Quarters and Higher Education: Third Spaces, Networks and Collaborations,
     Roberta Comunian (King’s College London), Oli Mould (Royal Holloway, University of London) UK.
2.3 Creative Clusters and Industrial Clusters: Similarities and Differences in the Long Run Innovative
     Process and the Short Run Selling Activities,
     Camille Baulant (University of Angers, France).
2.4 A New Approach to Media Cluster Research: Bringing the Human Factor back into Scope,
     Marlen Komorowski (Vrije Universiteit Brussels), Victor Wiar (Free University of Brussels),
     Sylvain Plazy (University of Saint-Louis) – Belgium.

Room 404

PUBLIC POLICIES | Chair: Monika Murzyn-Kupisz

2.5 Savamala–Belgrade’s Center of Creativity: Creative Quarters as a Key Element in the Official Bid
     of Belgrade for the Title of European Capital of Culture 2021,
     Milica Matovic (University of Deusto, Spain).
2.6 A Placemaking Approach to Creative Clusters: Towards a Practical Framework for Strategizing
     and Conceptualization,
     Ieva Rozentale (University of Amsterdam, Netherlands), Vera de Jong (Utrecht School of the Arts, Netherlands),
     Janis Kinasts (Darba Vieta, Latvia).
2.7 Shibuya, Private Cluster of Mass Culture in Tokyo, and its Recent Reorganization through the Public
     Urban Renaissance Policy,
     Raphaël Languillon (Lyon 2 University, France).

5.30 pm  Close of the day

8.00 pm  Gala Dinner
8.45 Arrivial

9.00 am
Amphi. AMANDE
KEYNOTE 3: FROM FACEBOOK TO THE STREET: ICONOMY AND CULTURAL CLUSTERS IN BRAZIL
Gilson Schwartz, (University of Sao Paulo, School of Communications and Arts)
Chair: Dominique Sagot-Duvaux

9.45 am Break

10.15 am
Room 403
SESSION 3
ENTREPRENEURSHIP AND CLUSTER | Chair: Sandrine Emin

3.1. A Musical Cluster Searching for Territories
Bruno Lefèvre (University of Paris 13, France).

3.2. Evolution of a Video Games Cluster: A Proximity Approach,
Solene Chesnel (University of Angers, France).

3.3. Incubators As Mediators in the Development of Cultural and Creative Clusters,
Arie Romein, Jan Jacob Trip (Delft University, Netherlands).

3.4. Are There Creative Clusters in Rural Areas? The Functional Creations Activities in Aragon (Spain),
Ana Isabel Escalona-Orcao, Luis Antonio Saez-Perez, Belén Sánchez-Valverde (University of Zaragoza, Spain)

Room 404
CLUSTERS DYNAMICS | Chair: Christine Liefooghe

3.5. Creative Clusters Evolution and Life Cycle: a Methodological Proposal,
Patricia Romeiro (University of Porto, Portugal).

3.6. Which Evolution for Cultural Clusters?
Hélène Morteau (University of Angers, France).

3.7. The Cultural and Creative Cluster Development in Eastern Asian cities
The Issues of the Local Contexts and the Challenges of Policy: the Case Study in Taipei
Pei-Ling Liao (University of the West of England, UK).

12.15 pm Lunch

1.30 pm
Amphi. AMANDE
KEYNOTE 4: IS SAN FRANCISCO A MOTION PICTURE INDUSTRIAL CLUSTER?
Frédéric Leriche (University of Versailles-Saint Quentin, France)
Chair: Dominique Sagot-Duvaux

2.15 pm Break

2.30 pm
Room 403
SESSION 4
CLUSTER MANAGEMENT AND DYNAMICS : VARIOUS CASE STUDIES | Chair: Caroline Chapain

4.1. Creative Clusters and Resilience: from Industrial to Creative Glassmaking,
Lauren England, Roberta Comunian, (King’s College London, UK).

4.2. The Proximity of Cultural and Creative Firms in Quarters, Territorial Dynamics in Question.
The case of the Creative District of Olivettes in Nantes (France),
Basile Michel (University of Angers, France).

4.3 Creative Cluster Organizations in Visegrad Countries: Development and Strategies under Challenges Cluster Policies,
Pavel Bednar, Lukas Danko, (Tomas Bata University in Zlin, Czech Republic).

4.4. A Comparative Research on the Impacts of Governance and Management Practices on Dynamic Capabilities,
Nathalie Schieb-Bienfait (University of Nantes, France), Brigitte Charles-Pauvers (University of Angers, France),
Hélène Morteau (University of Angers, France), Anne-Laure Saines (University of Québec at Montréal, Canada).

4.30 pm Wrap up

5.00 pm Close, end of conference

6.30 pm Cocktail at Museum Jean Lurçat - Offered by the City of Angers
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DAY THREE (Wednesday 10 June 2015)

10 am‒12pm Guided Tour of the Apocalypse Tapestry - Castel of Angers

Made of wool using the low-warp technique and reversible, the tapestry measures on average 103 metres in length and 4.5 metres in width. Work, based on a 1st century A.D. manuscript (the visions of St. John, final text of the New Testament), illustrates the historical, social and context of 14th century France, at the time of the Hundred Years of epidemics and famine.

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Sponsors of the seminar
This international seminar is co-organised by the University of Angers and the Creative Region Network and sponsored by the Program VALEURS (funded by the Région Pays de la Loire and MSH Ange-Guépin), the University of Angers and by the Regional Studies Association Event Support Scheme.