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CULTURAL & CREATIVE QUARTERS & CLUSTERS : DEVELOPING A GLOBAL PERSPECTIVE

8 - 10 JUNE 2015

INTERNATIONAL SEMINAR

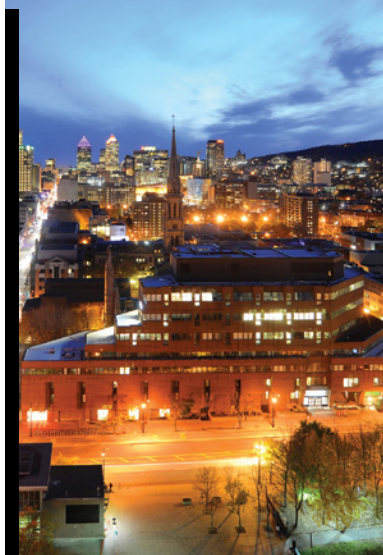
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ORGANISED BY :

Dr. Caroline Chapain, University of Birmingham
& Creative Region Network
Pr. Dominique Sagot-Duvaouroux, GRANEM,
University of Angers & Program VALEURS



**CULTURAL & CREATIVE QUARTERS & CLUSTER:
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DAY ONE (Monday 8 June 2015)

- 9.45 am Registration
- 10.15 am **OPENING SESSION:** Caroline Chapain and Dominique Sagot-Duvaouroux (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-Duvaouroux (University of Angers, France)
Chair: Roberta Comunian
- 11.15 am Break
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- 11.30 am **SESSION 1
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 Zaragoza, 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), Jaroslaw 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
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- 3.30 pm **SESSION 2
THEORY OF CLUSTERS | Chair: Frederic Leriche**
- 2.1 *Clusters or Quarters for a Creative Urban Economy: Small is Beautiful in a Global World?*, Christine Liefoghe (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 Wiard (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

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DAY TWO (Tuesday 9 June 2015)

- 8.45 Arrival
- 9.00 am **KEYNOTE 3: FROM FACEBOOK TO THE STREET: ICONOMY AND CULTURAL CLUSTERS IN BRAZIL**
Amphi. AMANDE Gilson Schwartz, (University of Sao Paulo, School of Communications and Arts)
Chair: Dominique Sagot-Duvaurox
- 9.45 am Break
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- 10.15 am **SESSION 3**
Room 403 **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 Liefoghe**
- 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 **KEYNOTE 4: IS SAN FRANCISCO A MOTION PICTURE INDUSTRIAL CLUSTER?**
Amphi. AMANDE Frédéric Leriche (University of Versailles-Saint Quentin, France)
Chair: Dominique Sagot-Duvaurox
- 2.15 pm Break
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- 2.30 pm **SESSION 4**
Room 403 **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 Saives (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

**CULTURAL & CREATIVE QUARTERS & CLUSTER:
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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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Organisation Committee

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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.

