Cultural planning
and
artist-led urban transformations

Some aspects of the present crisis

The temptations of populism and 'anti-politics' in different European countries

Public expenditure cuts are reducing
the already insufficient budgets for economic,
social and environmental innovation

But innovation is more and more required:
European cities are stuck for solutions
to their economic, environmental and social problems

The increasing power of the elites
of the super-rich: forward to the past?

Growing socio-economic polarisation and inequality

The shrinking of the State (including the welfare state) and the advocacy of the 'Big Society' (David Cameron)

The economic downturn brings about a crisis of legitimacy of governments

Privatisation linked with the declining economic competitiveness
of many European countries:
towards a 'new feudalism' ?

The rise of illegality, corruption and organized crime:

links with the legal economy and with 'respectable' politicians
the 'I may not get another chance' mentality and corruption
'property-led regeneration' as the shortcut to economic recovery
the flouting of regulations on heritage and landscape protection

What could be the role of artistic interventions in relation to:

processes of economic restructuring in cities
(and in the countryside – see the work of Ian Hunter
and the Littoral Art Trust)

demographic change (e.g. the impact of immigration)

 the erosion of local distinctiveness
and the loss of cultural bio-diversity
(e.g. the emergence of 'cloned towns')

Some processes of urban change, and their implications

The standardisation of city centres: towards 'anywhereville'?

The 'anywhere' shopping mall
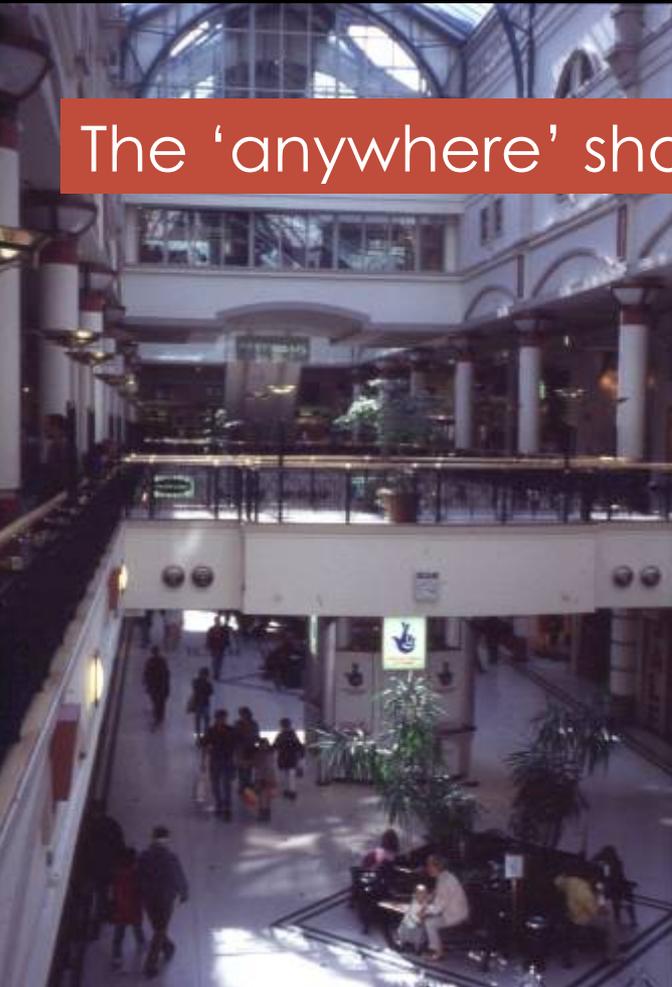
Related concepts:

cloned towns
Starbucksification
malling
the geography of blandness
the throwaway, disposable city

From Charles Landry *The Art of City Making*

The rise of out of town 'citadels of entertainment'

Non-places or places for social interaction?
New cultural programming strategies and partnerships: a role for place making?

Urban sprawl and leisure activities

The sad centrality of the car park
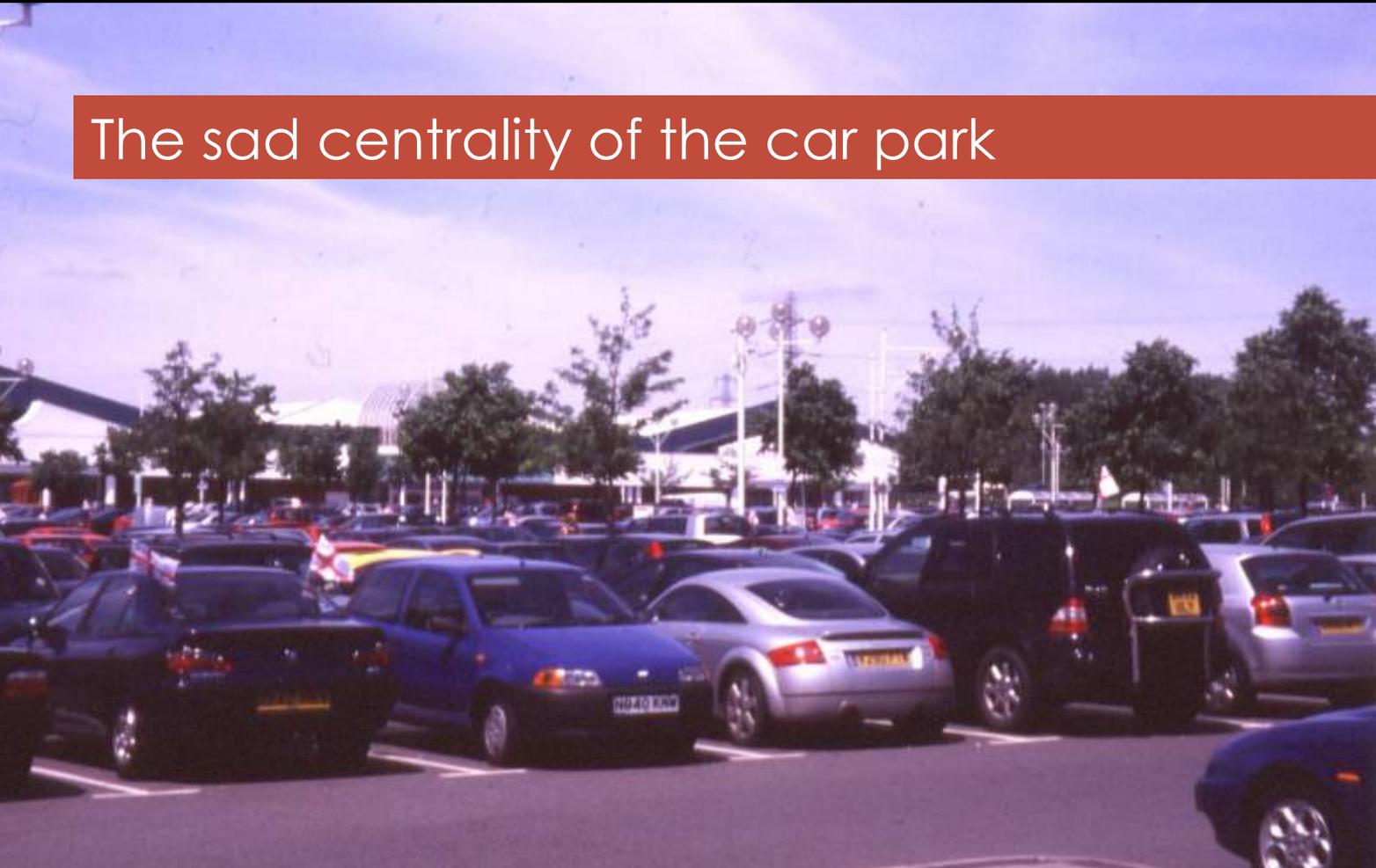
Some responses:

The Cittaslow movement
The 'Keep Louisville Weird' campaign
The UK's localism agenda?
Tax relief for independent shops
Urbanism plans to protect distinctiveness

What do local politicians and policy-makers expect from artists?

An uneasy coexistence of policy aims from different historical periods

1) Art for art's sake: the intrinsic and civilising value of access to culture (1940s-1950s)
2) the transformative potential of 'cultural democracy' and active participation (1970s)
3) culture as a tool for economic development and place marketing (1980s-1990s)
4) cultural actions as ways to change the behaviours of individuals and communities (late 1990s-2000s)

Other issues in urban cultural policy today

The crisis in local (public and private) cultural funding

The problems generated by focusing funding on consumption activities, (iconic) buildings and city centres

The issue of social exclusion: the importance of access policies, 'soft boundaries' and public space networks

Urban cultural policies in the context of the economic crisis

The 'triple' (credit, energy and climate) crunch
(New Economics Foundation)

A new focus on production and skills?

Creative cities *for* the world (Charles Landry):
beyond destructive forms of urban competitiveness

New priorities:
finding new uses for redundant buildings and sites
a new emphasis on reusing, making and repairing things
 'resilience' as a keyword
encouraging less materialistic lifestyles

Urban cultural policies in the context of the economic downturn

Decline of community facilities

Impact of reductions in availability of benefits

Less money for culture-led regeneration projects

Lower priority to artistic and creative practices in schools

An ideological attack on culture?

Lower cost of premises for cultural activities

More opportunities for experimental artistic interventions

Less bureaucracy and red tape: a more positive attitude to risk?

Possible new funding partnerships

New participatory and intercultural forms of artistic expression

Growing cultural hybridity

New types of cultural institutions, beyond divides
between culture and commerce, production and display

Displacement of low income social groups in some cities

Community artists: from revolutionaries to trainers?

The heavy burden of socially engaged arts groups in deprived neighbourhoods

The multi-ethnic and multicultural city

National approaches to managing ethnic diversity are being questioned

Corporate multiculturalism (UK, Netherlands)

Civic integration (France)

The search for alternative concepts - e.g. 'community cohesion' and 'interculturalism'

The debate around the concept of 'interculturalism' and its applications

Definitions

What makes a place intercultural?

The value of conflict

Does immigration make towns and cities more standardised or more distinctive?

The temptation of 'theming'

Exploring shared histories and heritage

Cultivating 'cultural literacy': creating new local glossaries

Creating an Intercultural Civic Identity and Culture

Creating intercultural architecture and urban design

Reshaping collective memory to include "the other"

Shaping collective self-image through intercultural public art strategies

The Intercultural City, by Phil Wood and Charles Landry, London, Earthscan, 2008

Thinking culturally (and artistically) about urban policy

'Cultural planning' as 'the strategic and integral planning and use of cultural resources in urban and community development' (Colin Mercer)

The remote origins of cultural planning
In ancient Greece, Rome and the Italian
Renaissance

The revolutionary contribution of
Patrick Geddes: botanist, sociologist, biologist, planner

1) planning is not a physical science but a human science: Folk, Work and Place

2) survey before plan

3) the importance of 'civic renewal'

Learning from the processes of artistic work:

1970s experiments and theories: Latham and the APG

The importance of collaborative working and talking e.g. cittadellarte, Biella, Italy (www.cittadellarte.it)

Metal and its Aga dinners

Konst and *konstig*

The power of urban artistic interventions to:

change the meanings and functions of space
subvert
reveal
take over
reuse and reclaim
contest

(with thanks to Phil Wood for this typology)

Artistic interventions, urban cultural policy and citizenship

Citizenship as 'civic identity'

Citizenship as 'empowerment'

Citizenship as 'consumership'

Cittadellarte and its offices:

Education
Ecology
Economy
Work
Politics
Spirituality
Communication
Architecture
Food

Collaborative projects in urban lighting:

Luci d'artista, Turin
Lyon
Valon Voimat (Forces of Light) festival, Helsinki
Light Night, Leeds
See Zenobia Razis *Reflections on Urban Lighting*
Comedia, 2002

Towards collaborative approaches to place marketing

Chris Murray *Making Sense of Place* (2001)
Revealing and discovering, not designing and selling, place identities
Going beyond product marketing
Celebrating complexity and layering

Some data from Murray's research

Local people - friendly   163
Local people - other references   15

Local culture - diversity   157
Local culture - homogeneity   495

The present   223
The past/heritage   1,134

Uniqueness (non-specific) 218
Uniqueness (specific)   61

Learning from the processes of cultural production, which tend to be:

critical, questioning, challenging:

welcoming conflicts and contradictions as a creative resource - e.g. 'Cities on the Edge' project, Liverpool European Capital of Culture 2008

Projects on the Third Reich legacy, Linz European Capital of Culture 2009

Learning from the processes of artistic work, which tend to be:

cultured, and critically aware of history, local distinctiveness and of traditions of creativity and cultural expression:

*documenting local distinctiveness (also through cultural cartography)

*creating a local 'image bank'

* drawing inspiration from traditions of creativity and innovation

Understanding urban mindscapes and imaginaries

The politics of symbolic contestation

The production of 'official' urban mindscapes

The importance of mapping
- entrepreneurial opportunities & desires, not just needs
- obstacles & constraints, not just opportunities
- power, privilege and disadvantage
- gatekeepers, gateways, networks & collaborations
- local talent & creative & innovative milieux
- different moral, aesthetic, philosophical, organizational and policy concepts and styles

- The importance of making innovative links between different types of cultural resources – e.g. food and crafts, or dance and sport

Richard Florida's *The Rise of the Creative Class* (2002) changes the terms of the debate and narrows the 'creative city' idea

stronger focus on creative city strategies as creative industries strategies

the original conception of the 'creative city' becomes more marginal and often misunderstood

the idea's radical potential is diluted

UNESCO set up a Creative Cities Network (2004) based more on Florida's definition than on Landry's

Recent emergence of the influential 'Smart city' concept

Why is cultural planning not more mainstream?

Training needs

Institutional arrangements for effective partnerships

The need for international cultural strategies

The fragility of existing cultural planning experiments:

1)conceptual confusion
2)competition for resources
3)cultural mapping is difficult to use well, for public policy, cultural programming and business development

Can implementation problems be overcome?

Training needs

Institutional arrangements for effective partnerships

Emerging professional specializations: the 'cultural cartographer',
the intercultural mediator and the cultural planner

The fragility of existing cultural planning experiments

Some progressive responses to the crisis

Growth of 'festivals of ideas' revitalising
local public spheres of debate

Emergence of transnational festivals
(e.g. Transeuropa) exploring European alternatives

Some progressive responses to the crisis

Pop-up, informal, guerrilla demonstration
projects, often in derelict buildings
and sites, prefiguring alternative futures

Bottom-up, collaborative cultural planning
based on the mapping and analysis of local
cultural resources as the opposite of populism

Need for international cultural strategies
at city and regional level

The continuing problem of the relatively low political status of culture

Culture as a 'soft option' for public expenditure cuts

Towards new forms of elected urban cultural leadership?

Towards new European NGOs to campaign for investment in urban culture?

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