

Creative Economy demands the Authentic City

Economy and Clusters of Creativity

Creative Economy as a sustainable new economic reality covers a wide range from the traditional artists to the creative brains of high-end-technologies. Both, artists and engineers, need a special atmosphere to work. And both also need the exchange between each other. Both linked together create a cluster of creativity.

The urban space which is needed to develop a cluster of creativity has first of all to be authentic. In a time of globalisation everything can be made everywhere. Everything can be built everywhere. Every hotel-room world-wide looks the same. This is perfect for globalisation on a mediocre level.

But what is the creativity looking for? Where are the places the creative heads are going to?

Here the example of the town of Bamberg:

The historic town

The Town of Bamberg is situated in Germany in Franconia in the north of Bavaria. Bamberg has about 70.000 inhabitants. The old town of Bamberg in a size of about 150 hectares is listed as World Heritage since 1993. The World Heritage is surrounded by a buffer-zone of 275 hectares. World Heritage and buffer-zone together cover an area of 425 hectares. In this “ensemble” approximately 2000 buildings are individually listed. In the old town still lives one third of the population of Bamberg.



Traditional Arts and Artists

The Town of Bamberg for example has a symphonic orchestra, a theatre, a university, an international artists residence and many more cultural highlights on one side. Many contemporary authors, painters, craftsmen are living here.



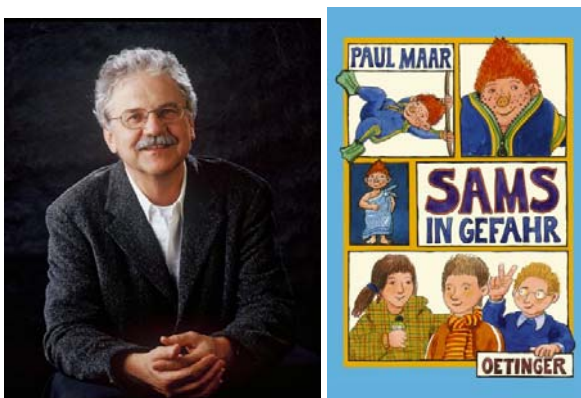
The Bamberg Symphonic Orchestra



The author Tanja Kinkel, living and writing in Bamberg



Sir Peter Ustinov painted by Cleff III in Bamberg



The author Paul Maar, living and writing in Bamberg



International Artists Home "Villa Concordia"

Technological Creativity

In the town of Bamberg the creative heads of electronic and mechanic industry are inventing the world-wide-high-tech technologies.



diesel fuel injection system, invented and produced in Bamberg



rapid contact technology, invented and produced in Bamberg



Industrial multipole connectors, invented and produced in Bamberg



injection-molded parts, invented and produced in Bamberg



chip cards, produced in Bamberg



Telecommunication Net Management Center in Bamberg



gas-insulated transformers, invented and produced in Bamberg

Explanation

This high density of culture and creativity in a town of less than 80.000 inhabitants can be explained only by the inspiring atmosphere of the World Heritage Town.

Conclusion

Clusters of Creativity are authentic historic Cities with authentic cultural life. Authentic buildings which are at least 200 years are a resource which is strictly limited in this world. Towns which are created of hundreds of these buildings are even more rare.

These towns will be the winners of the globalisation. Globalisation brings the comeback of authentic historic towns full of cultural life. Only these places give creative economy the inspiration it needs.