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Creative Enterprises and Cultural Production: Alternative Directions for Urban Policy

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3 October
2023 - 4 PM

Ca' Bottacin,
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 **aiku/arte**
impresa/cultura

The seminar explores a varied set of policy experiments, organisational strategies, and efforts to reimagine creative economies around material cultural production. Conventional creative city policy largely focused on service-oriented activity and consumption amenities. The result has been a focus on attracting highly educated and skilled professionals often at the expense of attention to workforce inequality, manual skills, gentrification, and the displacement of small, independent manufacturing businesses. Drawing on international research conducted over the last seven years, this

lecture redirects urban economic and cultural policy toward more progressive agendas centered on material cultural production. Here, Professor Grodach focuses on 1) the locational affinity between the cultural economy and small manufacturing, demonstrating how clusters of creative production exist despite the forces working against them, 2) how cultural manufacturers negotiate gentrifying urban industrial areas through flexible workspace arrangements, business models, and professional networks, and 3) alternative policy narratives for more integrated cultural production ecosystems.

