

First international Workshop

Beyond creative cities: people, places, innovation

Within the framework of the ANR project SCAENA



Online event

1st and 2nd April 2021



The workshop « **Beyond Creative Cities** » is organized by the **SCAENA** (supported by the Agence Nationale de la Recherche) research program. It was initially planned for 8th to 10th of October 2020, as part of the « Nantes, European Capital of Innovation » event organized by Nantes, which has been awarded European Capital of Innovation for 2019 notably for its capacity to involve citizens in co-shaping the city. This workshop aims to address the questions of innovation models, the relationship between artistic activities and digital technologies, the territorial innovation and the making of the city.

The idea of creative city first emerged in the late 1980s/early 1990s combining three initial ingredients : mapping the cultural industries, promoting an innovative design of local public policies and fostering a cultural urban renaissance around strong public investments in art and cultural amenities. Throughout the 2000s, the buzz that surrounded the creative class and industries contributed to a real storytelling and the application of the creative city agenda. If the debates around the creative city were mainly focused on issues of attractiveness, place branding and the clustering of creative activities, they neglected the pioneering postulates which were at the origin of the formulation of what was to become one of the most important urban models of the late twentieth century : the link between creative abilities of people, place-making and the production of innovations and novelties.

Thirty years later, the picture is still confused. As Graeme Evans reminds us, «The creative city imaginary is an evolutionary concept, reflecting post-industrial and cultural ‘turns’, resulting in a hybrid of assemblages and definitions; assemblage in terms of both sociospatial theory, notably in geography, and in the visual art practice of creative construction through ‘found objects’, where the creative city is seen to draw on a city’s cultural assets, ‘offer’ and ‘creative essence’. The latter is often manifested in creative industries and strengths in innovation and design, and in the more experiential buzz and scene associated with contemporary attractive cities. » (Evans, 2017 : 311)

The main objective of the workshop is to challenge the creative city idea in the light of the 21st century issues :

1. Beyond creative classes: a cooperative society based on maker ethos
2. Beyond creative clusters: some new paths of innovation?
3. Beyond creative cities: urban innovation regimes ?

Overall, this first international workshop questions the future of creative cities: what were they ? what will they become ?

For registration and information, please contact Julien Van Simaëys from the university of Angers :

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Key note Speakers



Photo Credit HEC Montreal website

Patrick Cohendet is Professor at the department of International business at HEC Montréal. He is also Co-Director of the Mosaic hub and Co-Editor of the International Management journal. His teaching, research and publications focus on the economics and management of innovation, knowledge and creativity. He has written numerous articles and books, including *La Gestion des connaissances : firmes et communautés de savoir* (2006) and *Architectures of knowledge: firms, capabilities and communities* (2004). More recently, he has published many papers on the dynamics of « ground's », ecosystem of innovation and the issue of local common of innovation. [source HEC Montréal website].



Photo Credit McGill University website

Will Straw is Professor of Urban Media Studies at Mc Gill University. Much of his work has dealt with the social and institutional dimensions of popular music, and with the development of the notion of music scene. He has a strong interest, as well, in histories of popular music in Montreal, Quebec and Canada. More recently, Dr. Straw's research has come to focus on the ways in which the night-time culture of cities is governed, promoted and represented. On the one hand, this takes the form of an interest in new policy instruments adopted by cities so as to acknowledge the role of night-time culture within them. On the other hand, this interest takes him into the study of narrative forms (in the cinema, journalism and fiction) that treat the night as a distinct "territory" of human experience . [source McGill University website].



Photo credit : CUNY website

Sharon Zukin is Professor of sociology who specializes in modern urban life. She is now professor emerita of sociology at Brooklyn College and at the CUNY Graduate Center but is still working with PhD students and will occasionally teach courses. Her new book, *The Innovation Complex: Cities, Tech, and the New Economy*, examines the shaping of the tech ecosystem in New York. Zukin has been a Broeklundian Professor at Brooklyn College; a visiting professor at the University of Amsterdam, the University of Western Sydney, and Tongji University; and a distinguished fellow in the Advanced Research Collaborative at the CUNY Graduate Center. She received the Lynd Award for Career Achievement in urban sociology from the American Sociological Association and won the C. Wright Mills Book Award for *Landscapes of Power*. [source : CUNY website]

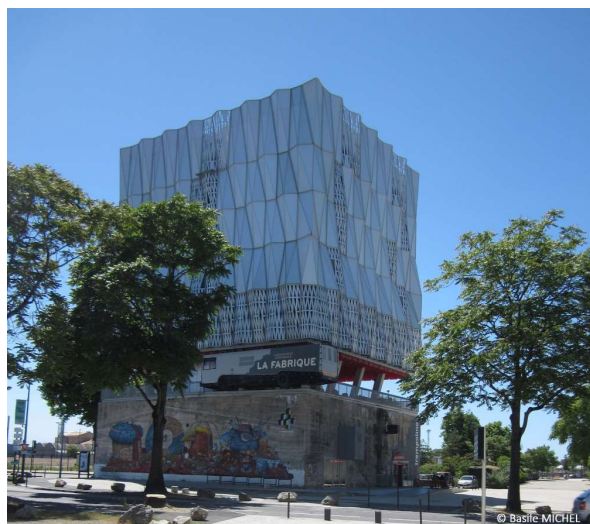
THURSDAY, 1st APRIL 2021

MORNING

09.30 – 10.00 Plenary session

Introduction – SCAENA project Scientific coordinators – Charles Ambrosino (Université Grenoble Alpes) and Dominique Sagot Duvaurox (Université d'Angers)

SCAENA Main Goals – Involved partners – SCAENA achievements and thoughts



La Fabrique Nantes - Photo credit Basile Michel

10.00 – 12.40 Parallel Sessions

Axes	Territorial sources of innovation Moderated by Gérôme Guibert <i>Université Sorbonne Nouvelle</i>	Place and structure for localized innovations (1) Moderated by Dominique Sagot Duvaurox <i>Université d'Angers</i>
10.00 – 10.20	Sejeong Hahn , <i>Université Sorbonne Nouvelle</i> Busan, from a port city to a territory of cinema	Thomas Hélie et al. , <i>Université de Reims</i> The multiple temporalities of creativity: elements for a comparison of forms of cultural innovation in European small and medium-sized cities.
10.20 – 10.40	Vincent Sorrel , <i>Université Grenoble Alpes</i> , Nicolas Tixier , <i>ENSA Grenoble</i> The film factory, Aaton cameras, Beauviala and Grenoble	Fabrice Lextraît , <i>FI consultant</i> La Friche La Belle de Mai, next Third Quarter-Place of Marseille ?
10.40 – 11.00	Questions	Questions
11.00 – 11.20	Break	Break
11.20 – 11.40	Sébastien Preuil , <i>associated member research center on modern and contemporary China</i> Santa Fe in New Mexico: a city of creation and innovation or a city of simulacra?	Pauline Boivineau , <i>Université Catholique de l'Ouest</i> Between margins and centrality: new emerging trends in contemporary dance in Nantes
11.40 – 12.00	Mariella Pitombo , <i>Université Fédérale de Recôncavo da Bahia, Brasil</i> Carnaval celebrations in Santo Antônio Além do Carmo (Bahia/Brazil): values, actors and practices	Robert Pika , <i>Université de Lyon</i> Innovation places and the new architecture of the creative city. Form decreed to diffused and bottom-up creativity and social innovations
12.00 – 12.20	Questions	Questions
12.20 – 14.00	Lunch Time	

THURSDAY, 1st APRIL 2021

AFTERNOON

14.00 – 17.00 Parallel Sessions



École nationale supérieure d'architecture, Nantes. Photo credit Dominique Sagot Duvaux

Axes	Materials and methods for the study of scenes Moderated by Laurent Devisme <i>ENSA Nantes</i>	Place and structure for localized innovations (2) Moderated by Raphael Suire <i>Université de Nantes</i>
14.00 – 14.20	Marina Rotolo, Université Paris Est When the community meets the «comunità»: The case of Matera, European Capital of Culture 2019	Simon Renoir, Université Paris 13 A comparative analysis of two innovative projects in regard with the recent creative city strategy in Detroit
14.20 – 14.40	Rainer Kazig, CNRS Aesthetic correspondence and urban atmospheres as a resource for the creative work of designers	Stoyan Sgourev, ESSEC Paris Inside Out: When Ideas From the Core Are Radicalized on the Periphery
14.40 – 15.00	Camilo León-Quijano, EHESS What creativity are we talking about? Visual ethnography and participatory methods in urban contexts	Hélène Morteau, Université d'Angers, Raphael Suire, Université de Nantes "Behind the scene" : how do a radical innovation emerges and evolves in the peripheries ?
15.00 – 15.20	Questions	Questions
15.20 – 15.40	Break	Break
15.40 – 16.00	Séverin Guillard, University of the West of Scotland From artistic performances to urban policies: working with the notion of "local scene" to reexamine the urban geographies of music production	Etienne Capron, Université d'Angers The role of brokers, places and events in the structuring of a creative community: the example of video-mapping in Nantes
16.00 – 16.20	Michael Spanu, Universidad Nacional Autónoma de México "What the night used to be": YouTube and live music videos as digital heritage of the urban night. The case of Montreal	Yearime Castel Y Barragan, Université Sorbonne Nouvelle The market is purple: Nuancing the notion of upperground and underground
16.20 – 16.40	Questions	Questions
16.40 – 17.00	Break	Break

17.00 – 18.30 Keynote Session

Sharon Zukin, Professor emerita of sociology at Brooklyn College

Moderated by Charles Ambrosino (Université Grenoble Alpes)



Carrière Misery Nantes, Photo credit Dominique Sagot Duvaouroux

FRIDAY, 2nd APRIL 2021

MORNING

09.30 – 12.40 Parallel Sessions

Axes	Governing by experiment ? Moderated by Charles Ambrosino <i>Université Grenoble Alpes</i>	Innovations and urban tensions Moderated by Caroline Chapain <i>Université de Birmingham</i>
09.30 – 09.50	Florence Orillard , <i>Université Toulouse Jean Jaures</i> ULLs, devices at the service of the city's endogenous creative potentia	Marie-Laure Poulot , <i>Université Montpellier 3</i> A temporary cultural place to make the creative city: Lx Factory in Lisbon. Staging, local models and tourist consumption
09.50 – 10.10	Flavie Ferchaud , <i>Université Gustave Eiffel</i> , Camille Huberts , <i>diplômée de l'Ecole d'Urbanisme de Paris</i> Third-places assimilation by urban planners: collaboration and urban innovation	Georges-Henri Laffont , <i>ENSASE St Etienne</i> Saint-Etienne, the Creative City Makes its Collaborative Shift: About the Transformation of the Links between Individual Creativity, Innovation, Urban governance and Production of space.
10.10 – 10.30	Laurent Devisme , <i>ENSA Nantes</i> The city as a playground? Fortune of urban demonstrators	Basile Michel , <i>Cergy Paris Université</i> Birth and mutation of cultural scenes: between art and tourism in Chinese art districts
10.30 – 10.50	Questions	Questions
10.50 – 11.10	Break	Break
11.10 – 11.30	Françoise Paquienséguy , Thomas Bihay , Valentyna Dymytrova , <i>Sciences Po Lyon</i> The Metropolis of Lyon : a model of urban innovation to follow ?	Damien Nouvel , <i>INALCO</i> , Jérémy Molho , <i>European University Institute</i> , Hélène Morteau , <i>Université d'Angers</i> Rethinking genesis and resilience of Creative Clusters: Lessons from Dubai, Istanbul and Barcelona
11.30 – 11.50	Nicolas Bataille , <i>Université Grenoble Alpes</i> The multiple valuations of innovation in calls for innovative urban projects in a context of austerity	Elisabeth Auclair , Anne Hertzog , Basile Michel <i>Cergy Paris Université</i> The "civic footprint" of theatres in their local territory. An analysis of the territorial and social embedding of two National Scenes in the Parisian suburbs
11.50 – 12.10	Questions	Questions
12.10 – 13.30	Lunch Time	

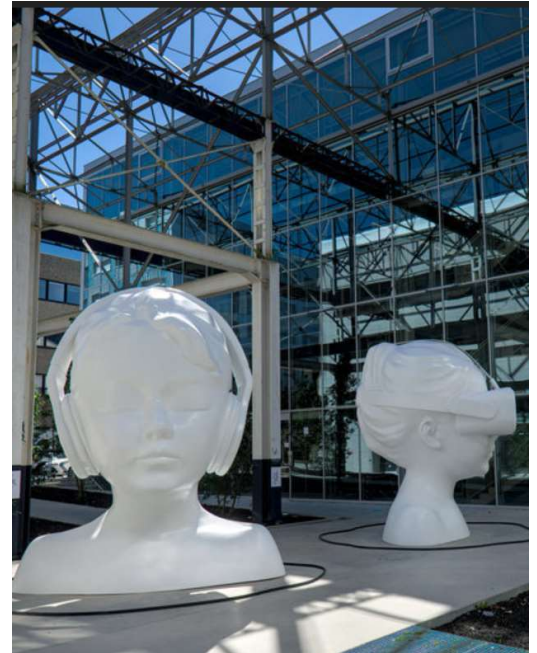
FRIDAY, 2nd APRIL 2021

AFTERNOON

13.30 – 16.30 Plenary Session

13.30 – 14.30 Summary of presentation sessions

- Territorial sources of innovation session – by Charles Ambrosino, Université Grenoble Alpes
- Place and structure for localized innovations (1) session – by Emmanuelle Gangloff, Université Grenoble Alpes
- Materials and methods for the study of scenes session – by Jean-Paul Thibaud, CNRS
- Place and structure for localized innovations (2) session – by Dominique Sagot Duvaux, Université d'Angers
- Governing by experiment ? session – by Raphael Suire, Université de Nantes
- Innovations and urban tensions session – by Etienne Capron, Université d'Angers



Halle 6 Nantes, photo credit Université de Nantes



SCAENA project team – photo credit Dominique Sagot Duvaux

14.30 – 16.30 Keynote session

14.30 – 15.30

Patrick Cohendet

Professor at the department of International business at HEC Montréal

15.30 – 16.30

Will Straw

Professor of Urban Media Studies at McGill University

Moderated by Gerome Guibert (Université Sorbonne Nouvelle) and Raphael Suire (Université de Nantes)

16.30 Workshop closure

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SCAENA
Scènes Culturelles, Ambiances Et
traNsformations urbAines

Scientific coordination of
SCAENA project

Charles AMBROSINO
Dominique SAGOT-DUVAUROUX

Organisation Committee of Beyond creative cities : people, places, innovation workshop :

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SCAENA is an ANR project.

