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The role of cultural economy and creativity in urban regeneration

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The role of cultural economy and creativity in urban regeneration

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The purpose of this article is to review the concept of creative class as a causal mechanism and its role in urban regeneration. It will begin by examining and focusing on the conceptual and theoretical content of cultural and creative resources and critique the relationship between the creative industries and the resulting economic growth and development, and ultimately urban regeneration. The article seeks to clarify the relationship between the concepts of creativity, culture and creative industries with urban regeneration and finally, with a qualitative method based on review, description and analysis of information shows that policymakers to achieve more successful results of urban regeneration is necessary. Be aware of the presence of cultural and creative industries as a link between the production and consumption of cultural services. In creative city theory, the creative environment encompasses all social, cultural, and geographical contexts for the effective integration of urban industrial and cultural policies. The creative city serves as a platform for artists, creators, and ordinary citizens alike, and encompasses a wide variety of "creative" and "innovative" local and regional environments, with the ability to find solutions to social deprivation problems. Creative city is not only a unique concept, but also a multiple concept that overlaps in many of its roots and consequences. Some of them are complementary, and some are contradictory. The six essential conditions of a creative city are:

1. The city is equipped with an urban economic system in which not only artists and scientists can freely develop their creativity, but also workers and artisans can participate in creative and flexible production.

- 2- The city is equipped with universities and professional colleges and scientific and artistic research institutes with the support of creativity in the city as well as cultural facilities such as theaters and libraries. The city also has a very active non-profit sector of institutions and cooperatives It protects the business rights of small to medium-sized artisans. The city also has an environment in which new businesses can be easily and creatively started and well supported. Most importantly, the creative city has the social infrastructure needed to support creative people and activities.

- 3- A city where industrial growth improves the quality of life of citizens and provides significant social services. Therefore, it stimulates the development of new industries in the fields of

environment, welfare, medical services and art. In other words, a city with balanced development in industrial and cultural dynamics where production and consumption are in perfect harmony.

4- A city that specifies the right to develop production and consumption spaces and in which the historical urban environment is preserved. This city is a beautiful city with spaces to increase the creativity and sensitivity of its citizens.

5. It is a city that has a mechanism of citizen participation in the government that has minimum guarantees of adaptability to the creativity of citizens. In other words, the city with an independent system with government support in a large area that can be responsible for managing a wide range of environment.

6- A city equipped with its own financial management while maintaining creativity and autonomous government with personnel who are involved in shaping policies.

Cultural programs represent a favorable environment for the development of creative processes and experiences, which implies the need to review the mechanisms involved in the production and consumption of culture. Creativity, on the one hand, has become synonymous with new models in production and consumption, and supports new values and elements that lead to the growth of a presence in one place. And on the other hand, as a treatment, it is claimed, that it may lead to the activation of some areas to deal with problems that may in themselves cause. Creativity, given this approach, can support and visualize a new way of consuming. Cultural planning must be "strategically and inseparably applied to cultural resources in urban and community development. Cultural resources are embedded in the creativity, skills and talents of the people. They are based not only on the construction of buildings, but also on symbols. The activities and set of local handicraft products are complex production and services and skills, Urban cultural resources include historical, industrial, and artistic heritage that represents assets such as architecture, urban landscapes, or urban landmarks, as well as local and indigenous traditions of public life, festivals, customs, or stories, as well as entertainment and Emotions

Culture in urban regeneration programs and through a culture-based regeneration approach, in cultural neighborhoods, cultural infrastructure (museums, and surviving theme parks, etc.) and cultural events (festivals, European Capital of Culture, etc.) Used as a facilitating and motivating force. Reproduction through tourism promotion, business incentives, inward investment and revitalization of the local economy are other measures of this approach. In another look at the evolution of culture in the field of urban development, we can use three combinations of the combination of culture and economy.

The findings showed that by focusing on creativity and creating conditions and investing in cultural resources, cultural economy provides growth and a platform for urban competitiveness and regeneration.

In developing the concepts of cultural creativity, the factors affecting many areas must be recognized.

Including: industry, employment, social welfare, education, medical care, and the environment. In order to link cultural policy with industrial policy, urban planning, and public welfare, the administrative structure must be horizontalized and the usual administrative thinking eliminated, and the organizational culture changed. And as a result is determined; This concept will play a significant role in the interpretation and understanding of cultural production in contemporary cities and its relationship with the growth and development of the city in social, economic, cultural and physical dimensions. It also invested in the preservation of tangible and intangible cultural assets, which are inherent in the traditional culture of any city, as a stimulus and potential for the development of that city, and the generator of cultural economy.

Keywords: culture, creative industries, urban regeneration, creativity, cultural capital

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