

Liefooghe, Christine

Conference Paper

The creative Economy and the dynamics of regional systems: an evolutionary perspective

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The creative Economy and the dynamics of regional systems : an evolutionary perspective

Author : **Christine LIEFOOGHE**

Senior Lecturer in economic and urban geography
Laboratoire TVES (E.A. 4477) / MESHS (USR 3185)
UFR de géographie et aménagement, Université de Lille 1,
Avenue Paul Langevin, Cité scientifique, 59655 Villeneuve d'Ascq cedex
Mail : christine.liefooghe@univ-lille1.fr
Tel : + 33 (0)6 83 70 05 84

Abstract :

In a competitive world, the creative economy seems to offer a new way of development at different scales. The flexible economy of big cities allows this diversification thanks to the agglomeration of talents in an innovative milieu and a tolerant and cosmopolitan society (Florida, 2002). This special case is becoming a model for other cities whatever the initial geographical conditions are. So the paper would like to discuss the relation between the evolution of the productive system to the creative economy and the dynamics of regional systems. We propose to test an evolutionary approach for different reasons. The first question is about the creative economy itself. Is it a new diversification of the capitalist economy, such as the “green economy” or the “digital economy” ? Or is there a new way of development thanks to the convergence between these different domains to a “creative and knowledge economy” ? So, the second question is about creativity, which is not a new concept in the research field of economy and innovation. There is a difference between creativity according to Schumpeter (1939) and its role in the business cycles, and the creative economy linked to cultural economy. So it is necessary to discuss the relation between innovation, creativity and creative economy, and to speak about the evolutionary approach of the creative economy proposed by J. Hartley (2008). Then the paper would discuss the potential trajectories of regions and cities to the creative economy model. According to research in Evolutionary Economic Geography (BOSCHMA, FRENKEN, 2005; LIU, 2009; MARTIN, 2009; NEFFKE, 2009), local and regional development depends on chance and small events, selection and lock-in processes, path dependency and increasing returns. It is a way to interpret the emergence of creative districts in former industrial quarters. But the historical and geographical context could explain why there is sometimes an evolution to a creative quarter, and sometimes not. At a regional scale, routines and institutions are crucial in the way to the creative economy, but the evolution is also the product of individual initiatives that could create, or not, a divergence into the development path.

OUTLINE (Work in progress)

1- Creativity and evolution of the economic system

1.1 – Two types of creativity

Schumpeter (1939) : the cycles of capitalism driven by innovation ?

B. Stiegler (2006) : a step in the evolution of capitalism

1 – Production-led Capitalism (Industrial revolution)

2 – Consumption-led Capitalism (Marketing)

3 – Consumer-led Capitalism ?

Creative economy

C. Barrère (2006) : in a world of uncertainty, innovation by accumulation of knowledge finds its limits; to answer competition, creative innovation gives to the services and the products a semiotic or distinguishing dimension (quality, image, Heritage)

1.2- Evolutionary approach of creative economy

Creative Industries according to the DCMS

Creative economy and the creative class

Evolution of the Creative Economy according to John Hartley (2008)

Phases	Forme	Valeur ajoutée	Politiques
Modernity	Art	Talent	Public subsidies
Industrialisation	Distribution, Media Cultural Industries	Economies d'échelle	Competition
Creative Industries 1 (1995-2005)	Industrie	Propriété intellectuelle	Clusters Cultural Quarters
Creative Industries (nowadays)	From industry to market	Propriété intellectuelle	Knowledge Economy Creative Services
Creative Industries 3 (emergent)	Co-production Social-network market	Consom-acteur Réseaux sociaux et numériques	Digital Information Human Capital

2- Creative Economy and evolution of cities and regions

2.1- Evolutionary approach and systemic approach

Comparison between (BOSCHMA R.A., FRENKEN K., 2005 / MARTIN R., 2009) and PRIGOGINE I., 1996

The systemic approach in geography and the territorial resilience

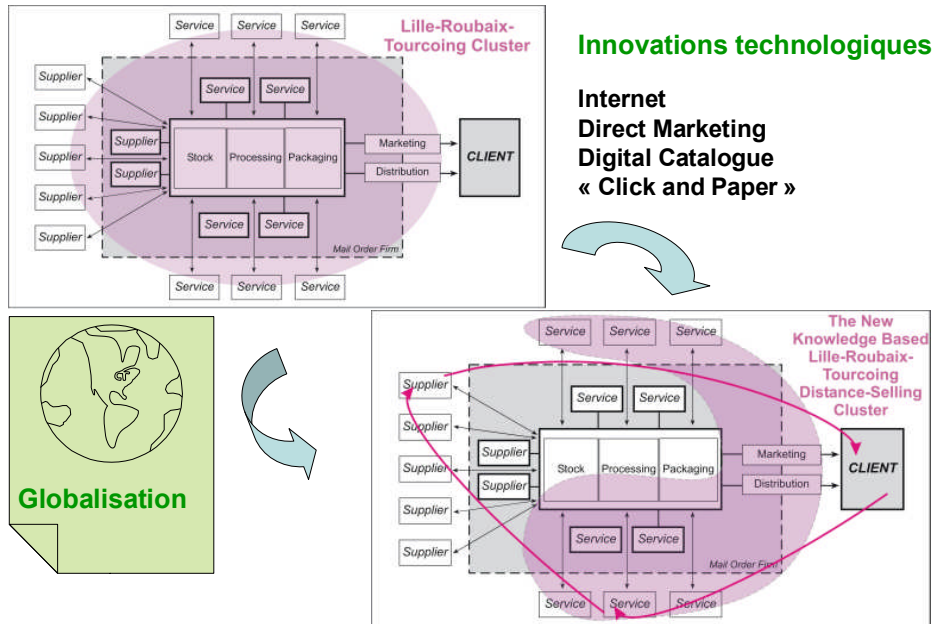
2.2 – Creative economy and path dependency

What is creativity ? (CSIKSZENTMIHALYI, M. 2006)

Exemple of fashion and of cultural districts

2.3- Creative economy : a future for former industrial regions and cities ?

Evolution of the Distance Selling Cluster



From Textile Industry

to
“industrial”
distribution :

a path dependency?

1920s : From Textile Industry to distance selling



1960s : Hypermarkets and IT Innovations in Distance Selling

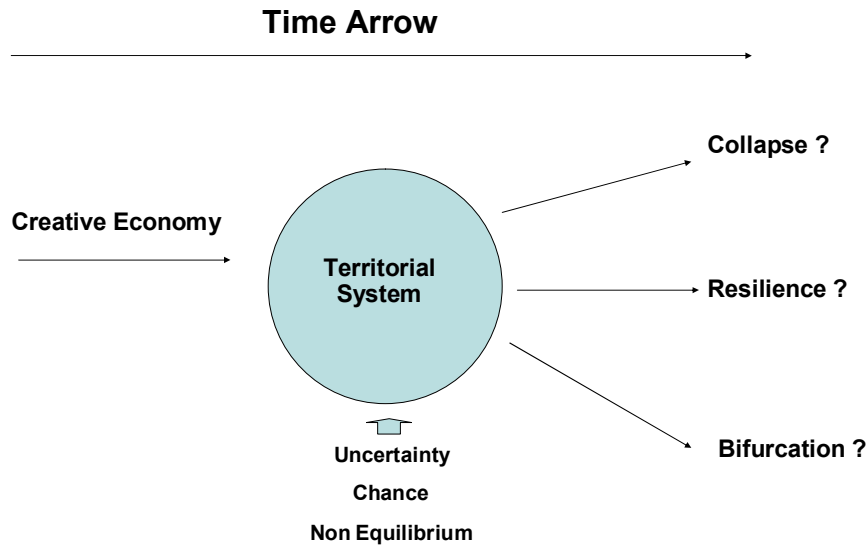


1980s : Producer services ; Communication cluster



2005 : “competitiveness Hub” (cluster labelled by the government) in “Industrial” distribution

Conclusion



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