

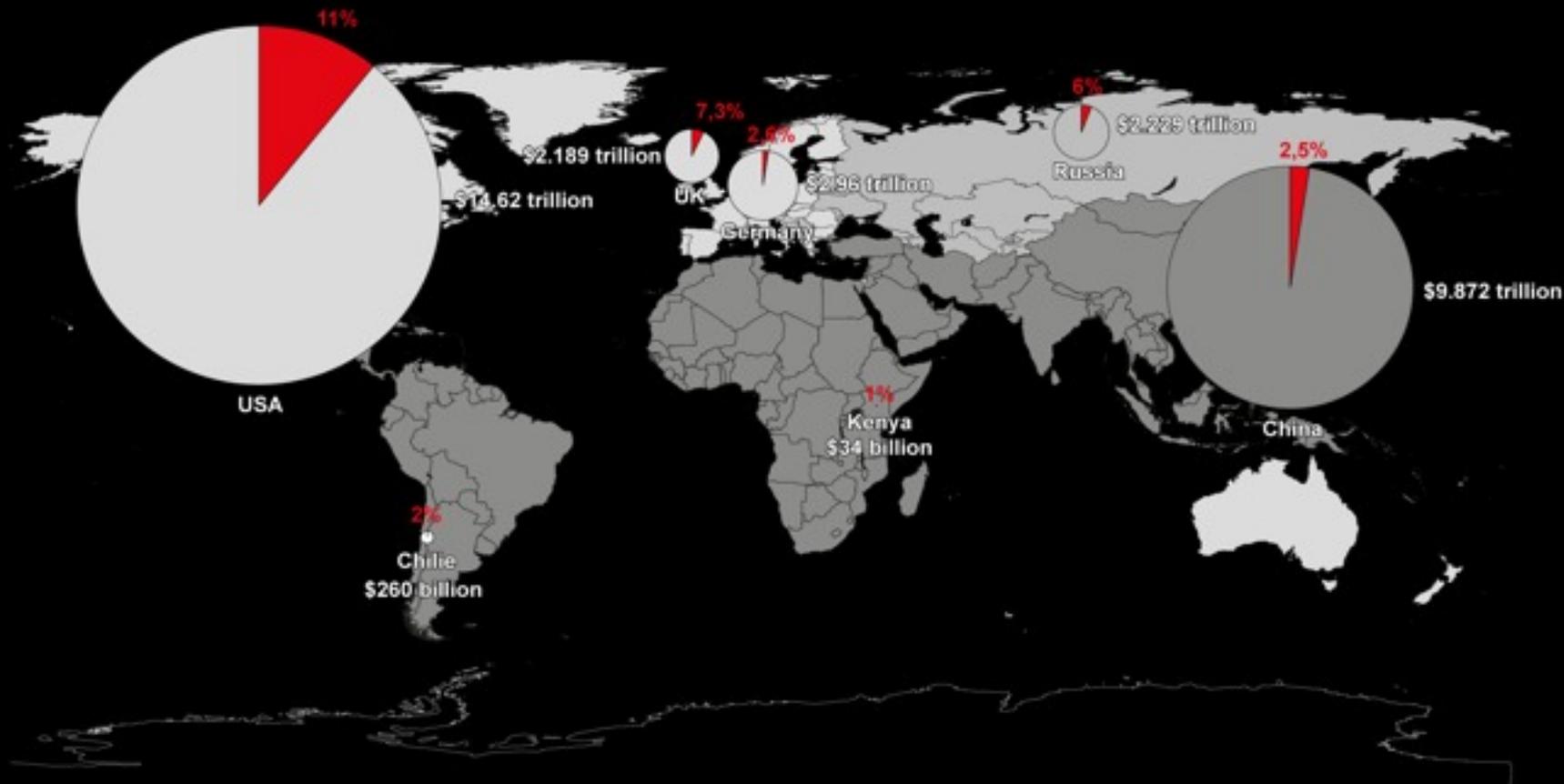


# Human capital & creative industries

by Michael Schindhelm

Moscow Urban Forum 2011

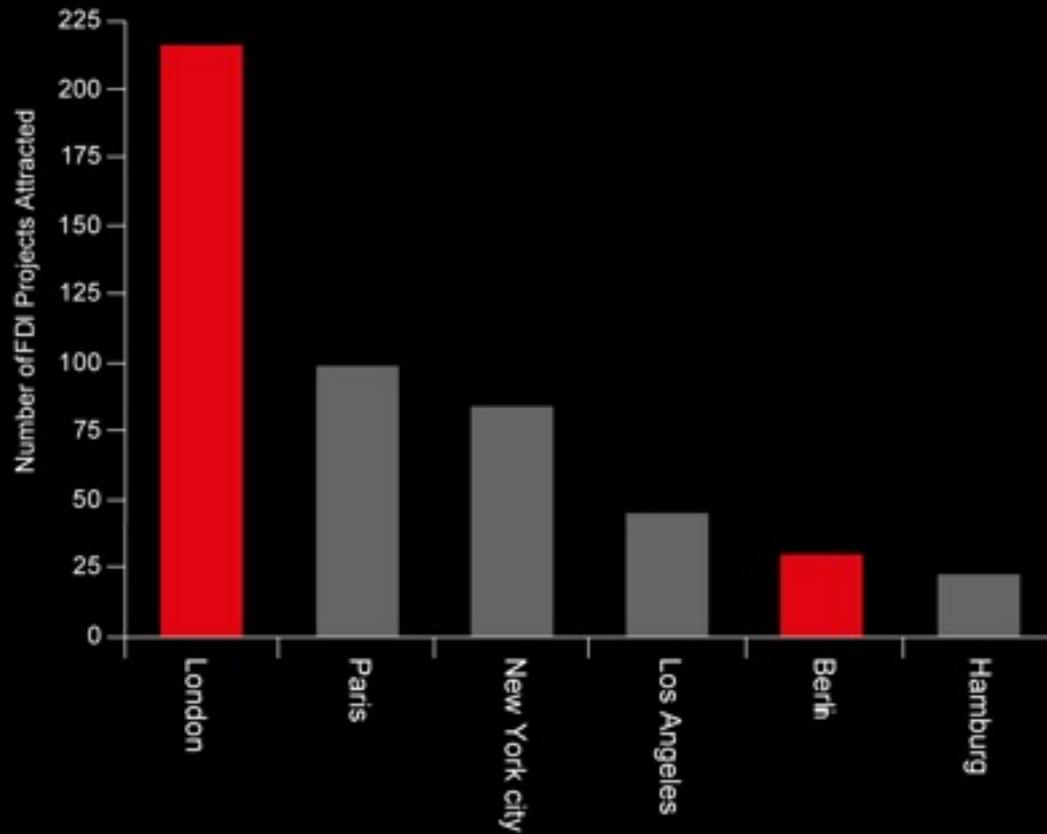
# SHARE OF CREATIVE ECONOMIES IN NATIONAL GDP



Economy type, according to UN:

- Developed
- In Transition
- Developing

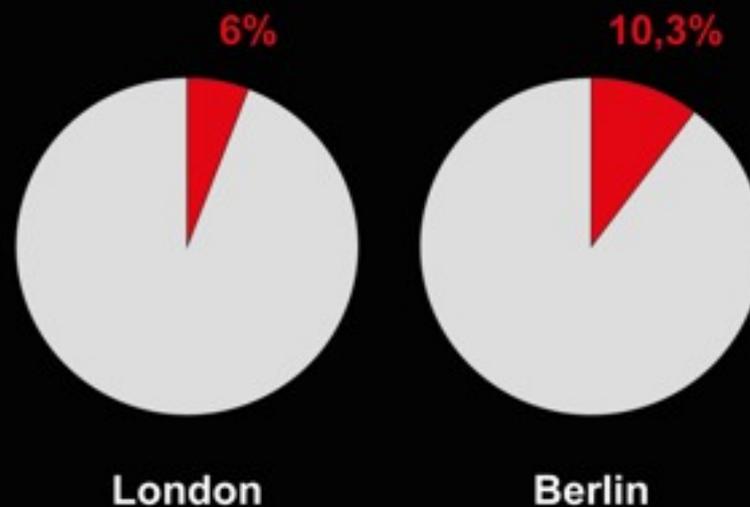
## CREATIVE INDUSTRY FDI PROJECTS ATTRACTED SINCE 2003



## SHARE OF CREATIVE INDUSTRY IN CITY GDP



## SHARE OF PEOPLE EMPLOYED IN CREATIVE INDUSTRY IN TOTAL POPULATION



Sources:  
"Global city GDP rankings 2008-2025". Pricewaterhouse Coopers;  
Statistic Data (NACE)/ SenWTF;  
National Statistics ([www.statistics.gov.uk](http://www.statistics.gov.uk));  
Creative Metropoles ([www.creativemetropoles.eu](http://www.creativemetropoles.eu))

**CASES: BERLIN**

1980s



Potsdamer Platz in the 1980s

1995



Potsdamer Platz in 1995

2000s



Potsdamer Platz in 2000s

2010s



2000



Brandenburg Gate looking towards the East (2000)

2000



Brandenburg Gate looking towards the West (2000)



**Berlin is the world largest Turkish community outside Turkey, counting the population of 300.000 (around 8.6% of total city population)**





## Toytown Germany

Germany's English-speaking crowd  
In association with [The Local](#)

# Expats in Berlin

[Edit this page](#) · [View history](#)

There are approximately 25,400 **Expats in Berlin** from countries where the official home language is English.

The total population of Berlin is about 3.3 million. The English-speaking expats make up approximately 0.8% of this total.

A good way to meet other English-speaking expatriates in Berlin and throughout Germany is to post to the [TT chat forum](#). Share information and advice with other Brits, Americans, Canadians, etc., talk about life in Berlin and Germany. The groups also regularly organise events such as drinks nights and dinner parties.

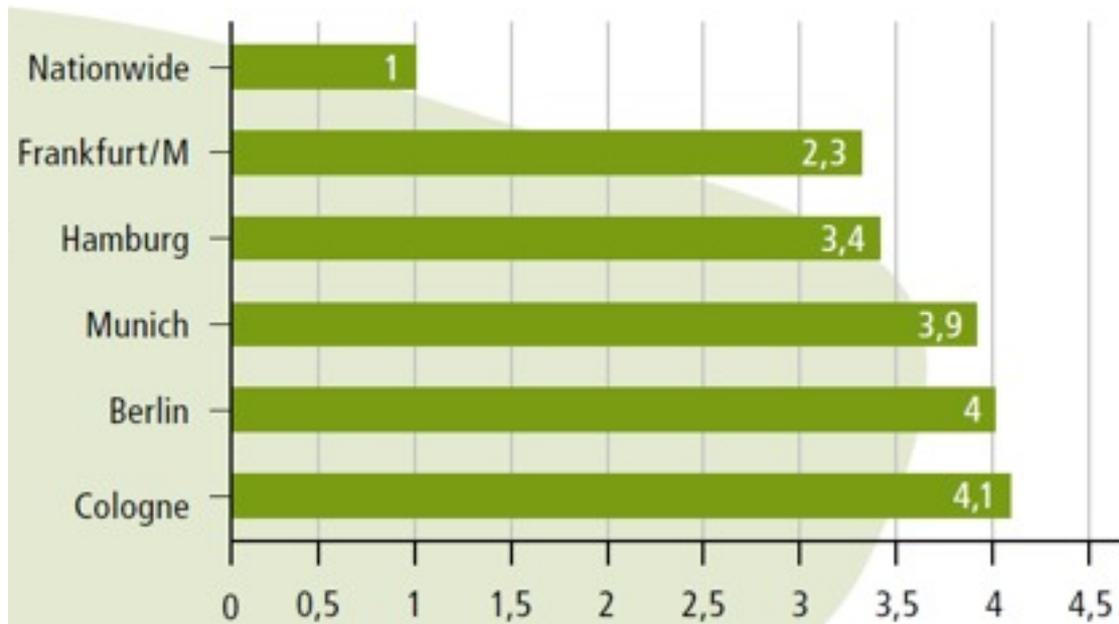
- Now visit the: [Toytown Germany chat forum](#)

The total non-German population of Berlin is 454,000, that is approximately 13.8%. The majority of these foreigners are from Turkey, with many also from Poland and the former Yugoslavia.

Statistical population breakdown by nationality:

- United States: 12,556 (.38%)
- Great Britain: 9,167 (.28%)
- Ireland: 1,697 (.05%)
- Canada: 825 (.025%)
- Australia: 1,133 (.034%)
- South Africa: no data
- New Zealand: no data

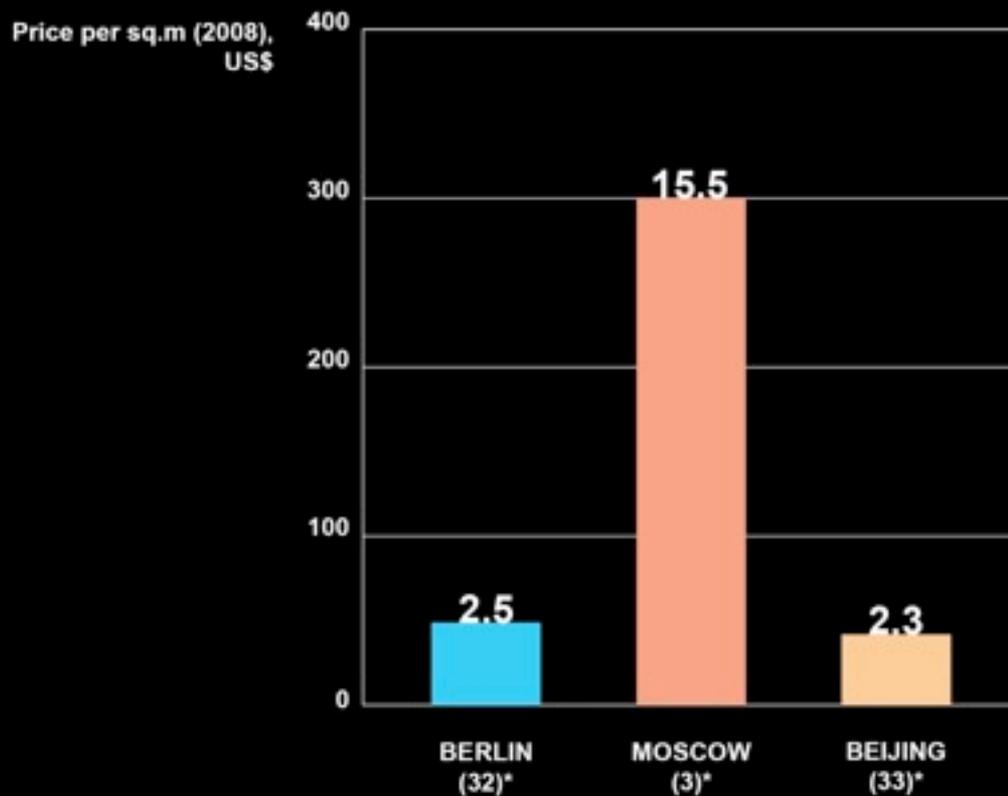
[http://www.toytowngermany.com/wiki/Expats\\_in\\_Berlin](http://www.toytowngermany.com/wiki/Expats_in_Berlin)



The relative proportion of freelance artistic and creative professionals for the chosen cities relative to the national average.

*Source: Our own calculations based on membership numbers of the Künstlersozialkasse and the population figures provided by the regional departments of statistics, reference period 2007*

# REAL ESTATE PRICE



\* - Rank in the list (#1 - London, UK; #2 - Upper Manhattan, NY, USA)



Hamburger Bahnhof. Exhibition by Joseph Beuys (2009)



Olafur Eliasson's Studio. Berlin



Jaybo aka Monk for 'Paint my House', projection on Berliner Dom 2008





Berlinale Palast

Deutsche Oper Berlin



Komische Oper Berlin



Staatsoper\_Berlin



Staatsoper im Schiller Theater



2000



Love Parade Berlin

2003



Tresor club (1991-2005)

2007



Tresor club (reopened on 2007 on Köpenicker Str)

paulvandyk

*For an Angel 2009*



2006



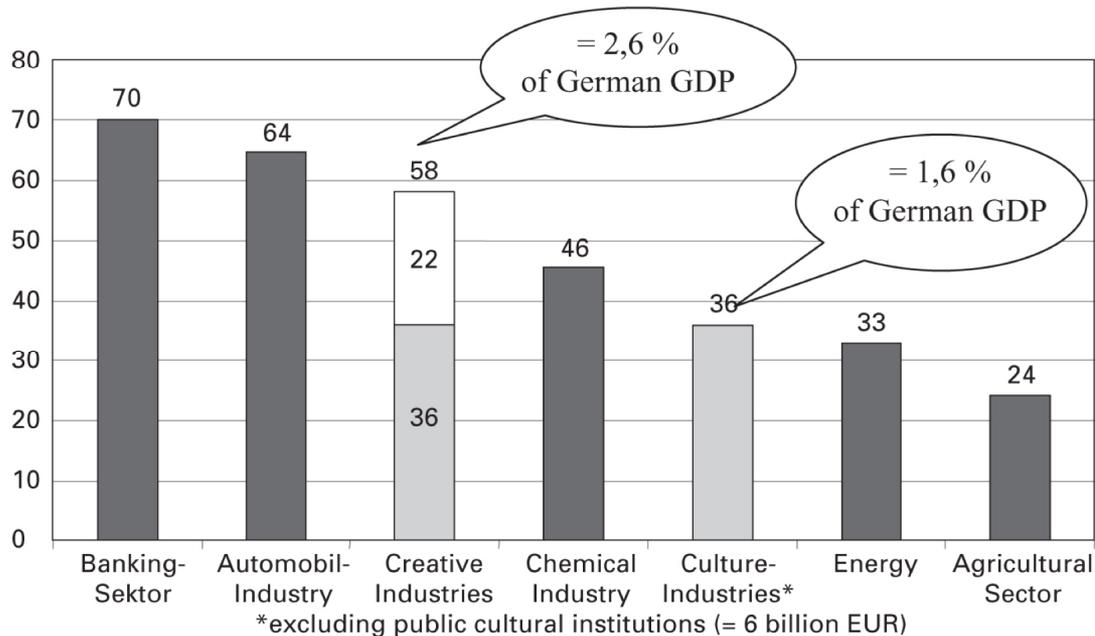
2008



Obama's speech in Berlin

The **culture industries in Germany**, comprising a core area of nine cultural sectors, contributed a total of EUR 36 billion to the gross value added in Germany in 2004. Its share in the gross domestic product (GDP) amounted to 1.6%, placing it higher in the ranking than the energy sector (1.5% of GDP) and the agricultural sector (1.1 of GDP).

Contribution of culture and creative industries towards gross value added in billion, in Germany, by sector, 2004



The estimates for the cultural and creative industries are based on national accounting data.

**Source:** Destatis, estimates by M. Söndermann/Arbeitskreis Kulturstatistik e.V. 2006

# Mercer's Quality of Living Index list

2010 Rank	2009 Rank	City	Country
1	1	Vienna	Austria
2	2	Zurich	Switzerland
3	3	Geneva	Switzerland
4	4	Vancouver	Canada
4	4	Auckland	New Zealand
6	6	Düsseldorf	Germany
7	8	Frankfurt	Germany
7	7	Munich	Germany
9	9	Bern	Switzerland
10	10	Sydney	Australia
11	11	Copenhagen	Denmark
12	12	Wellington	New Zealand
13	13	Amsterdam	Netherlands
14	16	Ottawa	Canada
15	14	Brussels	Belgium
16	15	Toronto	Canada
17	16	Berlin	Germany
18	18	Melbourne	Australia
19	19	Luxembourg	Luxembourg
20	20	Stockholm	Sweden

Fig. 17: Locations of creative enterprises in 'former factories'

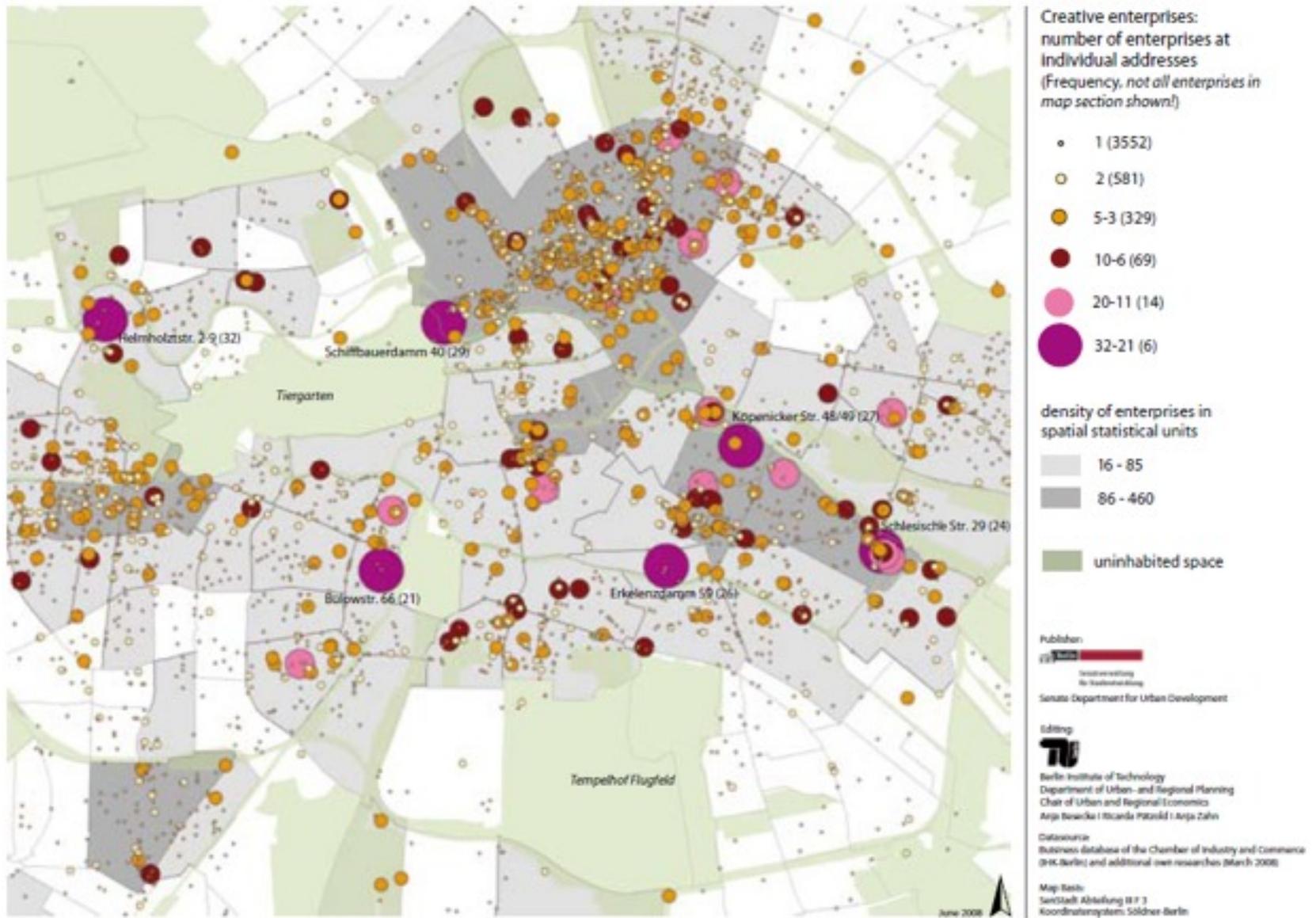


Fig. 10: Agglomerations for creative enterprises and top-locations for the creative industries



# BERLIN Betahaus

a coworking space in Berlin

The logo for Betahaus, featuring the word "betahaus" in a lowercase, italicized, serif font, set against a white rectangular background.

- interdisciplinary approach
- open digitally networked collaborative workplace
- transferable to other cities
- international connections with other co-working spaces abroad
- recognized by the creative workers
- enhancing business capacity

**www. betahaus.de**

## **Initiators:**

ORCO-Group (former public owned real estate company)  
a group of creative entrepreneurs

## **Partner:**

Project Zukunft (Senate Department for Economics) as a marketing partner

**Funding:** no funding

## **Success parameters:**

excellent and low-rate infrastructure for founders of all creative sectors  
infrastructure for networking and collaboration  
high accept in the creative community

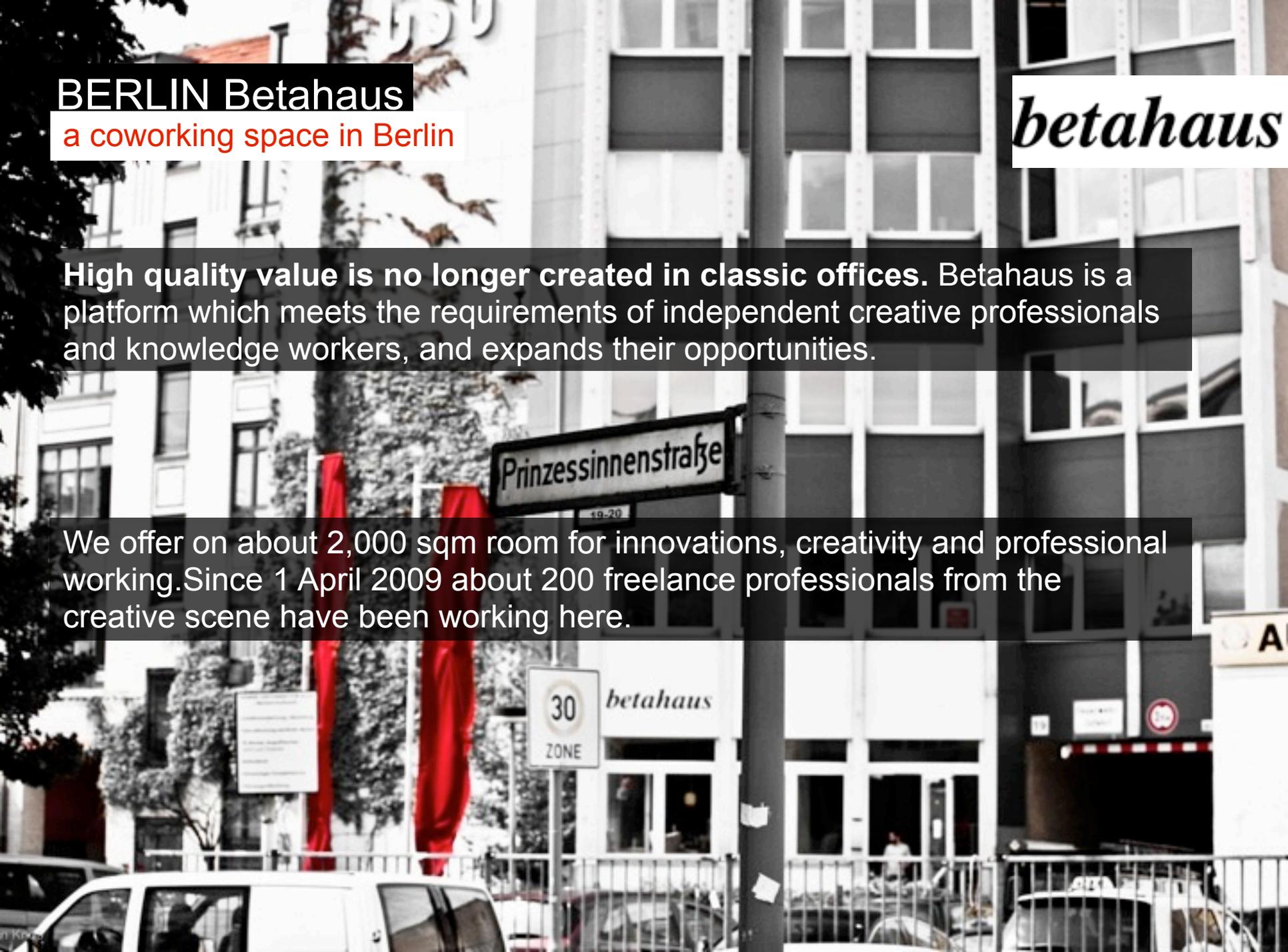
# BERLIN Betahaus

a coworking space in Berlin

*betahaus*

**High quality value is no longer created in classic offices.** Betahaus is a platform which meets the requirements of independent creative professionals and knowledge workers, and expands their opportunities.

We offer on about 2,000 sqm room for innovations, creativity and professional working. Since 1 April 2009 about 200 freelance professionals from the creative scene have been working here.



# BERLIN Design Reaktor Berlin

multi-disciplinary project of the berlin University of Arts

design reaktor berlin

- interdisciplinary approach
- know-how transfer between art university and SME's in Berlin about innovation processes
- students, professors and SMEs are working closely together to develop new products
- creating innovative products and services
- transferable to other cities
- high economic impact
- enhancing business and innovation capacity

[www.design-reaktor.de](http://www.design-reaktor.de)

## Initiators:

University of the Arts, Berlin (design)

Senate Department for Economics, Technology and Women's Issues, Berlin

## Partner:

52 SMEs in Berlin, 11 chairs at the University of Arts, 150 students

**Funding:** city administration 75%, university 25%

## Success parameters:

effect of intensifying the co-working relationships between designers and companies

innovative approach connecting different design disciplines and working experiences

open innovation approach

collaborative authorships

dynamic and flexible steering of the project

involving market experts in the development of new projects

# BERLIN Design Reaktor Berlin

multi-disciplinary project of the berlin University of Arts

design reaktor berlin

The aim is to **encourage** innovative **co-operation** between small and medium-sized companies and designers, in order **to investigate strategies** and prospects **for post-industrial locations**, based on Berlin as an example.

## 52 businesses of all kinds

**Networking and facilitating.** In a two-week series of workshops, the experimental links between trades, materials, technologies and tools from the various companies produced hundreds of ideas. After an assessment by a panel of experts of their feasibility and market potential, 52 widely diverse products were developed further in close co-operation with the companies concerned. Six patents have been applied for.

**Between experimental and commercial.** To position the products between the experimental and the commercial, the Design Reaktor Berlin involves professional discussion of strategies for marketing, communications and distribution.

**First Fruits.** On 20 July, as part of the Berlin University of the Arts' Open Day, the Design Reaktor Berlin presented 52 prototypes as the first fruits of three months of design and development work.

# BERLIN Clubcommission

organization of Berlin's clubs, party  
and cultural events organizers



**Purpose:** communication, cooperation and interlinking between clubs, organizers and officials, senate, police and interest groups.

**General Focus:** the club culture is a part of modern metropolis and puts out her quality beside other, one of the main aims of CC is to maintain this creative underground and help to improve the co-operation with official institutions and with politics in general.

**[www.clubcommission.de](http://www.clubcommission.de)**

## **Initiators:**

in 1999 3 club-owners organised first informal conversation —  
now CC is a registered society with 110 members

## **Partner:**

Berlin Music Commission, Popkomm, Musikstadt Berlin, Medien Netzwerk Berlin, Label-Commission Berlin

## **Project partner:**

ebam GmbH Business Akademie, Auswartiges Amt (The Foreign Office)

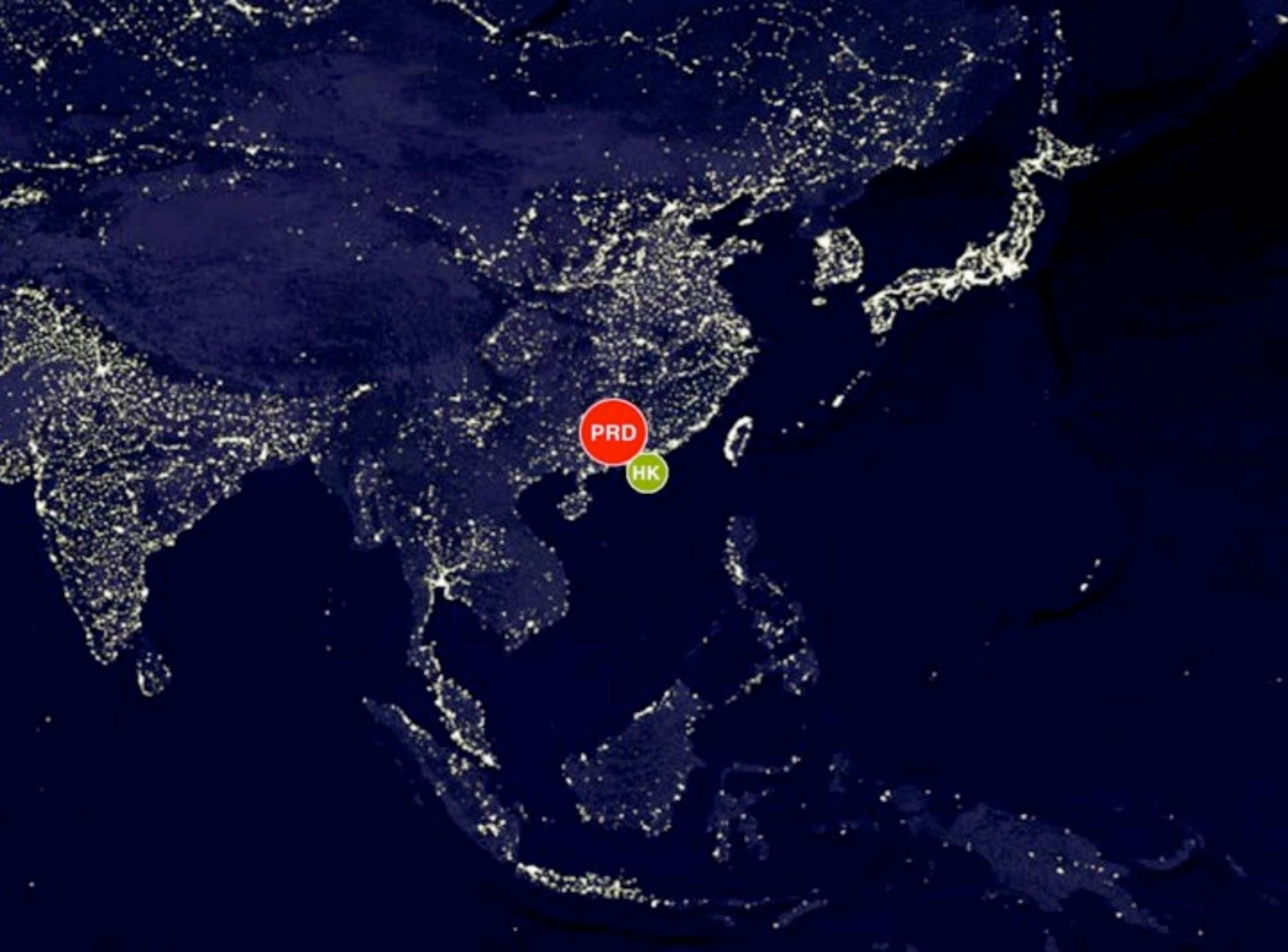
**Funding:** no public funding, membership fees and organisation of club nights

## **Success parameters:**

the scene has become more established, more commercialised and larger  
improvement of the image of the clubs

improvement of the cooperation with official institutions and with politics in general  
component of Berlin's capital marketing activities

**CASES: HONG KONG**



PRD

HK



 Hong Kong  
Population = 7 million

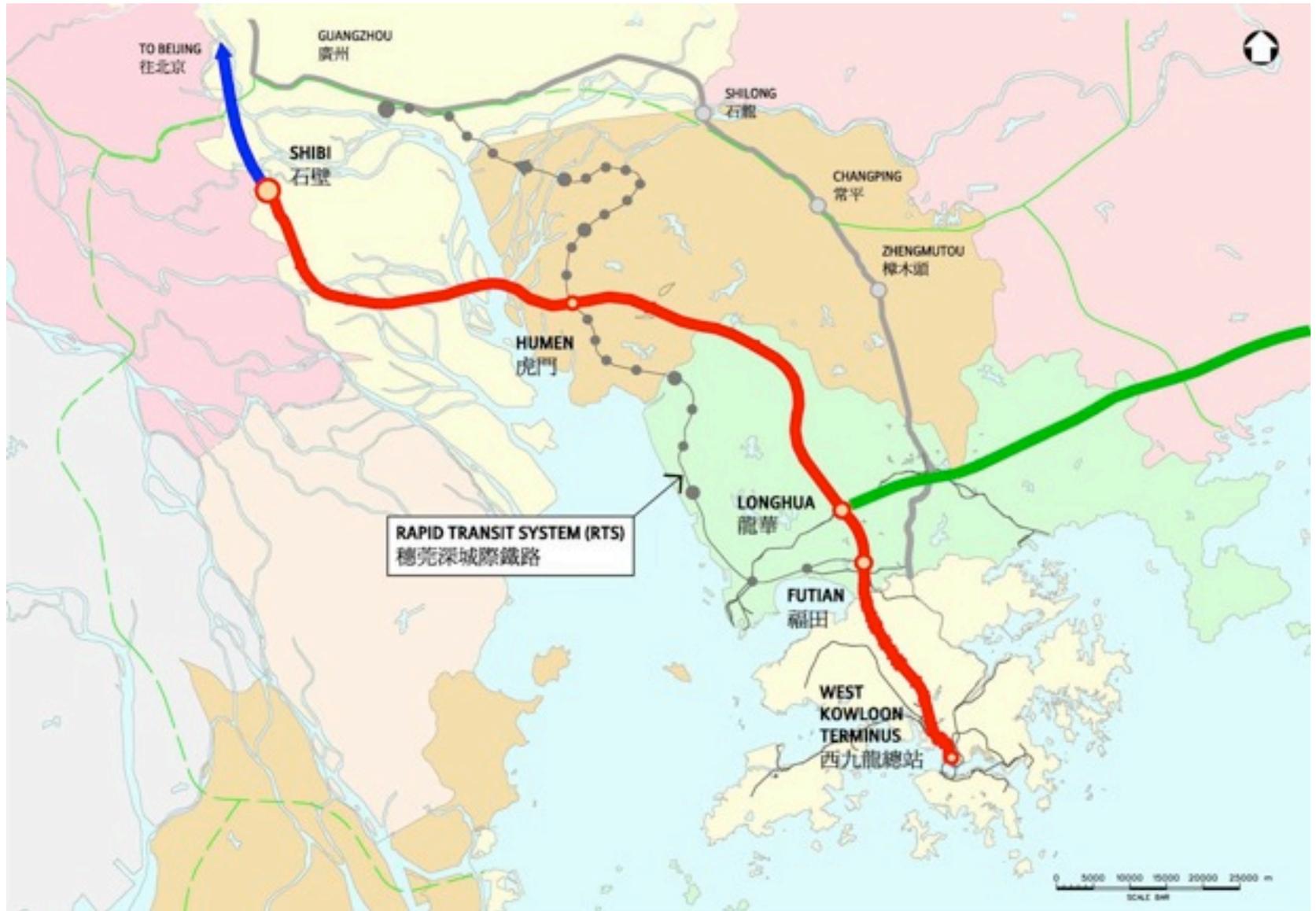


 HKSZ  
Population = 19 million



PRD

Population = 53.2 million



## Guangzhou-Shenzhen-Hong Kong Express Rail Link (XLR)

[http://www.mtr.com.hk/eng/projects/future\\_gz\\_sz\\_hk\\_xrl.html](http://www.mtr.com.hk/eng/projects/future_gz_sz_hk_xrl.html)

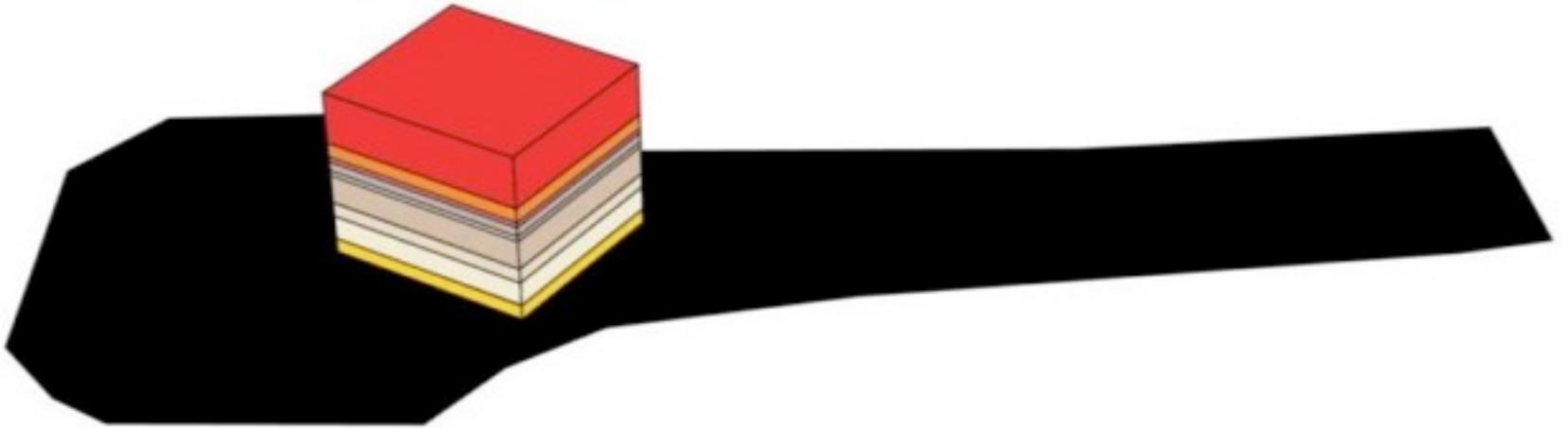
An aerial photograph of a port area. A red line, representing the XLR Express Train route, runs vertically through the center of the image. The line starts at the top, goes down, then curves slightly to the right, and then continues straight down. The surrounding area includes a large body of water on the left with many shipping containers, a large industrial or port facility in the center, and a dense residential or commercial area on the right. A red box with white text is positioned at the end of the red line.

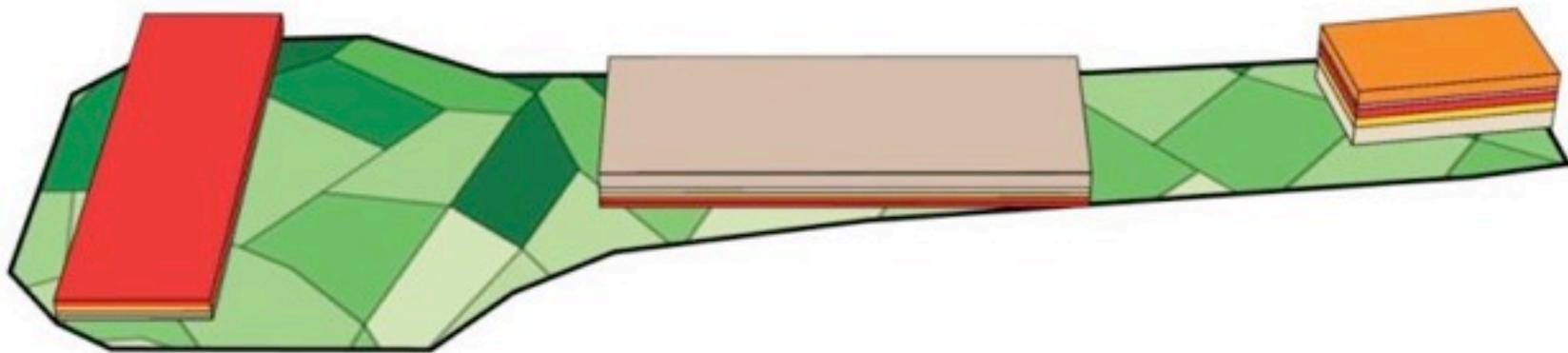
XLR EXPRESS  
TRAIN  
10,000 / HR

**APPROVED: APRIL 2008**  
**SCHEDULED COMPLETION: 2015**  
**40,000,000 PASSENGERS / YEAR**



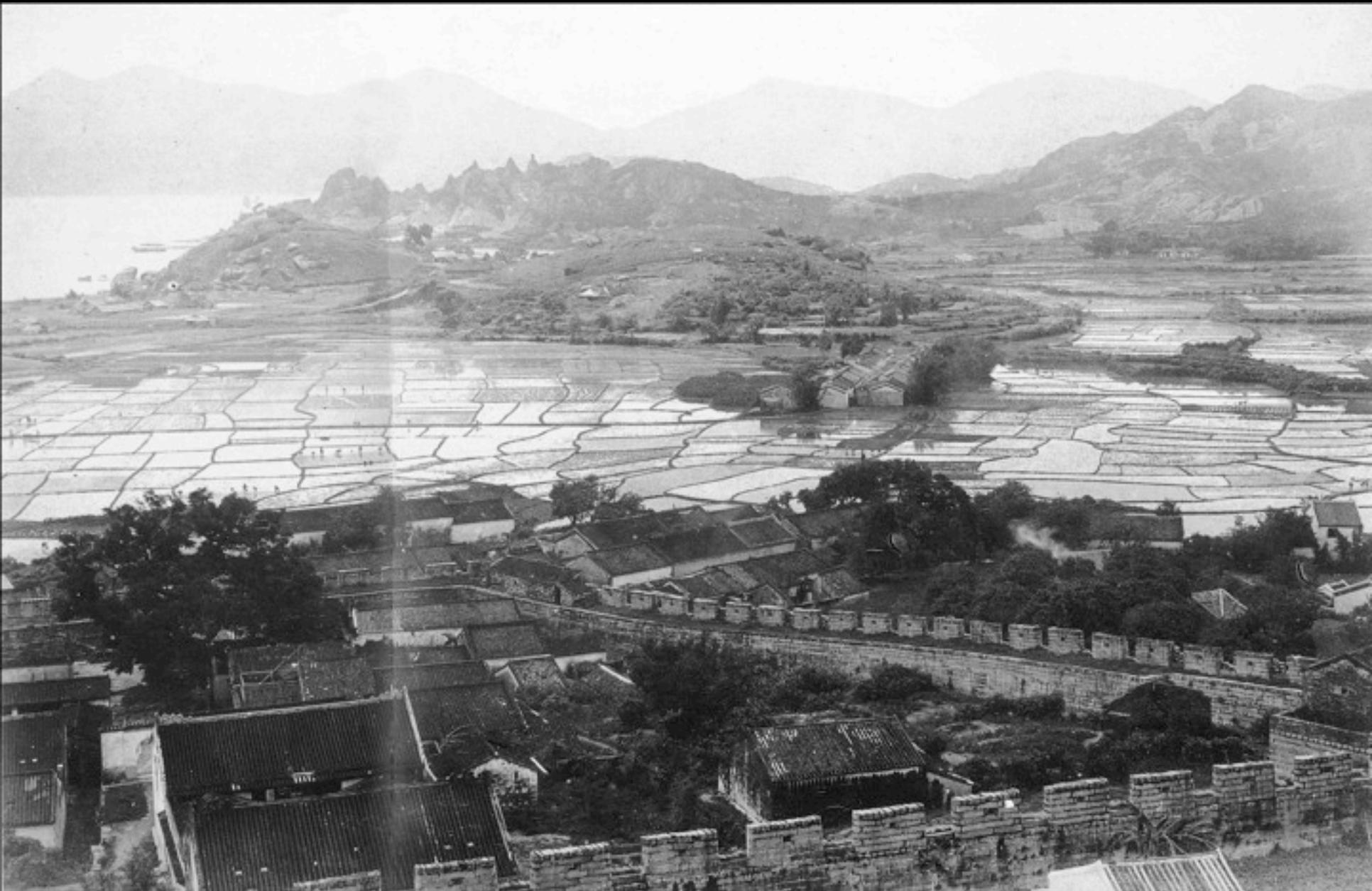
726 000 m<sup>2</sup>







# Countryside



Kowloon Walled Village, 1865







耀發海鮮

YIU FAT SEAFOOD

白標咖啡  
衛生飲品

蘭芳園

鮮奶泡  
各式餅食



放位  
開觀  
氣量  
冷大





# LOK MA CHAU



# Tsang Tai Uk, Shatin





7:00 am  
至  
6:00 pm  
連星期一休息



三木韓國料理  
Sam Mok Korean Restaurant 2/F

PEI

ONESTIS  
THE ONE AND ONLY VAN LIER MEDICINE

仔港香  
粉蛋急

和民  
2189 7005

2189 7005

MARATHON  
馬拉松 Sports

源記粉麵茶餐

Subway

End  
35止

梁美芬  
防癌專線在社區  
人人都有要注重的













Hong Kong Digital Vision  
<http://hkdigit.blogspot.com>



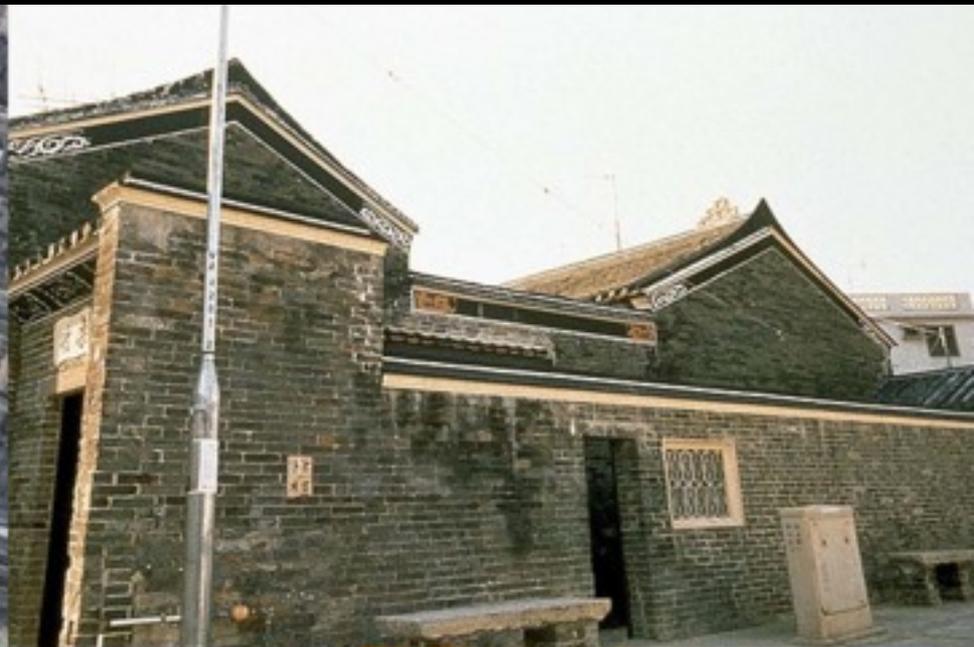
SHEUNG SHUI WAI  
上水圍



FANLING WAI  
粉嶺圍



KAT HING WAI  
吉慶圍





**Craig Au Yeung Ying Chai** 歐陽應霽, Writer/ Comic Artist      **Anthony Chan**, Artistic Director  
**Terence Chang**, Headmaster      **Dominic Cheung** 張可堅, Artistic Director  
and Artistic Director      **Chihoi** 智海, Illustrator/ Comic Artist  
**Prof. Daniel K. L. Chua** 蔡寬量, Professor of music      **Brian Chung**, Chief Executive (Film)  
**Prof. Oscar Ho** 何慶基, Programme Director in Cultural Management  
**Claire Hsu** 徐文玠, Co-founder and Executive Director  
**Leung Chi Wo** 梁志和, Artist      **Andrew Lam Hon Kin** 林漢堅, Curatorial Director  
**LamTung-pang** 林東鵬, Visual Artist  
**Li Cheuk-to** 李焯桃, Artistic Director and Critic      **Kai-yinLo** 羅啟研, Designer and historian  
**Prof. Tai-lok Lui** 呂大樂, Professor of Sociology      **Dr.C.H.Ng** 吳俊雄博士, Associate Professor of Sociology  
**Tina Yee-wan Pang** 彭綺雲, Curator  
**Lawrence Pun Kwok-ling** 潘國靈, Writer      **Prof. Jeffrey Shaw** 邵志飛, Dean and Chair Professor of Media Art  
**Perry So** 蘇柏軒, Assistant Conductor  
**Sir David Tang** 鄧永鏘爵士, Prof. Kevin Thompson, Director and Professor of Performing Arts  
**TING Yu**, Chief Executive      **Prof. Tseng Sun-man** 鄭新文教授, Arts Management Educator/ Consultant  
**Ada Wong JP**, Founder and Chief Executive      **Lynn Yau**, Chief Executive Officer (Theatre)  
**Alvin Yip** 葉長安, Curator      **Yip Wing-sie** 葉詠詩, Music Director  
**Louis Yu**, Chief Executive

Curious minds  
Part of the task thus, is not to design theatres for current use, but to envision theatres as incubators, as creative catalysts for the future - wherever is designed should be something that "can happen" or "can make happen". Stan Lai

Public-facing rehearsal space  
Hong Kong shares elements of LA - in that culture needs to emerge from shopping, looms, commercialism, fashion, Hollywood, Scott Lash, professor in cultural studies

Production on-site  
An institution or its operational model cannot be viewed without reflecting the legal and structural context - for instance, the incentives in the US have facilitated the creation of private-theater models which cannot be transferred to other countries easily. Michael Schneider, writer and cultural theorist

Clusters  
Iconic  
Non-iconic  
World-Class  
Recreation

Open space  
Grass  
Emptiness  
A place to sit  
Best academy of Chinese studies

Park  
Access to harbour

Education  
Organic growth  
Green  
Local culture

Cantonese  
廣東  
Water Transport  
Waterfront promenade

Richness of Program  
Waterfront promenade  
Sustainability  
Cohabitation of metropolis and nature

Flexibility  
Outdoor Performances  
Network  
"Village" is a term which defines the Past and the Future, not the present condition. It is suggestive of growth, being both pre-modern and post-modern but not contemporary. Jiang Jun, editor-in-chief of Urban China Magazine

Outdoor Performances  
戶外表演

Flexibility  
WKCD is a stage of the world

Education  
Organic growth

Cantonese  
廣東

Local culture  
公園

Water Transport  
Waterfront promenade

Vision  
遠見

International exchange  
電影

Film Premieres  
電影首映

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Doorstep  
咫尺劇場

Liveliness of Kowloon  
九龍的活力

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

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Cohabitation of metropolis and nature  
城市與自然的共融

Outdoor space  
戶外空間

Sustainability  
可持續發展

Cohabitation of metropolis and nature  
城市與自然的共融

Cultural think tank  
The roles of the classical museum are divided into collection, display and conservation, today, however, it is important to integrate the production process into the museum space itself, from literary curator and art critic.

More Than Cantonese popular culture  
Development from the middle and

Connectivity & Accessibility  
Connectivity & Accessibility

Temporary sites for M+

Museum like 7-11

Connectivity & Accessibility

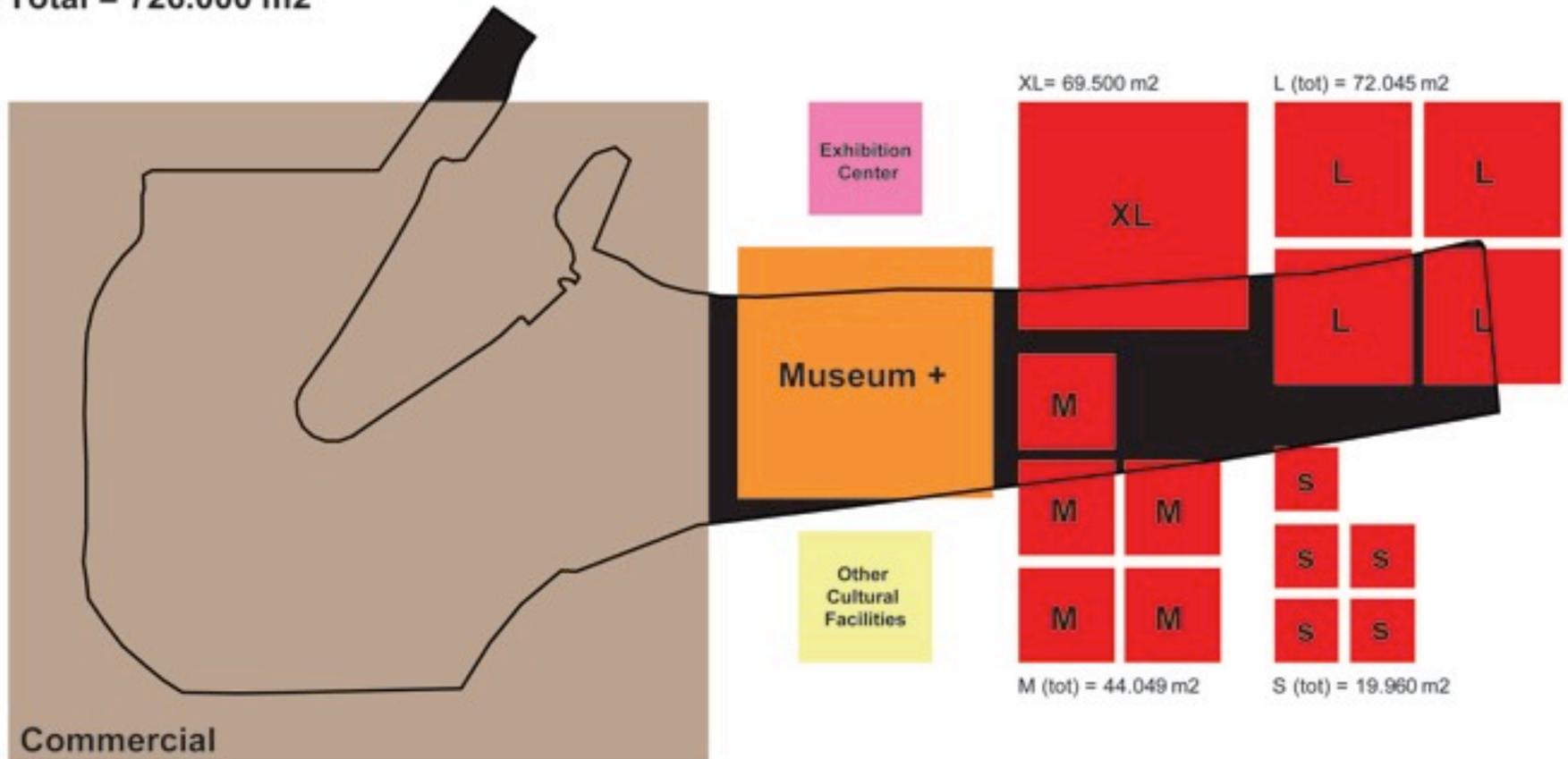
Twin of Kowloon  
Bicycle lanes  
History and identity  
Public art

Yau Tsim Mong district

# Commercial + Cultural Program

60% + 40%

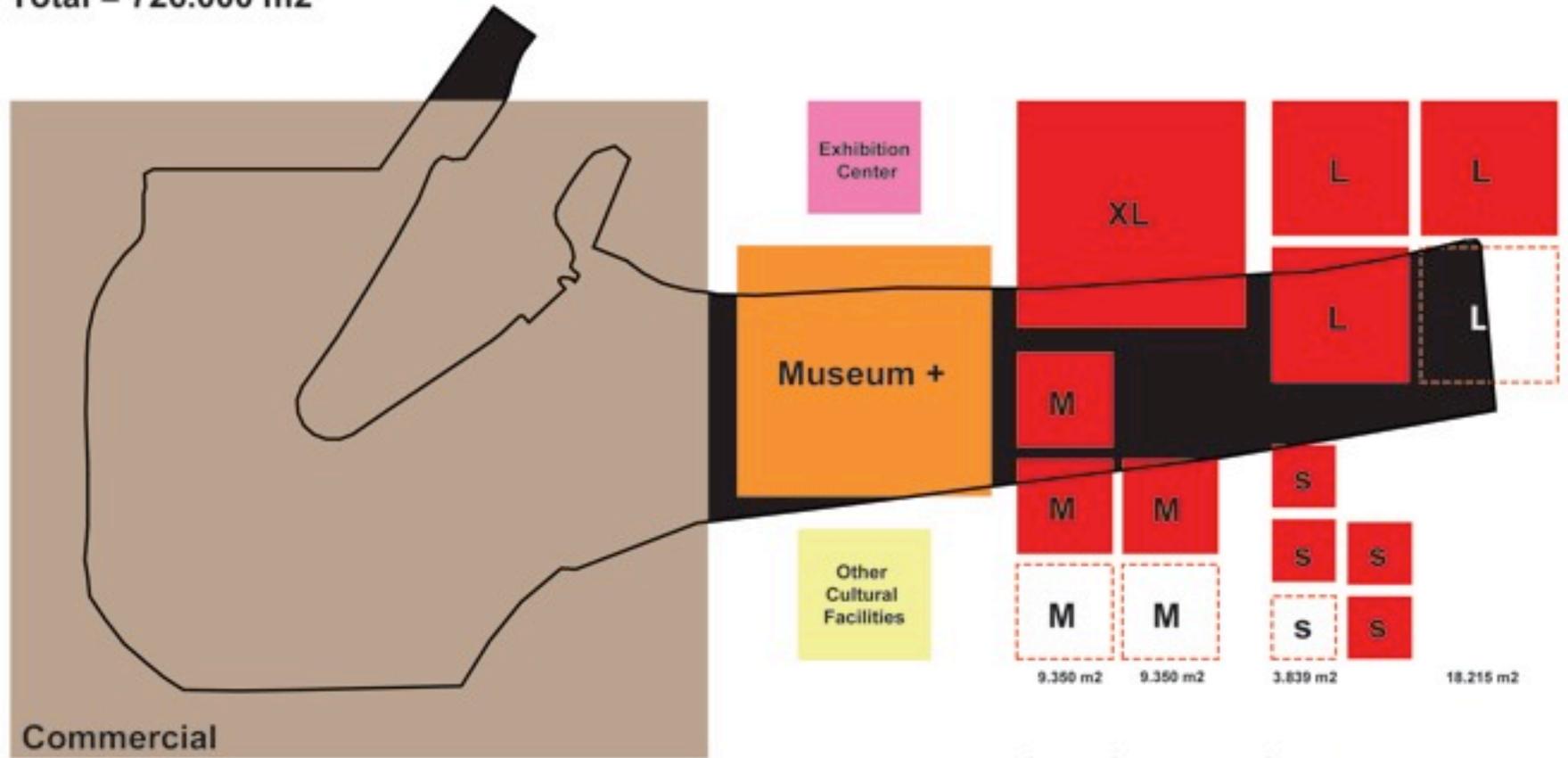
Total = 726.000 m<sup>2</sup>



# Commercial + Cultural Program

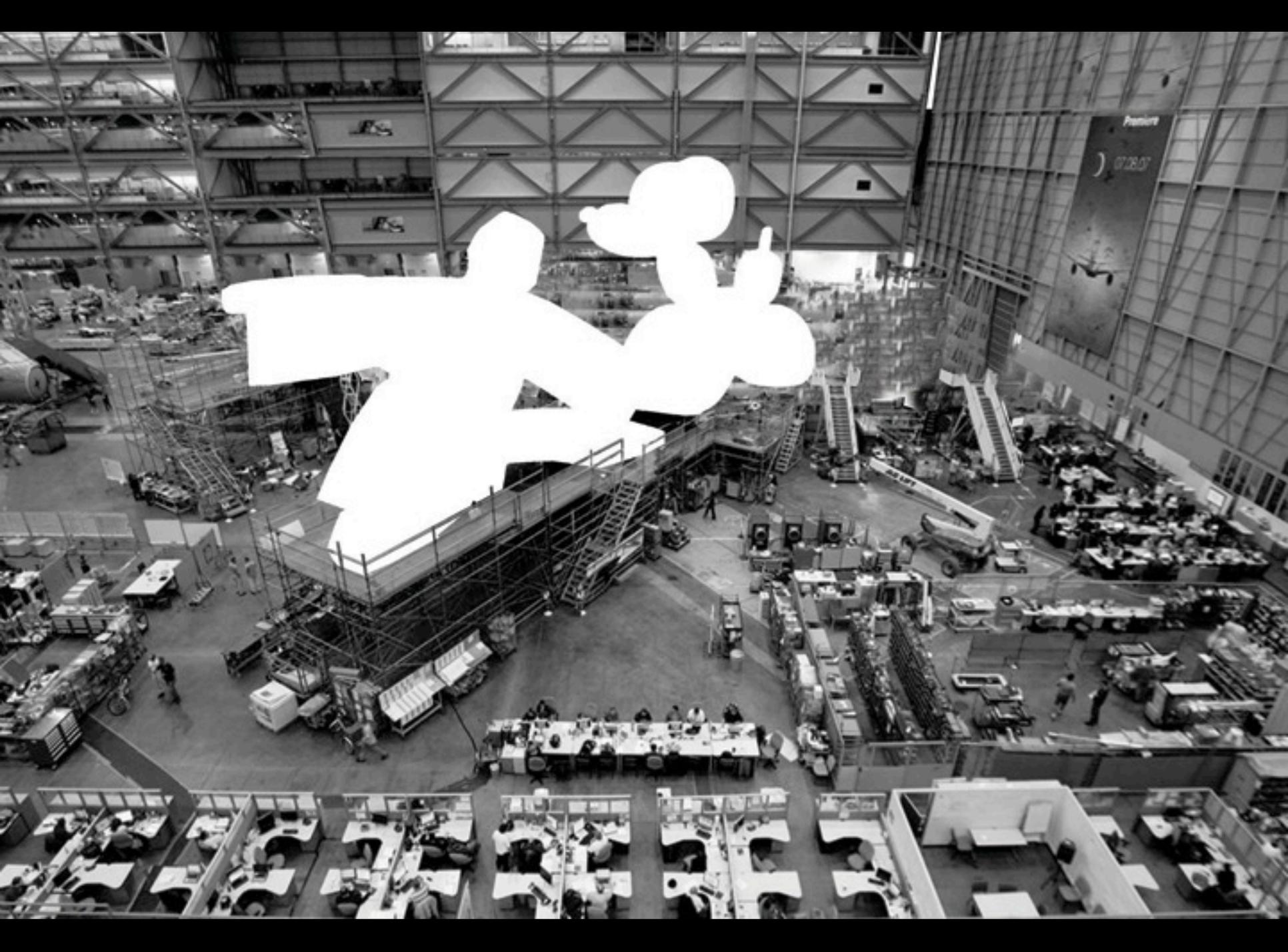
60% + 40%

Total = 726.000 m2

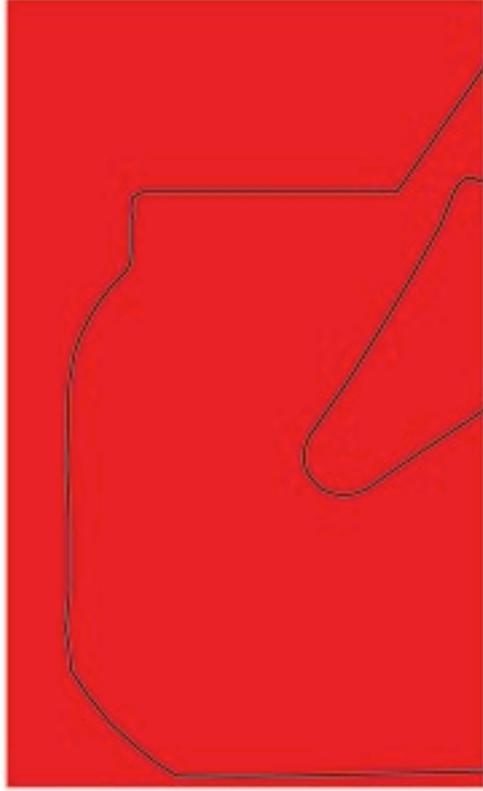


## SUBSTITUTION

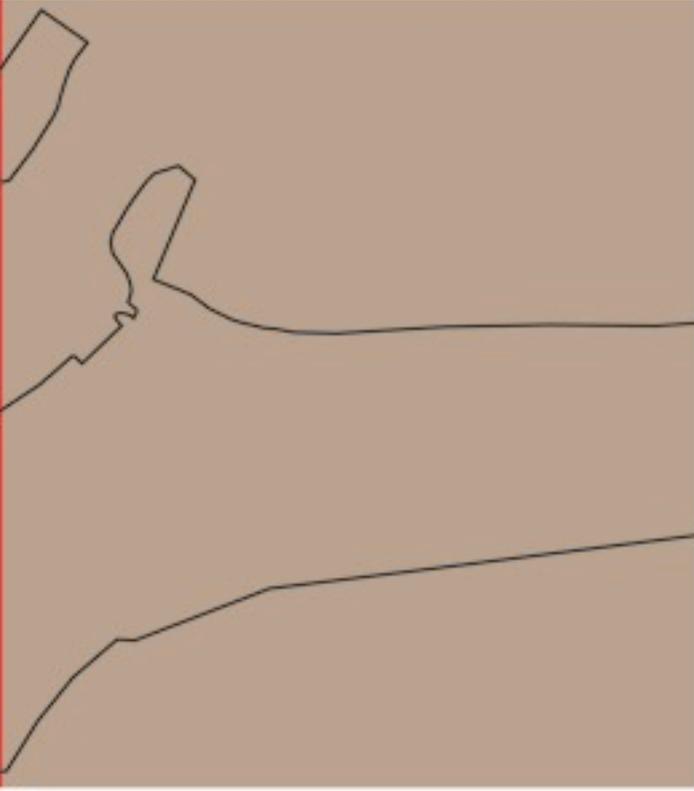




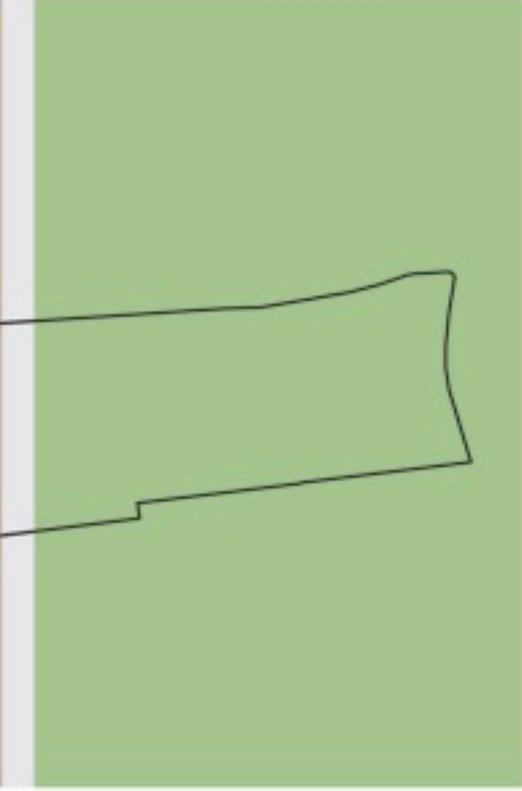
CULTURAL  
275.998 SQM



COMMERCIAL  
424.587 SQM



OPEN SPACE  
300.000 SQM

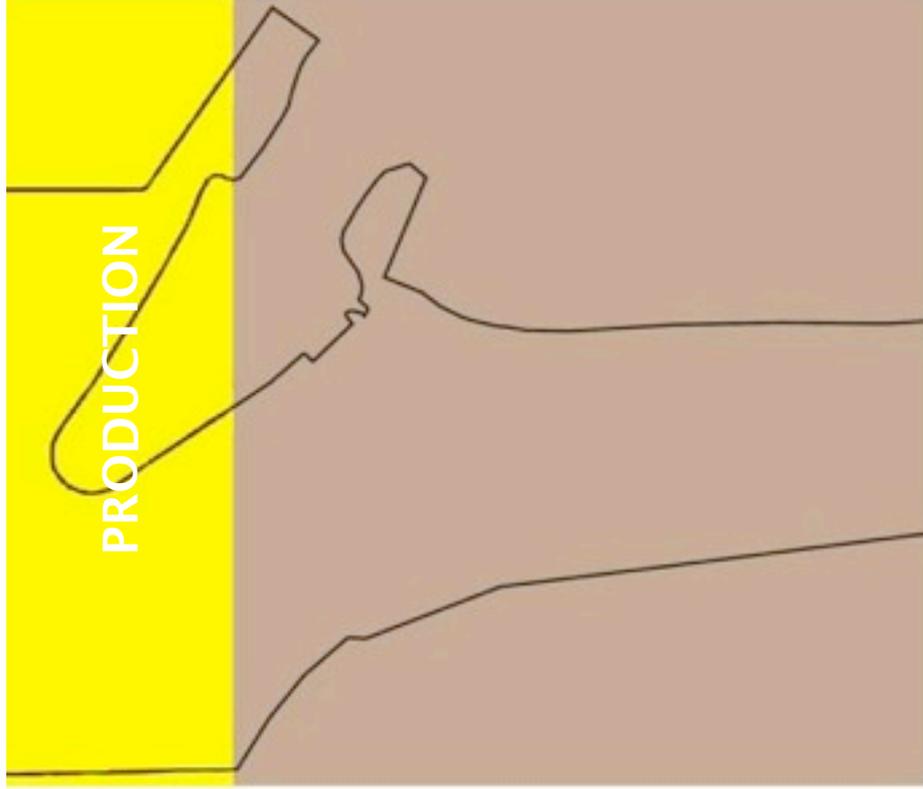


CULTURAL  
275.996 SQM



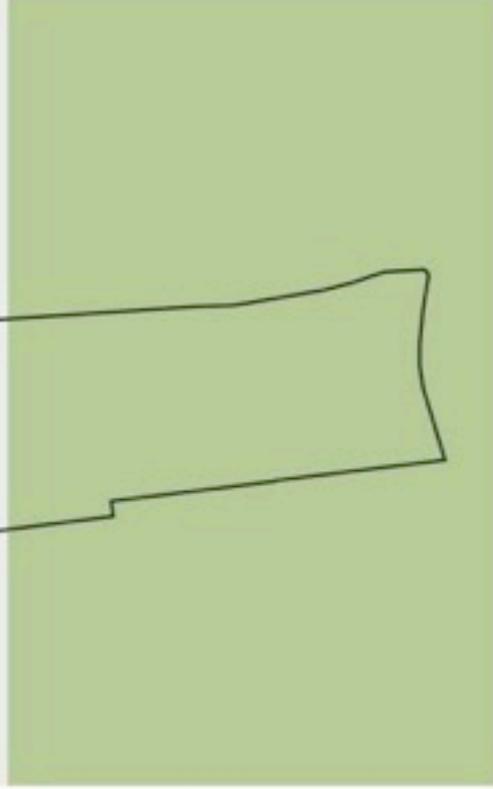
CONSUMPTION

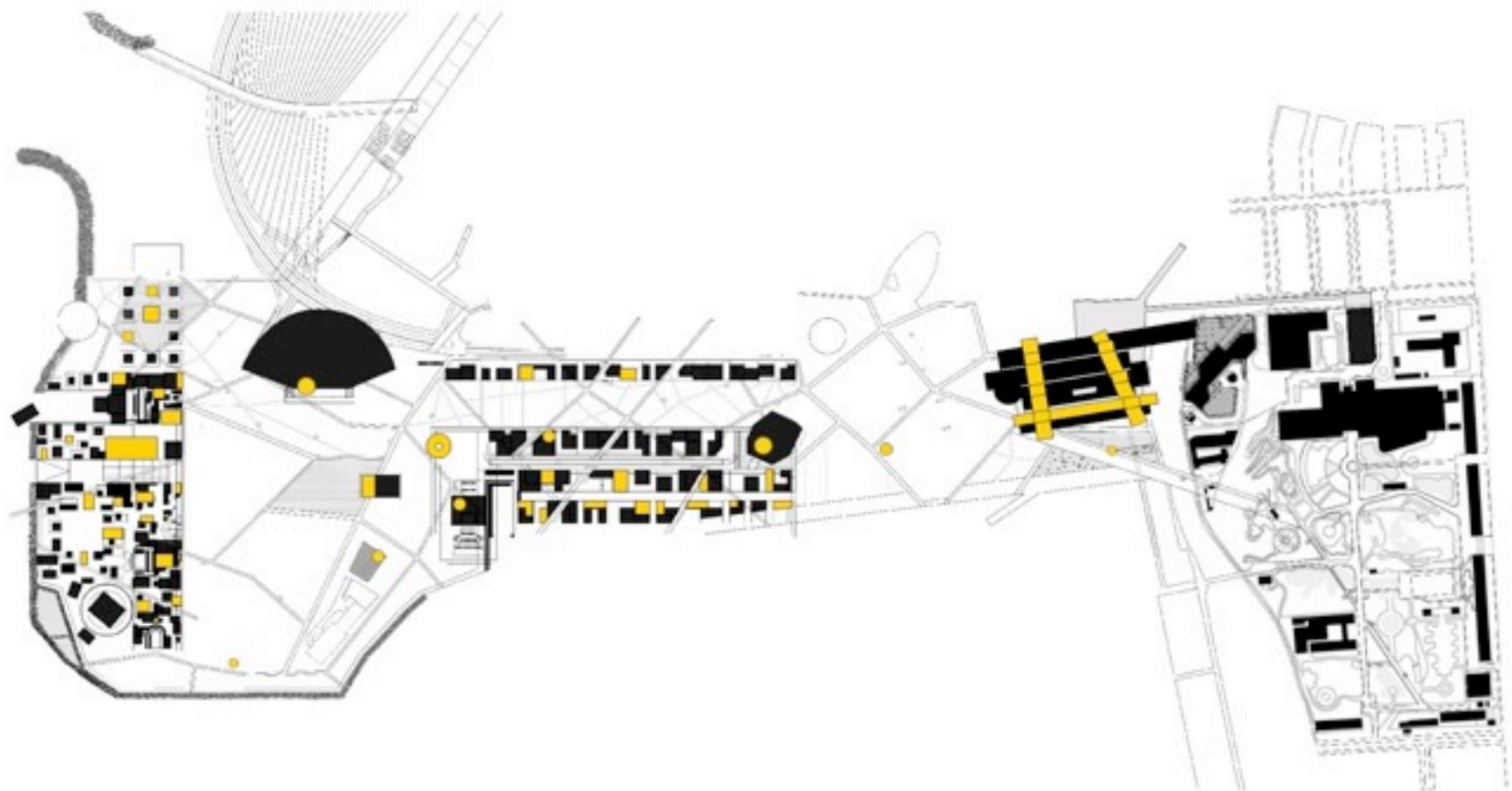
COMMERCIAL  
424.587 SQM

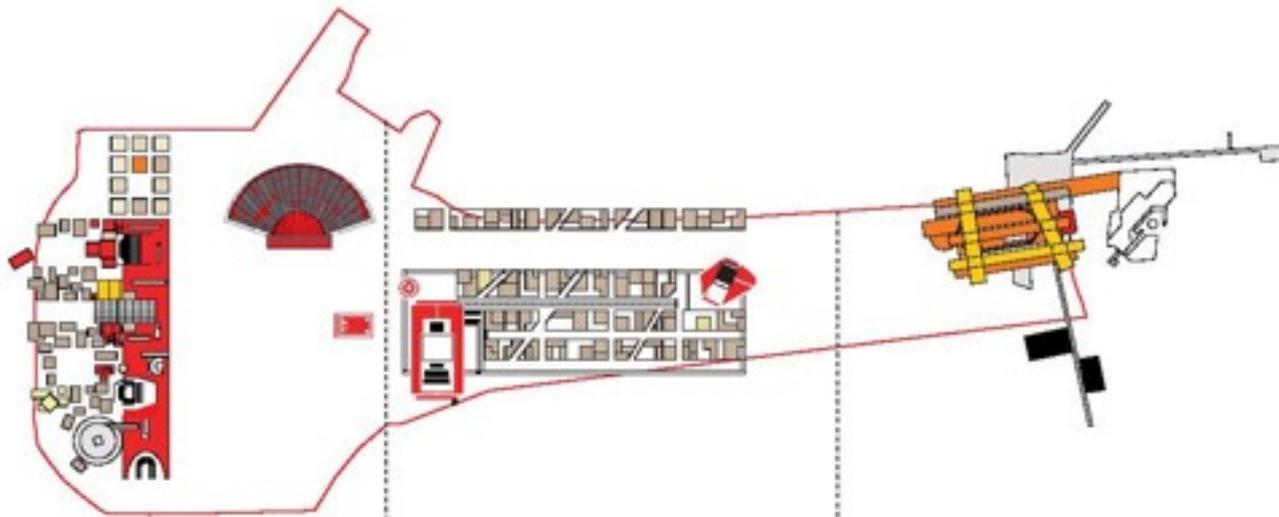


PRODUCTION

OPEN SPACE  
300.000 SQM







**THEATER VILLAGE**

M+



Mega Performance Venue



Great Theater 1



Concert Hall



Chamber Music Hall



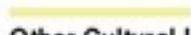
Medium Sized Theater 1



Black Box Theater 1



Performing Arts Production



Other Cultural Uses

**MIDDLE VILLAGE**

M+



Medium Sized Theater 2 / Premier Theatre



Xiqu Centre - Large



Xiqu Centre - Small



Xiqu Tea House



Other Cultural Uses

**M+**



M+



Exhibition Centre



Black Box Theater 2



Black Box Theater 3



School of Creative Disciplines / Film Academy



Visual Arts Factory



Archive / Library



Other Cultural Uses





Street is Free is Youth!

文星圖書  
← 11字樓 Tel: 2789-1736

韓國料理  
HON WO KOREAN RESTAURANT  
韓式燒烤

大快活  
Fairwood

鐳射  
CITICALL

東大門  
The 1st Korean Restaurant

福苑  
火鍋海鮮酒家

美心  
MX

綠茶  
Green Tea

大家樂  
LIFE OF COMAL

PENTAX  
K1000

你嚟住  
eng  
電話熱線: 2200 0108

水陸銀行

香港寬頻

和記  
902



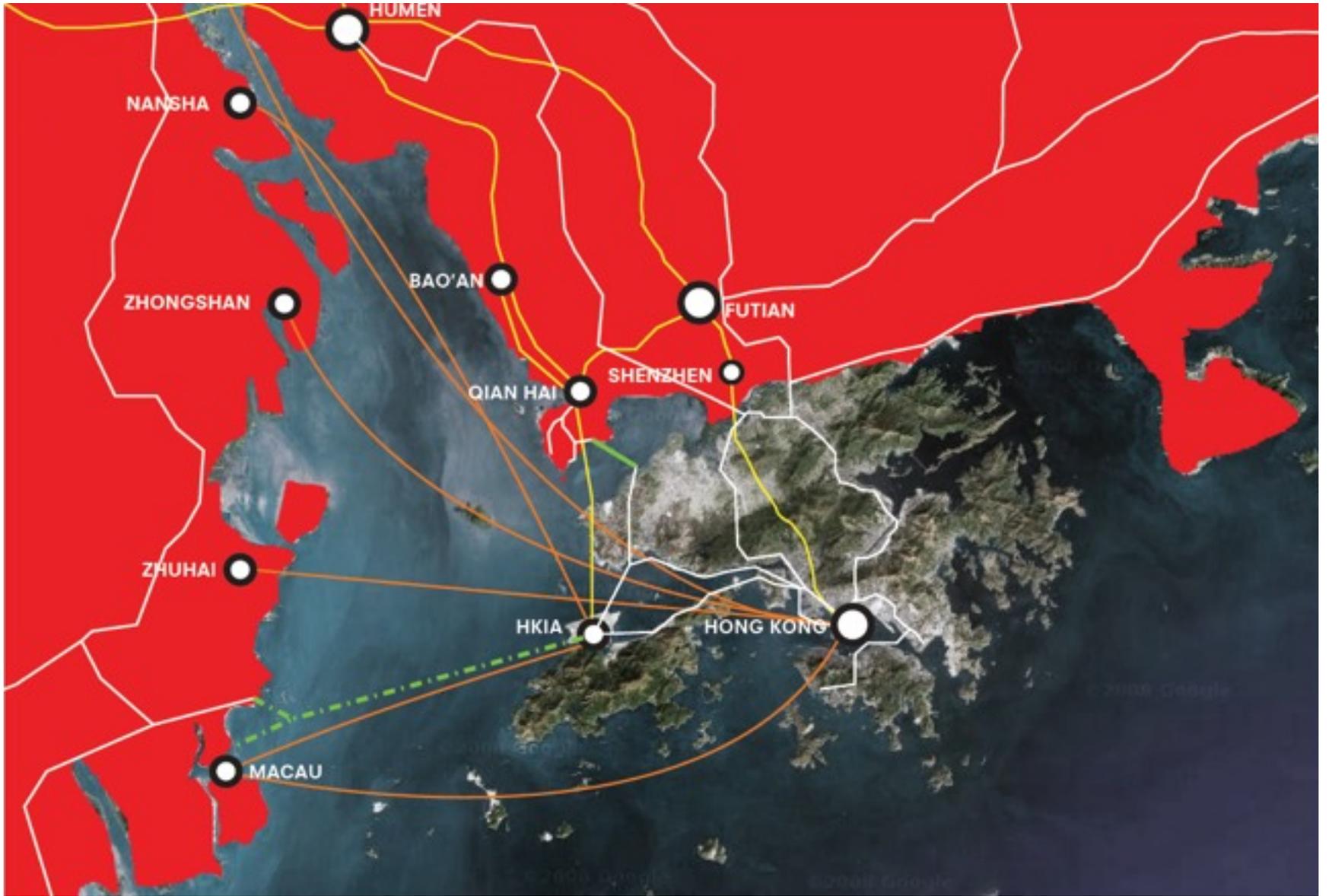






The SCZ could develop a system of cultural micro fellowships and microcredits designed to unleash individual creative energies



















Welcome to [www.culture.hku.hk](http://www.culture.hku.hk)

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## About Us

### Cultural Leadership Academy at HKU



The University of Hong Kong is initiating the Cultural Leadership Academy to meet the intellectual and economic demands of a growing cultural sector. Hong Kong's cultural aspirations as a world city have raised the expectation of what are required for both its cultural institutions and its society. The CLA is therefore committed not only to nurturing individual leaders but a society where culture leads. Bringing together the valuable resources from different Faculties of the University, the CLA aims to engage closely with the region's cultural and artistic communities, providing intellectual depth and practical knowledge to support Hong Kong's transformation into one of Asia's leading cultural cities.

**CASES: DUBAI**



## GEOGRAPHY



Located on the Southern shore of the Persian Gulf

Second largest of the seven Emirates of the United Arab Emirates

2.5 hours from Mumbai

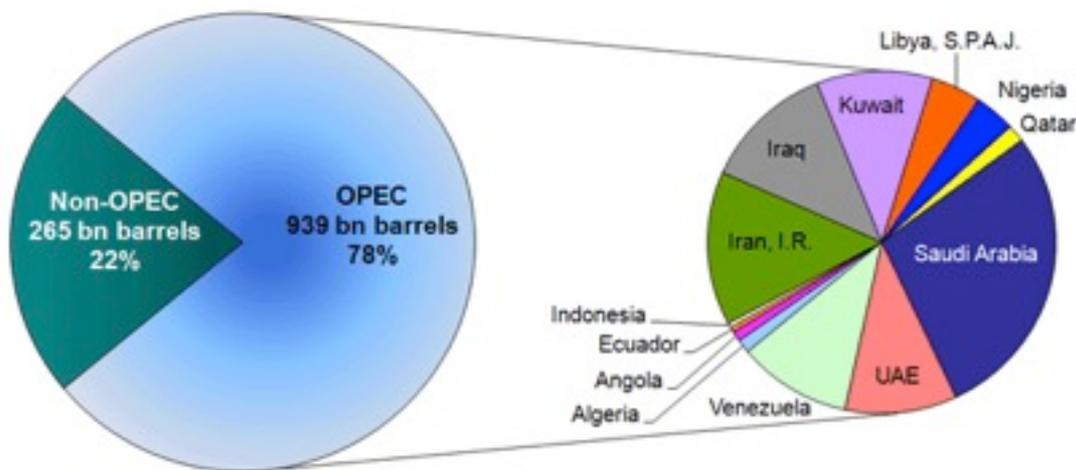
4.5 hours from Moscow

6 hours from Paris

7 hours from London

7.5 hours from Beijing

## CRUDE OIL RESERVES IN THE REGION (2007)



Saudi Arabia	264.21 bn barrels
Iran	136.15 bn barrels
Iraq	115.00 bn barrels
Kuwait	101.50 bn barrels
<b>UAE</b>	<b>97.80 bn barrels</b>
Qatar	15.21 bn barrels

### Production capacities

Abu Dhabi	3 Mio. barrels/day
Dubai	80 K barrels/day

## ECONOMY 2001-2007



GDP (2007) **\$ 73 bn**  
Average Annual Growth **13.4 %**  
(2001-2005)

GDP by Sector

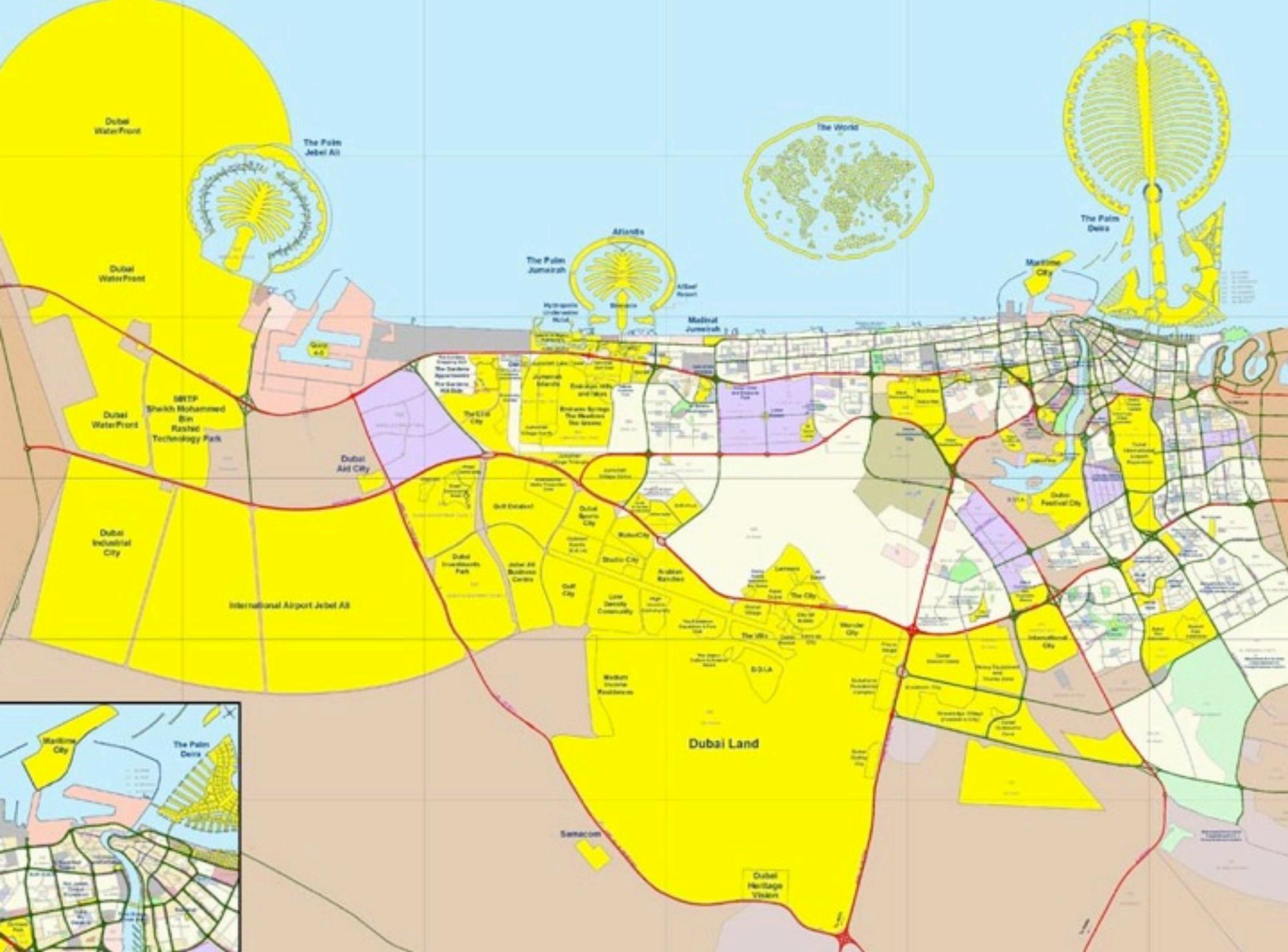
Services	<b>73.6 %</b>
<small>(trade, construction, transport, storage &amp; communication, real estate &amp; business, restaurants &amp; hotels, social &amp; personal services, domestic services)</small>	
Manufacturing	<b>13.1 %</b>
Oil & Gas	<b>5.1 %</b>
Other	<b>8.2 %</b>

**2,369** buildings completed in 2007

World's largest building to be completed in 2009









**SHEIKH ZAYED ROAD, DUBAI, 1990**



SHEIKH ZAYED ROAD, DUBAI, 2005









Image by Reineke Otten

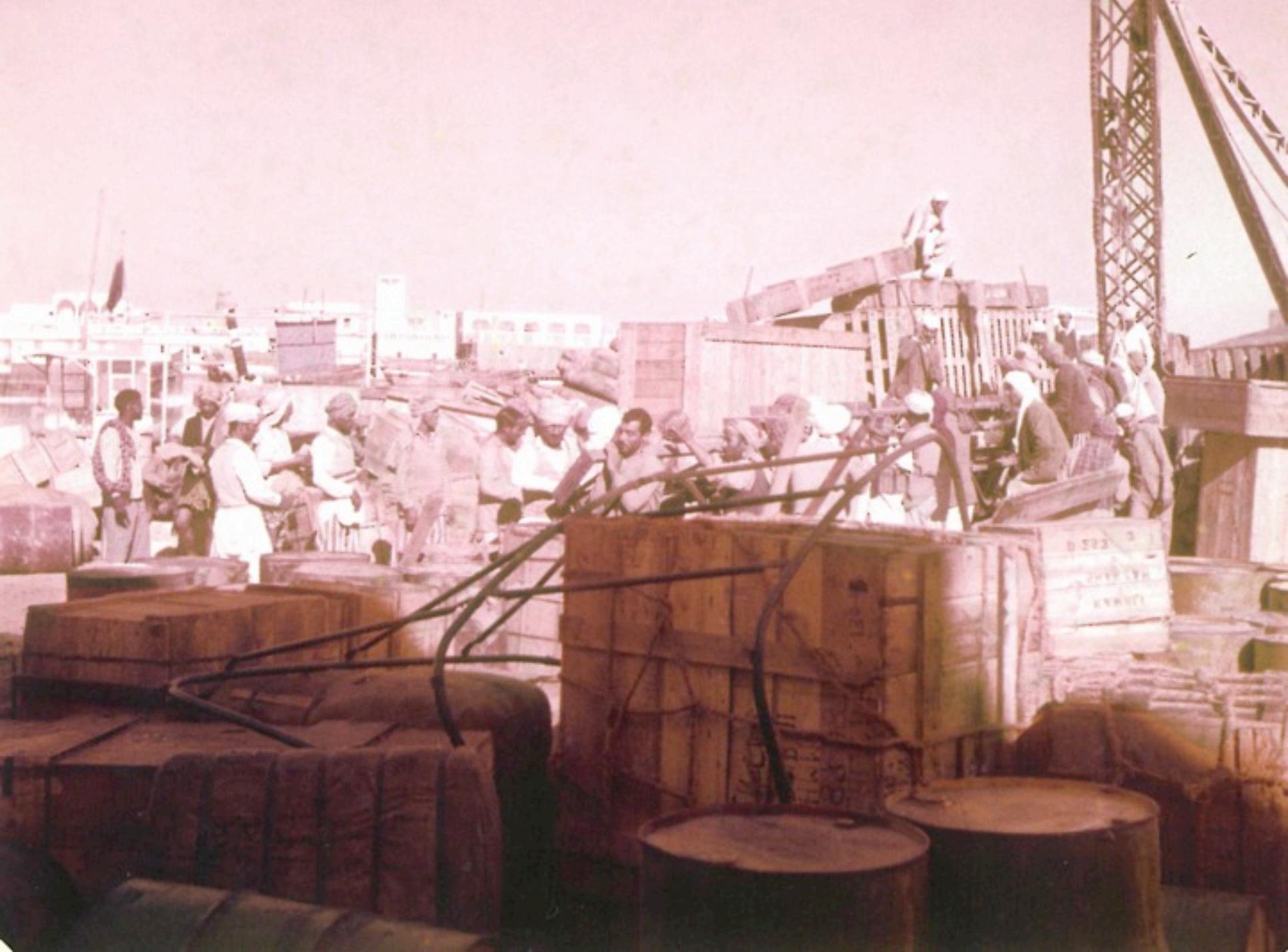




Image by Reineke Otten

هيئة دبي للثقافة والفنون  
Dubai Culture & Arts Authority

# DUBAI CITY & DUBAI CREEK



خارطة المشاريع الكبرى في إمارة دبي

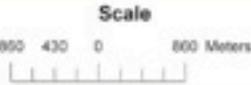
المحتويات : الحدود الإدارية - المشاريع الكبرى  
خطوط الطرق الرئيسية  
مع أسماء الطرق

## MAJOR PROJECTS MAP OF DUBAI

Contents : Admin Boundary, Major Project  
Road Center Line  
with Road Names

### Legend :

	ADMIN BOUNDARY	الحدود الإدارية
	ROAD CENTER LINE	خطوط الطرق الرئيسية
	ADMIN BOUNDARY	الحدود الإدارية
	MAJOR PROJECT	المشاريع الكبرى



Phone Contact on issues of any kind: 04-2544111  
 Email: gis@dm.gov.ae  
 Website: www.dm.gov.ae

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بلدية دبي  
**DUBAI MUNICIPALITY**  
 إدارة نظم المعلومات الجغرافية  
**GIS Department**



1950



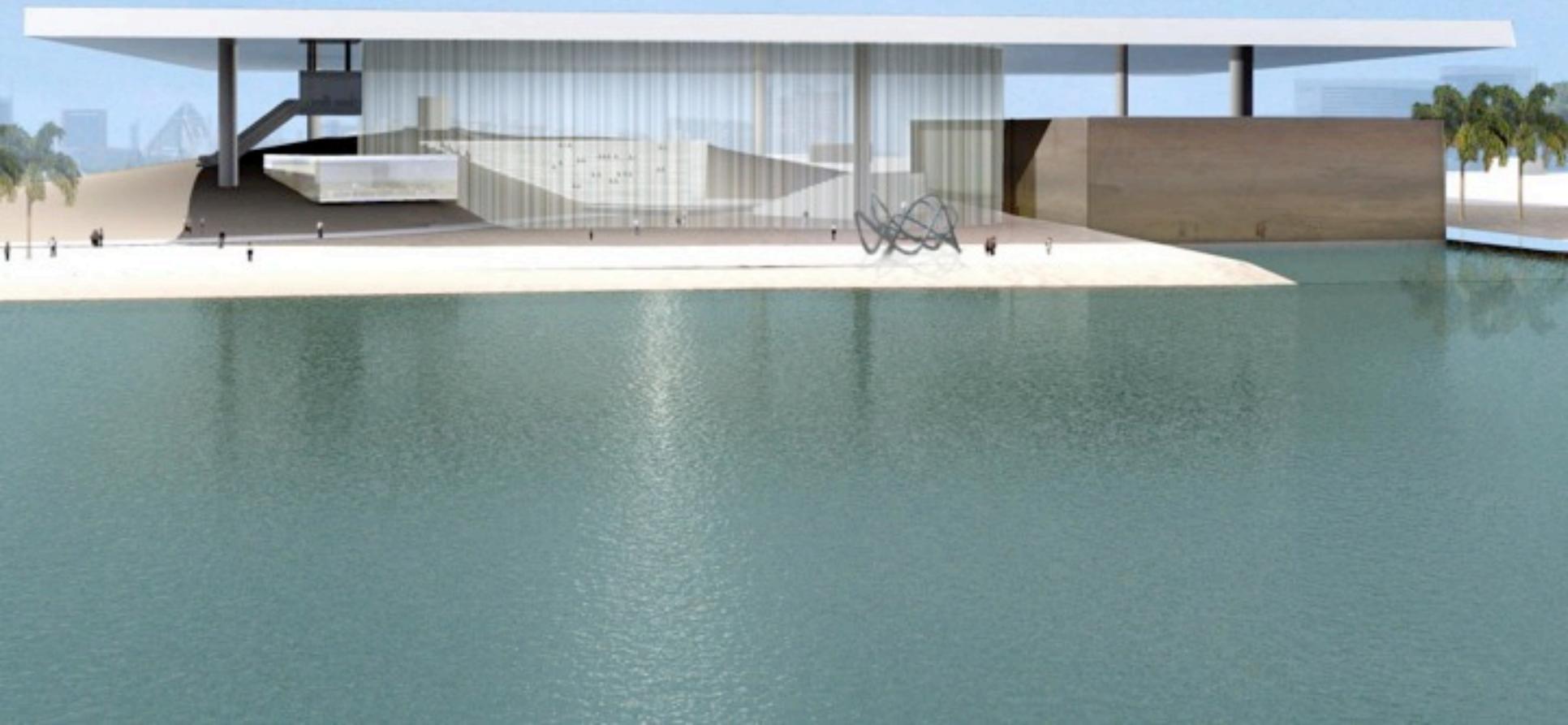
2008

## **Khor Dubai (Dubai Creek)**

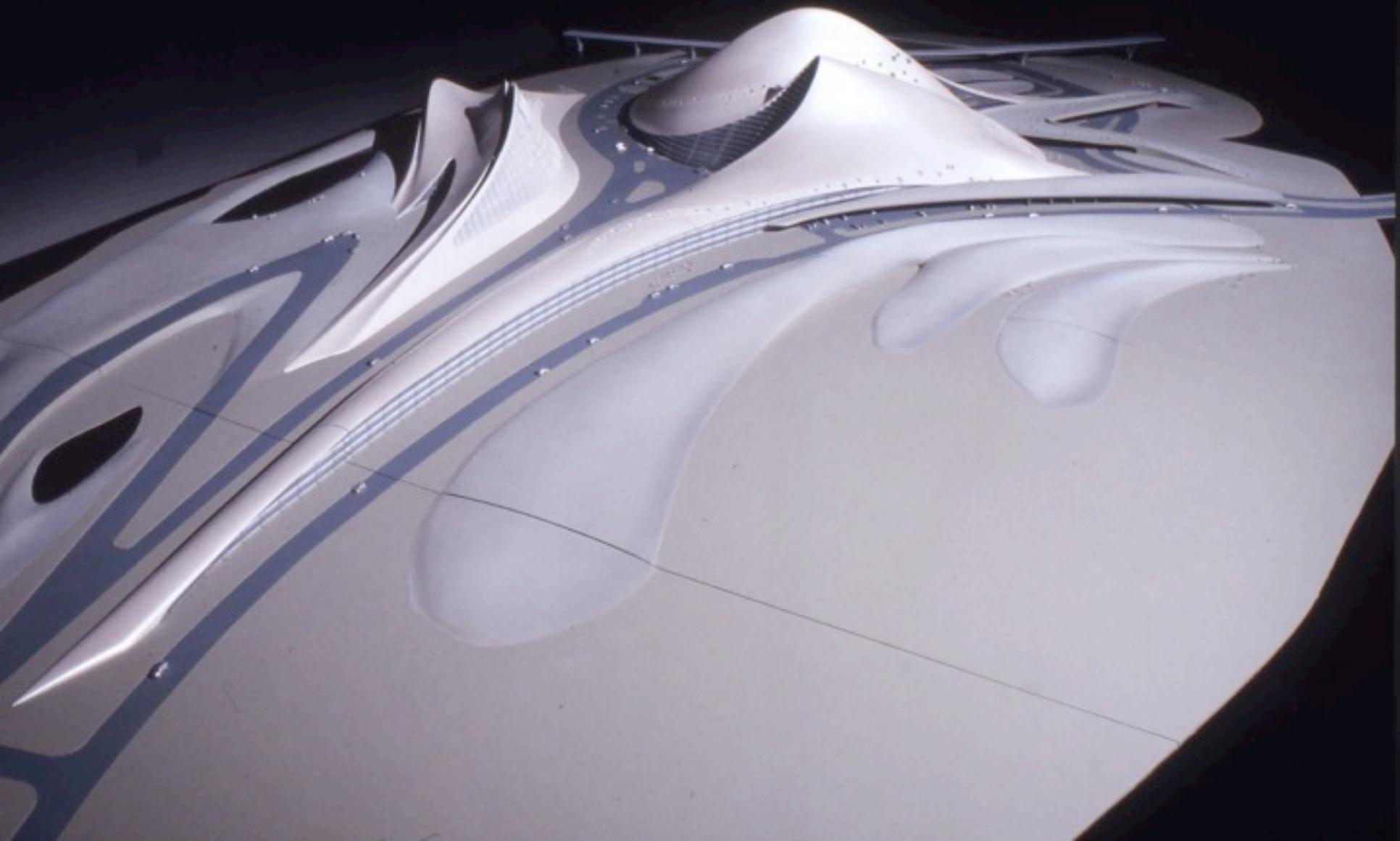
The “Khor Dubai” cultural project stretching over 20 kilometers, will commence at Shindagha, Dubai’s oldest neighborhood at the mouth of Dubai Creek, and stretching to Business Bay, Dubai’s newest commercial district.

Dubai Creek will be the vibrant destination for culture, arts and heritage in the city.

**CREEK PARK PERFORMING ARTS PAVILION  
OMA / REM KOOLHAAS**



**DUBAI OPERA HOUSE**  
**ZAHA HADID**



## MOHAMMED THE MESSENGER MUSEUM

Peace be upon him  
Mohammed The Messenger Museum



مِثْقَالِ الرَّسُولِ مُحَمَّدٍ

The museum is dedicated to the life and message of the Prophet Mohammed, and will reflect about his comprehensive teachings on individual, social, political, economic, cultural, scientific and educational aspects of human life.

The museum project will be implemented in three phases, as the first two phases will chronicle the life of the Prophet, beginning from the political and economic situations of the world before his birth and then his blessed birth.

**THE UNIVERSAL MUSEUMS  
PLATFORM OF CULTURAL PLURALITY**







# ECONOMY 2008 AND TARGETS 2009



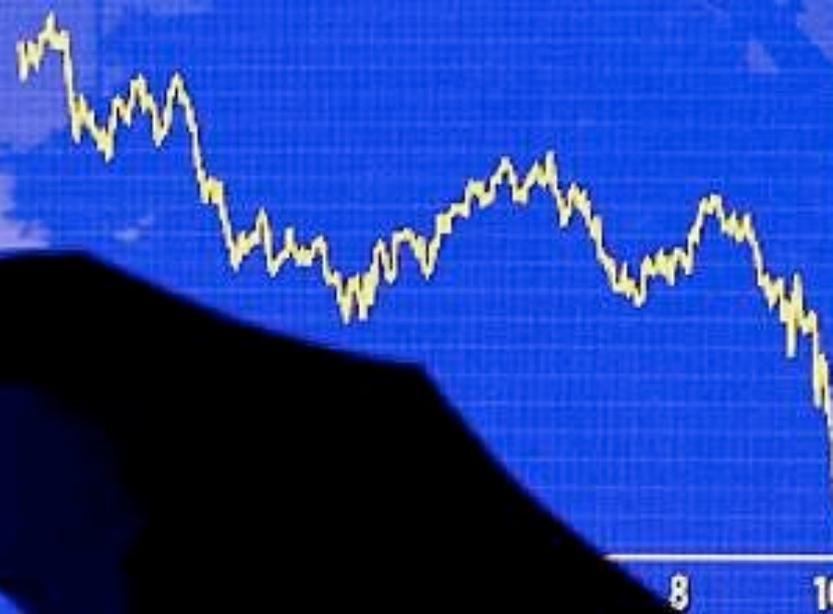
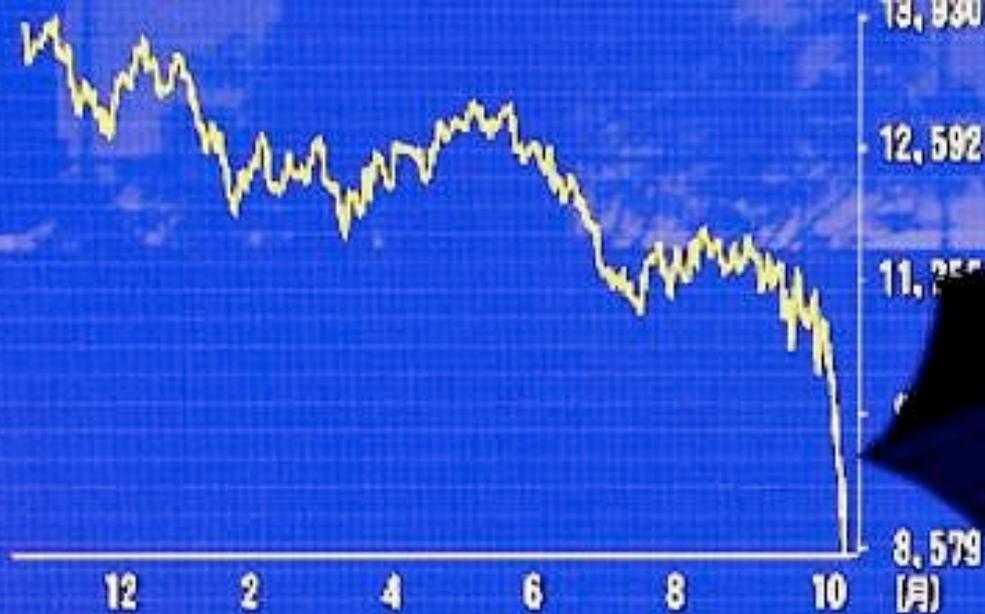
**GDP 2008 (estimated) \$ 82 bn**  
(Oil accounts for 3 % of GDP)

**Previous GDP growth targets of 11% tamed down to 4 – 6 % to 2015**

**deficit in 2009 budget \$ 1.2 bn**  
(at 1.3 % of gross domestic product)

**government spending 2009 \$ 10.3 bn**  
(42 % increase from \$ 7.2 bn in 2008)

Dubai ruled out new taxes, introduced salik, metro to come



## 12カ月の動き

ハンセン指数 14796.87 -1146.37

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