

FIRST EUROPEAN COLLOQUIUM ON

Culture, Creativity & Economy



CiND
Centre for Research
on Innovation and
Industrial Dynamics

OCTOBER 4–5, 2012

Department of Social and Economic Geography
Uppsala University Sweden


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Purpose

The myriad links between culture, creativity and economic practice are now major topics of intellectual discussion. In addition, against a backdrop of globalization and deindustrialisation, politics, policy and business have intuitively picked up on the economic development potential of these new 'economic' activities. Indeed, one may say that there is an increasing realization that creativity, cultural meanings and cultural phenomena are not only valuable to the market but increasingly drivers and framers of the systems of value and taste that economic actors attempt to capture and trade upon. Though culture and creativity have always been central to human civilization there is increasingly a need to understand culture and creativity as central agencies and motifs in the current stage of globalized capitalism. In this colloquium we will explore cutting edge perspectives from a variety of social science disciplines and interrogate the linkages between culture, creativity and economy. In particular, the colloquium aims to explore the role of space, geography and milieu in creating breeding grounds for culture, creativity and their economic artifacts. This colloquium brings together for the first time senior and junior scholars from those European Institutions which are leading research in the area of culture, creativity and economy. This event builds upon previous workshops and meetings aimed at starting a European network of excellence in this area: a network led by Uppsala, Padua, and Hamburg. The colloquium is the first in a planned series of events. As such it will launch the process of building a network that is not just about knowledge sharing but about dynamic meetings, interactions and co-creations. Above all however the colloquium aims to bring scholars together in an exciting, intense and dynamic meeting aimed at generating not only new networks but new knowledge and approaches as well. The event will give participants the chance to share ideas, get feedback on current research and the chance to preview cutting edge research in the field. The aim in other words is not simply to construct networks but also to create a dynamic and sustainable discursive space.

Organizers

Brian J. Hracz
Johan Jansson
Dominic Power
Jenny Sjöholm

Venue

The event will be held at [Swedish Collegium for Advanced Study](#) and is being organized by members of [The Centre for Research on Innovation and Industrial Dynamics](#) (CIND) and the [Department of Social and Economic Geography](#) at Uppsala University. Established in 1477, Uppsala is the oldest university in Scandinavia and one of the largest with more than 40,000 students and more than 2,000 graduate students.

Directions to Venue

SCAS is located in the northern wing of [Linneanum](#), the large, yellow eighteenth-century building in front of you. The entrance is found in the arch facing Thunbergsvägen.



Schedule

THURSDAY, OCTOBER 4

10:00	Welcome
10:30	Academic Speed Dating
12:30	Lunch
1:30	Panel One
2:30	One-on-One Discussant Block 1
3:30	Break
4:00	Panel Two
5:00	Dinner

FRIDAY, OCTOBER 5

10:00	Panel Three
11:00	One-on-One Discussant Block 2
12:00	Lunch
1:00	Panel Four
2:00	Walking Tour
3:00	Panel Five
4:00	Feedback Session

SATURDAY, OCTOBER 6

11:00	Optional Stockholm Tour
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Themed Panels

PANEL ONE:

The Regional Dimensions of Innovation,
Branding and Value Creation

Anders Malmberg
Cecilia Pasquinelli
Josephine V. Rekers
Anders Waxell

PANEL TWO:

Cultural Production and Consumption in
the Digital Age: The Growing Importance
of Virtual Space

Brian J. Hracs
Jakob Nobuoka
Dominic Power

PANEL THREE:

Creating and Maintaining Value: The Role of
Local Markets, intermediaries and Interactions

Melanie Fasche
Oliver Ibert
Doreen Jakob
Nicola Thomas

PANEL FOUR:

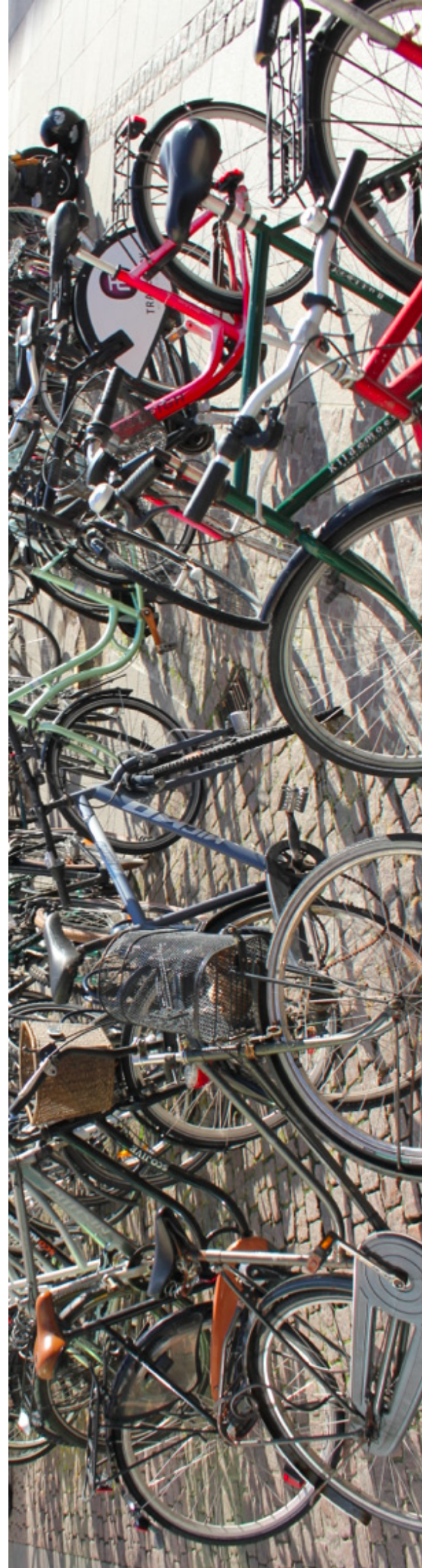
Working in the Creative Economy: The Micro
Spatialities of Freelancing, Entrepreneurship
and Artistic Practice

Karenjit Clare
Carol Ekinsmyth
Jenny Sjöhom

PANEL FIVE:

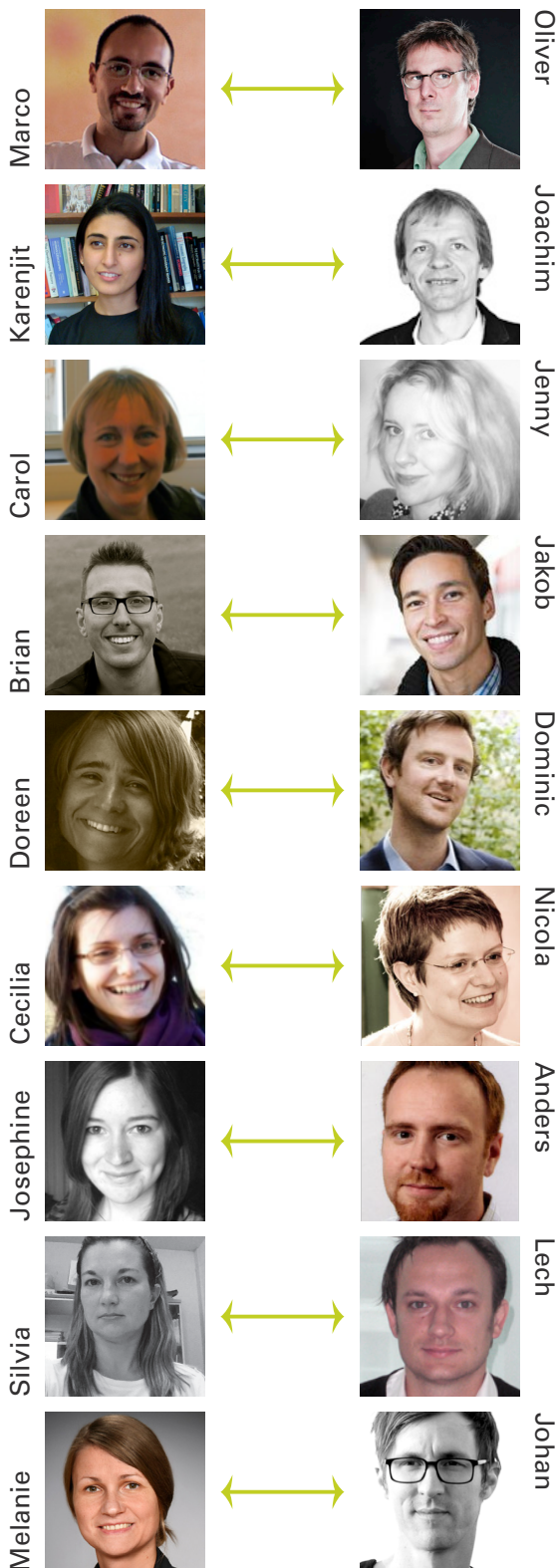
The Temporal Dimensions of Clusters,
Networks, Events and Projects

Marco Bettiol
Johan Jansson
Silvia Rita Sedita
Lech Suwala
Joachim Thiel

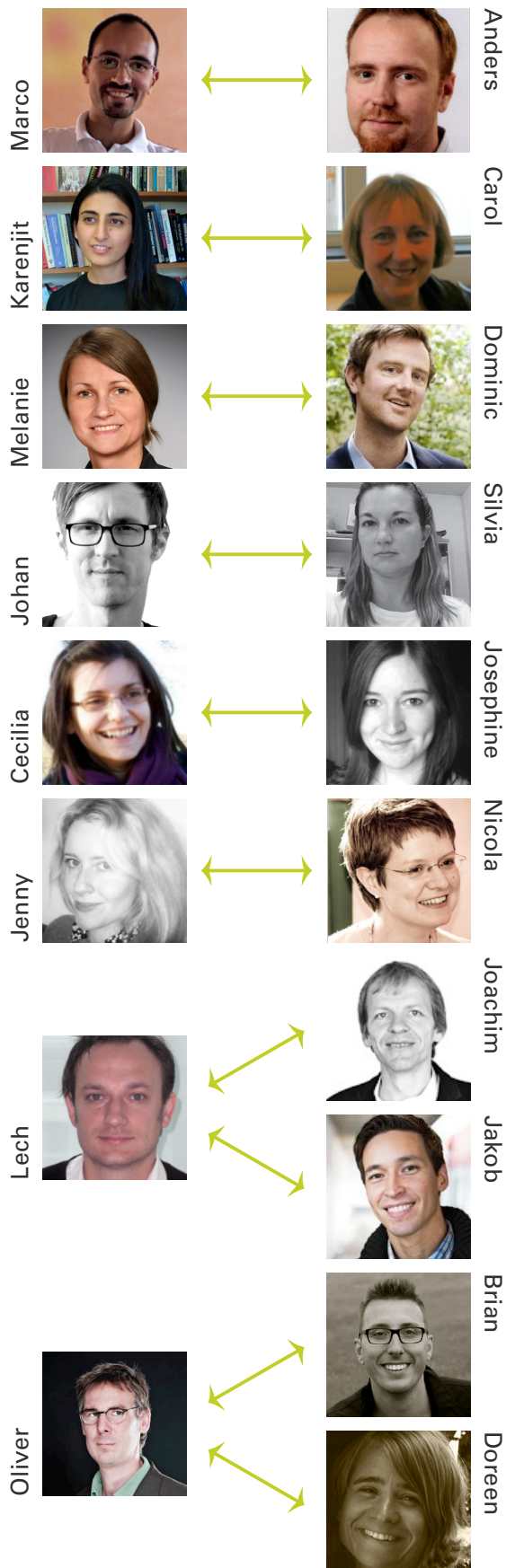


Discussant Pairings

ROUND ONE



ROUND TWO



Session Descriptions

ACADEMIC SPEED DATING

Using a clever formula, this session allows you to get to know all of your fellow participants two minutes at a time.

THEMED PANELS

Drawn from the collective research interests and experiences of the group, these panels address common processes, including value creation, from different spatial, scalar and temporal perspectives. Each panelist will have 5 minutes to talk about their research in relation to the theme (no powerpoint). The panelists will then be given time to respond to each other before the floor is opened to whole group for questions and comments.

ONE-ON-ONE DISCUSSANT BLOCKS

Each participant will have submitted a paper for review before the Colloquium and 2 people will be given the paper to read in advance. In each of the Discussant Blocks you will meet with an assigned partner to discuss each other's work (30 minutes on their paper, 30 minutes on yours) and brainstorm future collaborations. Thus each person attending will be responsible for reviewing two papers in advance and will get two one-on-one feedback sessions from their peers.

WALKING TOUR

For a change of pace, participants with 'local knowledge' will lead small groups on a tour of the historic city of Uppsala.

FEEDBACK SESSION

The entire group will reflect on the key findings and questions from the colloquium and provide feedback for improving future meetings. The session will also provide an opportunity to announce any ideas or plans for future projects and seek out collaborators for conferences, conference sessions, edited books and special issues of journals.

OPTIONAL STOCKHOLM TOUR

On Saturday October 6th we will be organizing an optional tour of some places of interest in Stockholm. If interested, please notify Brian J. Hracs for more details.

Meals

The Colloquium sponsors will provide the following for all participants:

- Coffee and snacks on Thursday and Friday
- Lunch on Thursday and Friday
- Dinner on Thursday

Biographies

MARCO BETTIOL

Marco Bettiol is researcher of business management at the University of Padova and Creativity Head of Unit of the TeDIS Center. He has been involved in many national and international projects focused on innovation technology and open source. His present research interests refer to creativity, design and competitiveness of firms and local economic systems. He is also among the promoters of of *Design People*, the community of designers of North East Italy.



KARENJIT CLARE

Karenjit Clare is an economic geographer concerned with the connections between globalisation, labour, work and gender/class divisions within the contemporary labour market. Her research investigates creative labour in the 'cultural economy' and specifically, in the contemporary UK advertising industry by drawing upon the theoretical writing of a diverse range of authors, including Pierre Bourdieu and Max Weber. Her focus is how workers calculate, navigate and make sense of the labour market in which they are immersed and on the relationship between project forms of organisation and 'new' and 'old' forms of insecurity, risk, inequality and exploitation in this sector, and the ways these are embedded in social networks and place. Karenjit's work combines insights from sociology, economic geography, socio-cultural anthropology and organisational behaviour in order to illuminate how micro-level processes of interpersonal evaluation and interaction contribute to macro-level labour market inequalities.



CAROL EKINSMYTH

I have been based at the University of Portsmouth since November 1993. My interests lie in the relationship between economic practice and social relations (specifically at present, gender relations), at the level of the individual practitioner and their everyday lived experiences. My work has focused on various practices of self-employment, and my most recent empirical research investigates the phenomena of small-scale entrepreneurship carried out (and started up) within the context of motherhood, family life and home/neighbourhood space. This project focuses on U.K. professional mothers who have made the decision to manage the dual identities of mother and economic actor through business start-ups (in a range of sectors including the 'creative sector') that enable a blurring of the boundary between these competing identities/roles. In my previous research work, I have been concerned to understand the lived realities of freelance workers who rely for their livelihoods on tenuous and insecure links to London's magazine publishing industry. In publications arising from this project, I have explored these lived realities from the perspectives of both the individual workers and organizational structures, making use of the conceptual lenses of risk, project organization and 'embeddedness'.



MELANIE FASCHE

Melanie Fasche is a Geographer based in Berlin and affiliated as PhD candidate in Urban and Regional Economic Studies at Hafen-City University Hamburg. Her research interests are creative and knowledge economy, visual art, urban and regional development, and public policy. She worked as freelance public policy consultant with a focus on creative industries and arts in Berlin and was Guest Lecturer in Urban Studies at Free University Berlin. Previously she held fellowships at Columbia University, Technical University Berlin, Institute of Regional and Structural Planning (IRS), Erkner/Berlin, and University of New South Wales. Her diploma thesis "Glocalization, Gentrification and Creative Business Services: A Case Study of Newtown, Sydney" was honored with the Young Researchers Award by the Association for Australian Studies. Melanie is currently writing her dissertation on making value of contemporary visual art. In fall 2012 she will start a Post-doctoral research fellowship at the Martin Prosperity Institute in the Rotman School of Management at the University of Toronto.



BRIAN J. HRACS

Brian J. Hracs is a Research Fellow in the Department of Social and Economic Geography at Uppsala University, Sweden. He is also affiliated with the Centre for Research on Innovation and Industrial Dynamics (CIND) in Sweden and the Martin Prosperity Institute at the University of Toronto. Brian received his PhD in Geography from the University of Toronto in 2010. His research interests include the impact of digital technologies and market competition on the employment experiences of entrepreneurs in the creative economy and the spatial flows of talent. He has published articles on the professionalization of independent music, the linkages between music and fashion and the factors that motivate people to move within and between cities. In earlier research, Brian has also examined culturally driven strategies for economic development in rural communities, gentrification in artistic quarters and the role public spaces play in fostering civic conversations.



ATLE HAUGE

Atle Hauge is a Senior Researcher at the Eastern Norway Research Centre. He has a Ph.D. from the Department of Social and Economic Geography at Uppsala University, and held a postdoctoral position at the University of Toronto from 2007 to 2008. Earlier in his career he worked for Hedmark County in the department for regional development. He has worked on several projects on the cultural industries, and his Ph.D. thesis was on the Swedish fashion industry. In particular, his thesis focused on the production of symbolic value and brand building. In addition, he has a particular research interest in regional development, talent attraction and retention. He has worked on various research projects on regional dynamics and industrial competitiveness. He has published book chapters and articles in international journals within these research areas.



OLIVER IBERT

Oliver Ibert is a professor of economic geography at the Free University of Berlin and head of the research department „dynamics of economic spaces“ at the Leibniz-Institute for Regional Development and Structural Planning (IRS) in Erkner. He has received *venia legendi* for geography from the University of Bonn in 2009 and holds a Doctoral degree in Social Sciences (2002) and a Master's degree in Geography, German Literature and Political Sciences (1997) from the University of Oldenburg. His research interests range from the economic geography of knowledge creation to the role of users and customers in innovation processes and temporary organizations in business and spatial planning contexts. From these perspectives he has undertaken empirical research on cultural industries that embrace the advertising and musical business. He has published in journals like *Economic Geography*, *Journal of Economic Geography*, *Regional Studies*, *Environment and Planning A*, *Geography Compass* and *Research Policy*.



DOREEN JAKOB

Doreen Jakob is an AHRC Research Fellow at the Department of Geography, the University of Exeter, UK, as well as Visiting Scholar at the University of North Carolina at Chapel Hill, USA. Previously, she held research positions at the Center for an Urban Future in New York City, at the Urban Research Program at Griffith University, Brisbane, Australia, at the Center for Metropolitan Studies in Berlin and for the German Research Foundation and the Emmy Noether Program. She is an active member of the Executive Committee and the Board of Directors of Flux Factory, New York City's only collectively- and artist-run arts non-profit organization, as well as a ceramicist and fabric and fiber artist. Her academic work attends to the development and sustenance of creative goods and services and their related public policy initiatives as parts of new forms of urbanization, labor and consumer culture. Doreen holds a PhD in Sociology from Humboldt University Berlin.



JOHAN JANSSON

I am an associate professor at the Department of Social and Economic Geography, Uppsala University, and affiliated with CIND (Centre for research on innovation and industrial dynamics). My research is generally directed towards issues within the field of economic geography, with a theoretical focus on agglomerations, local-global linkages, knowledge and knowledge flows, creative (urban) milieus, quality, entrepreneurship and branding. These theoretical approaches are used in my research on for example different cultural industries (e.g. design, music, arts), the internet industry, local milieus, urban and regional development. After finishing my thesis on the agglomeration of internet firms in Stockholm, Sweden I have been involved in a number of research projects mainly focusing on spatial organization of the cultural industries, such as "Creativity and Innovation in the Cultural Industries", "Creativity and Innovation in the Cultural Industries", "The Future in Design", "Behind the music".



BASTIAN LANGE

Bastian Lange studied geography, ethnology and urban development in Marburg and Edmonton and obtained his doctorate at the Johann-Wolfgang Goethe University, Frankfurt am Main, at the Institute for Geography in 2006. He is a Fellow of the Georg Simmel Centre for Metropolitan Research at the Humboldt University in Berlin. Bastian Lange, Dr. phil., is an urban and economic geographer and specialised within the creative industries, questions of governance and regional development. He spearheads the research and strategic consultancy office Multiplicities-Berlin and has since been Guest Professor at the Humboldt University in Berlin between 2011 and 2012.



ANDERS MALMBERG

Anders Malmberg is Professor of Economic Geography since 1999. Between 2003 and 2011 he was Director of the Centre for Research on innovation and Industrial Dynamics (CIND). He was Vice Dean of the Faculty of Social Science 2005–2008 and Dean 2008–2011. Since January 1, 2012, he is Deputy Vice Chancellor of Uppsala University. Anders Malmberg earned his PhD in 1989 at Uppsala University, and was the research co-ordinator of the European Science Foundation Scientific Programme on Regional and Urban Restructuring in Europe between 1990 and 1994. He was the Director of the PhD programme in social and economic geography between 1996 and 2005. He has held visiting research positions at Durham University, UK and at the Swedish Collegium for Advanced Study in the Social Sciences. Director of the Centre for Research on Innovation and Industrial Dynamics (CIND), Uppsala University 2003–2011.



JAKOB NOBUOKA

I began studying Political Science at Uppsala University in 2000 and entered the PhD program at the Department of Social and Economic Geography in 2006. In 2011 I started as a Postdoctoral Research Fellow at the European Institute of Japanese Studies at Stockholm School of Economics. During this period and during my PhD studies I made several stays at the Department of Human Geography at Tokyo University. I am currently working as a Senior Lecturer in Spatial Planning at Gavle University in Sweden.



CECILIA PASQUINELLI

I am post-doc fellow at Kulturgeografiska institutionen-Department of Social and Economic Geography, Uppsala University (Sweden). I received my Ph.D. from the Istituto di Management, Scuola Superiore Sant'Anna (Pisa, Italy) in January 2012, under the supervision of Prof. Nicola Bellini and Prof. Andy Pike (CURDS, Newcastle University). My research project concerned place brands and branding and focused on the socio-economic and political conditions favouring the development of "inter-territorial brands". During the Ph.D. program I also worked on the theme of "innovation branding" which concerned knowledge-intensive regions. I worked as a research assistant for five years at MAIN Lab (Scuola Sant'Anna) where I was involved in action research projects in the field of local and regional development, thus providing analytical insight and designing public policy proposals. In 2008 I received an MA in Local and Regional Development and I was awarded the Professor John Burgess Goddard MA Dissertation Prize. In 2007 I received an MSc in Sustainable Development, while in 2005 I obtained a BSc in Business Economics at Pisa University (Italy). I worked as FDI consultant at OCO Global Ltd in Paris, France, where I gathered experience in place marketing and economic development as a practitioner, by working as Country Manager (Italy) for Regional Development Agencies in Europe, Asia and the US.



DOMINIC POWER

Dominic Power is originally from Ireland. After working in England for a number of years he moved to Sweden in 2000 and is now a Professor in Economic Geography. Dominic's research is in the area of creative and culture-based industries, innovation and public policy, and regional industrial competitiveness. He has published over [70 articles, books, and reports](#) on these topics and has lectured at major scientific and policy conferences around the world. Dominic's research agenda focuses on the geographical foundations of business competencies and competitiveness and on the economic geography of contemporary economic change. Principally a series of interlinked projects on the cultural industries form the main focus of his research work.



JOSEPHINE V. REKERS

Josephine is a post-doctoral researcher at CIRCLE, Lund University. Her research is primarily focused on the spatial organization of innovation processes – particularly the adoption and diffusion of new products, organizational forms and institutional practices. These processes involve interaction between a diverse range of economic actors, including intermediaries, that are socially and geographically distributed in space. This line of research speaks to several debates in economic geography around the nature of agglomeration economies for knowledge based industries, the coordination between multiple stakeholders in the innovation process, and the roles of urban environments in the creative economy. Empirically, her current projects examine these processes in the field of health care, but in previous research she used comparative case studies in science-based as well as cultural industries. She plans to return to a comparative approach in future projects to learn from their similarities and differences. Originally from Holland, Josephine lived in Toronto for 9 years before moving to Copenhagen in 2010. She received her doctoral degree from the Department of Geography at the University of Toronto in 2010.



SILVIA RITA SEDITA

I am an assistant professor at the Department of Economics and Management, University of Padova, where I teach Marketing and Management of Creativity. My research agenda includes issues within the field of management of creativity and innovation in inter-organizational networks. The theoretical focus is on agglomerations (clusters and industrial districts), project based organizations in creative industries and university-industry collaborations in high-tech industries. The main research settings are creative industries (design, music industry), high-tech industries (life science, advanced materials), Italian industrial districts and clusters. After finishing my PhD in Economics and Management of Firms and Local Systems at the University of Florence, I obtained a postdoctoral position at the University of Padova, where I've been employed as assistant professor of Economics and Management since 2006. During the years I have been involved in a number of national, international and EU research projects, which also lead me to spend several periods of study and research abroad, at the Copenhagen Business School (DK), The University of Tokyo (JP) and the University of Nairobi (Kenya). I published articles and book chapters in national and international outlets in the field of inter-organizational networks for innovation in clusters and industrial districts.



JENNY SJÖHOLM

Jenny Sjöholm is a post-doctoral research fellow at the Department of Social and Economic geography at Uppsala University, Sweden. Jenny's work is situated at the intersections between arts and economy. Her research interests concern a variety of aspects of the cultural economy: from cultural labour and production; creativity and knowledge; artistic practice and small-scale cultural entrepreneurship, to cultural intermediaries and in particular contemporary private art collectors and the emerging (re-)privatization of the art world. In addition to her academic work, she is engaged in residencies and other short-term projects at several art institutions. She is also working as a senior consultant on matters related to cultural industries and regional development.



LECH SUWALA

Lech Suwala is junior lecturer in economic geography and regional economics. He is a geographer and economist with working experience in both science and industry. As a post-doctoral fellow at the Humboldt University, Berlin and lecturer at the University of Applied Sciences on Technology and Economics, Berlin; his expertise includes spatial creativity, innovation and entrepreneurship research, globalization and development studies and their relevance in emerging, informal and temporal settings for Management Geography. Currently, his research agenda comprises (1) "Organisational structures in CCI from a spatial perspective, esp. Temporary Clusters in CCI", (2) "CCI in Developing and Emerging Countries and (3) "Foundations of Management Geography". During his career, Lech Suwala was a Research Assistant at the Brandenburg Institute for Entrepreneurship and SME Promotion at the University of Applied Sciences, Potsdam and research fellow and head of international projects of a private policy consulting company. He holds a M.A. in Economics from Free University, Berlin and a Ph. D / M.A. in Geography from Humboldt University, Berlin and has held the NEURUS Graduate Student fellowship at University of California, Irvine and Los Angeles.



JOACHIM THIEL

Joachim Thiel is senior lecturer and postdoctoral researcher in urban and regional economic studies at the HafenCity University of Hamburg (HCU). He is currently doing research on learning processes during the planning and management of London Olympics 2012. In addition his research topics include urban labour markets and creative industries. He is author of „Creativity and space: labour and the restructuring of the German advertising industry“ published by Ashgate in 2005. Prior to his current job, Joachim worked as a strategic officer in the presidential office of HCU for four years.



NICOLA THOMAS

I have studied at Oxford University (BA Hons Geography), Royal Holloway, University of London (MA Cultural Geography) and Oxford University (DPhil). I have been based at the University of Exeter since 2002. Over these years I have developed two strands to my work. The first attends to the cultural politics of colonialism and histories of geographical knowledge. The second thread has come to the fore over the last five years and addresses the cultural and historical geographies of the creative economy. Although these two strands may appear diverse I can see the threads of connection through my work on biographical approaches, cultural-politics of identity and material cultures! Between 2007–2010 I was co-investigator on a large AHRC-funded research project entitled [Negotiating the Cultural Politics and Poetics of Identity within the Creative Industries of South West Britain](#). This project led to a successful application to the AHRC Early Career Research scheme as principal investigator on current research titled: ‘Situating Craft Guilds in the Creative Economy: Histories, Politics and Practices’ (2012–2013). I have been principal investigator on two AHRC funded projects (2011 – 2012) linked to the Connected Communities programme addressing varied aspects of the relationship between craft practices and community engagement. Broad themes that my work addresses includes: ‘other geographies’ of creative economies; the practices of creativity in peripheral areas and historiographies of creative policy.



ANDERS WAXELL

Anders Waxell is a senior researcher at CIND (Centre for Research on Innovation and Industrial Dynamics) and the Department of Social and Economic Geography, Uppsala University. In 2005 he defended his PhD dissertation 'The Uppsala Biotech Cluster – Economic-Geographical Studies of Interaction, Knowledge Spillover and Labor Mobility'. Waxell has a special interest in the economic geography of industrial systems and clusters, and more specifically clusters within the biotech and life science sectors. In recent studies, focus has come to highlight issues related to the concept of quality and foremost the relation between quality and competitiveness – especially in so-called “expertise” or “high end” industries such as hi-fi and leather shoes manufacturing industries. Other areas of research interest include consumption, urban planning and development. Waxell has been involved in a number of research and consultancy projects for, among others, Tillväxtverket (Swedish Agency for Economic and Regional Growth), ITPS (Swedish Institute for Growth Policy Studies), VINNOVA (Swedish Governmental Agency for Innovation Systems), Arbetslivsinstitutet (National Institute for Working Life), Uppsala kommun, Uppsala BIO, Intersecta, Sweco EuroFutures, etc.

A large, close-up photograph of a red surface, likely a book cover or a sign, featuring the Uppsala University logo and name. The logo is a circular seal with a sunburst in the center and the Latin text 'ACADEMIAE UPPSALENSIS GRATIAE VERITAS NATURAE' around the perimeter. Below the logo, the words 'UPPSALA' and 'UNIVERSITET' are printed in large, white, serif capital letters, stacked vertically. The background of the image is a blurred outdoor scene with green foliage.

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