Creative hubs and cluster policies in The Netherlands

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A LAB
NURTURES THE BRIGHTEST MINDS
Across Europe growth of creative clusters, hubs and complexes

- What is creative cluster policy and what does it seek to achieve?
- Dutch context of creative cluster policy design;
- Examples of creative cluster policies in NL;
- Observations and conclusions
The multipurpose creative cluster policy

De Vasim, Nijmegen, The Netherlands
- Tapping into the “new creative economy”
- Redevelopment of residual industrial zones (Heebels & Van Aalst 2010)
- Innovation spillovers and other ‘Porterian’ benefits (Porter 2000)
- Tourism, events, branding ‘creative cities’
- Panacea to implement broader city expansion and regeneration plans.
Objectives for CI clustering policies (Evans 2009a)

Figure 3. Policy rationales
Clusters

Strijp-S, Eindhoven, The Netherlands
Clusters

Reintegration of the social in industrial production.

Cultural/creative clusters as the new norm in cultural production.

Strijp-S, Eindhoven, The Netherlands
Creative cluster policies in the Dutch context
Creative cluster policies in the Dutch context

• The creative industries cluster is often seen as a sectoral cluster, i.e. non spatial ("topsector").
• Few examples of broader cluster based integrated policies
Media Valley: Hilversum, Amsterdam Utrecht area
Gelderland Region, including fashion industries in Arnhem
Amsterdam: integrated creative industries cluster strategy including metropolitan region
The scale issue

Honig Fabriek, Nijmegen, The Netherlands
The scale issue

However:
Most city-regional policies in this area adopt a local place based focus on quarter or site based developments and clusters

Honig Fabriek, Nijmegen, The Netherlands
Our project on small scale clusters in 10 CBC’s in NL

1. Belcanto – Haarlem
2. Bink 36 - Den Haag
3. Creative Factory / Maassilo - Rotterdam
4. De Gruyterfabriek - Den Bosch
5. De Vasim - Nijmegen
6. Dutch Game Garden - Utrecht
7. Hazemeijer - Hengelo
8. Honig Fabriek - Koog aan de Zaan
10. Strijp S – Eindhoven
Evans (2009) typology of creative clusters

1. Mono-Cultural Industry Production – vertical dis/integration, e.g. TV/film & music post-production and studios, new media, textiles, ceramics

2. Plural-Cultural Industry Production – horizontal integration, e.g. managed workspaces, visual arts, architecture and design, multimedia, crafts/designer-making, performing arts, arts/resource centres

3. Cultural Production-Consumption – open studios, art markets, e.g. Spitalfields, Whitechapel, E.London), events/festivals (e.g. festival marketplace waterfronts – Baltimore, Barcelona, Toronto, Temple Bar Dublin, Bankside London

4. Cultural Consumption – retail (fashion, computing/electronics), street markets (antique, crafts, food); arts & entertainment venues and quarters, e.g. museum islands, theatre and cinema lands, red light districts, restaurants/clubs/bars.
Observations

Creative Factory, Rotterdam, The Netherlands
Observations on cluster policies

• Small scale cluster policies have resulted in a small number of successful CI hubs
• However, highly dependent and a high degree of susceptibility of to changes in the policy regime
• Real estate driven development combined with increased economic pressure has led to weaker power arrangements and a stronger (neo-liberal) revenue agenda.
Observations on cluster policies

• Non-integrated creative industries policies have resulted in blurred cluster policy goals
• Paradigms not clearly demarcated as either economic, urban or cultural. Economic paradigm prevails.
• Creative cluster policies sometimes instrumentalized the CI for non-creative goals
• Currently tendency towards start-up hubs etc.
Conclusions

- Creative cluster policies mostly on municipal level
- Focus at most on quarter, mainly building or complex level.
- Scale level inconsistencies prevail
- Creative production instrumentalized for economic or urban development policies
- Overestimation of external effects
- Effects occur in successful hubs, underlining their position as learning and knowledge hubs for the CI
Thank you for your attention

www.ciciproject.nl
References


