

Creative Capital for Smart Solutions: Toward a Liveable City



**Aleksandra Stupar,
Sanja Simeunčević Radulović
University of Belgrade - Faculty of Architecture
Serbia**

INTRODUCTION

- Smart city as a possible solution for growing urban problems
- concentration of highly educated people, intensive use of ICT > efficiency of urban systems, community empowerment, environmental awareness and protection, sustainable economic growth, higher life quality
- creative capital for 'smart' development > available human resources, innovative potential, transfer of knowledge, spill-over effects, overall wellbeing
- Case study: Savamala quarter in Belgrade (Serbia) - the centre of alternative culture, creativity and innovation
- creative capital of Belgrade/ Savamala as a generator and transmitter of smart solutions
 - > improvement of sustainability, environmental quality and urban efficiency
 - > increase of creative capital
 - >'smart' upgrading of the city



THE CREATIVE CAPITAL FOR A SMART CITY

Creative capital

- Theory of creative capital (Florida, 2002) - creative class as the main driving force of urban development in the contemporary (post-Fordist) economy
- creativity as a social product > interconnected people producing knowledge and value – via scientific, technological and artistic innovations (Krätke, 2011)
- creative capital vs. human capital - complement each other: creative industries vs. general knowledge of citizens



THE CREATIVE CAPITAL FOR A SMART CITY

The Smart city concept

- large share of the adult population with a college degree (Winters, 2011)
- ICT infrastructure > information sharing and collaboration of all inhabitants (Nam and Pardo, 2011)
- technological and ICT solutions > business-friendly atmosphere and easier entrepreneurialism (Kitchin, 2014)
- ICT and E-governance > social cohesion, empowerment and participation (Caragliu et al., 2011)
- a city with investments in human and social capital, traditional and modern communication infrastructure providing sustainable economic growth and a high quality of life, with a wise management of natural resources, through participatory governance (Caragliu et al., 2011)



THE CREATIVE CAPITAL FOR A SMART CITY

The role of creative capital in smart city development

- **Smart city (Nam and Pardo , 2011):**
 - > technology (infrastructure of hardware and software)
 - > people (creativity, diversity and education)
 - > institutions (governance and policy)
- **Creative city (Florida, 2002):**
 - > technology
 - > talent
 - > tolerance
- creative capital - innovation - sustainable development (Scott, 2006)
- urban/environmental/technological features attract the creative class > introduction of new environmental trends and advanced technological solutions > further investments in 'smart city upgrading' and environmental protection



THE IMPROVEMENT OF CREATIVE CAPITAL IN BELGRADE

Belgrade creative capital

- Belgrade - the leading centre of creative industry and advanced service sector both in Serbia and the region
- one of top 10 alternative culture cities in Europe (The Guardian, 2015)
- rapid growth of creative industry:
 - > the added value of the creative sector in billion euros: 97 (2005) vs. 196 (2013)
 - > companies from the creative industry sector : 7733 (2009) vs. 9266 (2013)
- ICT as the most important sector of the creative economy:
 - > 1786 active companies in Serbia , 2/3 located in Belgrade
 - > approximately 200 new companies yearly and 1/3 of added value of creative industry (SIEPA,2015)
- creative capital as an important element of Belgrade's development, still bellow the European cities average



THE IMPROVEMENT OF CREATIVE CAPITAL IN BELGRADE

Creative capital in Savamala district

- regionally and globally recognized as a new attractive cultural and creative node
- one of the oldest districts in Belgrade (built at the beginning of the 18th century), very neglected and disconnected
- on the riverbank, next to the railway and bus station, near the city centre > under transformation since 2007 > cultural amenities and a specific group of inhabitants - the creative class of Belgrade
- 2007 - opening of the new cultural centre “Magacin” in an old abandoned warehouse
- 2009 - “Cultural centre Grad” (gallery, bar, designers’ selling area and art library) in an old house from 1884
- 2012 – intensification of activities due to Mixer festival (established in 2009 as a regional event dedicated to creative industries aiming at the exchange of experiences, knowledge and ideas)
- Savamala as a new creative hub, Mixer house (ex-warehouse) as the main focus
- new spaces – e.g. Gallery 12HUB (arts and technology) and Nova Iskra (co-working space) as important multidisciplinary nodes



GUIDELINES

- **Being smart?**
 - > application of a wide range of digital technologies /networks
 - > use of ICT to transform life and work
 - > embedding ICT in the city infrastructure
 - > bringing ICT and people together to enhance innovation, learning and knowledge (Komninos, 2011)
- **Belgrade:**
 - > widely covered with digital networks, free Wi-Fi in open public areas and public transport
 - > use of ICT for the improvement of quality of life and work (E-government, smart solutions in public transport/infrastructure management)
 - > use of ICT for knowledge and innovation mostly at university
- **creative capital > smart development:**
 - > creation of virtual networks of creative workers - efficient exchange of ideas and knowledge
 - > governmental e-platforms for the support of innovations
 - > creation of virtual/real smart creative clusters - promotion of companies and their products, concentration of professionals
 - > supporting start-ups –via E-platform for online information and patent registration; free working space
 - > creation of smart solutions for improvement of sustainability and quality of life
 - > stimulation - financial subsidies, tax revenues, free support for marketing and patenting
 - > smart technology specialisation and recognition
 - > transmission of information related to smart approaches
- **Savamala** as the polygon for implementation of smart technology and solutions

CONCLUSION

- optimal use of creative capital in Belgrade
- Savamala as a cluster for/with both creative and 'smart' performances
- general and specific models connecting urban development and environmental awareness
- local government vs. creative capital > functional and efficient relationship
- imperatives of sustainable economic, social and environmental development via smart/creative/innovative solutions

