



Luleå, Sweden,
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Exploring the Role of Culture and Creativity for Urban and Regional Development

Professor Luciana Lazzaretti, University of Florence, Italy

Abstract:

The evolution of the relationship between culture, economy and society has changed and evolved over time, especially in Europe. In the last twenty years, we have assisted to the rise of the economic enhancement of the culture idea versus the conservation one. The focus has shifted from the importance of culture for local economic development to innovation processes and, finally, to the societal dimension of the culture. Cultural and creative districts and clusters have been implemented in many cities and regions through bottom-up and top down policies. Cultural and creative industries have become one of the priority sector for European agenda and the establishment of the communication and information technology has improved the role of creative cities. Then, the impact of the crisis reaffirmed the role of culture for social cohesion and inclusiveness. This presentation aims to discuss three main issues into the international debate:

- How the cultural and creative industries foster growth in the wider economy.
- Rethinking the city transformation and the role of culture.
- The innovative and resilient capacity of the culture facing shocks.

The relationship of culture, economy and society is going to close the loop, but the future scenario will reserve new and significant challenges for scholars of culture and creativity.

Bio

Luciana Lazzaretti is Full Professor of "Economics and Management" at the Department of Economics and Management of the University of Florence. She is also scientific coordinator of the PhD Program in Development Economics and Local Systems (DELOS), University of Florence and Trento, director of the Postgraduate Course in Economics and Management of Museums and Cultural Heritage, member of the Board Creativity Association (AUC) Osaka (since 2012), member of the Center of European Studies for Local and Regional Development (CESVI) of the University of Florence. She has been Associate Professor for issues related to technological innovations in art restoration at the Institute of Applied Physics "Nello Carrara" of the CNR of Florence (from 2009-2016). She currently teaches "Economics and Management of Sectors and Local Systems" in Master's Degrees in Economics.



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She has mainly dealt with competitive analysis focusing on sector/cluster studies and firms' strategies through a multidisciplinary approach, through qualitative and quantitative methodologies. She has analyzed the competitive dynamics in an evolutionary perspective, both at the sectoral level and at the level of "places" (districts, clusters, cities, regions) according to a district/ecologist approach using business management and econometric tools.

Recent contributions focus on creativity and innovation in mature, emerging and rejuvenating sectors.

Current research interests:

- Cultural and creative industries, districts and cultural clusters, creative cities and fashion cities.
- Creativity multiculturalism, diversity, ethnic enterprises in Made in Italy.
- Transformation and evolution of districts/clusters and cities.
- Resilience, innovation and related variety.
- Regional policies for innovation and innovation networks.