"Creativity starts here: Rotterdam (NL)"

Creativity starts here

Rotterdam: ‘creativity starts here’

Where and what is Rotterdam
The creative city policy of Rotterdam
where policy meets citizens
Cases:
- Top down,
- Self-organized
- Role of planning department
Conclusion: CC meets CC

From Culture to Creativity

<p>| Tabel 1 creative economy in Rotterdam per sector, 2003 |<br />
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|</p>
<table>
<thead>
<tr>
<th>Sector</th>
<th>Jobs</th>
<th>added value</th>
<th>branches</th>
<th>staff per branche</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART</td>
<td>1000</td>
<td>70</td>
<td>329</td>
<td>6,0</td>
</tr>
<tr>
<td>Media/entertainment</td>
<td>144</td>
<td>431</td>
<td>7,9</td>
<td></td>
</tr>
<tr>
<td>Creatives (SERVICES)</td>
<td>235</td>
<td>819</td>
<td>5,6</td>
<td></td>
</tr>
<tr>
<td>Total creative economy</td>
<td>10300</td>
<td>1679</td>
<td>6,1</td>
<td></td>
</tr>
<tr>
<td>Total economy</td>
<td>317000</td>
<td>23389</td>
<td>13,5</td>
<td></td>
</tr>
</tbody>
</table>

Share creative economy in total Rotterdam economy 2004: 3,3% 2009: 7,2%

Source: OBB, in: Mediacity policy department, 2005

Source: OBB 2009
The face of Creativity

Locating the creatives of Rotterdam

Cases: creative factory

The creatives of Rotterdam
Self-initiated: characteristics

- Living spaces: 1160 M2
- Ateliers: 379 M2
- Rehearsal rooms: 166 M2
- Public spaces: 202 M2
- Movie production: 431 M2
- Audio rental: 246 M2
- Communication: 237 M2
- TOTAL: 2121 M2

Poortgebouw

Poortgebouw

Poortgebouw

Poortgebouw

Lincke Zwaerd

Lincke Zwaerd

Lincke Zwaerd

Lincke Zwaerd

I.c.tummers@tudelft.nl Creative Cities, München 2010
Role of the planning department

Location: new centralities in periphery

Accommodation: Rotterdammetrical square prices

Mixed use, mono zoning

All above locations are completely equipped and prepared for direct use.
"It’s not only about buying the CD of ‘worldfamous’ Pianist, also hearing a live performance of a local artist. Nothing is better than live performances."

Saskia Sassen.