

# Creativity and urban development

Augusto Cusinato – Università Iuav di Venezia

Workshop AISRe – ABC

*The frontier of the debate in Regional and Urban Economics*

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# Questions at stake

- The centrality of «*distributed creativity*» in present-day socio-economic praxes and literature
  - whilst creativity necessarily stems from individual minds, attitudes to and aptitudes for it form in the social arena
  - creativity as a distributed ‘emergence’ at the meso-economic dimension

Glăvenu V.P. (2014) *Distributed Creativity: Thinking Outside the Box of the Creative Individual*. Berlin: Springer

Benkler Y. (2006) *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. New Haven, CT: Yale University Press.
- The ensuing centrality of «*creativity governance*»
  - governance of the meso conditions enhancing creativeness

Healey P. (2004) Creativity and Urban Governance, *Policy Studies*, 25(2): 87-102

Cappellin R. (2010) The Governance of Regional Knowledge Networks, *Scienze Regionali*, 9(3): 5-42

Belussi F., Staber O. (eds.) (2011) *Managing Networks of Creativity*. London: Routledge
- The difficulty (or impossibility?) of mainstream economics (including evolutionary economics) to cope with *creativity* and *creativity governance*
  - An epiphenomenological notion of ideation/creativity, as a “combination of existing knowledge”
  - An ‘unclear and indistinct’ notion of creativity, which is usually confused with ideation
- How does this combination really happen?
  - Randomly?
  - According to a Turing machine?
  - Through structured psycho-logical processes, i.e. learning?
  - What kind of learning?

}

Working within given algebraic structures

}

Working on algebraic structures

# The intrinsic difficulty of economics to cope with creativity

- Unlike classical political economy, *economics* is firmly grounded in logical positivism (Schumpeter)
  - only empirically testable assertions and their logical derivatives belong to the scientific domain. This implies:
    - sharp distinction between the contexts of ideation and justification
    - sharp distinction between the phases of ideation and innovation (Schumpeter)
- However:
  - empirical tests too are first ideated, so that the ideational phase inevitably meshes with the justificational one
    - the case of “All swans are white”
  - the act of innovating does not result in a spot decision, but consists in launching an evolving process made of ideational-and-innovative phases
- Creativity consists in triggering and governing – covering – evolving processes of change, which comprise intertwined phases of ideation, application, exploitation, evaluation, ideation ... and so on

# Entering the black box of creativity

## *Learning levels and the rise of creativity*

Learning levels <sup>1</sup>	Logical abilities		Learning abilities	Acquired competences	Epistemological domain
0	$a \quad b \quad \neg a \quad \neg b$ $c$	Zero. Unrelated experiences	Response to stimulus	Recognition of stimuli	Behaviourism
1	$A = \{a, \neg a\}$ $\neg(\neg a) = a$	Contextualisation of $a$ with respect to its negation	Information building	Intelligence	Logical-positivist constructivism (French School)
2	$A_i = \{a, \bar{a}_i\}$	Contextualisation of $a$ with respect to a possible complementary set $\bar{a}_i$	Abduction	Creativity	Radical constructivism (Palo Alto School)
3	$A = \{A_i, \bar{A}_i\}$	Contextualisation of $A_i$ with respect to a possible complementary set $\bar{A}_i$	Interpretation through abduction	Creativity governance	Hermeneutics
4 (?)	...	...	...	...	...



(Logical)  
Positivism



Post-  
modernism

<sup>1</sup> Bateson G. (1972). *Steps to an Ecology of Mind: Collected Essays in Anthropology, Psychology, Evolution, and Epistemology*. Chicago: University of Chicago Press.

- Creativity entails abduction
- Creativity governance entails abduction within heterogeneous and relational contexts

# Three forms of inference: Deduction – Induction – Abduction (C. S. Pierce)

## DEDUCTION

Rule	All the beans from this bag are white
Case	These beans are from this bag
Result	These beans are white

## INDUCTION

Case	These beans are from this bag
Result	These beans are white
Rule	All the beans from this bag are white

## ABDUCTION

Result	These beans are white
Rule	All the beans from this bag are white
Case	These beans are from this bag

## NATURE OF THE LOGICAL IMPLICATION WITHIN INFERENCE

Necessary  
(Rule with Case)  $\xrightarrow{\text{implies}}$  Result

Necessary, though probabilistic  
(Case with Result)  $\xrightarrow{\text{implies}}$  Rule

Plausible  
 $\neg \forall (\text{Result with Rule}) \xrightarrow{\text{implies}}$  Case



*Creation of a supposed relationship  
(hypothesis)*

# Abductive competences

Acquiring abductive competence requires:

- Willingness to explore the (physical or mental) surrounding space
  - willingness : curiosity, interest, fascination , putting oneself to the test, betting on the unknown, trying one's luck, ...
  - to explore:
    - moving from known towards unknown territories, relating (not reducing) these latter to the former ones, thus *constructing* knowledge
    - taking leave from any contingent Self towards new possible ones
- An e-motional background
  - 'moving from', 'taking leave from' entails leanings towards the unknown, the possibility of changing her/himself maybe irreversibly
  - in order not to get lost, the subject needs a net of symbolical/affective ties between the (contingent) Self s/he was till then and the new possible Self(s) to come
- A spatial reference system
  - mental space: 'exploring', 'moving from/to' etc. entails a geography of objects
  - physical space , as the most enduring and publicly sharable support on which, symbolically, to fix the system of affective ties
  - in this way, space becomes **landscape**

# Landscape

Landscape is space symbolically vested with a net of affective ties

The first landscape experience in the Judaic tradition:

*In the evening of the sixth day, when Creation had been completed [except for woman], God “saw every thing that he had made, and, behold, it was very good” (Genesis 1: 31).*

After the ‘effort’ of Creation, God laid down his creative ‘concern’ and looked at the things he had created as something that had till then belonged to Himself, and from then on would live their own life: as a part of Himself which He has to take leave from, while establishing symbolic/affective ties with them.

The landscape experience is essential for Learning 2-3/‘changing oneself’ while maintaining one’s own identity.

It provides subjects with the indispensable symbolic background to incline them towards the unknown

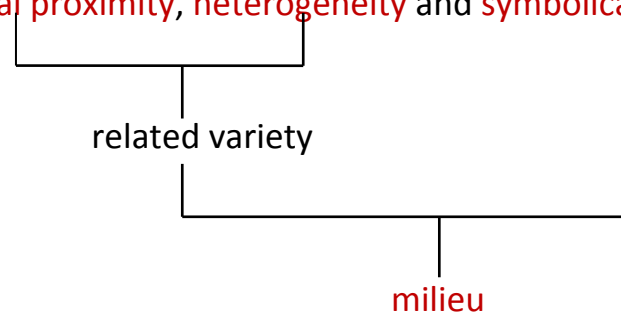
# Hermeneutic competences

- Hermeneutics is the art of interpreting interpretations, by detecting idiosyncrasies between cultural/mental habits (*Learning 3*)

“The task of hermeneutics [is] entering into dialogue with the text”

H.-G. Gadamer (2013[1960]), *Truth and Method*. London: Bloomsbury Academic, p. 376)

- It is exploration within the geography of cultural/mental habits
  - interpretation of texts
  - anthropology
  - psycho-analysis
- Within a hermeneutic experience, the geography of the surrounding objects becomes the landscape of cultural/mental idiosyncratic habits and their carriers:
  - a social space characterised by **relational proximity**, **heterogeneity** and **symbolical thickness**





# ‘Milieu’ and ‘Knowledge-creating Milieus’

A **milieu** is a socio-spatial device which is fit *to generate* “social facts” (Durkheim, 1895).

The constituent conditions for a milieu to arise

- **heterogeneity** of cultural habits, competences, behaviours etc. (obtained through volume, openness to internal/external stimuli, temporary relaxation of routines, conventions, ...)
- **relational density** (frequent exchanges of words and/or things per spatial unit)
- a shared symbolical system, fixed on space through **landscape**

Among milieus, **Knowledge-creating Milieus (KCMs)** are fit to

- generate collective learning, through *Learning 3/Hermeneutic* experiences,
- deal/cope with the matrix of creativity (creativity governance)

## Two ideal-types of KCMs

1. The elementary ideal-type: the dialogical context
2. The complex ideal-type: the city

<b>KCMs</b> <b>Components</b>	<b>Dialogical context</b>	<b>City</b>
Heterogeneity generation device	Dialoguing subjects (artificial device)	Social interaction (social/ “natural” device)
Interpretive device		Meta-observer (of the urban fabric landscape)
Regulatory device	The scheme of the “silent trade”: <ul style="list-style-type: none"> <li>• reciprocation</li> <li>• silence</li> <li>• spatial structure <ul style="list-style-type: none"> <li>○ physical proximity</li> <li>○ common vs. personal spaces</li> </ul> </li> <li>• relative isolation from the external space</li> </ul>	The arena scheme: <ul style="list-style-type: none"> <li>• competition</li> <li>• noise</li> <li>• spatial structure <ul style="list-style-type: none"> <li>○ physical proximity</li> <li>○ public spaces vs. ‘bleachers’</li> </ul> </li> <li>• openness to the external space</li> </ul>
Exchange object	“Idiolects”	Spillovers
Exchange modality	Reciprocation	Exhibition / Picking up

# Analytical issues with urban KCMs

How to recognise KCMs?

- the difficulty of detecting the milieu's third constituent, i.e. the 'shared landscape'
- to obviate the problem, having recourse to indicators about the milieu's ways of working and outcomes, such as systems of 'Learning 3' activities (KIS, KIBS, KCS, ...)

Alvesson M. (1993) Organizations as Rhetoric: Knowledge-intensive Companies and the Struggle with Ambiguity, *Journal of Management Studies*, 30(6): 997-1015.

Alvesson M. (2001) Knowledge Work: Ambiguity, Image and Identity, *Human Relations*, 54(7): 54-71.

Cusinato A., Philippopoulos-Mihalopoulos A. (eds.) (forthcoming) *Knowledge-creating Milieus in Europe: Firms, Cities, Territories*. Berlin, Springer.

# Knowledge-creating Services (KCS)

KCS are service activities which are reputed to work systematically in *L2* or also *L3*

The presence of local systems of KCS is indicative of the presence of KCMs

Within KCS, we distinguish between:

*Core KCS*: services whose core activity consists in or presupposes recourse to *L2-L3* practices;

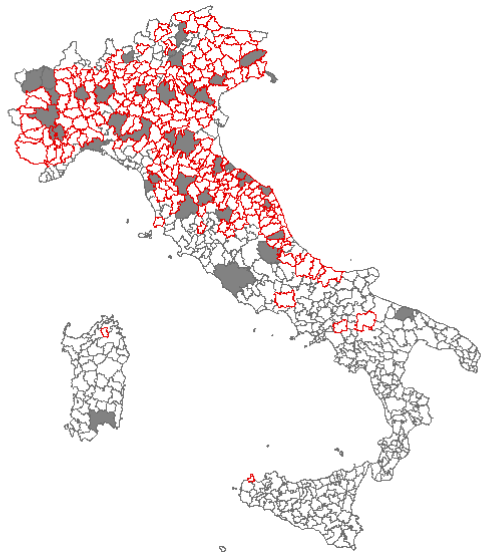
*Core-related KCS*: services whose core-activity consists in knowledge application (*L1*), but which are indirectly part of *L2-L3* practices through systematic interaction with Core KCS;

*Collateral Activities to KCS*: Service or manufacturing activities working at the *L1* level, which support the above categories.

A subordinate distinction is also possible inside the first two categories, between the public and private sectors, depending on whether the activities normally work in the market or not.

# Geographies of KCS: The national level

## The Italian case



**2011**

**Grey areas:**

LLS specialised in Private Core KCS

**Red-bordered areas:**

LLS specialised in manufacture

KCS LLS are the spatial pivots of surrounding manufacturing systems

KCS are very sensitive to urban economies and proximity with manufacture



**2001**

**Red-bordered areas:**

LLS specialised in Private Core KCS

**Grey areas:**

LLS specialised in high-tech industry

Most KCS LLS are spatially coincident with high-tech industry LLS

KCS LLS are very sensitive to proximity with high-tech industry



**2001**

**Red-bordered areas:**

LLS specialised in Private Core KCS

**Grey areas:**

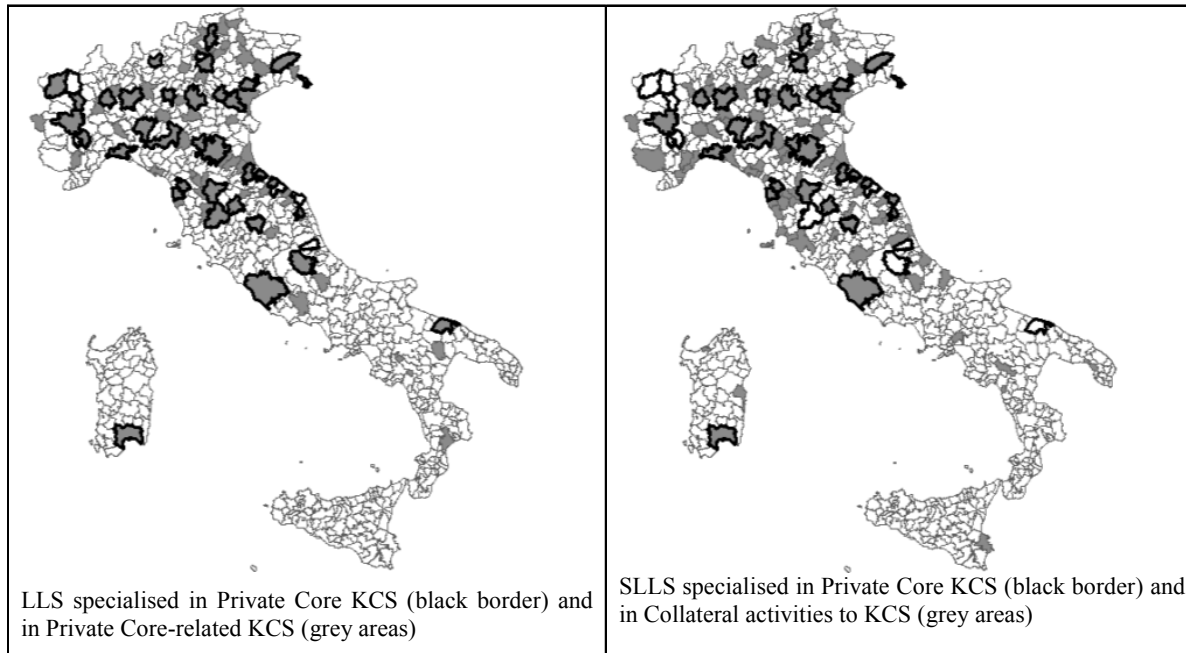
Industrial Districts

LLS specialised in KCS are spatially complementary to IDs

A new complementarity between the industrial countryside and the city

# Geographies of KCS: The national level

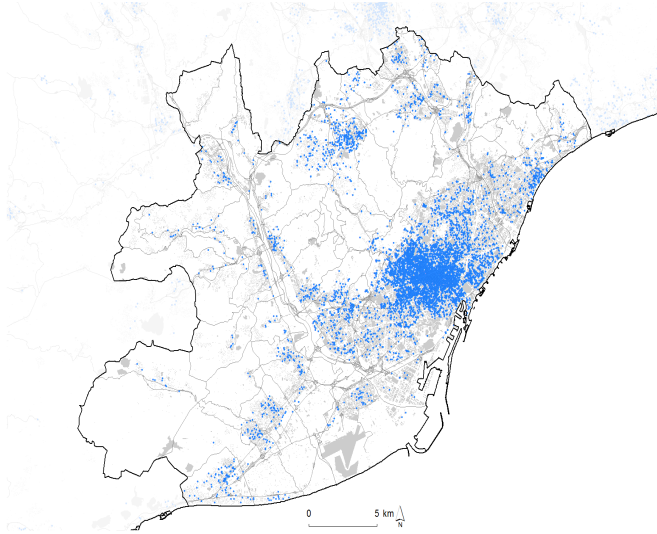
## The Italian case



Source: Compagnucci F., Cusinato A. (forthcoming) Il ruolo delle piccole e medie città nell'economia 3.0. Evidenze dal caso italiano, *Scienze Regionali*.

KCS are very sensitive to Marshallian economies internal to the KCS sector itself  
Regional systems of KCS?

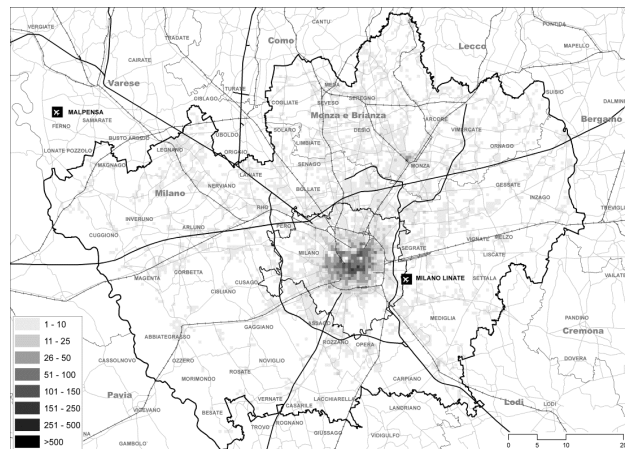
# Geographies of KCS: The metropolitan level



Barcelona, 2011  
Policentricity



Munich, 2011  
Weaker policentricity



Milan, 2011  
Monocentricity

Source: Cusinato A., Philippopoulos-Mihalopoulos A. (eds.) (forthcoming) *Knowledge-creating Milieus in Europe: Firms, Cities, Territories*. Berlin, Springer.

# KCS responsiveness to agglomeration economies<sup>1</sup>

Knowledge base <sup>a</sup>	Location economies (Marshallian economies)		Urban economies (Jacbosonian economies)	
	Infra-sectoral	Inter-sectoral	Related variety	Unrelated variety
Analytical	+++			
Symbolical	+++	++		+++
Synthetic	+++	+	+++	+++

<sup>a</sup> Cf.: Asheim B. T., Boschma R., Cooke Ph. (2011). Constructing Regional Advantage: Platform Policies based on Related Variety and Differentiated Knowledge Bases. *Regional Studies*, 45(7): 893-904.

<sup>1</sup> Source: Compagnucci F., Cusinato A. (forthcoming) Il ruolo delle piccole e medie città nell'economia 3.0. Evidenze dal caso italiano, *Scienze Regionali*.



# Normative issues with urban KCMs

How to deal/cope with urban KCMs, to build them or to enhance their generative power?

- dealing with them as **systems** comprising heterogeneity, relational density and a physical/symbolical substratum
  - related and unrelated variety
  - economic and extra-economic relationships
  - insertion within a local/regional dynamic economic system
- integrating the functional and symbolical dimensions when dealing with space
  - taking space as a palimpsest, i.e. **landscape** (a physical support of endlessly overlapping symbolical writings)
- integrating **urban planning and urban design**
  - enhancing heterogeneity and relational density, through
    - volume
    - differentiated spaces
    - meeting /crossing places
    - openness to and connectivity with other urban milieus
  - nurturing actants' cognisance of the landscape experience through exemplary interventions, training and governance