

An architectural rendering of a modern urban street scene. The image features several multi-story buildings with a mix of brick and glass facades. The buildings have a grid-like window pattern. In the foreground, there are palm trees, other trees, and people walking on the sidewalks. A red convertible car is visible in the lower left corner. The overall atmosphere is bright and modern.

THE CREATIVE INDUSTRY ROLE IN URBAN SPACE DEVELOPMENT

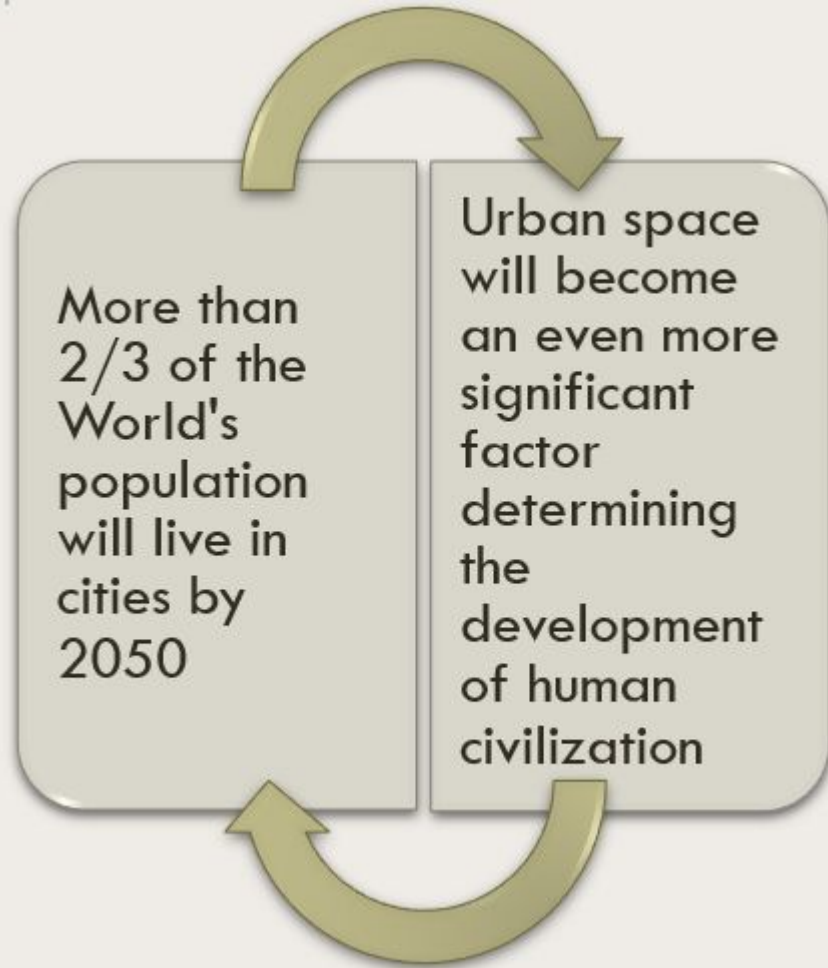
Sayde Avamileva
Ekaterina Vergun

ISSUES COVERED IN THE PRESENTATION

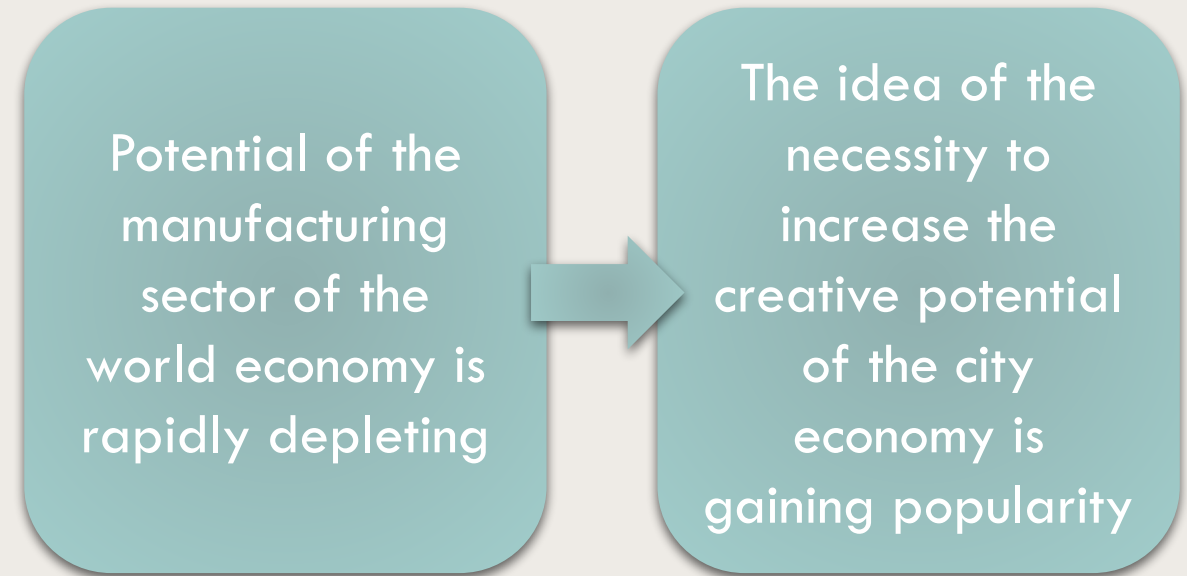
1. Introduction
2. Creativity as an industry: problems and prospects
3. Forms of creative spaces
4. Measures to support the creative industry

INTRODUCTION

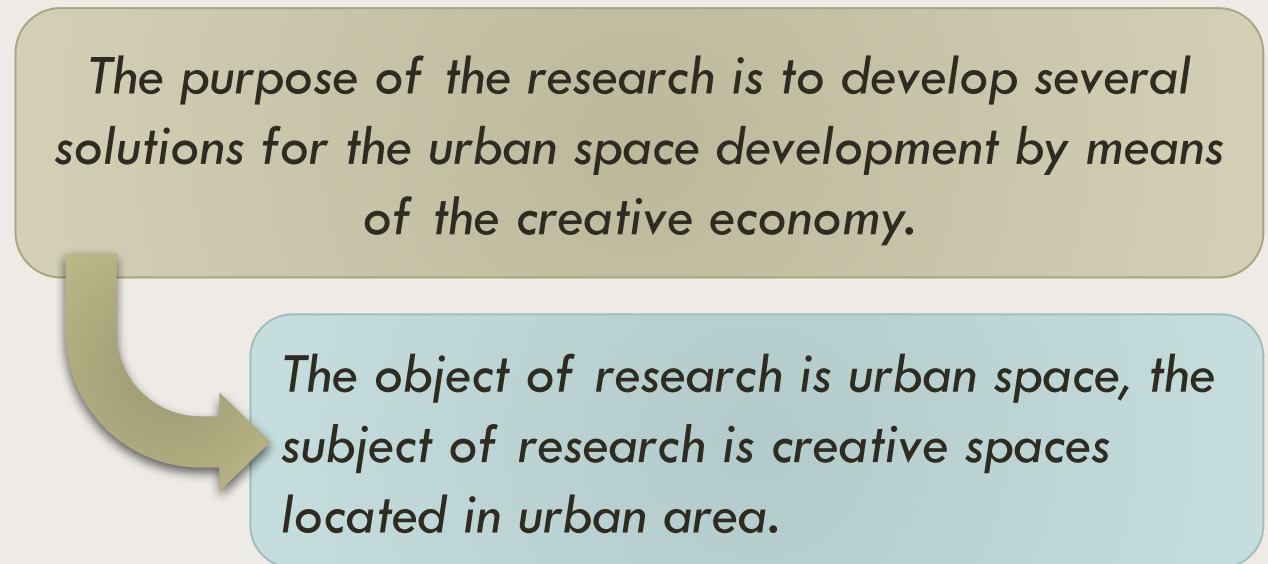
1.

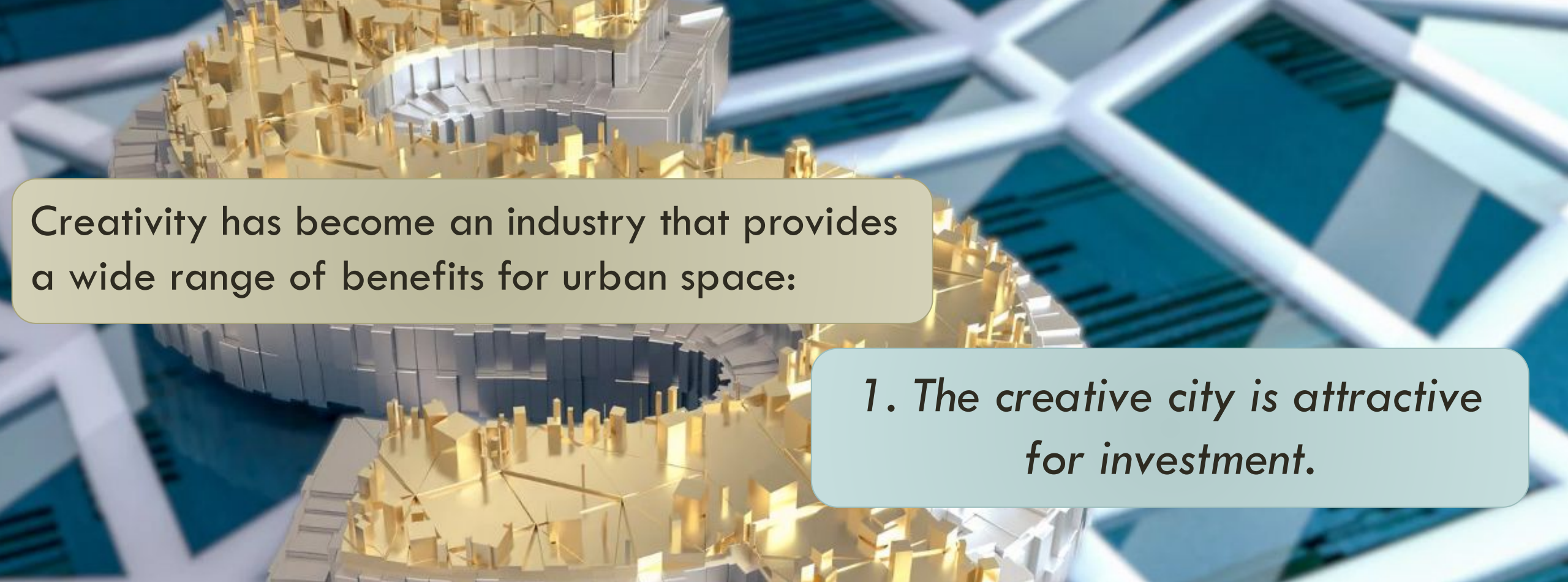


2.



3.





Creativity has become an industry that provides a wide range of benefits for urban space:


1. The creative city is attractive for investment.

CREATIVITY AS AN INDUSTRY |

2. A creative city is innovation, a space for creative realization of residents, the ultimate goal of which is to create an innovative environment.

CREATIVITY AS AN INDUSTRY





3. The creative industry helps to attract a tourist flow.

CREATIVITY AS AN INDUSTRY |



4. Creative industries help educate city leaders to work on transforming urban spaces.

CREATIVITY AS AN INDUSTRY |

FORMS OF CREATIVE SPACES

1. Creative Technopark



It is a project for the development of innovative products through a property complex that includes industrial facilities, research institutes, business centers.



Artplay Design Center is a creative cluster in Moscow. The cluster includes architectural and design bureaus, showrooms, offices, university of creative industries, exhibition spaces, studios, etc., is one of the examples of gentrification and redevelopment

FORMS OF CREATIVE SPACES

2. Loft space



It is a creative space for work, creativity and relaxation located in an industrial building. A loft can combine various formats: exhibition and conference rooms, coworking rooms, free areas for events.



Krasnoyarsk: “Yushin Brothers” - a creative loft space includes a number of venues for thematic and creative events, projects.

FORMS OF CREATIVE SPACES

3. Creative coworking space



It is a space where a citizen can find a place to work. It is used for the synthesis of creative work, business and friendly communication, rational organization of the work process.



Krasnoyarsk: "Kamenka" - the "TRUD" coworking center. It is a public space with workplaces and office infrastructure, which is located in the former building of the "Sibtyazhmash" factory.

FORMS OF CREATIVE SPACES

4. Art Center



It is a functional community center with a defined area of competence, designed to encourage the practice of the arts and provide various services (space for exhibitions, seminars)



“Winery” - Center for Contemporary Art in Moscow. Located on the territory of the former brewery “Moscow Bavaria”. Includes 6 exhibition halls, modern art galleries, theater grounds

FORMS OF CREATIVE SPACES

5. Art Quarter



It is a part of the city where cultural, creative centers are concentrated

MEASURES



1. Mapping -

2. Creation of a special structure to promote the sector objectives.

3. The price availability of rental space.

4. The system of small loans for the implementation of small urban projects.

5. Consulting support.

6. Intermediary agencies

THANK YOU
FOR
ATTENTION!

