

Towards a Creative City – Changing role of the Local Government

CED 13 Tartu

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Can a city be creative?

- "Creativity is clearly not the preserve of any single sector. It is important to be wide-ranging.
- Cities are only creative if they display a culture, a set of attitudes and a mind-set open to imaginative thinking , visible in all sorts of initiatives.
- Cities that are able to orchestrate this dynamic complex do much better and can then punch above their weight."

Key indicators of a creative city (by Landry 2012)

- Political framework
- Distinctiveness, diversity
- Openness, trust
- Entrepreneurship
- Strategic leadership, vision
- Talent development & learning landscape
- Communication, networking
- The place & place-making
- Liveability
- Professionalism

Case Helsinki

Drivers of the City

- 1995 : Technology policy: Science driven innovations, Innopoli Science Park
- 2005: Vision: Helsinki as a world class place of innovation, based on the combination of technology, art and design. Cluster building.
- 2010: Aalto University, World Design Capital 2012
- What next?

The next wave

- Drivers:
- Dynamics of the Arts
- New kind of entrepreneurship
- Renaissance of the urban grassroots culture
- The public sector as Enabler

Case Helsinki 2014- examples

- WDC Legacy
- Open Data & Infoshare: Forum Virium Helsinki
- University of the Arts Helsinki
- Start up Sauna, Helsinki Think Company
- SLUSH
- Helsinki Beyond Dreams

Helsinki Beyond Dreams

(by Hella Hernberg 2012)

- We Love Helsinki
- The restaurant day, (the food carnival goes global...)
- Actions for real food
- Teurastamo
- Kallio liike
- Kallio block party
- Kalasatama temporary
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World Design
Capital legacy.



**Functional,
design driven city,
embedded design**



**Design in city
branding**



**Helsinki design
events**



**WDC
legacy
and
network**

Finnish National Design Policy.

Design in City strategies.

Helsinki carries on embedding design in city development with a two-year programme.

Helsinki as global
design driven city.