

# Creative cities challenge for the policy makers



**CREATIVE CITIES CONFERENCE**

**HOW DO WE MAKE CREATIVE**

**CITIES AND GRIDS?**

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# In cities lives



In 1990  $1/10$

today  $1/2$

In 30 years  $3/4$

Worlds populations

*Lia Ghilardi*



Czech society  
after fall of communism  
new EU member state

the world around

Economy

Geography

Lifestyle

# People

ProCulture



**Where** to  
work  
learn  
live  
have a fun

between 2000 – 2015 **one billion** people will be  
looking for their **first job**

*John Howkins*

# Competition between cities and regions



**PEOPLE ARE LOOKING FOR  
GOOD OR BETTER PLACE TO LIVE**

**NEW TECHNOLOGIES  
CONNECT PEOPLE OUT OF GEOGRAPHY**

**PEOPLE AND JOBS  
ARE MOBILE**

# Public administration • ProCulture



- **What are the needs?**

good governing

- **Where is the place/  
space for  
expression?**

Role of culture

- **How to seeks ideas?**

Openness in decision making  
process

*capability to changes*

# Creative Cities

ProCulture



place for creativity  
and ideas

? stimulate

open platforms / grids  
enhancing ideas

? recognize

# Creative Cities



Engine of the regional development

cities are regions (Prague, Ostrava...)

ability to innovations based on ideas







„Economy and social cohesion“



**better / good life**



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