

# SMART[ER] CULTURAL CITIES: TO CULTURAL SMART[ER] CITIES: A FRAMING PIECE FOR THE EVA BERLIN FRIDAY PROGRAMME.

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**ABSTRACT:** Over the past few years the confluence of the rapid ‘Smart City’ developments and Culture has been noteworthy although still in its early days. Moreover, it is a topic which is appropriate both for the overall Conference theme of [Towards] Perfection and for attracting increased European & International speaker participation at EVA Berlin. This Introduction comprises: brief discussion of Urbanisation for context; the ‘Smart Cultural City’; a tentative Analytical Framework; Four ‘EVA Cities’ proposed as case studies for discussion: Florence, London Berlin and St Petersburg. .Hamburg is also included for special consideration due to its early influential initiative. The final ‘Conclusions’ section calls for generation and discussion of future corresponding cooperative R & D initiatives in ‘Think-Tank mode as pushed in particular at EVA Florence and follow-on Workshops in Pistoia led by Vito Cappellini..

## 1. INTRODUCTION

This short EVA Berlin Friday framing piece has been prepared at the suggestion of Andreas Bienert to provide some when it became increasingly clear that unfortunately it would not be ‘smart’ for me to try to attend due to medical reasons. It accordingly aims, as he requested, to provide some personal perspectives of the thinking underlying the design of the day’s programme. I hope that it is of use.

## 2. CONTEXT: URBANISATION MEGA-TREND and CITY CULTURAL COOPERATION & COMPETITION – ‘Co-Opetition’

The contextual ‘mega-trends’ are complex and seemingly changing at an ever more rapid rate including Tech/Media Innovation & Convergence, Societal Transformations such as Demographics, Refugees, Inequalities, Economic Crises and Climate Change. Therefore, here are just brief comment here on just one selected contextual aspect especially influencing the design of Today’s Programme: Urbanisation. Over 50% of the world’s population now live in urban centres, and increasingly in large cities as especially notable in China’s remarkable transformation. Many years ago cities with a million plus population such as Rome at its height of its powers were regarded as challenging to govern but now even mega-city populations of 20 million or more are becoming more numerous across the world such as Cairo, Mexico City, Mumbai, Sao

Paulo, Shanghai and Tokyo. Moreover, London, Los Angeles, Rio de Janeiro, and many others in the broad 5 -15 million range also present considerable complexity as do also similar-sized Metropolitan Areas/Agglomerations, such as the Randstad [Netherlands] and Germany’s Ruhrgebiet. Mulgan [1] called for attention to the subject drawing attention to the crucial role of mayors [*‘From Berlin to Bogotá’*] in his June 2014 *Observer* article [*\*Chief Executive, UK National Endowment for Science, Technology & the Arts, NESTA*].

An increasing major global cities are cooperating and declaring their prioritization of Culture, notably the members of the World Cities Culture Forum. Their Report 2014 is based on some 70 indicators, but emphasises that:

*‘This report focuses on 24 world cities that are also commonly regarded as leaders in culture. To be clear, the report is not saying these are necessarily the world’s 24 most culturally important cities, nor is it a ranking. The purpose is not to say which cities are currently ‘top’, even less is it to prescribe what world cities should do in terms of culture. Instead, it is to try and understand the role that culture plays within the successful world city. [2].*

The annual European Major Cities Conferences since 1982 also illustrate the cooperative spirit and also friendly ‘Co-opetition’ [3].

Competition between cities [often especially between geographically close ones] is also a powerful driver. Therefore, comparative evaluations and rankings of many World's Cities [using a variety of criteria] are available for diverse reasons including Company Location, Investment, Jobs & Tourism. For the sixth year in succession Vienna was placed in the first position for the sixth year in succession in Mercer's 2015 Quality of Living Ranking [4] for 221 cities assessed using some seventy factors.. Notably, six other cities in Mercer's top 2015 twenty ranking are from German-speaking Europe [Zurich, Munich, Duesseldorf, Frankfurt, Berlin and Hamburg --- London is number 40!]. However, other such rankings such as the Economist Intelligence Unit [EIU] differ significantly; for example, EIU places Melbourne first in 2015 [having replaced Vancouver in 2014]. Choice of the individual criteria, their weighting and city scores are presumably quite sensitive so that for example in one business-oriented ranking [which I shall not identify here!] placed Florence in a 'sufficient' position. This leads us to discuss 'Smart[er] Cultural Cities' and their cooperation.

### 3. 'SMART[ER]' CULTURAL CITIES & CULTURAL 'SMART[ER]' CITIES

'Smart[er]' Cities are receiving increasing attention in Europe [and globally] with substantial government support from local, regional, national and European Union levels. 'Cultural Cities' have always been prominent – 'Civilisation': Ur to Athens, Jerusalem and Rome in Antiquity. In Europe, Florence has the pride of place as the 'Cultural [Heritage] City *par excellence* for many people although the City of Light, Paris, has been and remains a major challenger. The Smart City approach for leading 'cultural cities' is a comparatively recent innovation but Florence has been engaged in this for many years since Cultural Heritage is in the Florence 'DNA', with this reflected in the priorities of a wide range of key players such as the city government, Industry and University of Florence. There have been a number of EC supported projects in the interstice of Culture & Cloud as well as corresponding Workshops at EVA Florence and the Hamburg, London & Florence Summer Schools for Senior Hamburg Managers in 2014 & 2015, held in London at Birkbeck {Bloomsbury} and Ravensbourne [Greenwich] in association with Hamburg Media School. However, London is in a rather curious

position as will be discussed in the London session.

A Hierarchy of Needs type of representation, as proposed by Abraham Maslow in his seminal 1943 work, indicates that the role of Culture appears likely to increasingly feature in 'Smart' City developments – setting aside 'Doomsday' scenarios— as basic citizen and visitor needs such as Health are addressed. Particular attention should thus be paid to the pioneering efforts of Hamburg with their ambitious eCulture 2020 Programme, the first in Germany to add an eCultural dimension to the usual Smart City approach and advanced innovative forms of IT [including AI] to be '*Smarter*'. Berlin was reportedly quick to study the Hamburg initiative as were Zurich and Europeana [5]. The idea has been recently taken up at the German national level for their current strategy by adding an eCulture 'Pillar' to the basic set of eGovernment, eHealth, eTransport etc.

A rapid Web search suffices to indicate the dynamic global spread of Smart City initiatives, for example in China with nearly 200 initiatives reported as of mid-2015 [1].

### 5. ANALYSING THE CITY [AS WELL AS REGION AND NATION]

One way of viewing the main Organizational Sectors as regards the 'key players' for 'Smart Cultural Cities' or 'Cultural Smart Cities' is as follows: (a) The Cultural Sector; (2) The Cultural Technology Industry [1990s and early 2000s term] and (c) Creative & Cultural Enterprises [A broader concept entering into common usage in the 2000s and embracing the Cultural Technology Industry as well as many other areas including Advertising and Fashion The major supporting framework components are postulated to be: (d) Universities & Colleges & Research Institutes, (e) Government & Other Public Sector Players, (f) Not-for Profit Sector & Philanthropy [6]. Taken together these core elements may be regarded as constituting one view of the 'Cultural/Creative Economy' at the city or national levels although other important dimensions such as the Legal and Regulatory systems, diverse Cultural factors and of course Society as a whole and 'Con/Prosumers may be added. For example, especially in view of the increasing capabilities of many school-children and their teachers, the Secondary Education

Sector could also be included. Alternatively, a Michael Porter-type of analytical framework could be used [7]. It may be argued that analysis should be based on broad and deep inter/multi-disciplinary and cross-cultural perspectives and studies as carried out by the Globalization and World Cities (GaWC) Research Network centred in Loughborough University's Geography Department [8].

## **6 FOUR CURRENT 'EVA CITY' CASES [FLORENCE, LONDON, BERLIN & ST PETERSBURG] AS WELL AS HAMBURG TO FRAME AND STIMULATE DISCUSSIONS TODAY.**

Since the EVA Conferences began in 1990 they have been held in nearly thirty European and international cities, initially with European Commission support, but the reduced set of ongoing annual ones 'under their own steam' for the last 12 years. Reflecting the dynamism of the subject there is a profusion of many other related conferences addressing not only the core subject of Heritage & Advanced ICT but also the Performing Arts, Cinema, TV and other Creative Industries.

It therefore appeared interesting to explore further the topic of 'Smart[er] Cultural Cities' at EVA Berlin this year by first inviting contributions for the morning session from three of the annual EVA Cities: Berlin, Florence, London as well as from the new EVA city, St Petersburg, building on EVA Moscow since 1998. In addition, Hamburg's influential progress will be discussed which is especially appropriate since their productive current relationship with London and then also Florence was initiated a couple of years ago at EVA Berlin.

The afternoon session includes relevant examples of connections across Europe, for example the strategic EU project, CRE-AM for the Creative Industries. The International Media Landscapes paper benefits from both Warsaw and London scenes with Council of Europe interest and Public Service Broadcasting across Europe in the face of seemingly ever-stronger US efforts. In addition there are also examples of joint Asia & Europe initiatives. Of particular note is a new Post-Conference 'pre-view' study group visit to one of Berlin's most exciting new projects at the Humboldt Forum rounding off our European & International Day at EVA Berlin 2015.

## **7 CLOSING OBSERVATIONS & GENERATION OF POSSIBLE FUTURE RESEARCH LINES.**

With regard to the major theme of this year's EVA Berlin, the endless search for **Perfection** is hopefully asymptotic but perhaps more likely to be jagged and characterised by '*two steps forward and one step backwards*' – assuming Fortune smiles! It is hoped that Friday, November 6 will enable considerable fruitful and lively discussions and exchanges of experiences, plans and visions across the European & International scenes. The Wednesday workshops and the Conference papers and other inputs on Thursday including Botticelli inspirations and the evening visit to the much anticipated Fraunhofer Heinrich Hertz Institute in Berlin, featuring advanced 3D R & D work with the Berlin Symphony Orchestra, should provide valuable 'ideas content' and stimuli.

In particular it is hoped that new and renewed connections, relationships and initiatives stimulated by the generation of promising research topics over the whole three days which will feed into broader processes including future EVAs such as EVA Florence in May 2016 and the wider communities.

## **8 ACKNOWLEDGEMENTS**

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## REFERENCES

[1] Mulgan, Geoff\*. *“Our future is urban. Why don't we talk more about our cities? From Berlin to Bogotá, visionary mayors are transforming people's lives”*. The Observer <http://www.theguardian.com/cities/2015/jun/14/city-london-mayor-paris> [\*Chief Executive, UK National Endowment for Science Technology & the Arts, NESTA.].

[2] World Cities Culture Report 2014 <http://www.worldcitiescultureforum.com/> and [http://www.worldcitiescultureforum.com/assets/others/World\\_Cities\\_Culture\\_Report\\_2014\\_hires.pdf](http://www.worldcitiescultureforum.com/assets/others/World_Cities_Culture_Report_2014_hires.pdf). [See page 29]. The 2015 Report is due to be published at the fourth of this series of annual conferences in late November, 2015 –See below.

[3] Major Cities of Europe - IT Users Group. Annual Conference, June 8 – 10, 2015 [Since 1982, London Meeting] <http://www.majorcities.eu/conferences/2015-hamburg/>

[4] Mercer Quality of Living Survey, 2015. <http://www.uk.mercer.com/newsroom/2015-quality-of-living-survey.html>.

[5] Strategy Meeting 'Europeana for Smart Cities' 14 & 15 October 2015 <http://www.eu2015lu.eu/en/agenda/2015/10/14-15-europeana-smart-cities/index.html>

[6] Cappellini, Vito, & Hemsley, James R. *'A Mini-Book'*. Forthcoming in 2016. Also see EVA Florence Proceedings [2014 & 2015], Editor Vito Cappellini, Firenze University Press.

[7] Porter, Michael E.. *Competitive Strategy*, Free Press, New York, 1980 and many recent ones in

the 2000s and the current decade, especially in the Harvard Business Review [Many available in PDF form on Web].

[8] Globalization and World Cities Research Network <http://www.lboro.ac.uk/gawc/>

### Very Recent to 'Coming Very Soon' Events'

Daily Telegraph Smart Cities Conference 21 October 2015 'Britain's Smart Cities' [http://www.telegraph.co.uk/sponsored/business/smart\\_cities/1754248/britains-smart-cities-guest-speakers.html](http://www.telegraph.co.uk/sponsored/business/smart_cities/1754248/britains-smart-cities-guest-speakers.html)

Shaping Access! – More Responsibility for Cultural Heritage Conference 5./6. November 2015 at Altonaer Museum, Hamburg <http://www.zugang-gestalten.de/programme-2015/Audio-streaming-Live> <http://www.zugang-gestalten.de/audio-streaming-voice-republic/>

EVA MINERVA Conference, 2015, 8 & 9 November. Jerusalem <http://www.digital-heritage.org.il/digital-heritage/>

World Cities <http://www.worldcitiescultureforum.com/events>

Smart Cities Conference 2015, UK. London, Nov 18-19. [www.iotinternetofthingsconference.com/](http://www.iotinternetofthingsconference.com/)

World Cities Culture Summit London 2015, November 18 – 20. <http://www.worldcitiescultureforum.com/events/london-world-cities-culture-summit-2015>. ICDH 2015 : 17th International Conference on Digital Heritage London, November 27 & 28. <http://www.waset.org/conference/2015/11/london/ICDH>

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