



Milan:
Creative and Knowledge city
Creative quarters and local networks in action

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Content

- ❖ Definition of creative industry in Italy
- ❖ Creative industry in Milan compared to EU metropolitan regions and Italian context
- ❖ Strengths and weaknesses of Milan
- ❖ Creativity, social innovation, urban effervescence: few examples

European Definition (KEA report , 2006)

Heart of the arts: Visual Arts,
Performing arts, heritage

Cultural industry: Film and Video,
TV and Radio, Video-Games, Music
Editing

Creative industry and activities:
Design, Architecture, Advertising

Italy prospective

Information and Communication:
Software, Editing, TV and Radio,
Advertising , Cinema

Related industry MP3, Mobile

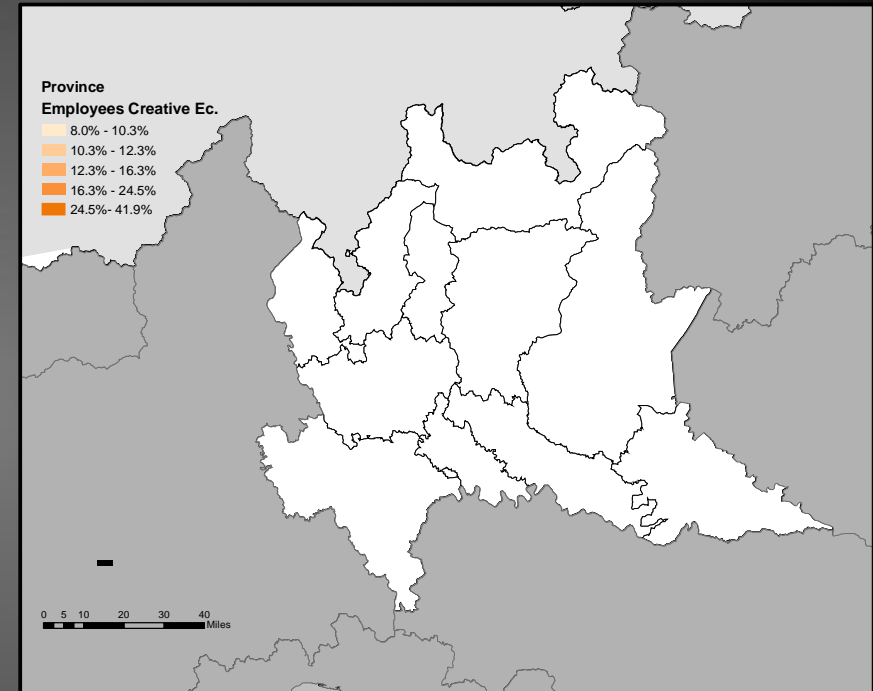
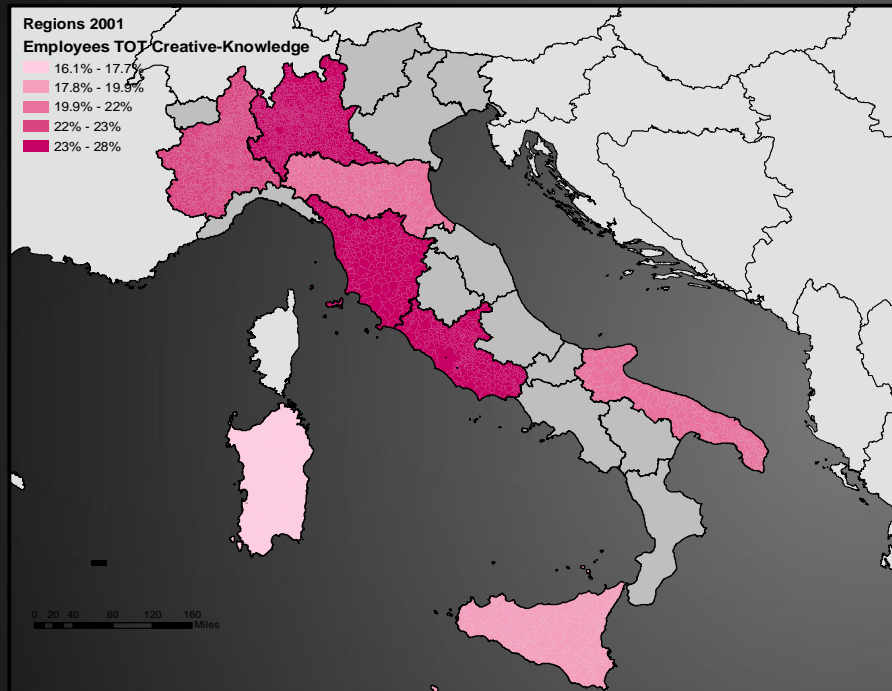
Material Culture fashion, Industrial
Design and artcraft, Food industry

Jamie's MINISTRY OF FOOD



**ANYONE CAN LEARN TO
COOK IN 24 HOURS**

Employment creative industry In Italy and in Lombardy

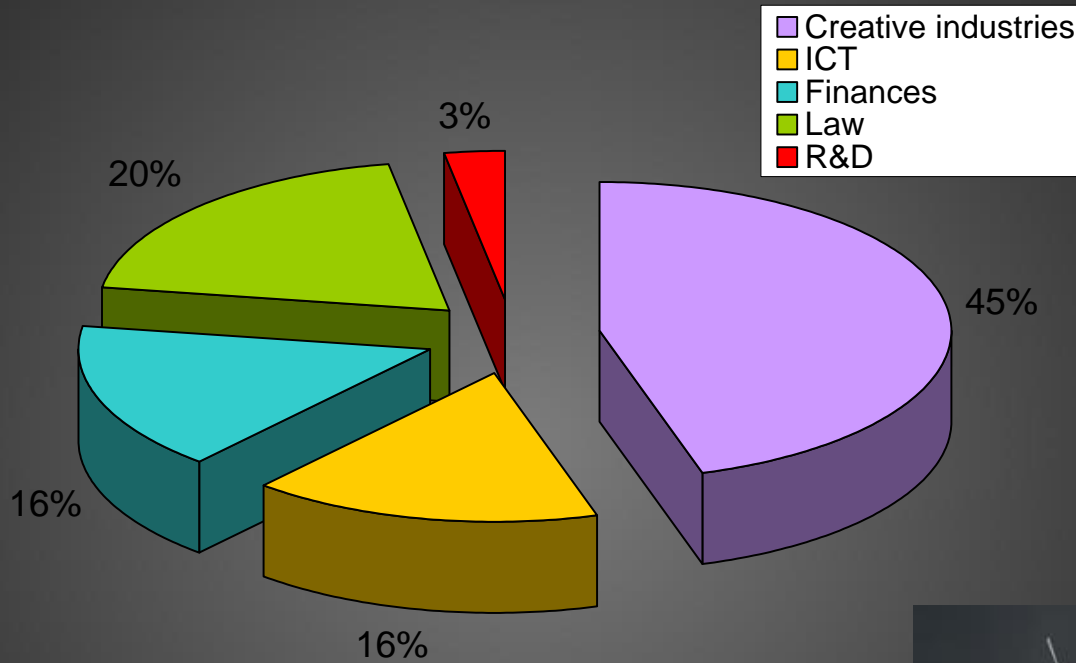


Source: ISTAT Censimento dell'industria e servizi - 2001

- In 2001 in Italy creative and knowledge industries employed more than 4.5 millions workers in 1.4 millions local units.
- The first Region, in absolute number, is Lombardy, with more than 1 million workers,

Workforce in the cultural industry in Milan

(% on the total pf working population)



Source: ISTAT Censimento dell'industria e servizi - 2001

Design lamp: Tolomeo (Artemide)



Employment Creative industry Milan compared to some European metropolitan regions

European metropolitan regions	Employment in creative and knowledge intensive industries (%)
Milan	31 %
Budapest	29 %
Munich	29 %
Riga	29 %
Sofia	27%
Amsterdam	26 %
Birmingham	25 %
Leipzig	25 %
Helsinki	24 %
Barcelona	22 %
Toulouse	22%
Dublin	21 %
Poznan	18%

Source: ACRE reports 2.1-2.13

Talents: “Why are they here, in Milan?”

Hard factors

Soft factors

- ❖ Vibrant working environment
- ❖ Widespread transport infrastructure
- ❖ Educational offer as a magnet for people in the surrounding regions
- ❖ International branding
- ❖ The importance of social networks and relations
- ❖ Geographic location
- ❖ Active local actors (Chamber of Commerce)

Why do they leave?



- ❖ No competitive in the cultural offer to EU capitals
- ❖ Ultra conservative policies (for example towards no EU citizens)
- ❖ Lack of the political interventions for creative industry but also quality of live
- ❖ Low attentions for innovation and investments in innovations
- ❖ Limited access to new generations to “the creative circle”

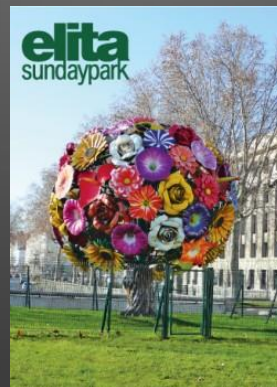


Zona Tortona-design week



Made in Mage

Creativity
social innovation
urban effervescence



Elita Sunday Park- local network

Highlights

- ❖ Area-based policy, a productive sector policy or social capital policy
- ❖ Creativity and areas in transition (former industrial areas)
- ❖ Collaboration and conflicts in the local governance

Zona Tortona and the Design week



❖ Creative quarter and design cluster

❖ Tortona area:
Semi central area

Production stopped in late 80s

Workhouses and small industries

High developed

Zona Tortona and the Design week



- ❖ Medium size and strongly locally based real estate developers
- ❖ Informal network regulated by the developers
- ❖ Micro-territorial marketing/neighbourhood branding

Zona Tortona and the Design week



- ❖ Temporary flagship projects
- ❖ Special events targeted for the design sector : design Week
- ❖ Street design week

“Made in Mage” project

The location



Temporary use of a space in a former industrial area

Breda area:

Production stopped in 1995

Mq: 1.443.315,00 m²

The large part of the area still underused

“Made in Mage” project

Fashion incubator



Open : early 2011

An incubator of fashion and sustainable design in former Magazzini Generali Falck (MA.GE)

Supporting design and fashion design art craft

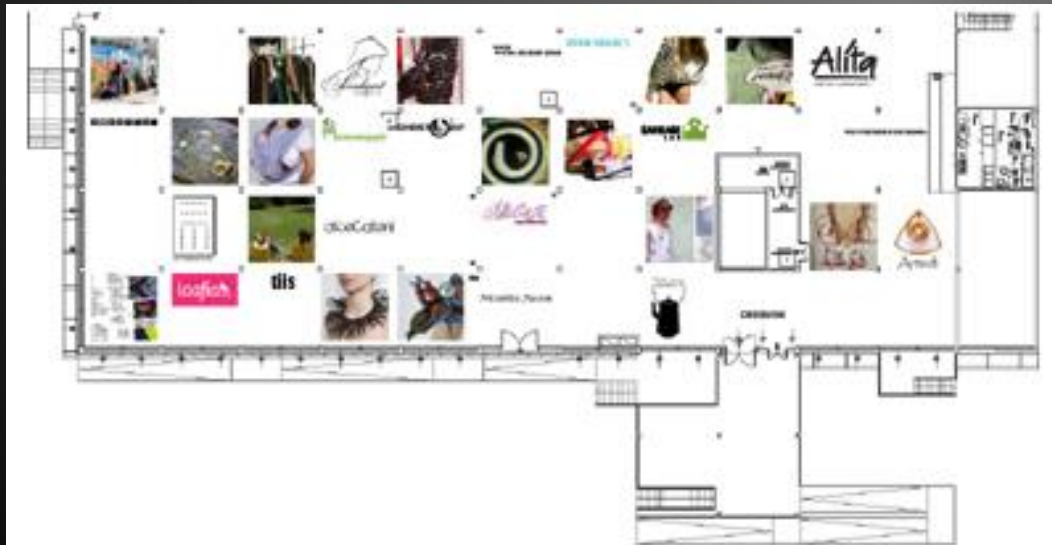
Fostering the re-use of empty space

Bridging new economy with industrial heritage

“Made in Mage” project

Activities and workers

© Elia Rollier



14 Atelier selected by a public call

space for studios and laboratories with a “free” loan for 3 years (2011-13),

Social capital social networks

The risk of collaboration competition

Elita network



- ❖ Cultural association borne in Milan in 2005
- ❖ Aim fostering the networking culture in the music and new media sector
- ❖ Organize music events and meetings / conference on music industry

Elita network

Elita Sunday Park



- ❖ A monthly event
- ❖ For a day Theater foyer turns into a meeting point (12.00 am -2.00 pm)
- ❖ Combines music, self production design and food industry (local farm market and bio restaurants)
- ❖ Low cost Exposition space

Conclusion

- ❖ Mismatching between international imagine and the reality
- ❖ The strong network and the difficult access to “new comers”
- ❖ Good practices and weak local policies
- ❖ The potential role of local enterpreneship
- ❖ Can this model survive to the economic crisis?



Thank you
Muchas gracias
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