

## Recent developments in Cultural planning as an approach to build creative cities

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### Abstract

This study is basically a review of works of cultural planning across the world and particularly relating it to the urban planning, and other disciplines related to urban planning. This paper discusses about the different definitions and dimensions of culture in the urban planning practices. From the definition of culture to inclusion of culture in urban planning which involves a multipronged approach. It has looked into this through published works and best practices followed in different parts of the world. Culture of place is understood through cultural assets which are classified into tangible and intangible. Implication of classification of these assets is looked upon through the lens of urban planning policies and different development sectors related to the planning and management of cities. Some of the examples from Europe, Canada, and USA and Asia are taken into consideration. At the end observations are analysed for the suitability of the cultural planning theory for adoption in urban Indian context and future possibilities.

**Key words:** Cultural planning, Urban culture, Creativity, Creative city

### Introduction:

Out of some of the literature about cultural planning, first to mention is the 'idea that cities ought to refashion their economic and development policies and planning regimes with an aim to become 'creative cities' (Landry, 2000). Prof Landry is the one of the few instrumental people in globalizing the idea of creative cities and cultural planning, where he emphasized on investment in the field of cultural capital for natural development of cities. City's cultural capital would transform into creative capital and act as an engine of growth in that particular place. Cultural identity is a very unique to any place or a city. This Idea of identity though culture brings a healthy competition among the cities in terms of development of creative capital. Each city has the pride in its diversity of cultural spaces and cultural capital, the supposed 'creative class', who are imagined as a vital demographic group to capture as in-migrants, for the investment and innovation, they bring with them (Florida, 2002). This intellectual human capital and their contribution brings value to a place. The cultural transformation through migration of different people of different background, ethnicity, occupation, geography would help in building the new age cities with balance diversity in the time of globalization. This would help in improving the knowledge based economy of the city as it's a symbol of cultural tolerance and acceptance. Another critique would be that creative transformation in places fuel gentrification, especially in the inner city...as deindustrialization gains pace in European cities (Gibson and Homan, 2004). This is in contrast with the Florida's idea of rise of the creative class help bridging the gap between old and new. These debates look into the culture as a traditional art form rather than the generator of economy, in terms of sound human capital with creative benefits. Mr. Landry looks upon culture as the lifestyle of every citizen of a city, the way we live influence our surrounding also the vice versa hold true that surrounding influence the way one lives and shows creative abilities through cultural activities. This is where the planning of cities, cultural and creative capital art related.



Review and critique on cultural planning that represents a relatively straightforward urban planning, economic, social geography, observation and theoretically informed theories related to America such as Fordism and post-Fordism, agglomeration and cluster theory, etc. (Gibson and Kong, 2005). One can see idea of cultural planning and economy related to it is also an effort to brake from the shackles of industry driven cities. It might have taken some time to finding the gap of culture in the madness of industry driven cities. Recent literature shows this ideas of culture and cultural planning are gaining popularity in the middle of critiques. Especially economy of culture is a subject of brainstorming among scholars. Turning from normative cultural planning to other dimensions of culture and creative capital of cities (Markusen, 2006) Globalisation, industrial towns and post modernism, idea of creative class, these theories only look at city culture as capitalist driven commodity which cannot be held true, as the culture plays wider role in day-to day happenings of a city while helping its sustenance.

So First we will try to understand different meanings and contexts of culture and try to find out answers for some questions, Such as what is culture? What are the types of culture? What are the cultural assets and why do we need to plan for these cultural assets? What is cultural planning and creative city and how these both are related? How creative city concept evolved? Why creative industries have to be incorporated in planning policies? How to quantify Cultural assets and Creative industry’s significance to analyse potential and opportunities? And will discuss about some Best Practices around the world for Cultural planning. Will discuss about the tools and techniques used and practiced around the world to incorporate culture in planning and Cultural tourism. The focus will be to address how it has to be done.

**Definitions and Notions**

Meaning of Culture as mentioned in Webster’s dictionary, culture is originated from the Latin word “Cultura” Which means “cultivation”. Roman orator Caesar described the word Culture as the “Cultivation of the soul”. There are many other scholars gave a wide and acceptable definition of culture relating it with urban spatial studies. Culture is “Universal human capacity”. (Taylor,E.B. 1974) which is a generalized definition, it signifies universality of culture. “Culture is the folk-spirit having a unique identity and culture is the cultivation of waywardness or free Individuality” (Velkley, Richard, 2002). This signifies the identity of a city is its culture which is nothing but the way of life of that place.

**Broad Classification of culture:**

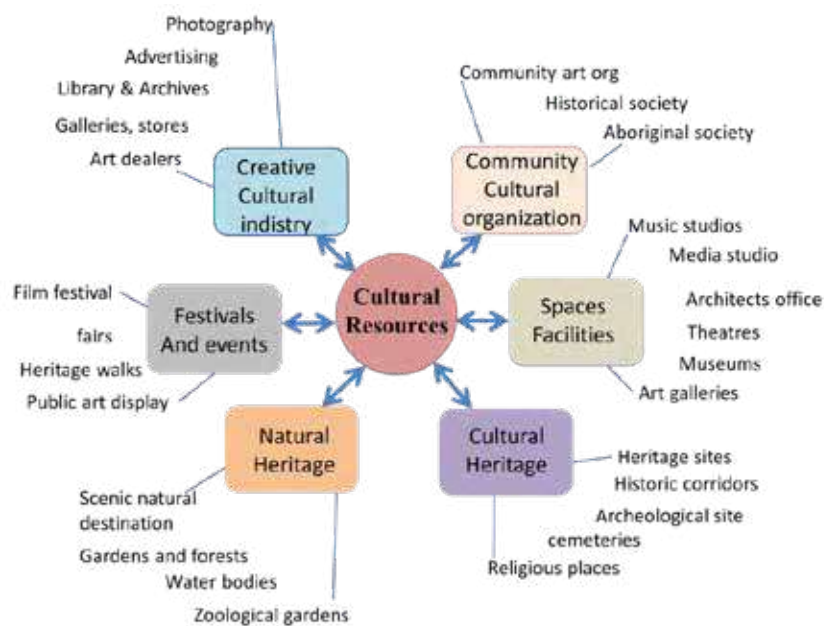


Figure 1: cultural resources.

The figure 1 is prepared based on different generic sources. Mainly from cultural plans of city municipal corporations of Chicago, Hamilton (Canada) and Barcelona. It shows enormous possibilities of inclusion of culture into urban planning process.

Culture can be classified Based on various parameters, The Basic and Broad classification can derived as shown in figure 1. Considering the culture a way life, Rituals, Values, Beliefs, Costumes, Laws, Architecture, Festivals, Gatherings, Natural Heritage, Native Industries, Spatial identities etc. can become cultural elements. Depending on the Definition of culture, these elements vary with the context of place and study. Culture can be elaborated differently with different knowledge domain. But broadly it can be divided as mentioned above, based on Geography such as Asian, European, American or African again considering smaller geographical areas as French, Punjabi, and Tamil etc. Likewise Different languages, Ethnicity, Wealth such as High and Low, Based on Different Time Period as Gothic, Indus valley, Greek civilization etc. And Last but not least the Power and Political Culture which can influence all other cultural aspects. For example Democracy, Communism, Monarchy, etc.

Cultural assets can be classified broadly into two categories that are: 1) Tangible assets - Physical artefacts, Built and Natural Heritage. It is also called as material culture. 2) Intangible assets - Such as language, customs, traditions, rituals, sense of place etc. Different techniques can be used to map the culture. Which, we will discuss with some examples and Best practices.

### **Relation between culture, creative city and urban planning.**

So, what is a creative city? Charles Landry in his book “Creative City” says, “In simple terms creative city is the one where innovation happens”. The idea behind this is, there is always more creative potential in a place than known. This notion of creativity lies in the culture of opportunity given to every individual to be part of problem solving community of city. Every individual gets an opportunity to present his imagination and knowledge to address a problem of city one lives in. It can be addressing the transportation problem, Homelessness, improvement educations facilities, recreational facilities, conservation of nature and Heritage, or it could be a solution to hygienic living. Where these idea come from? The culture of the city and the community are reasons for the problems as well as solutions for place to develop. The idea of creative city is to bring in the existing potential of culture to the forefront of urban planning and development process. To establish the relation between economy, culture, other urban dynamics and policies. To be a creative city the soft infrastructure includes: A highly skilled and flexible labour force, dynamic thinkers, creators and implementers (Markusen,2001). So one needs the creative minds who would bring innovation in the field of urban sectors. Urban components Social and Physical infrastructure to works on need creative brains as the software, So this clarifies culture led creativity is crucial for better development of urban centres. Now let us look into the existing system where culture is omnipresent and how it is perceived in the current urban planning scenario

Recently Municipal organizations across cities have tried to inculcate a culture into their development schemes and have formulated definitions of cultural planning based on expert studies “Cultural planning is often explained as a strategic approach to urban cultural development; an approach that involves the ‘mapping’ and leveraging of a wide range of ‘cultural resources’ (arts, culture, and heritage)” (Kovacs 2011). UNESCO has approved two documents (2001 and 2005) on this subject. In 2001 the Declaration on Cultural Diversity, it emphasises on the acknowledging the cultural wealth of a place and it implication on diversity and human rights. In 2005, the Convention on Cultural Diversity, It advocates the need for diversifying the production means of goods and services to the local level rather than centralising it to some countries for short term economic greed and selfishness of capitalist countries.

The UN Habitat State of the World's Cities Report, 2004, notes, for example,

*“...the growing trend of refurbishing and re-branding cities as cultural havens - a creative attempt by many local governments to revitalize economies in need of urban renewal mechanisms....Whether or not a city has a cultural heritage to draw upon, or merely a survivalist's need to succeed, banking on the financial draws of culture – be it artistic, historic, athletic or religious - has proved to be a blessing for many urban officials and planners... On the assumption that culture can be a motor of employment growth...”*

UNESCO creative cities framework, 2012, classifies Cultural assets of a city into two broader categories that are 1) Tangible assets - Physical artefacts, Built and Natural Heritage. It is also called as material culture. 2) Intangible assets - Such as language, customs, traditions, rituals, sense of place etc. which by far now has been reflected in many scholarly works. Through available scholarly literature one can say that recently it is happening around the world. Many local governments are trying to address the gap of culture in the urban planning process to tap potential of culture in transforming urban scenario through cultural plans. To mention a few examples, Toronto, Chicago, Barcelona, London, Vancouver, Paris has cultural plans prepared for a period of ten to twenty years. Other cities in different continents such as Thailand, Singapore, Sydney, Doha local bodies have adopted mechanisms to include cultural assets into urban planning strategies.

The Barcelona cultural plan was envisaged in 2009, planned for 10 years. Underlines three goals 1) to create environment in a city which brings different communities together for inclusive progress 2) Ease of equal access to cultural places, goods and services 3) To encourage every citizen to express their ideas for the public problem solving. These goals bring in more number of people with different background and different development domains together which increase the cultural interventions in the development of the city. Often it talks about accessibility of more programs and facilities for all the citizens of the city. This is more of a Policy document outlining different schemes and programs for inclusiveness.

The Mayor's Cultural Strategy for London 2012 London cultural strategy emphasize upon six categories that are Education, skills, career, Infrastructure, environment and the public realm. *“...Education considered as strategic approach that helps to coordinate existing activities, build links between cultural institutions, schools and local authorities and raise awareness of the high quality provision on offer...”*. Skill based careers offer a wide range of opportunities in cultural sector leading to own business rather than youngsters opting for company jobs. “Great outdoors” initiative to improve public space, streets, water bodies, green spaces, Public art which would enable public communication and interaction are included as a strategy.

Chicago cultural plan 2012, Emphasizes on the broader civic impact of cultural activities and communication through culture, through community development programs for economic growth. Similarly Sydney's cultural strategy 2014, is sector based, the emphasis is given to cultural tourism and the tourist experience of the city. The entertainment industry is the main economic generator of the city's creative industries. So now look at the international framework provided by the United Nation's cultural arm, UNESCO, gradual progress in the field of cultural strategy and development relating it to urban planning and economics is apparent in the last 3 decades. Which can be substantiated by scholarly literatures.

The rise of idea cultural Planning in Europe and USA is acknowledged by number of academic works and also by some of the city authorities. Academicians and researchers have been trying to distinguish between

art policies of industrial towns and culture as the engine for the growth of a city. There evident is the difference between arts policy and idea cultural planning. It is often asked whether the cultural planning is not simply ‘a fairly traditional arts policy’ with another name (Stevenson 2005). This is a matter of discussion and critique since the early 90s (Kovacs, 2011) that how cultural policy is not merely related to arts it can be much more than that. It has been three decades since the idea of cultural planning emerged in contemporary world. Most of the research available on the topic is non empirical and based on mapping and available economic statistics. The advancement in terms of cultural asset mapping is limited to spatial mapping of tangible assets but there is not much advancement into how these result can be incorporated into existing development plans. The most of literature found seek to move away from the idea culture as art policy (Mills 2003, Kovacs 2011) to culture as an approach to build new cities where creativity of citizen help cities to develop. This clearly shows in spite of push for cultural led urban planning, urban policies have been adopting economy focussed cultural inclusion rather than cultural based urban planning approach.

Considering the Indian Scenario, the Union government has a Ministry of culture which are responsibilities limiting to Arts policy and conservation of historic monuments and Ministry of Urban development is totally a different set. All different departments at top government level work in isolation for example body responsible for conservation of monuments looks after monuments without any regards to the regional aspirations of the place those monuments are situated. The tourism department looks into the profit side of the monuments without considering the broader infrastructure and natural resource backing. This scenario is also seen in many other European and Asian countries. So the policies made by the central government serve as examples of city municipal corporations, even if local bodies have a better understanding of their cities. So the bottom approach for the policies regarding urban development is the need of the hour for cultural based development. Since the land is a state subject in an Indian Federal system, some of the states have passed different culture and conservation guidelines for the municipal local bodies. To mention few, Delhi urban arts commission, Jaipur heritage guidelines, Mysore heritage development plan, Ahmedabad heritage city guidelines etc. Most of these city guidelines focus exclusively on heritage conservation and tourism focussed development. However, good, these are for Heritage conservation since these do not emphasize on living culture as the heritage. Also urban planning bylaws and guidelines are prepared without due consideration of living cultural assets.

### **Possibilities in the cultural planning**

Looking through the above literature, some of the basic questions would arise. Is there a framework for inclusion of cultural assets, both tangible and intangible in urban development process? What are the policy preferences are in place to consider culture as the driving factor not only as arts policy? Can we relate culture with spatial dynamics in city planning? Is there a method to quantify cultural assets so as analyse its impact on urban dynamics such as transportation, social infrastructure? Would culture help in better development of human capital in terms of Quality of life? Does Culture influence creativity leading to innovation, thus helping the development of a city into a better civilization?

Hypothetical idea of the relation between Culture, cultural assets, urban spaces, urban economy, sociology, Cultural geography, urban planning, governance mechanism, could broadly be established diagrammatically as drawn below in table 2. This leads to the next stage of the further research in the field of culture and urban planning.

## The possibilities

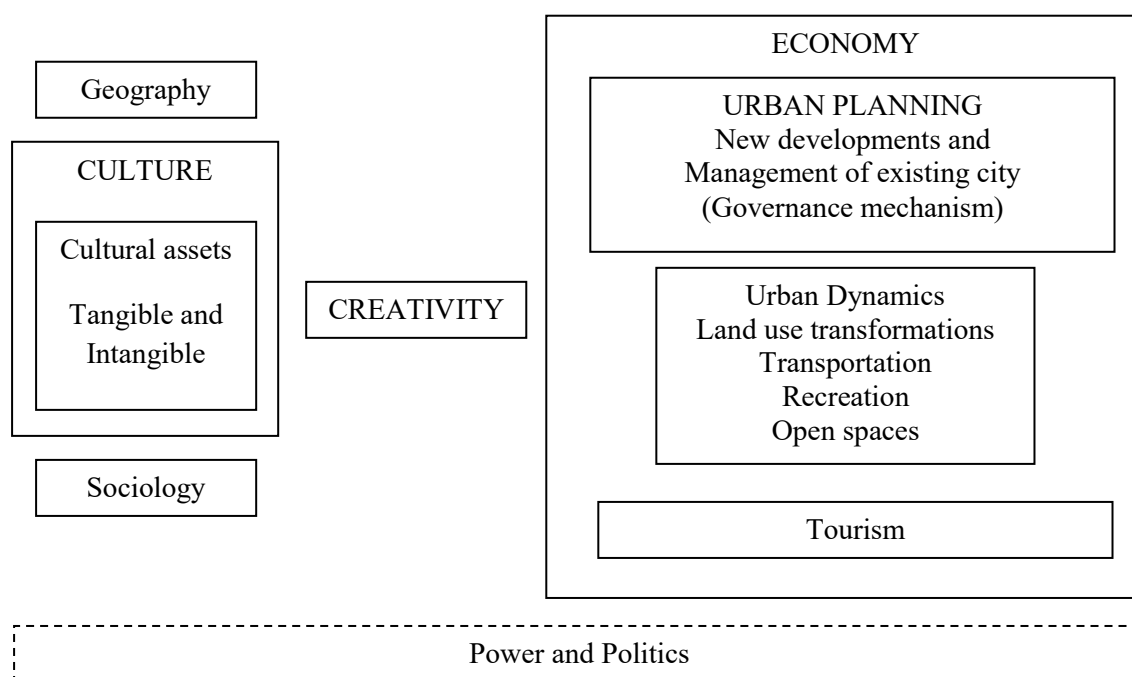


Table 2. The hypothetical relation between Culture and urban planning

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