Contents

	List of figures	viii
	List of tables	ix
	List of contributors	x
	Dedication	XV
Int	roduction	1
1	Introducing the book: the concept of creative	
	cluster development	3
	MARLEN KOMOROWSKI AND IKE PICONE	
PAI	RT A	
	eoretical approaches to the creative cluster concept	19
	continue approaches to the creative classes concept	
SEC	CTION I	
Go	verning creative cluster development	21
2	Creative mediators and their role in the governance of	
	creative clusters	23
	NICOLA FRANCESCO DOTTI AND EVGENIYA LUPOVA-HENRY	
3	Creating an alternative governance model for creative	
	clusters: the collaborative alliance model	37
	KOEN SNOECKX	

	ce-making and spaces for creative clusters	53
4	Place as a guiding principle for spatial design of creative clusters in urban areas PIETERNELLA ATEN AND ARIE ROMEIN	55
5	Interplay of the local and the global in connecting creative clusters around the globe KRZYSZTOF STACHOWIAK	66
	CTION III trepreneurship in and for creative clusters	83
6	Business incubators as tools for creative cluster development arie romein and Jan Jacob Trip	85
7	Entrepreneurship in creative clusters: motivations, identities and interactions ERIK HITTERS, PAWAN BHANSING AND YOSHA WIJNGAARDEN	98
	RT B al-world case studies of creative cluster development	113
	CTION IV eative hubs and spaces in different contexts	115
8	Models of co-working in Toronto's innovation districts LIZZIE JACKSON	117
9	São Paulo's creative hubs: local embeddedness as a tool for creative cluster development TAREK E. VIRANI, DAVI NAKANO, MORAG SHIACH AND KARINA POLI	130
10	The fabric of creative cultures: how creative clusters connect	

with their neighbourhood in Warsaw's districts of Praga

MICHAŁ GŁOWACKI

145

	Contents	vii
	CTION V dia park development and governance	157
11	Building mediapark.brussels: at the crossroads of media policy and urban development IKE PICONE, MARLEN KOMOROWSKI, VICTOR WIARD, DAVID DOMINGO, SABRI DERINÖZ AND GEOFFROY PATRIARCHE	159
12	Challenges of collaboration: the case of Mediapolis in Finland SARI VIRTA	172
13	Media parks as vehicles of economic development and city branding: MediaCityUK and MediaPark Cologne TASSILO HERRSCHEL	185
	CTION VI ganisations for creative cluster development	201
14	Informal governance as enabler of creative collaborations: institute for X in Aarhus ADRIËNNE HEIJNEN	203
15	Place leadership for creative cluster development: the Baltic Triangle in Liverpool DANE ANDERTON	215
Co	nclusion	231
16	A new momentum for creative clusters: exploring novel directions in governance, place-making and entrepreneurship IKE PICONE AND MARLEN KOMOROWSKI	233
	Index	243