

Creative cities challenge for the policy makers



CREATIVE CITIES CONFERENCE

HOW DO WE MAKE CREATIVE

CITIES AND GRIDS?

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MARTA SMOLÍKOVÁ

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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