Contents

	List of figures List of tables List of contributors Dedication	viii ix x xv
In	troduction	1
1	Introducing the book: the concept of creative cluster development MARLEN KOMOROWSKI AND IKE PICONE	3
	ART A heoretical approaches to the creative cluster concept	19
	OCTION I overning creative cluster development	21
2	Creative mediators and their role in the governance of creative clusters NICOLA FRANCESCO DOTTI AND EVGENIYA LUPOVA-HENRY	23
3	Creating an alternative governance model for creative clusters: the collaborative alliance model KOEN SNOECKX	37

vi	Contents	
	CTION II 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	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	145

		Contents	vii
	CTION V edia 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 patriaro	СНЕ	159
12	Challenges of collaboration: the case of Mediapolis in Finland		172
13	Media parks as vehicles of economic development and c branding: MediaCityUK and MediaPark Cologne TASSILO HERRSCHEL	ity	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		215
Co	nclusion		231
16	A new momentum for creative clusters: exploring novel directions in governance, place-making and entrepreneur IKE PICONE AND MARLEN KOMOROWSKI	rship	233
	Index		243