

Creative industry in land management and urban growth

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In presentation there was an example of how creative industry may become valuable element of urban growth and cities development as a part of land management.

Main definitions of these connected parts of development in cities were explained like: creative industry, creative economy, land planning, urban growth.

Examples of classification in different countries of creative industries were included with connection to general models of such activities and indicators.

Next part of presentation included definition of land management as an all kind of activities active and passive ones relating to objects and subjects connected to organisation of space. The main goal of land management is also protection of specific values of space as well rational creation of it by stimulating economic processes. Protective activities contains action leading to *sustainable* development to keep right balance between natural heritage and human creations. Creation of space, and space planning is activity that change space connected to new directions of social and economical development and these days more and more ideas about how to create space in our cities comes together with technologies and new paradigms for connected spaces and people within growing smart cities.

Author explains the role of **creative industry in land management and possibilities that new technologies may provide to projects of revitalisations of some parts of the city. Research with connection to Barcelona Brain Project was mentioned as well project connected to building new model of interactive teaching Engi Math with program compatible to universities around Europe which is an example of creative economy as well.**

Main conclusions from the role of creative economy as a main indicator of growth in the cities were:

- ⊙ Creative industry waking up creativity of regions and cities. It has influence for economic and social growth by building intellectual potential of the place. It makes cities looks better and feels better making them more attractive places by production of creative goods and services.
- ⊙ Investments in these kind of products and industry is most of the time very good for development and urban growth, they attract people to come to new work places that are creative and more interesting their cultural offer is larger and also service of not only material sphere is growing.
- ⊙ It puts spirit to action and makes ideas about good governance of the city more like cooperative playground especially with using mass media internet social media to it.

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