

Course Name Overview Creative Clusters and Cities

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| Level of study | <i>Bachelor Degree, Master Degree</i> |
| Workload | ECTS: 4 Total Hours:36 Contact Hours:28 <ul style="list-style-type: none"> • Lectures: 14 • Labs:14 • Seminars:8 |
| Course Code | |
| Semester | <i>S</i> |
| Prerequisites | |
| Course Objectives | <i>Studying the creative clustering as the method of Culture-Business-Power integration and widening of city cultural field.</i> |
| Learning Outcomes | <ol style="list-style-type: none"> 1.To know the social features of city cultural field actors, specific traits of their way of living, to understand the reasons of their involving into the creative reconstruction of the city. 2.To be able to use the methodology of discovering main parameters of city cultural life. 3.To know how to investigate the problems, which are the most important for the integrated city cultural life organization, to analyze these problems, to elaborate the methods of solution, consulting services, PR support of the whole process. |
| Syllabus | <p><i>Subject 1. Modern researches of the issue of creative clustering, world research guidelines.</i></p> <p><i>Subject 2. Best practices of the creative cluster realization in the Russian cities and Subject 3. Reforming of the city cultural life due to everyday life practices.</i></p> <p><i>Subject 4. European tradition of the funding of Social-Cultural projecting, pragmatization of philosophical and cultural discussion of the issue.</i></p> <p><i>Subject 5. Creative clustering in the context of the creative economy and the solution of the problems by the means of culture.</i></p> <p><i>Subject 6. Forms of integration of the education, city infrastructure and leisure. Different forms of cultural associating and collaborating.</i></p> |
| Labs | <ul style="list-style-type: none"> • <i>processes of the commercialization of producing and spreading of the cultural products, which turn the tide of the city reality;</i> • <i>experience of saving, restoration and actualization of the historical and cultural legacy;</i> • <i>problem of the integration of the existing samples of wooden architecture into the modern cultural infrastructure of the city (Tomsk experience);</i> • <i>strategies of the cultural movement.</i> |
| Projects | <ol style="list-style-type: none"> 1. <i>City as the social and cultural space.</i> 2. <i>Features and tendencies of the social and cultural space of the modern city.</i> 3. <i>Correlation between the concepts “social and cultural city space” and “creative city space”</i> 4. <i>Creative industries in the process of the city social and cultural space formation.</i> |

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| | <ol style="list-style-type: none"> 5. <i>Creative industries as the determiner of the innovational development of the modern city.</i> 6. <i>Content and genesis of the concept “Creative industries”</i> 7. <i>Historical and economical base for the generation of creative industries.</i> 8. <i>Creative industries in Russia: shared and specific problems</i> 9. <i>Center for modern art VINZAVOD</i> 10. <i>Yekaterinburg art-factory as the territory of cultural industry.</i> 11. <i>Basic trends of creative industries</i> 12. <i>Development of the project of creating the Center for Creative Initiatives.</i> |
| Assessment | <i>Credit Test (Pass/Fail)</i> |
| Resources | <ol style="list-style-type: none"> 1. <i>Kolodiy N.A. New economy is the economy of senses: Monograph/Study guide. — Olborg: Institute of culture and globalization of the Olborg University, 2013 - 327 p. (Label of UMO).</i> 2. <i>Kolodiy N.A. Social and anthropological researches in tourism: Monograph/Study guide. — Olborg: Institute of culture and globalization of the Olborg University, 2011. — 170 p.</i> 3. <i>City - analysis of urban trends, culture, theory, policy, action</i> 4. <i>European Journal of Housing Policy</i> 5. <i>European Planning Studies</i> 6. <i>Housing Theory and Society</i> 7. <i>Urban Research and Practice</i> 8. <i>Landscape Research</i> |
| Instructors | <p><i>Agranovich Victoria Borisovna</i> http://portal.tpu.ru/SHARED/v/VIKA</p> |