

**12th July 2013**  
**Ca' Tron**  
**Santa Croce 1957**  
**Venezia**  
**h 10 am > 5.30 pm**  
**sala consiglio**

*Scientific Direction*

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Università Iuav  
di Venezia

DEPARTMENT  
OF DESIGN  
AND PLANNING  
IN COMPLEX  
ENVIRONMENTS

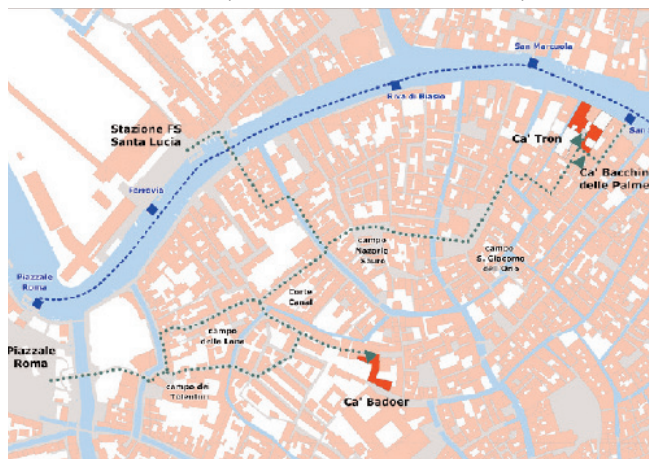
# CREATIVE MILIEUS IN EUROPE

**international workshop**

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how to reach Ca' Tron

from bus or train terminal: public boat line 1, direction Lido, stop "San Stae"



# international workshop

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Innovation is now considered the main drive behind development, and knowledge the necessary premise for innovation. The analysis of connections between knowledge, creativity and innovation, however, remains essentially connected in mainstream economics to a "logic-positivist" approach. While acknowledging the foundational role this approach has in enhancing knowledge, science and technology, increasing evidence raises questions about its suitability for further understanding the complex dynamics it has generated. Further comprehensive (rather than alternative) approaches have been proposed to cope with the issue, among which the evolutionary one has achieved considerable credit in social sciences, and mainly economics. Recent debates contend, however, the appropriateness of this approach itself, by arguing that socio-cultural systems actively concur in shaping their cognitive, creative and innovative evolutionary paths. The workshop aims at examining if a "hermeneutic" approach fits better to explain relationships occurring between knowledge and creativity. Theoretical contributions and a number of empirical investigations on European cities and organisations are presented to examine the heuristic power and consistency of this approach.

## PROGRAMME

### 10 AM > 12.30 AM MORNING SESSION

*A hermeneutic approach to knowledge, creativity and milieus*

Chairman:

**ANDREAS PHILIPPOPOULOS-MIHALOPOULOS**  
University of Westminster, London

*Analytical tools for the knowledge economy: Towards a hermeneutic approach*

**AUGUSTO CUSINATO**

Università Iuav di Venezia

*The new understanding of scientific knowledge*

**PAOLO GARBOLINO**

Università Iuav di Venezia

*The rise of the hermeneutic approach to knowledge*

**DANIELE GOLDONI**

Università degli Studi "Ca' Foscari" di Venezia

*Space and knowledge*

**GIORGIO DE MICHELIS**

Università degli Studi "Bicocca" di Milano

*Firms as knowledge-creating milieus*

**CARLA SIMONE**

Università degli Studi "Bicocca" di Milano

### 12.30 AM > 2 PM LUNCH

### 2 PM > 5.30 PM AFTERNOON SESSION

*Case-Studies*

Chairman:

**ROBERTO CAMAGNI**  
Politecnico di Milano

*Knowledge industry and competitiveness: Economic trajectories of French urban areas (1962–2008)*

**CELINE VACCHIANI-MARCUZZO**

Université de Reims Champagne-Ardenne

**FABIEN PAULUS**

Université de Strasbourg

*The knowledge-creating sector in Barcelona*

**JOSÉ A. BAGUENA LATORRE**

Universitat de Girona

*The knowledge-creating sector in Munich: Clusters and/or milieus?*

**CHIARA MAZZOLENI**

Università Iuav di Venezia

**ANTON PECHMANN**

Graduate in Urban Planning

*The knowledge-creating sector in Poznan*  
**KRZYSZTOF STACHOWIAK**  
Uniwersytet im. "Adama Mickiewicza" w Poznaniu

*'Knowledge-Creating Services' localisation patterns in the Paris Metropolitan Area*  
**FABIANO COMPAGNUCCI**  
Università Iuav di Venezia

*Berlin as a knowledge-creating milieu: From urban form to spatial aptitude*  
**MATTEO D'AMBROS**  
Università Iuav di Venezia

*Knowledge-creating activities in Milan: Spatial rationales and urban policies*  
**CHIARA MAZZOLENI**  
Università Iuav di Venezia

*The VEGA Park for Science and Technology in Venice: A creative milieu for innovators*  
**MICHELA COZZA**  
Università degli Studi di Trento

*Policies for creative cities*  
**ROBERTO CAMAGNI**  
Politecnico di Milano