

APRIL 8TH, 2011

**palazzo Badoer
aula Tafuri
San Polo 2468
Venezia**

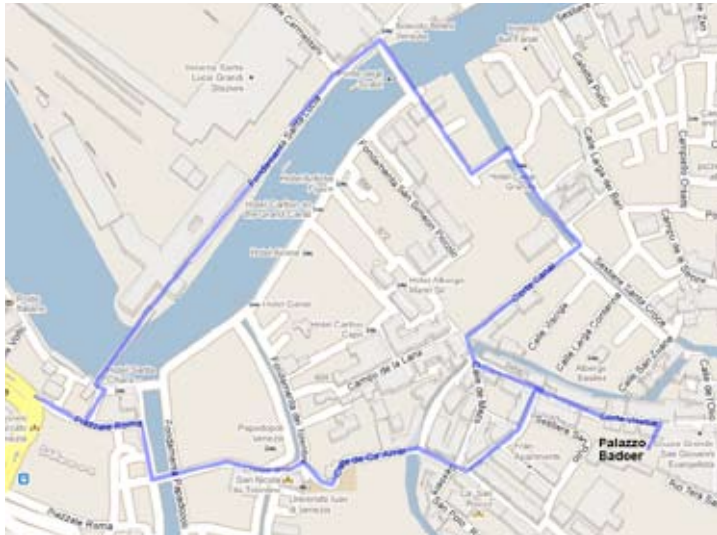
scientific committee

Antonio Calafati, *Università Politecnica delle Marche*
Roberto Camagni, *Politecnico di Milano*
Augusto Cusinato, *Università Iuav di Venezia*
Dietrich Henckel, *Technische Universität Berlin*

Organisation Office – Contacts

Università Iuav di Venezia
Ufficio organizzazione eventi e convegni di ateneo
Vita Gennaro ++39 0412151301
Alberto Uberti ++39 0412571881
fax ++39 041 2571744
e-mail: promozione.eventi@iuav.it

how to get to Palazzo Badoer



I
-
U
-
A
-
V

Università Iuav
di Venezia

UNITÀ DI RICERCA
"SOCIETÀ ECONOMIA
TERRITORIO"

TECHNISCHE
UNIVERSITÄT BERLIN
INSTITUT FÜR
STADT- UND
REGIONAL PLANUNG

in collaboration with
CONFINDUSTRIA
VENETO

KNOWLEDGE- CREATING MILIEUS: FIRMS, CITIES AND REGIONS

workshop

APRIL 8TH, 2011
room A
palazzo Badoer
San Polo 2468
Venezia



april 8th, 2011

palazzo Badoer

room A

San Polo 2468 – Venezia

It is a widely held opinion, also propounded in a number of academic works, that the main feature of the knowledge economy lies in the unprecedentedly wide use of knowledge that firms and industry in general have made in the last two-three decades. The persuasive power of this view is commonly grounded in the evidence of the substantial, if not dominant, share represented by “symbolic analysis activities” in the formation of the total GDP and total employment, mainly in the advanced economies. Another, more subtle, although not immediately provable view, suggests that the advent of the knowledge economy rests on the unprecedented knowledge revolution that is occurring within firms – and thus within the very core of the social praxis –, and which had already taken place within the epistemological, aesthetic and cultural domains. More specifically, the idea is that firms and industry are now leaving the traditional/modern “Learning I” paradigm concerned with the “production and accumulation” of knowledge according to well-established cognitive codes, and moving towards the “Learning II” paradigm, dealing with the “generation and articulation” of cognitive codes.

The consequences of this shift are of the greatest importance. Conditions and factors that are reputed suitable for the enhancement of the knowledge generative aptitudes of individuals, groups and institutions diverge widely from those required for conventional knowledge production and accumulation. While the former could hypothetically be carried out within an isolated relationship between the individual observer and his/her observed world, “Learning II” inevitably takes place within a social context; and while noise, dissonance and ambiguity are clearly impediments to “Learning I”, they represent the “primary raw material” within the “Learning II” paradigm.

Against this background, the Workshop aims to explore the conditions that, at the different social and spatial scales - mainly, firms, cities and regions - lend themselves to the enhancement of individual and social aptitudes for the reshaping of cognitive codes, which is intended as the main matrix of creativeness. The theoretical analysis is supported by the results of empirical investigations made into Italian and German cases, with reference to the regional and urban geographies of the “knowledge-creating activities”.

| | | | |
|---------------|---|-------|---|
| 9.00 – 9.30 | registration | 12.40 | discussion |
| 9.30 | LUCIANO VETTORETTO , Università luav di Venezia, Director of the Research Department <i>Welcome Address</i> | 13.00 | LUNCH |
| | MORNING SESSION | | AFTERNOON SESSION |
| | Chairman DIETRICH HENCKEL , Technische Universität Berlin | | Chairman ANTONIO CALAFATI , Università Politecnica delle Marche |
| 9.40 | AUGUSTO CUSINATO , Università luav di Venezia <i>“Milieu” and “Knowledge-creating Activities”: Two interpretative tools for the knowledge economy</i> | 14.40 | ROBERTO SANTOLAMAZZA , Treviso Tecnologia <i>Creativity: Projects and services to develop an innovative connectivity in the field</i> |
| 10.00 | PAOLO GARBOLINO , Università luav di Venezia <i>Science and society: The point of view of philosophy</i> | 15.00 | STEFANO MIOTTO , Confindustria Veneto <i>Creativity and innovation for industry</i> |
| 10.20 | GIORGIO DE MICHELIS , Università di Milano Bicocca <i>Why knowledge is linked to space</i> | 15.20 | DIETRICH HENCKEL , Technische Universität Berlin <i>The spatial structure of creative industries in Berlin</i> |
| 10.40 | CARLA SIMONE , Università di Milano Bicocca <i>The multiple facets of knowledge management within organizations</i> | 15.40 | RICARDA PÄTZOLD , Technische Universität Berlin <i>Rise and fall of creative neighbourhoods: The example of Berlin</i> |
| 11.00 – 11.20 | COFFEE BREAK | 16.00 | FRANCESCO GABBI , Università luav di Venezia <i>Enacting Berlin: The construction of a neighbourhood between practices, artifacts and narratives</i> |
| 11.20 | FABIANO COMPAGNUCCI , Università luav di Venezia <i>Industrial Districts and Cities in Italy: Reshaping relationships in the knowledge economy</i> | 16.20 | CHIARA MAZZOLENI , Università luav di Venezia <i>New industry formation in contemporary inner-city, urban renewal processes and policy measures: Evidence from the study cases of Milan and Barcelona</i> |
| 11.40 | RICCARDO CAPPELLIN , Università di Roma Tor Vergata, <i>Cities and services: A cognitive approach</i> | 16.40 | discussion |
| 12.00 | CAMILLA COSTA , Università luav di Venezia <i>Creativity: Visibilities and invisibilities in urban space</i> | 17.30 | end of workshop |
| 12.20 | MEDARDO CHIAPPONI , Università luav di Venezia <i>Design, knowledge and national culture</i> | | |