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RANKING NEIGHBORHOODS IN TERMS OF MOVEMENT TOWARDS CREATIVITY WITH AN EMPHASIS ON THE REALIZATION OF THE CREATIVE TOWN; CASE STUDY: NEIGHBORHOODS IN DISTRICT 1 KERMAN

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ABSTRACT

Movement towards creation and realization of a creative town is very essential and important due to the role of towns as the place for formation of knowledge society beds, as well as importance of towns in economic development. The present study aimed to examine creative town components in neighborhoods in district 1 Kerman in order to move towards development of creative neighborhoods. According to the examined components, the present study was an applied research with an analytical description approach. Public space is one of the most important urban elements so that the town is basically introduced by them. Urban spaces, in general, and public spaces, in particular, can be favorable environments for prevalence of creativity in a town. In this study, taking into account the criteria of creative town and their correlation with neighborhoods in Kerman (district 1), the neighborhoods ranking was performed. Accordingly, the Bazar shah neighborhood and Shahzadeh Shahrokh neighborhood were placed at the top and the bottom of ranking, respectively.

INTRODUCTION

Problem Statement

Sometimes, citizens can experience rapid growth of a town and moving towards urban sprawl so that many of their original features are loss among the new suburbs and cost of living is increased. At the same time, urban managers perform actions such as implementation of effective plans of land use, zoning and reuse lands abandoned at the town center, to address these problems (1). [7] Although this process leads to expansion of science, technology, and innovation centers and ultimately development of creative human capital, but as long as such a development is formed based on traditional theoretical foundations, it has consequences such as rising unemployment, increasing spatial inequality and worsening social and economic gap (2). [13] In this regard, movement towards creation and realization of a creative towns is a basic solution to resolve these crises. Today, talents, motivations, desires, dreams and creativity of citizens gradually replaced the traditional advantages of cities such as their location, natural resources and proximity to markets. Creativity of people who live in a city or are responsible for urban management ensures success of the city in the future (3). [4]

Movement towards creation and realization of a creative town is very essential and important as a basic requirement of the formation of science and technology clusters and the role of towns in attracting, utilizing and retaining human capital in the creative class due to the role of towns as the place for formation of knowledge society beds, as well as importance of towns in economic development (4). [2]

In a creative town not only artists and those who are involved in economic activities are creative, but also creativity can originate from whatever source in the society. Engineers, executives, etc. all are working in a creative manner. So far, creativity was a necessity for artists, but in creative towns, it is attempted to extend this feature to all professions and guilds (5).[3]

Research questions

- 1- The components affecting creation of a creative town?
- 2- The effectiveness of every component in realization of a creative town?

Research objectives

- 1- Examining creative town components in neighborhoods in district 1 Kerman
- 2- Identifying the effectiveness of each component in realization of a creative town in neighborhoods in Kerman
- 3- Ranking the neighborhoods in district 1 Kerman

MATERIALS AND METHODS

In **Table 1** According to the research objectives and the examined components, the present study was an applied research with an analytical description approach based on data provided by housing and

KEY WORDS
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 innovation, human
 capital, quality of life,
 network analysis,
 neighborhoods in
 Kerman

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population studies, statistical yearbooks, municipalities, higher education centers, and relevant organizations and institutions. The population was the neighborhoods in district 1 based on political-administrative divisions. The data collection tool for examining the criteria of creative town contained 20 indicators of creative town (6). [6] Then, according to the characteristics of ANP, and features of the desired region, the initial data were classified, the significant priorities affecting creativity were examined and consequently the conceptual model of ANP was prepared.

Variables and indicators

Human capital	Population density, number of students, highly educated people, immigrants entered for education
Innovation	Number of science and technology centers, number of inventions, number of researchers, number of industrial clusters
Quality of life	Leisure, economic status, physical condition, environmental condition
Social capital	Social participation, cooperation, great interest to the society

Table 1: Creative town indicators (Reference: authors)

The pillars of creative towns

People, businesses, spaces, links and prospect are the five pillars of creative towns. Taking into account these pillars is very crucial to create and develop creative towns in the future.

People

In creative towns the conditions and practices should be considered that lead to the emergence of future artists, success of creative workers in all economic sectors, attraction of consumers to cultural goods, and creation of attractive environment for creative people. Strong public education and access to cultural activities play a vital role in the formation of creative people and lead to promote social commitments and contributions.

Businesses

Creativity often leads to economic opportunities and cultural entrepreneurs start creative businesses and grow them. Commercialization of innovative and creative ideas leads to jobs and wealth creation in creative towns. Moreover, it should be considered that how creative businesses benefit from entrepreneurial support, training and coaching, incubators and convergent centers. Commercialization is the key of economic benefits gained by healthy and creative businesses. In creative towns, frequency of creative talents is the main propellant of creative industries and economy of the region.

Space

There is a strong correlation between space and creativity. Creative people need space to live, work, inspiration, and presentations of their works. Spaces in a city including natural and artificial spaces lead to motivation, adaptation and expression of creativity of their residences. Creative Spaces must be inspiring and empowering. Because, creativity requires spaces for growth and work, thinking and innovating, developing and accumulating and ultimately being progressed.

Links and communications

An urban environment that seeks to stimulate and support creativity, must be able to link many separate proceedings. These links often are led and developed by organizations that creativity is their vision and mission. Intermediate organizations that organize individual activities and use available resources effectively, support these links. To maintain for sustainability and stability, ecology of a town creativity must be well integrated in a way that artists, creative industries, government agencies, investment programs, and community of scholars be able to interact with each other productively and effectively. Creative towns need linking infrastructures to support their creativity ecology.

Prospect

In creative towns, expression of a strong and creative prospect will lead to grow talents. It also guides and organizes supporting the creativity widely in the town. This prospect tells the story of the town all over the world, makes it famous in the world and promotes tourism, exports and investment in the town.

Theoretical foundations

Debord (1967) raised a topic entitled "Spectacular city or show city" for the first time. He believed in the early emergence of the idea of integrating economic and cultural spaces on the human scale, especially in issues such as new generating spaces and cultural complexes, and demonstrating visual environments that are numerous in major metropolises around the world (Scott, 2006). Richard Florida was the first one who proposed creative areas and towns. In 2002, he published his first book entitled "Creative class", and then in 2005, another book of his was published to strengthen the topic. Alan Scott (2007) using the language used by Richard Florida, raised issues on creative areas and towns. Peter Hall in his famous book (Cities in civilization) argues that cities are cradles of creativity and this is true for very different kinds of creativity, e.g. cultural, artistic, technological, and organizational creativity, as well as intersections between them, e.g. when technological and artistic creativities are combined in film industry, recorded music, television, and multimedia. It seems that things that form the artistic and cultural creativities are largely the same as those who form technological creativity. Therefore, it can be said that there are enormous factors causing innovation and creativity in a city or community. It is obvious that in the today's global environment, the pressure for economic modernization is combined with some innovations. Such renewal includes association and constitution in the new global economy based on different assets such as location, geography, culture, skills and knowledge.

In developing countries, keeping up with the global economy normally requires a multifaceted approach. Retention and absorption of active citizens, investment and employment, enhancing quality of places through investment in infrastructures and facilities in less developed neighborhoods or in areas with high concentrations, lead to move towards creative and dynamic town (Duxbury, 2004: 18). Since, cities are varied, full of interaction and fraught with problems, large gatherings of people are inherently complex and inconvenient, so people in cities always had to be creative in order to establish and develop a basic urban order. Therefore, cities increasingly use creative town concepts (7)[12] with an emphasis on the importance of culture and art in the contexts of town (8).[11] So, the aim of realization of such a town is to look at the town as an art work in which citizens through interacting and contributing and creating innovation cause environmental changes and livability. This requires creativity in areas such as engineering, social work, planning, crisis management and experts in the fields of architecture, housing, information technology, environmental psychology, archeology, natural sciences, environment, artists, and above all, ordinary people as citizens in order to form a creative town (7)[12]

Literature review

In history of cities of our country, one can find documents relating to the UNESCO national commission letter to the governor of Fars in which it is requested to prepare the basics of introducing Shiraz to the scientific, educational and cultural organization of UNESCO. If so, Shiraz will be the first Iranian city listed in the UNESCO creative cities. For final registration of Shiraz in the literature sector of the UNESCO creative cities, some specific standards are required such as possibility of holding artistic and literary festivals, active publications, literature courses in universities, library and important book stores (Edinburgh) that are listed in the UNESCO creative cities of literature. UNESCO implements the creative cities program with the aim to create a network of interconnected cities that are active and effective in seven fields of literature, cinema, music, folk art, urban design, food and media arts. According to this organization, such a network helps to develop economic capabilities and cultural diversity of different cities around the world. So far, Berlin (Germany) and Buenos Aires (Argentina) as creative cities in the field of design, Santa Fe (Mexico) and Aswan (Egypt) as the cities of folk arts (folklore), and Popayán (Colombia) as the town of foods have been registered on the list of UNESCO Creative Cities (9). [1]

Year	Population	Population growth
1345	244356	-
1355	398652	154296

Characteristics and elements of creative towns and areas

A wide range of creative production and work options raised with the new post Fordism economy (A school in industrial productions), reveals the new world order in major metropolitan areas. Combination and integration of different aspects of economy and culture in various logical human orders is the main characteristic of creative areas (10)[10]. The key elements causing effective cities and areas include: Networks of regional producers, local labor market, i.e. the creative technicians and workers in an area who can be effective in shaping the development of creativity in the region and the city, and competition and cooperation between the cities that can inject the element of creativity to the region and the city. The issues in this area are mostly related to metropolitan regions and large cities, and so far away from larger cities, arguments about creativity become more associated with traditional elements than new elements. However, today, traditional elements such as jewelry, despite being traditional, can influence on formation of creative city as a creativity making industry (11).[8]

Problems in formation of creative areas

Paying attention to the points that hinder formation of creative cities and areas, and attempt to solve them are essential. Some of these problems are as follows: Although, large cities may have unparalleled creativity talents, but if social, cultural and economic inequalities prevail, it is impossible to access creative city correctly. In other words, creative cities and areas formation programs should cover basic citizenship issues and democracy (Scot, 2006). Cooperation of all social policies in active urban life is required not only to achieve social goals but also to remove citizens' creativity barriers on a large scale. In general, any pressure to achieve urban creativity in the absence of special attention to cooperation and expressed interest in urban community (social acceptance and contribution) is generally doomed to remain unfinished (Scoott, 2006)[9]

Finally, it should be mentioned that creativity is not something entering into the city easily with computer hackers, skate boards, happiness, etc., but it should be developed as an organic member among the set associated with production, work and social life in different urban aspects (11).[8]

In **Table 2 and 3** of households and the number of literate and illiterate've reviewed

1365	473264	74612
1375	579127	105863
1385	667346	88219
1390	722484	55138

Figure 1-2-3 and 4 of the neighborhoods in District 1, Kerman and The schematic of the ANP model based ranking of neighborhoods in the case study area and Comparison between different groups; The prioritization matrix of ranking the neighborhoods in the case study area (District 1, Kerman); and Priorities of groups in ranking evaluation of the neighborhoods in the case study area (District 1 Kerman); Examine

Table 2: The case study area (District 1 Kerman); Source: authors

Number of households	21398
Number of people	83530
Number of men	41586
Number of women	41947
Educated men	32940
Educated women	31173
Uneducated men	3224
Uneducated women	4906

Table 3: Evaluation of Kerman population (1966-2011); Source: Statistical Center of Iran (1966-2011)

Neighborhood	Population	Number of households
Khajeh Khezr	4180	1045
Shah Adel	932	233
Bagh Lellah	480	120
Shahzadeh Shahrokh	1480	370

Hozeh Malek	684	171
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Uneducated men	3224
Uneducated women	4906

In

households at the local level

Table 4 have examined the population and number of

Table 4: Distribution of population and households in Kerman neighborhoods; Source: Statistical Center of Iran (1966-2011)

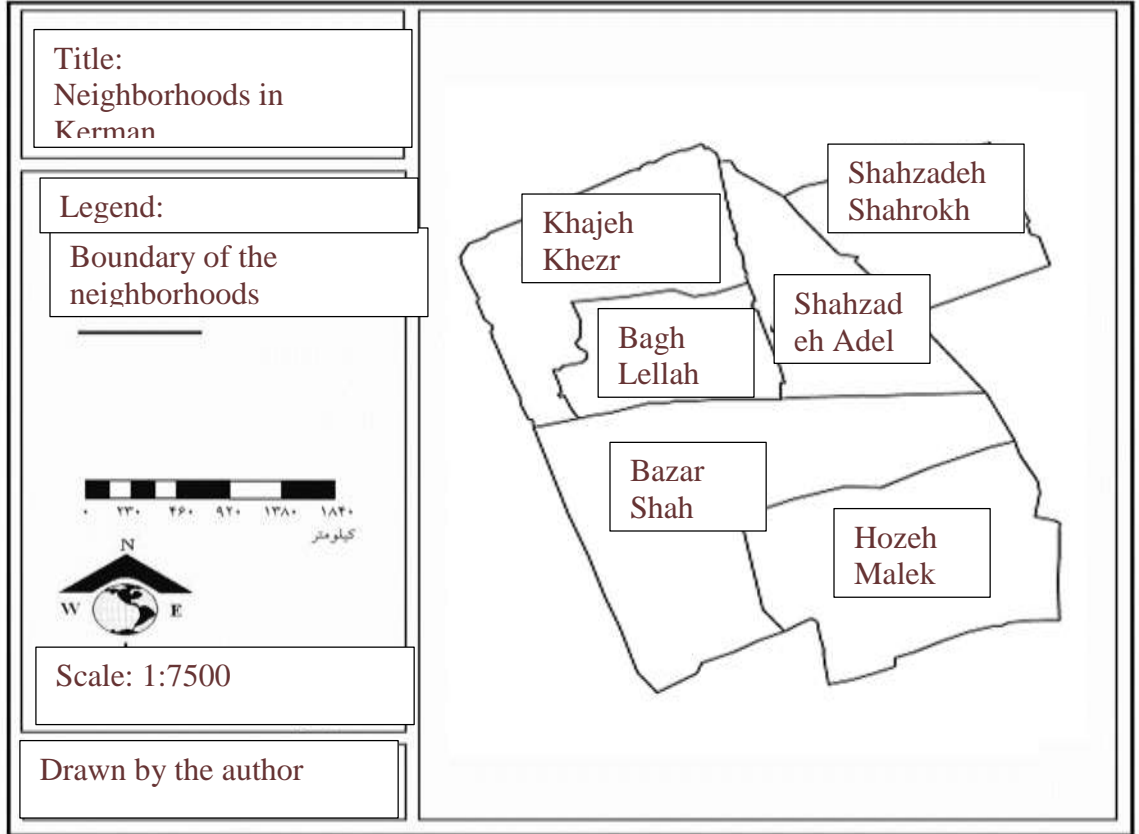


Figure 1: Map of the neighborhoods in District 1, Kerman; Source: Kerman Municipality, 2010

Application of the ANP model in prioritization of major factors affecting formation of creativity fields

Alternative
 Bagh Lellah, Bazr Shah, Ghale Mahmoud, Hozeh MAlek, Khajeh Khezzr, Masjed Malek, Meydan Ghale, Shahzadeh Shahrokh, Shah Adel Damavar

Figure 2: The schematic of the ANP model based ranking of neighborhoods in the case study area (District 1, Kerman); Title represent clusters and subgroups); Source: authors

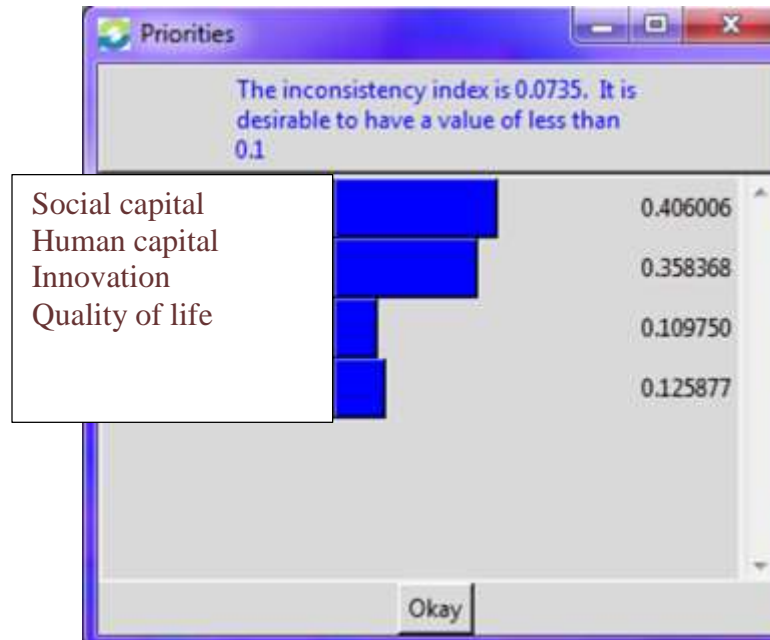


Figure 3: Comparison between different groups; The prioritization matrix of ranking the neighborhoods in the case study area (District 1, Kerman); Source: authors

No Ico	HozeH Malek	0.10410	0.152142
No Ico	Khajeh Khezr	0.14211	0.117442
No Ico	Shah Adel	0.10528	0.087008
No Ico	Shahzadeh Shahrokh	0.09922	0.081997
No Ico		0.08413	0.069525
Okay	Copy Values		

Figure 4: Priorities of groups in ranking evaluation of the neighborhoods in the case study area (District 1 Kerman); Source: authors

Ranking the neighborhoods in district 1, Kerman, Iran in terms of movement towards creativity

Foresight and achieving the desired development in different geographical regions is one of the main purposes of planning. This requires careful study and understanding of regions and the potential and actual talents, as well as monitoring and evaluating the relationship between factors affecting development in the region. To this aim, different methods and techniques should be used. Quantitative or mathematical technique is one of these approaches (Mohammadi, 2002:43). [5] The studies showed that Bazar Shah and Bagh Lellah neighborhoods have the maximum creativity level, in terms of the studied indicators, and Shah Adel and Shahzadeh Shahrokh have the minimum creativity level. Therefore, the neighborhoods with the maximum creativity level are moving towards creativity and innovation. Realization of creative town is possible through medium and long-term planning.

CONCLUSION

Movement towards creation and realization of creative towns is the basic solution for these crisis. These cities become attractive places for education, work and maintaining elites, with an emphasis on elites and experts of urban planning, urban management, urbanists and other relevant sciences. By improving quality of universities and science centers, quality of work, quality of life, tolerance levels and lifestyle, a city can move in this direction. The studies showed that Bazar Shah and Bagh Lellah neighborhoods have the maximum creativity level, in terms of the studied indicators, and Shah Adel and Shahzadeh Shahrokh have the minimum creativity level. Therefore, the neighborhoods with the maximum creativity level are moving towards creativity and innovation. Realization of creative town is possible through medium and long-term planning.

Recommendations

- It is recommended to establish city management elite association and elite thinking rooms in Kerman to fill the gap exist in decision-making system and to help management forces to link optimal implementation of urban projects to knowledge through intellectual assistance to urban managers in administrative and research programs and to solve problems with intellectual and consultation support and with the major role of elites' ideas in the society. So that, these centers can help to utilize new opportunities and create more benefits for each of the neighborhoods in Kerman by creating new ideas and growth and offering them to managers, in connection with universities and research and education centers.
- Equitable distribution of scientific and technological services and facilities as well as higher education centers in neighborhoods with an emphasis on more investment in low level neighborhoods in order to coordinate the development and movement of all neighborhoods.
- Improving economic status of the neighborhoods residents with the expansion of urban entrepreneurship offices and educating specialists for various fields.
- Creating greater convergence between experts and urban management officials for optimal management of neighborhoods in Kerman.

CONFLICT OF INTEREST

There is no conflict of interest

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