

# Making the Most of Resources – Temporary Use and Creative Economy

## Using Deprived Areas of Inner Cities as Business Incubators of the Creative Economy

Temporary uses and the creative economy are increasingly recognised as driving forces of urban development, especially in the discussion about creative cities and the “war for talents”. They are now becoming more diverse and an important component in the urban development of Berlin.

Temporary uses on brownfields are a product of structural economic changes. They are spreading throughout the inner cities and promote urban culture and innovation. They are furthermore an indicator of a city's creativity and the rise of the creative economy in Berlin. The city is more and more becoming an international magnet for creative and young people. Furthermore the city has a huge surplus of affordable and centrally located residential and commercial brownfields.

Especially deprived areas in the inner city are benefiting from the growing demand for space from the creative economy. Those districts provide a variety of open spaces, great Wilhelminian-style architecture, affordable rent, a tolerant milieu and offer a great atmosphere for developing ideas. Young entrepreneurs and start-up companies need an affordable rent and a flexible lease to get going. Another invaluable characteristic of the area is the diversity in the neighbourhoods and the soft infrastructure like physical setting - ambience and atmosphere. Deprived quarters are highly potential locations for numerous “start-up ventures” in the creative economy.

In order to address the drain of land resources and the utilisation of brownfields of centrally located residential and commercial space my research is going to analyse the creative urban development in deprived areas of Berlin. Can there be a revitalisation without gentrification? Is there even a “soft urban creative development” where participation and cooperate social responsibility are playing a decisive role?

Under consideration of these recent developments I will pursue the following objectives in my thesis:

- Where do innovative, creative and alternative people settle and what location aspects are important?
- How does the real estate market respond to developments in rental behaviour of the creative people (affordable rent and flexible leases)?
- Characterisation of the network activities of the creative economy in deprived area?
- How important is an informal network for the creative economy in a deprived area?
- Are deprived areas potential incubators for the urban creative economy?