

Economy, culture and innovation: some contemporary perspectives

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An increasing concern about... culture, creativity, knowledge...

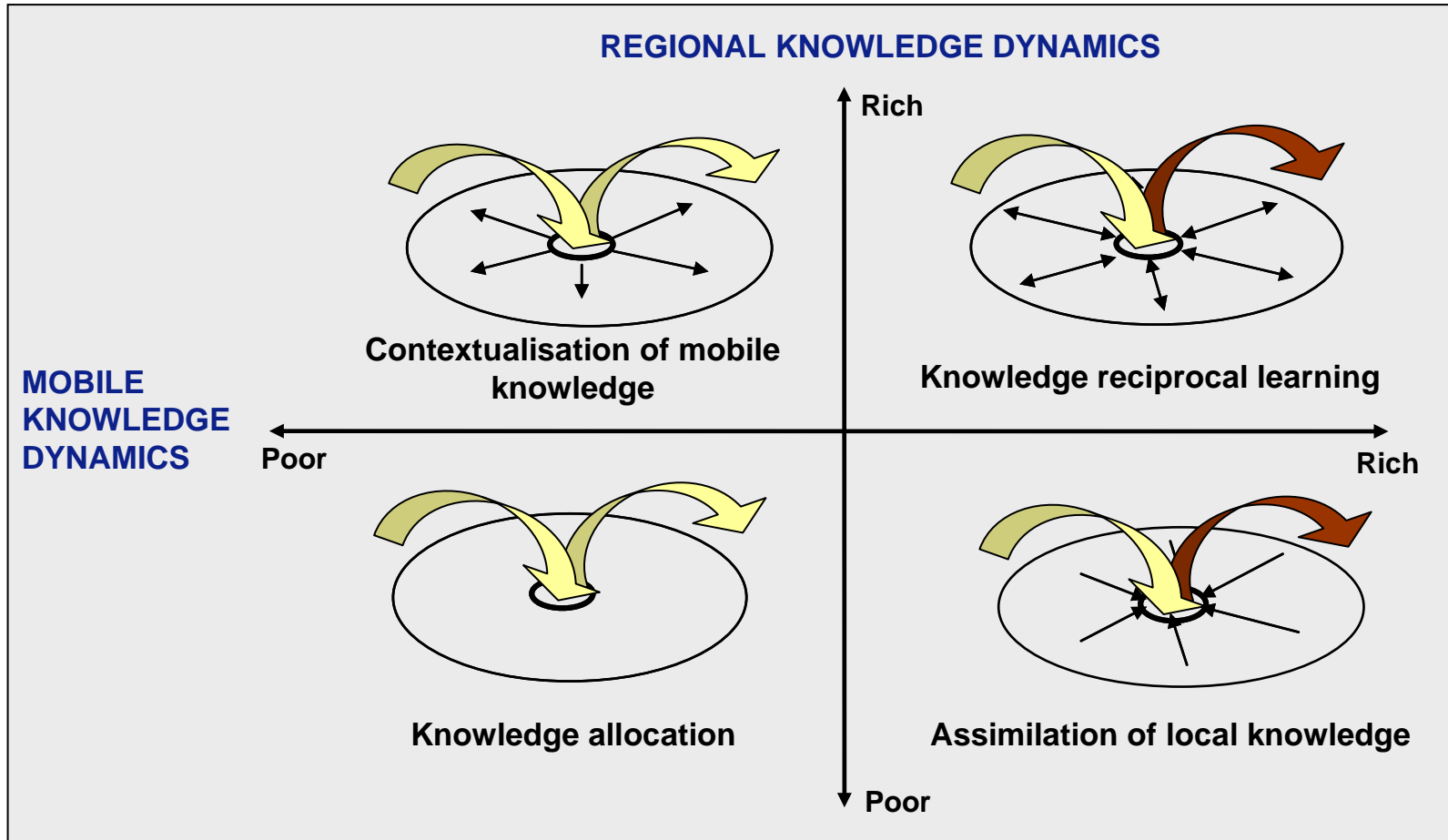
1. “**Cultural industries**” (cinema, media, publishing,...): *Scott 2002, 2004,...*
 2. “**Creative economy and cities**” (arts, Knowledge intensive business services, ...). *Florida 2002, Cooke and Lazzeretti 2008,...*
 3. The “**experience economy**” (memorable participation of the customer). *Pine and Gilmore 2004, Lorentzen 2010,...*
 4. The “**knowledge economy**” (systematic mobilisation of knowledge in economic activities): *Foray D. 2000, Cooke 2010,...*
 5. “**Cultural resources**” (pooled resources): *Kebir L. 2008; Ostrom, 2008...*
 6. ...
- ➔ *An increasing concern about the culture, innovation, and territorial development. Lash & Urry 1994; Molotch 2002; Philo & Kearns 1993; Scott 2008,...*

... to be put in relation with some global changes

1. The huge increase of mobility...

→ ...asks the question of *local anchoring capabilities*

Mobility and anchoring: a typology



→ Berset A. and Crevoisier O. 2006 → Crevoisier O. and Jeannerat H.

... to be put in relation with some global changes

1. The huge increase of mobility...

→ ...asks the question of *local anchoring capabilities*

2. From “local / global” systems of production and innovation...

→ ...to *multilocal, multiscalar production and consumption networks*”

3. The intense competition from emerging economies

→ ...asks for *new market conventions of “value” (authenticity, sustainability,...)*.

... to be put in relation with some global changes

4. The concern about the “knowledge economy” (EURODITE)

→ *Substantial knowledge: economically valuable thanks to exclusivity;*

→ *Significant knowledge: economically valuable through diffusion and sharing.*

Knowledge and value creation

	Substantive knowledge (owned, controlled)	Significant knowledge, (authored, shared)
<i>Economic value</i>	Based on the content of knowledge. Due to exclusivity	Linked to people , to communities and to contexts. Due to sharing and diffusion
<i>Concrete forms</i>	Usually embodied in capital goods (software, reports, etc.).	Embedded in human interactions and in objects (scientific articles, books, local traditions, etc.).
<i>Institutions</i>	Rights concerning the control, use and dissemination of knowledge (IP, confidentiality, etc.)	Recognition of the status of author, football players, etc. Role of the critique

Market convention of technical valuation in an industrial society



Source: Jeannerat 2011

The challenge: to escape from traditional market models

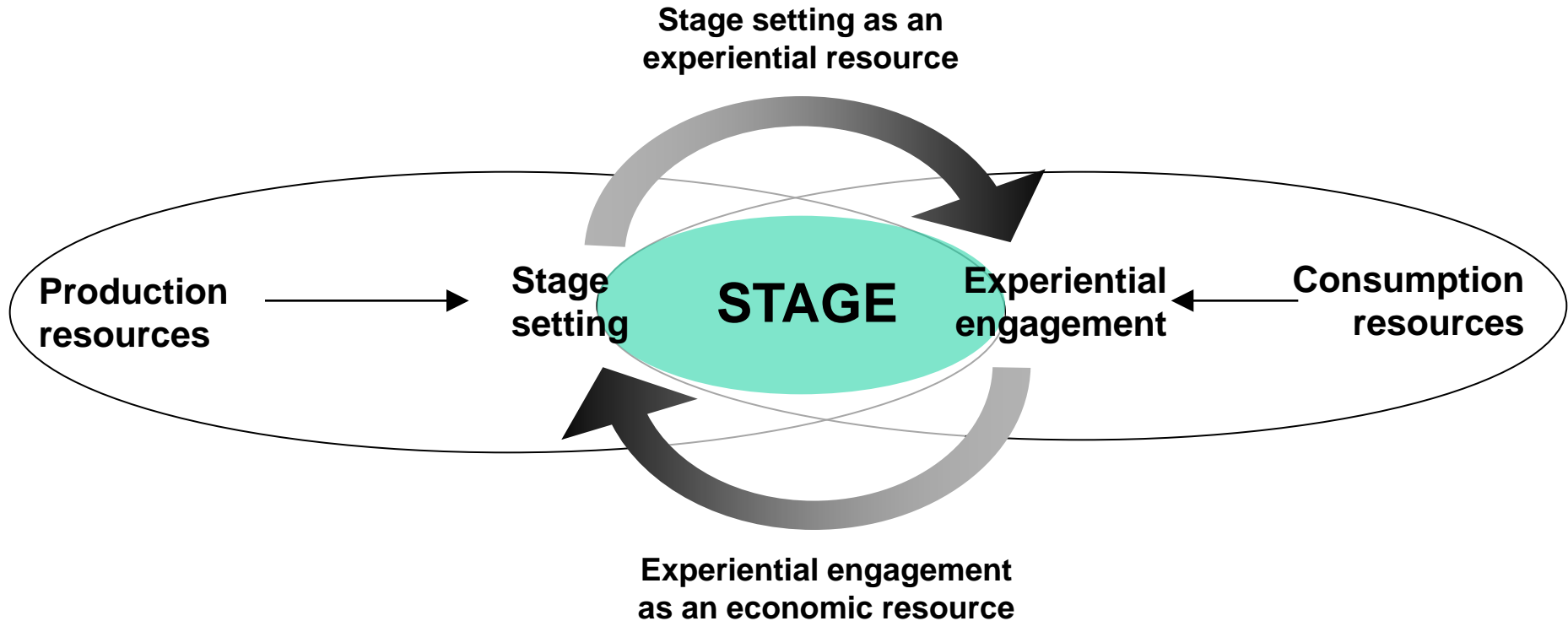
Taking fully into account experiences, creativity, culture, significant knowledge,... (in addition to technology) challenges existing models of territorial development mostly based on a 'productionist' perspective

(Grabher et al. 2008; Malmberg and Power 2005; Coe et al. 2008)

It leads to a more systematic understanding about how production and consumption contextualize in particular experiential stages across space and time.

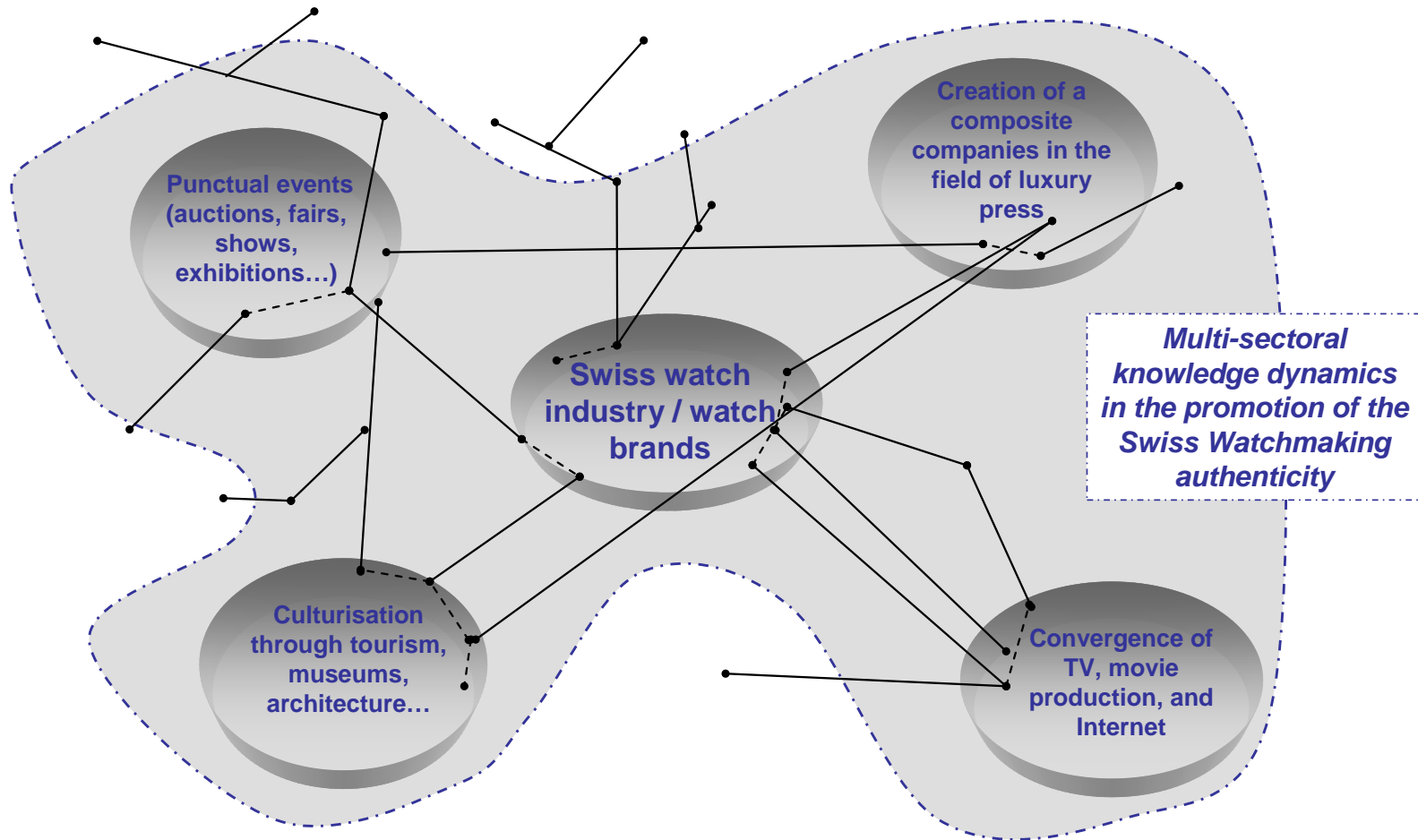
From territorial production systems to 'territorial staging systems'?

The territorial staging system



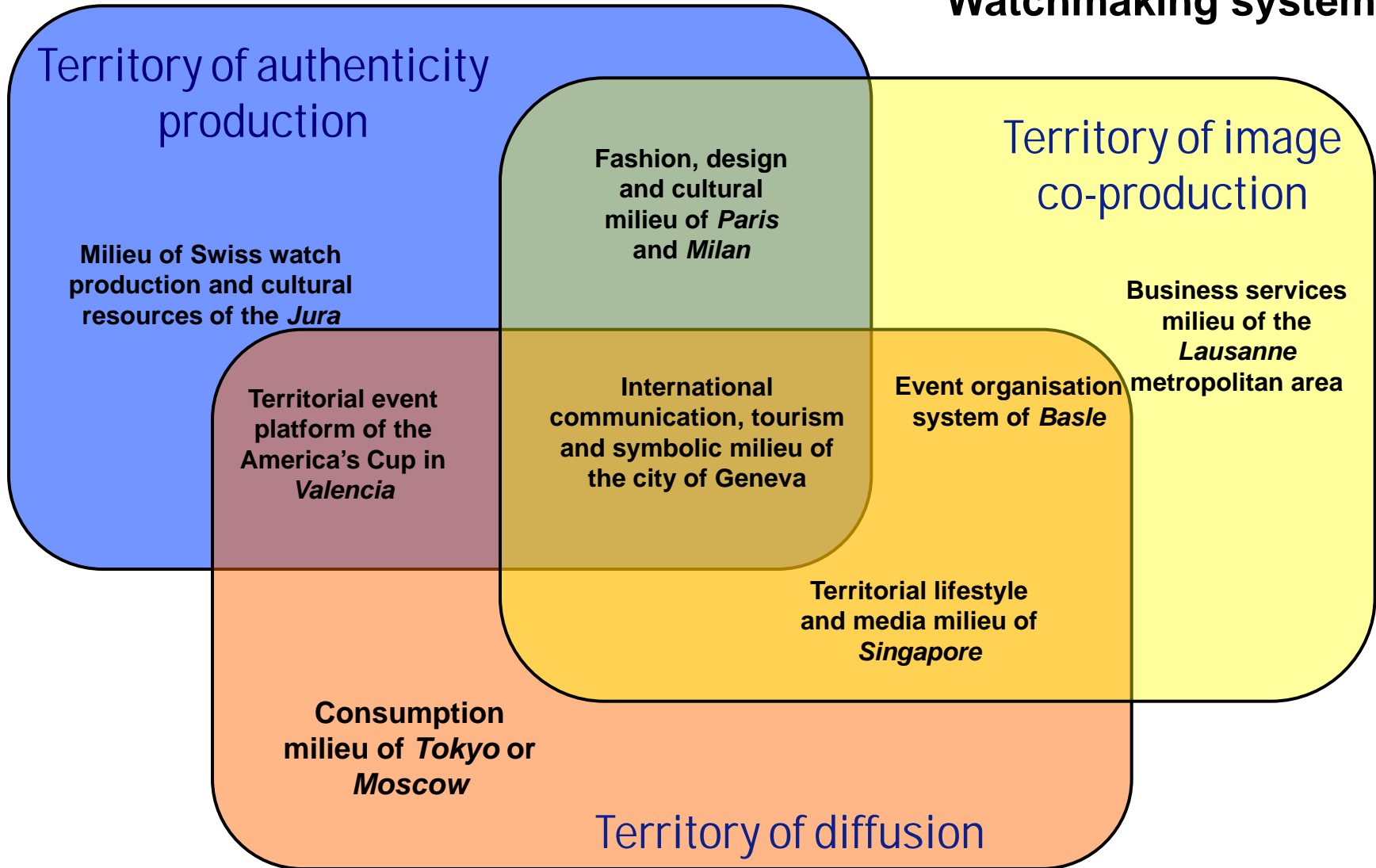
How is economic value created across time and space through the setting and the engagement in experiential stages?

The "commodification of authenticity" in the watch industry



→ Jeannerat H. and Crevoisier O. 2010

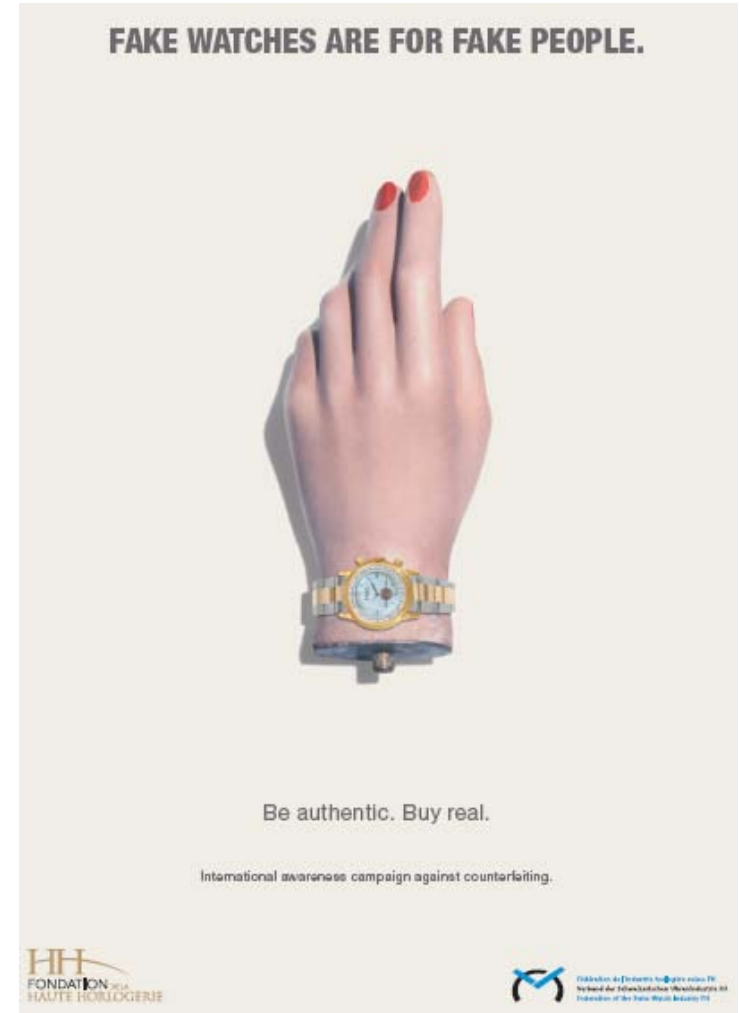
Multi-located production and consumption places of the Swiss Watchmaking system



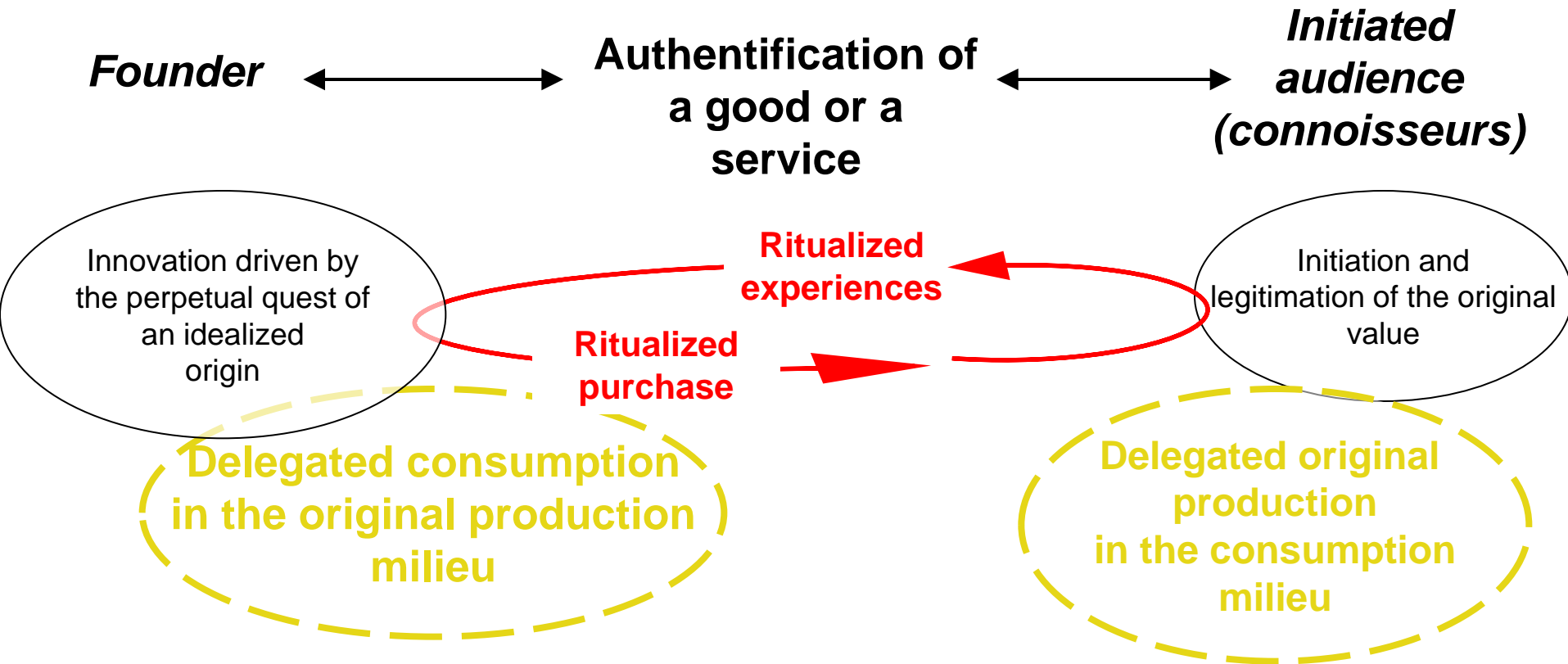
Source: Jeannerat and Crevoisier 2008

Valuation in the Swiss watchmaking industry

- Valuation is about what is **'fake or real'**
- Experiences support authentication:
 - through experiential initiation
 - through experiential relation between producer and consumer
- Legitimizing occurs through debates in medias
- The territorial staging system organizes the an continuity between production and consumption contexts

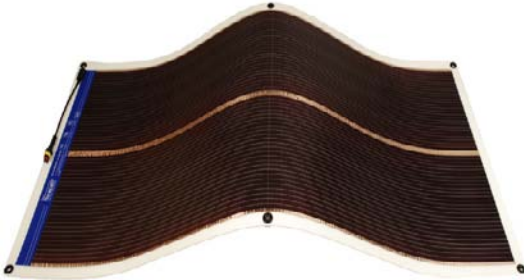


Market convention of authenticity valuation



Source: Crevoisier and Jeannerat 2011

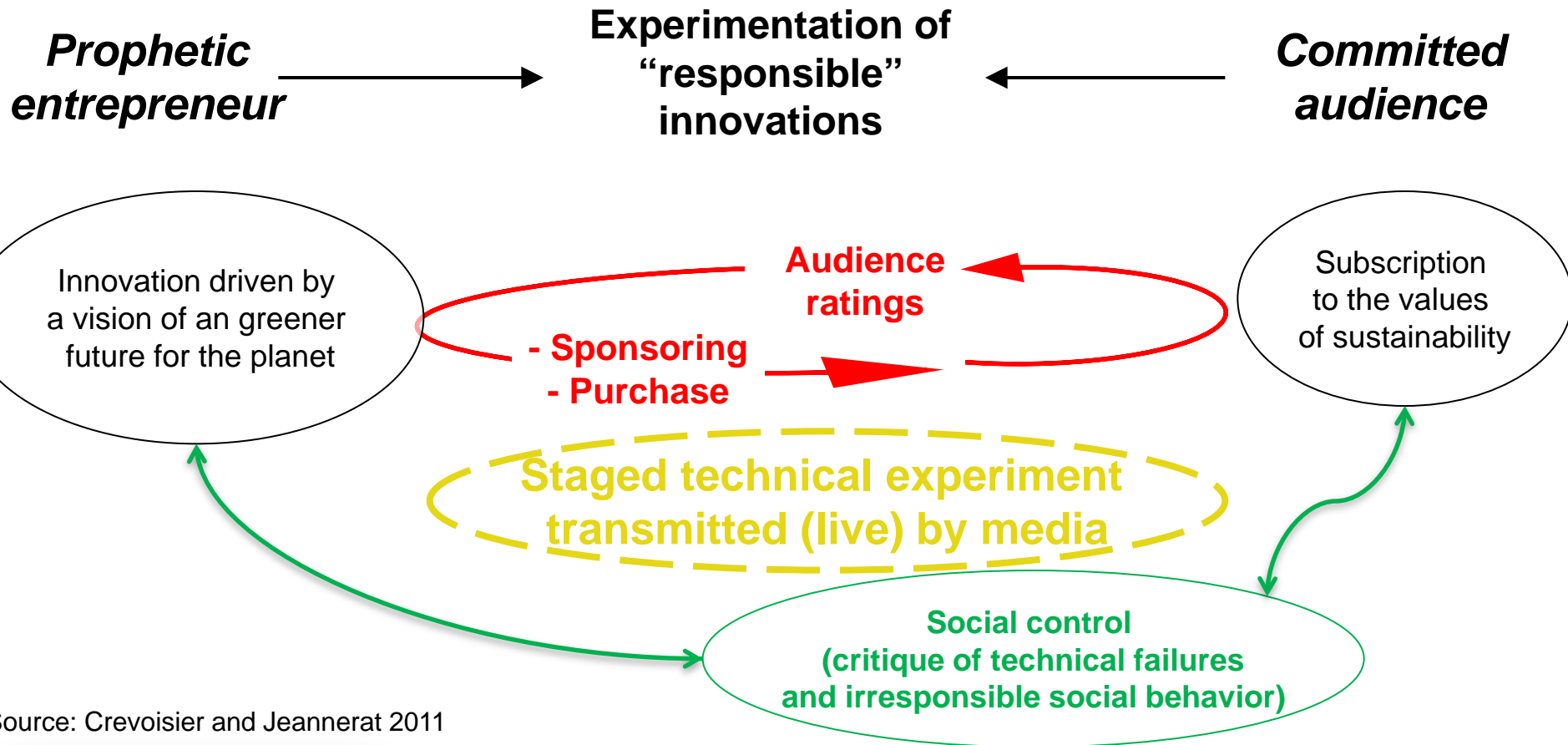
Sustainable valuation in the Swiss solar technologies



- Valuation is what is **“responsible”** and **“irresponsible”**
- It relates to a future, idealized, greener planet. It is partly measured by audience rates.
- Experiences support commitment:
 - Through technological experiment
 - Through multi-local explorations, journeys transmitted live by medias.
- The territorial staging system allows customer / citizens take part indirectly to the building of a greener future



Market convention of Sustainability valuation



Conclusions

- Taking seriously creativity and culture into account supposes to escape radically from the traditional model:
 - *“supply” and “demand”*
 - *“needs”*
 - *“money” as a counterpart of a “good”*
 - *to produce here, to sell globally*
- Mobility supposes... to develop local anchoring capabilities.