

Creative Cities as Initiators of Cultural Transformation from the Aspect of Creative Industries

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Abstract: Through the prism of various aspects that shape modern society, creative industries stand out as key factors of economic and cultural transformation. Their vitality is reflected in their ability to push the boundaries of innovation, thus enabling market success and shaping our everyday lives. Creativity is an essential component of market success, because it brings new ideas, opens new horizons and enables competitive advantages. Through the process of creation and innovation, creative industries not only generate wealth, but also influence social change, setting new standards and shaping the cultural landscape. In today's context, innovation and courage are necessary to face global challenges. Creative industries are becoming a center for finding solutions to complex problems and developing creative cities. Their ability to generate original ideas and find new approaches brings hope for a better future.

Keywords: creative cities, culture, creative industries, transformation.

Introduction

Culture plays a key role in the development of industry, which has always been encouraged through civilizations. Today's societies support innovative cultural practices, and cities strive to create spaces for cultural activities. "In addition to people who are experts in their fields and who have no problem to indulge their creativity in order to give birth to a completely new way to enter the market, communication channels certainly have a special place" (Vojinović, Jevtović, 2023, p.127). Communication within economization is an essential part of culture.

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Economization of art changes the functioning of cities, making blocks centers of creativity and more

attractive for social activities, while the concept of the creative city offers new models of urban development, „especially in countries which go through certain sort of transition, towards better social order“ (Donev, Vojinović, 2022, p.274). Globalization brings art from private galleries into public spaces, inevitably commercializing it. Creative people are looking for a rich social life, and support for creative society which is based on Talent, Technology and Tolerance (3T system), (Florida, 2014). The creative city model focuses on the use of space for the affirmation of certain values, whereby the dynamism and adaptability of space is key to the evolution of cultural and social values.

The implementation of strategies for the development of creative industries is often lacking, and young and educated residents leave the cities. Creating an attractive environment that retains talent is key to the development of creative industries. Cities are attractive to the profit-seeking private sector, creating a dilemma between renovating old areas and buildings into new parts of cities or retaining old structures.

European Vs American urbanism

American urbanism often lacks cultural patterns valued in Europe. The mayor of Los Angeles proposes that big corporations fund poor neighborhoods, thus promoting corporate branding and social responsibility.

Creative cities have the economic potential to help less developed areas, as Manchester's transformation into a world music center shows. Also, Novi Sad has become a world music center thanks to the Exit festival. People from all over the world come to the festival and in this way the potential of a creative city is developed. Recognizability of cities through cultural events, festivals and sports competitions becomes crucial, while the diversity of cultural content creates the city's identity.

The European model of urban planning emphasizes the preservation of cultural heritage, requiring a balance between economic and cultural interests. Aligning regulations with the urban context is challenging, and inefficient use of construction land can threaten the city's authenticity and creative atmosphere.“ Sometimes ethical ideas, written and prescribed in normative acts, are inappropriate from the aspect of the possibility of practical implementation, and sometimes the norms from the code are not realized for other reasons“ (Donev, Vojinović, 2022, p.285). Political leaders and experts, along with the active involvement of state institutions, are key to designing the concept of a creative city. Cooperation between the public and private sectors is necessary for successful implementation. The action of public „can be active or passive, proactive or retroactive, deliberate or thoughtless, but always with the goal of causing some reaction“ (Vojinović, 2022, p.33-34). Economization of art and culture changes the way cities function, while creative entrepreneurship increases their attractiveness. Globalization emphasizes the uniqueness and inimitability of space, while in America urbanism differs from the European approach. Creative cities are becoming key centers for artists and cultural activities, providing support and space for their development. Through creative industries, cities have the opportunity to thrive and attract the attention of the global public. They compete more and more for recognition, becoming hosts of various cultural events and institutions

The analysis of creative and cultural industries requires a systematic approach, using consistent methodologies and objective data to understand the value chain, cross-sectoral linkages and the role of public and private actors, taking into account challenges such as the valuation of culture, technological change and competition in distribution.“ The creative industries idea recognizes that issues of economics

(production) and audience (consumers) are important to understanding creativity (content), and that each of these areas plays a causal role in all the others“ (Hartli, 2007, p.56). Public policies play an important role in the development of creative industries, serving as facilitators that provide infrastructure, financing, intellectual property protection and export promotion, while simultaneously establishing creative clusters and developing instruments to measure the contribution of creative industries to economic development. „The audience is represented by a group of people, from broad social masses, who act individually from their own intellectual and cultural aspect“ (Vojinović, 2022, p.33).

In this context, the government should create a favorable environment and infrastructure that will encourage creative capacities, while entrepreneurs promote creative entrepreneurship and establish connections with artists and the creative sector. Thus, civil society has a role in forming strategic alliances and encouraging interaction among all relevant actors. „The creative industry has advanced to the point that everything that is necessary to have, in order to work, is a concept of what one wants to talk about, telephone, internet connection and of course, indispensable creativity“ (Vojinović, Jevtović, 2023, p.126).

The spirit of the creative city

Creative people are key to shaping a rich social life, and the key elements of a creative atmosphere are talent, technology and tolerance (Florida, 2014). The creative city model does not rely only on physical space, but also on the values and identity of the city, and it is important to initiate different models that follow development and improvement, creating attractive and dynamic urban environments. Belgrade is a magnet for all of Serbia. In many cities of Serbia, there is a lack of practical implementation of strategies for the development of creative industries. Most young, educated people without creative opportunities do not want to stay in their cities. The first step towards solving this problem is emphasizing the identity of cities and raising their image.

The connection with the native environment has deep-seated roots in one's emotional and mental being. It is not just a matter of geographic location, but a complex network of emotional connections, memories, experiences and identities. Someone's birthplace is the place where one has formed his first connections with the world, where one has gone through important life events, shaping attitudes, values and identity. Therefore, it is natural that one person strives to remain connected to his native environment, because it represents a part of himself, a part of identity and spiritual heritage. It is like returning to the basic sense of belonging and security that one has had in the youth, even though a lot may have changed.

In this sense, the spirit of a creative city represents a challenge for young talents who, with their originality, paint walls of facades, paint murals and memories of people who once created and worked in that city. Urban units are zones of good taste, in accordance with the trends and challenges of the new age. On the other hand, the rural areas have a certain old structure within, a reflection of times long gone, but equally challenging and enriched with creative energy. Creative energy leads young artists into the spheres of research, search for new solutions, innovations, models, it breaks down barriers and does not recognize limitations. Creative power is spiritual and creates works of inestimable value, it does not belong to the materialistic world, „naked“ matter. It is the essential and valuable force of every cosmopolitan city that nurtures spirituality.

Planning methodology

Cities face the dilemma of whether to reconstruct devastated areas or build completely new parts, which reflects the conflict between the preservation of cultural and historical heritage and the need for economic development. The institutions of the system are striving to preserve the old core, precisely because of cultural and hereditary factors, due to the fact that culture, tradition and heritage present key factors in preserving the national identity of a country. Aligning the interests of different parties is a challenge, especially in terms of adequate land use. It is important to establish an effective planning methodology and control the implementation of plans in order to preserve the concept of a creative city. „If the ideas in the codes are set and formulated so abstractly that they do not inspire and motivate concrete and active action in that area, as well as objective judgment of such action“ (Donev, Vojinović, 2022, p.285), then the lack of diversity in the use of construction land and the lack of authenticity of space require changes in urban practice and legislation to solve problems in this area.

One good example of great creative structure is the airport in the city of Doha, in the state of Qatar. It represents a unique architectural achievement that integrates exterior and interior in an extremely functional and aesthetically appealing way. Its size and functionality create the impression that you are outside, while the interior space offers the comfort and practicality of a modern airport. A huge interior garden with beautiful plants and lighting creates a pleasant atmosphere, while the possibility of sleeping makes the wait for the flight even easier. The train inside the airport enables fast movement through the space, and the big bear is a recognizable point for orientation. All this makes the Doha airport not only functional, but also a pleasant place to spend time, creating an extremely positive experience for passengers. In addition to an impressive indoor garden and practical facilities such as sleeping and smoking rooms, Doha Airport also offers a wide range of restaurants, shops and entertainment facilities to give passengers a complete experience while waiting for their flight. Modern architecture, high level of service and carefully designed details make this airport not only a transit area, but also a destination in itself. Modern architecture, high level of service and carefully designed details make this airport not only a transit area, but also a destination in itself. Architecture represents the fundamental basis of the creative industry, shaping the space and environment that inspires, encourages innovation and enables the development of various artistic and creative fields. It not only provides functionality and aesthetic appeal, but also creates a platform for cultural interaction, social engagement and economic prosperity.

Culture, industry and education

Culture represents a vital element in the progress of any society, stimulated and supported throughout the centuries by different civilizations. In today's world, it is becoming increasingly important that the whole society actively participates in encouraging innovative cultural practices and forming cultural attractions in their cities. Creative cities are becoming centers of art and culture due to globalization and development. Art is moving from galleries to public space, while the commercialization of art inevitably imposes itself. This development attracts visitors and improves the urban environment, highlighting the importance of innovation and openness to change, (Florida, 2014).

Creative industries are a source of artistic reality and value, uniting diverse arts with market appeal, freedom of thought, innovation and ideas. Risk is necessary for success, both economically and culturally, because it challenges us to dig deeper into the information we receive. It takes persistence, intelligence, toughness and curiosity to better understand and embrace new forms of creativity, innovation and ideas,

ensuring that new creations thrive and reach their full potential. In the future, we should be able to set our own working hours, realizing that excess time can be wasted. We should aspire to creative occupations, because we believe that the development of creativity is crucial for every individual. It should be accompanied by support and changes in the educational system that should be transformed into a better, more modern framework, instead of stifling our creativity. It is necessary to modernize the traditional education system in order to preserve and encourage creativity among students. The current educational model often stifles individuality, and instead should strive to create a better, more inclusive environment that encourages teamwork while nurturing authentic identity and critical thinking. This would strengthen the positive aspects of human interactions, preventing the emergence of negative emotions such as anger and hatred towards others, thus preserving the desire to create and encouraging the continuous development of creativity.

Conclusion

Creativity is at the core of human progress and innovation, playing a key role in the development of societies, industries and individuals. It enables the creation of new ideas, solutions and approaches that improve the quality of life and promote economic growth. Throughout history, creativity has been an essential part of art, science, technology and culture, connecting people and ideas in ways that have changed the world.

Creativity also promotes cultural and social development. Culture and the arts enrich our lives, providing us with ways to express, connect and understand different perspectives. Cities that nurture creative industries become vibrant hubs of innovation, attracting talent and „fueling“ economic growth. Through creative projects and events, communities come together, strengthening social cohesion and identity.

One may conclude that the development of creative cities requires the involvement of politics and educated experts as initiators of improvements. The main step is to activate state institutions and adopt a national strategy for the operationalization of goals. This requires community support and detailed regulatory plans to ensure success and progress. Connecting public and private interest is necessary. People need to think about all the possibilities, advantages and changes in the urban space, where the creative industry can be the key to realizing these changes.

Ultimately, cultural transformation is a process of deep and lasting changes in the culture of an organization, community or society. It includes changes in values, beliefs, habits, behaviors and ways in which people cooperate with each other and make decisions. In the social context, it can be the transition of a society from traditional values to more modern ones, changing attitudes towards technology, education, gender roles, etc. Cultural transformation is a way of life.

Conflict of interests

The authors declare no conflict of interest.

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