

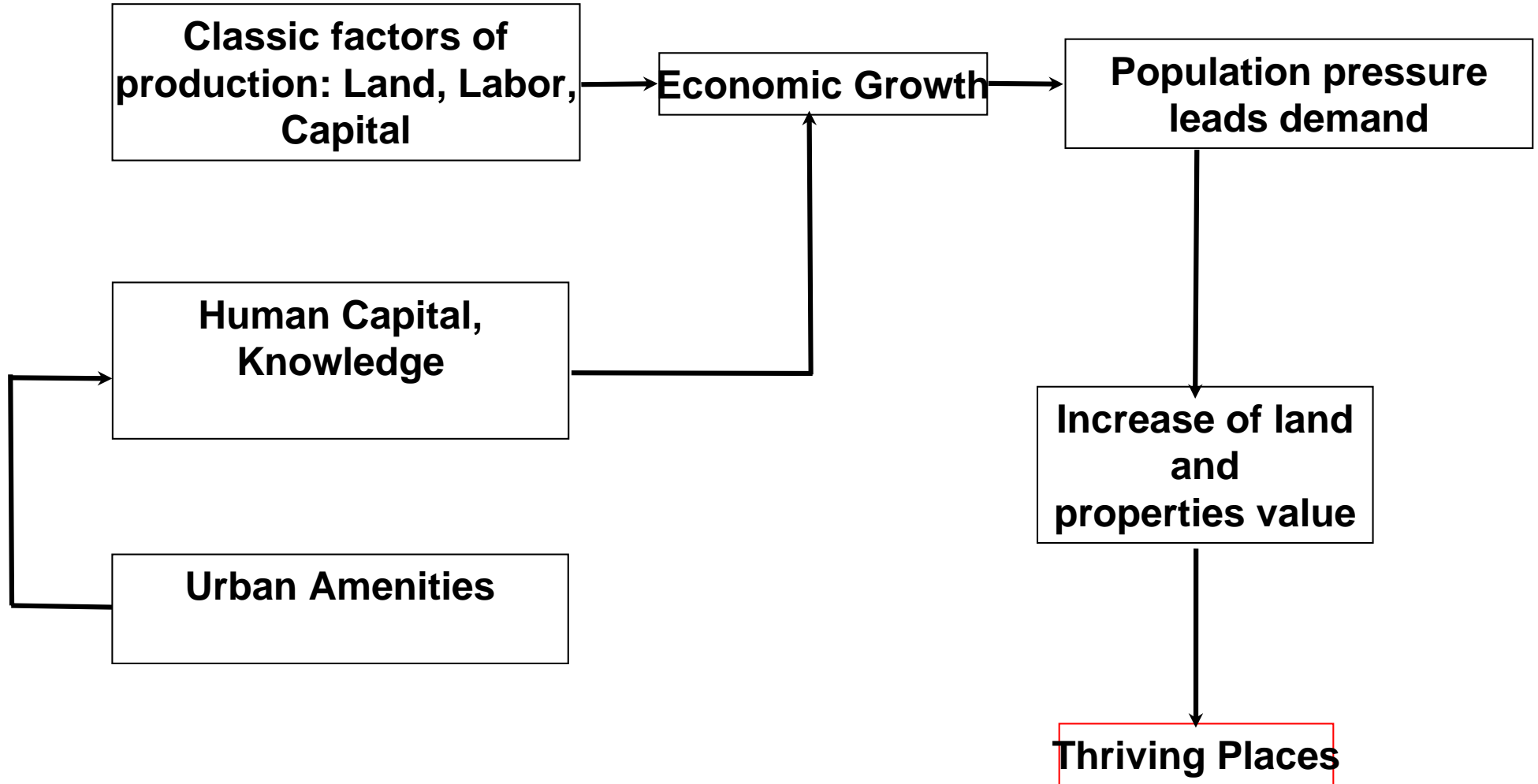
urban historic places & the creative industries

Georges S. Zouain (GAIA-heritage)

modern urban economies

- ❖ From local markets of agricultural products
- ❖ To the traditional industrial model of economic growth (land, labor, capital)
- ❖ to the post industrial human capital model (knowledge economy)
- ❖ to the urban amenities model

modern urban economies



the knowledge economy

strengths

- ✓ **knowledge based** (inventions, innovations, transformations)
- ✓ **important multiplier effect & spin-offs**
- ✓ **high capital returns**
- ✓ **non polluting**
- ✓ **size variable**
- ✓ **easy to adapt**

the knowledge economy

threats

- ✓ **fragile** (lack of copyrights & information, staff rotation)
- ✓ **interactions are fundamental** (needs clusters)
- ✓ **location related** (special places, services, mixity)
- ✓ **democratic and tolerant environment**

networking is the key

- baxandall and semir zeki: **the brain**
- the kunsthalle and **incubators**
- **neighborhoods** and old industrial places
- the **wired city**

certain cities attract more

- New York and Chicago, report that their first or second largest industrial sector is entertainment and culture
- London, Berlin, Barcelona, Milano, and others are relying on cultural amenities and on creativity for regeneration

urban heritage and creativity

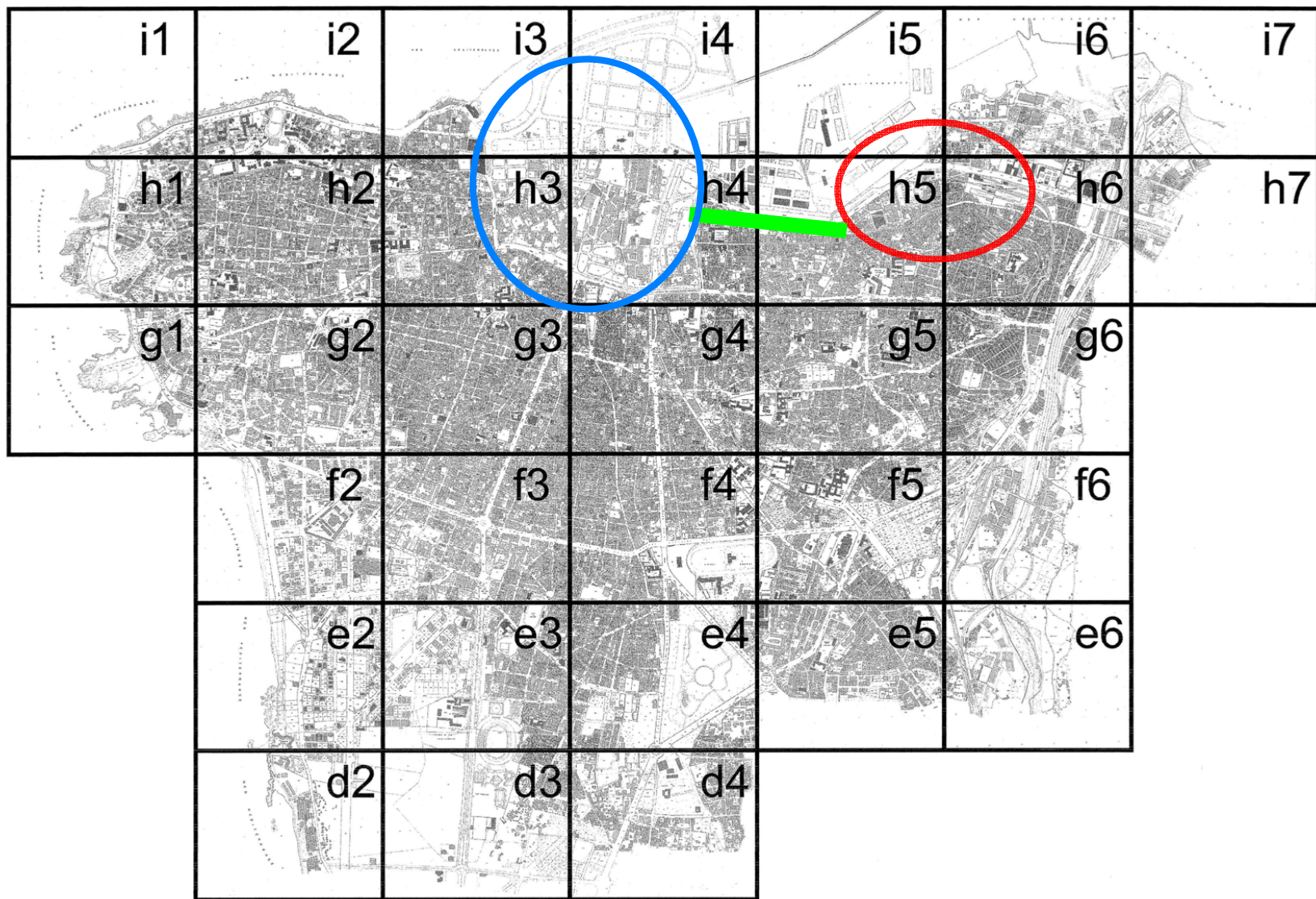
- creative industries and knowledge economies are non destructive and non polluting
- heritage urban settings offer special sense of place and human size
- the sense of place, mixity and the human size of the environment are the basic binding

the role of urban amenities

- **site specific goods and services that make locations particularly attractive for living and working**
- **contrary to tourism that is seasonal and short-lived, they bring in long-term demand, production and consumption**

An example of urban regeneration through creativity

- **Mar Mikhayel in Beirut**



Mar Mikhayel

- **A mixed place**



الدكتور ريم العبدان
مستشارة في الطب
DR. RIM EL ABDAN
MAGISTRAT EN CHIRURGIE
CHIRURGIE GYNÉCOLOGIQUE

الدكتور جورج سلاوم
مستشار في طب النساء والتوليد
DR. G. SALLOUM
GYN. OBST.

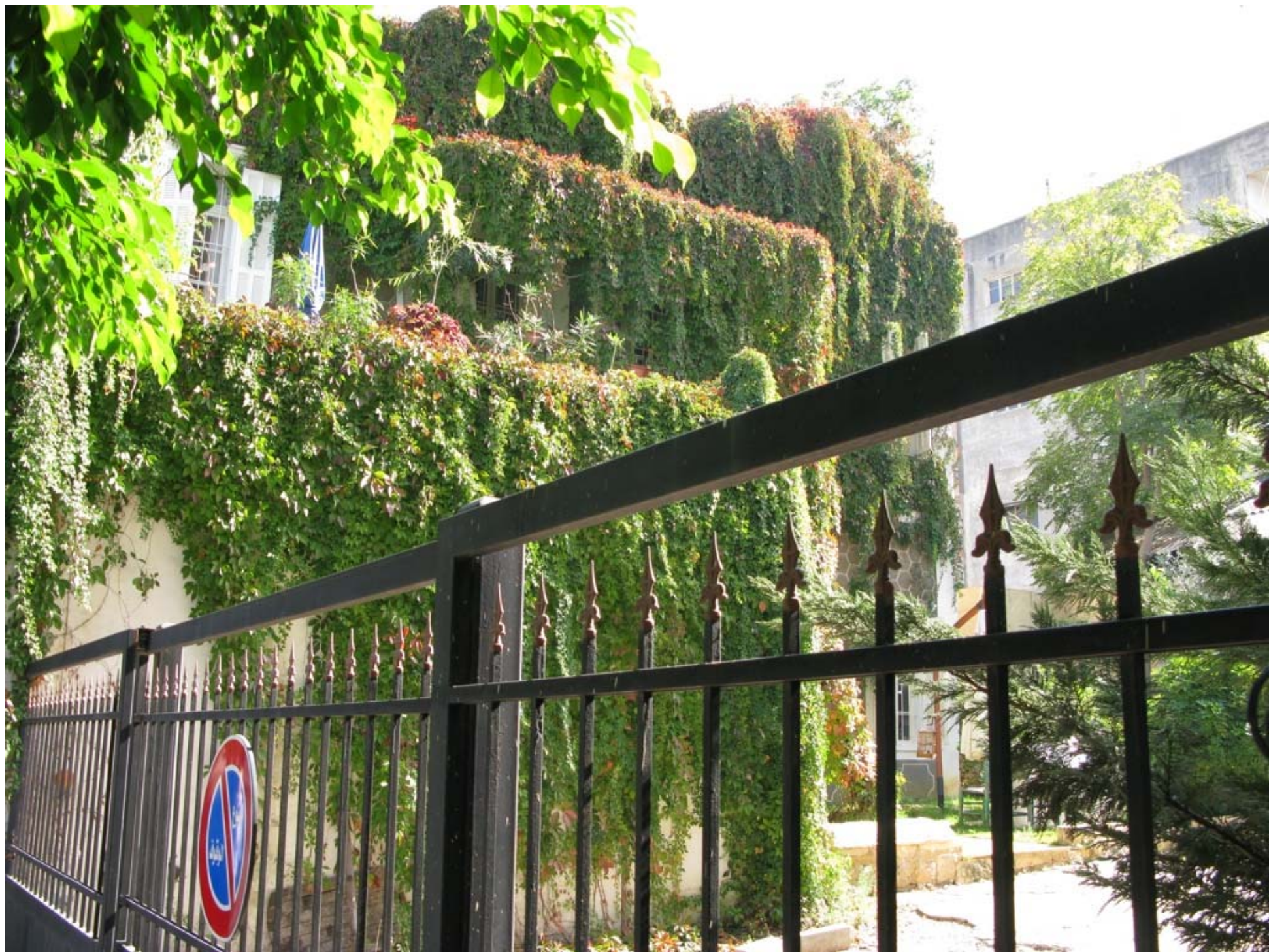
Medicine Clinic
Tel: 03 333 333
Fax: 03 333 333

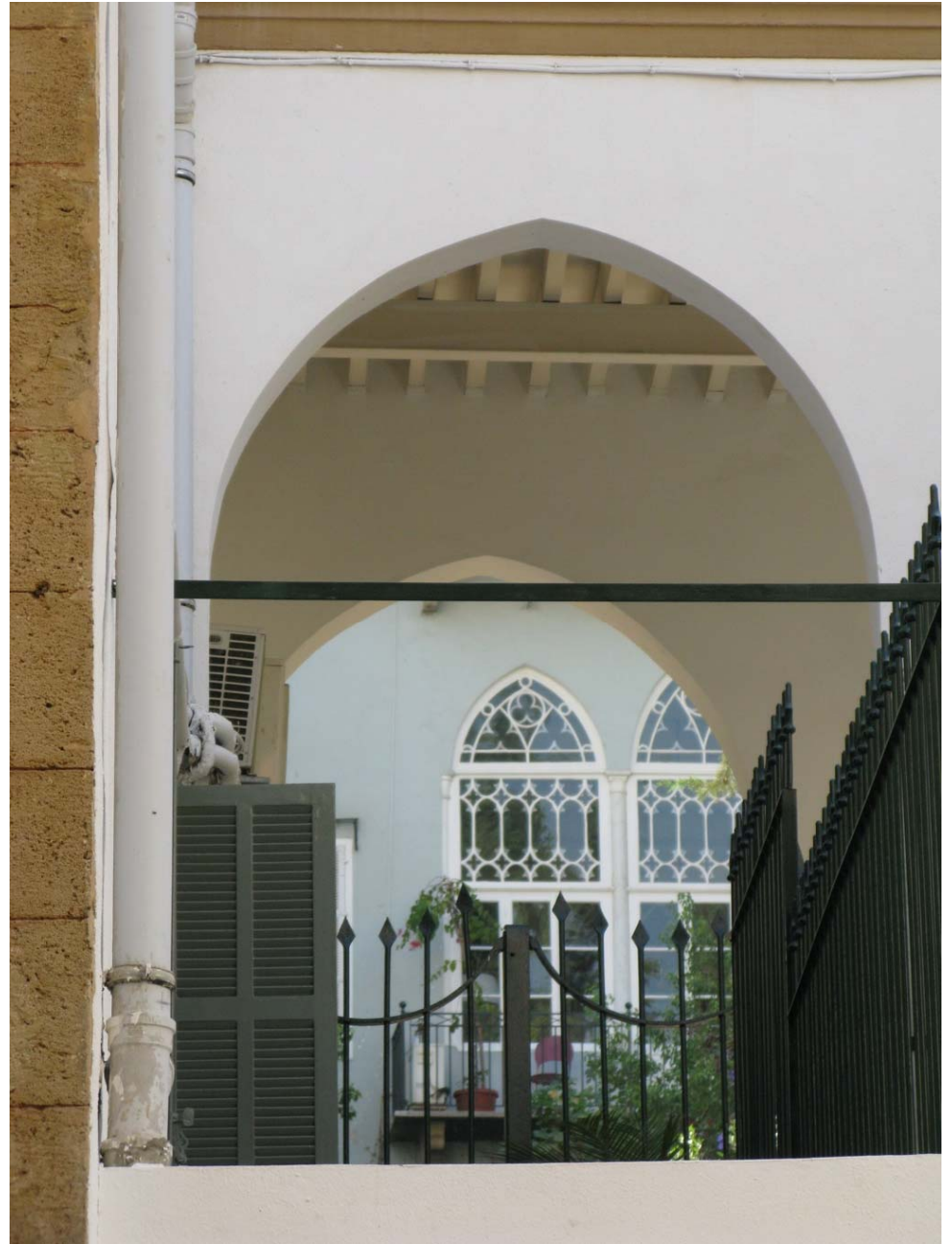










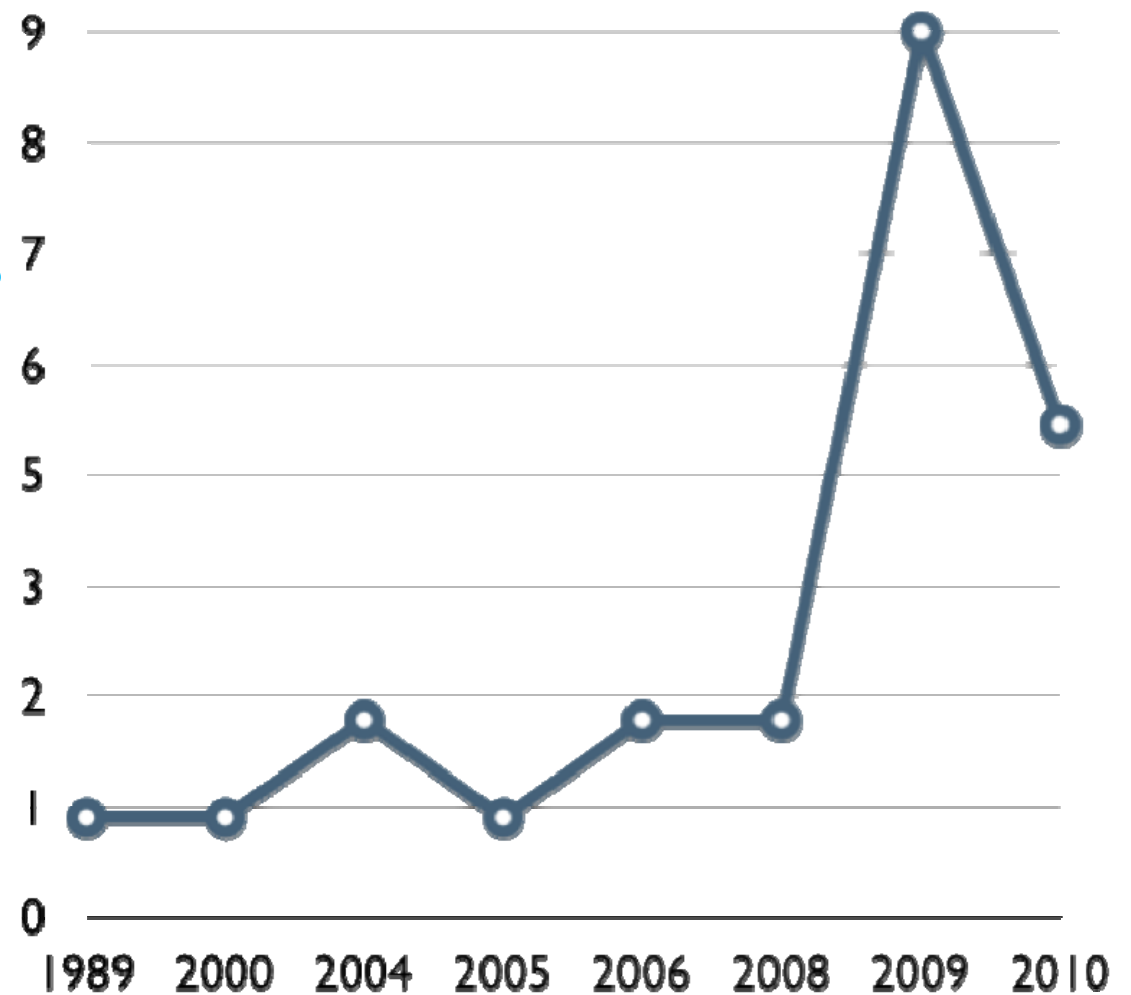


Mar Mikhayel

- an unplanned process

the change

Creativity related trades
that have settled in Mar
Mikhayel by year of
opening



The first - LIWAN





an art ngo:
98 Weeks

an architect
studio and
1950s
furniture
showroom



**The latest:
an american artist
and
an art gallery**





Support to art & creativity: lighting, bookshop, printing and framing opened in the 2000



New restaurants that fit in the place: traditional armenian

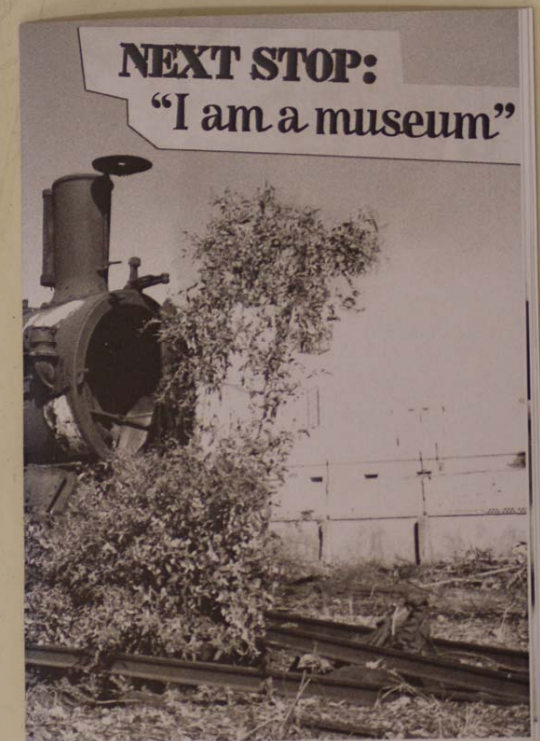




**souk el tayebe:
a different
restaurant
with bio products**

**Reuse of
old
industrial
buildings:

virtually by
an
exhibition
(98 weeks)
and by
lobbying to
give it life
again**



Mar Mikhayel

the dangers ahead:

✿ **developers:** change urban pattern
and typology

✿ **excessive leisure:** creates different
life

✿ **quick returns:** increase rents and
prices

✿ **over gentrification:** reduces mixity





AST VILL

OWNER AND DEVELOPER
MEDAWAR 2/TWO SAI

JEAN-MARC BONFILS

LOBBY BUILDING - MEDAWAR STREET
MEDAWAR - DEIRUT - LEBANON
TEL: +961 - 3 - 707 850 - FAX: +961 - 3 - 707 851
WWW.JMBONFILS.COM

RODOLPHE MATTAR
Structural Engineering Consultants



STRUCTURAL ENGINEERING
BUREAU D'ETUDES TECHNIQUES ET DE SURVEILLANCE
DANS LE BÂTIMENT

QUANTIFY SUBSIDY
EDN CONSULTANTS
Structural Steel Design, Quantity Estimating, Project Management



PENTHOUSE WITH POOL . 622. ^{sqm}

SIMPLEX . 322. ^{sqm}

PENTHOUSE WITH POOL . 594. ^{sqm}

2 UNITS IN DUPLEX . FROM 345 ^{sqm} TO 356. ^{sqm}

2 UNITS IN DUPLEX . FROM 354 ^{sqm} TO 356. ^{sqm}

3 UNITS IN DUPLEX . FROM 186 ^{sqm} TO 236. ^{sqm}

3 UNITS IN DUPLEX . FROM 242 ^{sqm} TO 295. ^{sqm}

CONTEMPORARY ART GALLERY.



what is needed?

- like heritage, creative activities need nurturing (support) and protection (copyrights)
- commercial investments to be controlled
- functions and uses to be guided to keep mixity
- wired place and amenities to attract and support

in conclusion

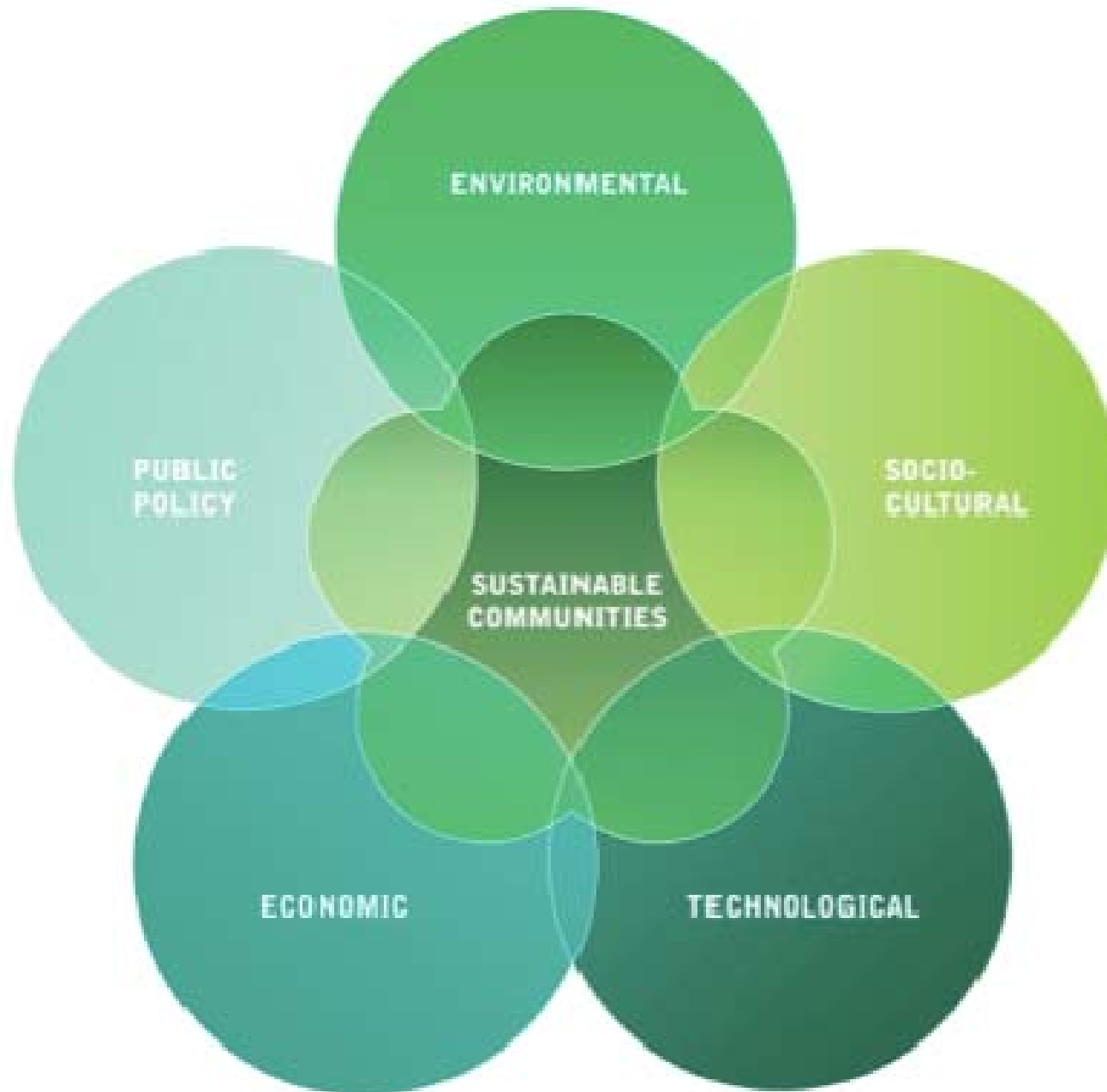


Figure 1 - The Five Dimensions of Sustainability