



Course Title	Arts, Culture and Creative Industries in Berlin
Category	Metropolitan Studies & Urban Development
Class Time	Master Course, June 17th – June 28th 2019 Track D Weekly schedule Mon 09.00am-12.30pm Tue 09.00am-03.00pm Thu 12.30pm-06.30pm Fri 09.00am-12.30pm
Course Level & Target Group	Master students and advanced undergraduate students of all subjects with an academic background and a strong interest in the various aspects of Cultural Policy, including e.g. cultural studies, geography, politics, urban planning, social sciences and economics.
Course Language	This course is taught in English, including readings in English. For the understanding of the texts and the discussions in class a language level B2 (Common European Framework of Reference for Languages) is required.
ECTS	5 ECTS (45 contact hours)
Instructor	Dr. Janet Merkel

Course Description

Since the German reunification, Berlin has become a magnet for arts and culture and widely known as a creative city. This course has been developed to give students a comprehensive introduction into the cultural economic development of Berlin since 1990 and the different policies (cultural, economic, planning) that promoted culture, creative industries and Berlin's 'Creative City' development. The first part of the module will focus the historical roots of cultural development in Berlin and examines the roles played by art practitioners, cultural entrepreneurs and public policy. The second part will address contemporary challenges for arts and cultural development in the city and critically discuss the impacts that creative city strategies have on cities. The course follows an interdisciplinary approach in urban studies, drawing upon research literature from sociology, geography, cultural studies and urban planning.

Course Objective & Learning Outcomes

By the end of the course, students will be:

- Have gained an awareness of key developments in Berlin's urban and cultural policy since the 1990s and a deeper knowledge of Berlin as a Creative City.
- Have acquired an in-depth knowledge of the theory and practice of the creative city, as well as related issues such as the creative industries, cultural policy and gentrification.
- Be able to apply theoretical concepts to understand arts and cultural development in Berlin.
- Be able to discuss specific challenges of the Creative City beyond the Berlin context.
- Have strengthened to think critically about the urban environment and culture's role therein.

Readings

Required

- Colomb, C. (2012). Staging the New Berlin. Place marketing and the politics of urban reinvention post-1989. London, New York: Routledge.
- Pratt, A. (2005). Cultural Industries and Public Policy: An Oxymoron? *International Journal of Cultural Policy*, 11(1), 31-44.
- Grodach, C. (2017). Urban cultural policy and creative city making. *Cities*, 68 (Supplement C), 82-91.

Suggested

Berlin – in general:

- Gornig, M. / Häussermann, H. (2002): Berlin: Economic and Spatial Change. *European Urban and Regional Studies* 9:4 331-341.
- Hall, P. (1998). *Cities in Civilization*. New York: Pantheon Books. Chapter 7 on Berlin.

Cultural Policy readings:

- McGuigan, J. (2004). *Rethinking Cultural Policy*. Maidenhead: Open University Press.
- Evans, G. (2001). *Cultural Planning, an Urban Renaissance?* London: Routledge.

Creative City readings:

- Grodach, C., & Silver, D. (Eds.). (2013). *The Politics of Urban Cultural Policy. Global Perspectives*. London, New York: Routledge.
- Edensor, T., Leslie, D., Millington, S., & Rantisi, N. (Eds.). (2009). *Spaces of Vernacular Creativity. Rethinking the Cultural Economy*. London: Routledge.
- Mould, O. (2015). *Urban Subversion and the Creative City*. London, New York: Routledge.
- Pratt, A. (2008). *Creative Cities: The Cultural Industries and the Creative Class*. *Geografiska Annaler: Series B, Human Geography*, 90(2), 107-117.

Course Schedule

WEEK 1: The Rise of Berlin as a Creative City

Mon, 17th June 2019 – 9.00am - 12.30pm

09.00-10.00am

Lecture: Introduction Berlin as a Creative City and clarifying relevant concepts for the course

10.00-10.30am:

Presentation 1: Contextualizing Creative Berlin

- Grésillon, B. (1999). Berlin, Cultural Metropolis: Changes in the Cultural Geography of Berlin since Reunification. *Cultural Geographies*, 6(3), 284-294.
- Häussermann, H., & Strom, E. (1994). Berlin: the once and future capital. *International Journal of Urban and Regional Research*, 18(2), 335-346.
- Jakob, D. (2013). Cultural policy and Berlin's urban and economic woes. In C. Grodach & D. Silver (Eds.), *The Politics of Urban Cultural Policy. Global Perspectives* (pp. 110-121). London, New York: Routledge.

10.30-11.00am:

Presentation 2: The Role of arts and culture in urban development

- Stern, M. J., & Seifert, S. C. (2010). Cultural Clusters: The Implications of Cultural Assets Agglomeration for Neighborhood Revitalization. *Journal of Planning Education and Research*, 29(3), 262-279.
 - Shaw, K. (2013). Independent creative subcultures and why they matter. *International journal of cultural policy*, 19(3), 333-352.
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11.00-11.30am:

Presentation 3: Berlins' voids: A necessary condition?

- Färber, A. (2008). Flourishing Cultural Production in Economic Wasteland: Three Ways of Making Sense of a Cultural Economy in Berlin at the Beginning of the 21st Century. In M. Heßler & C. Zimmermann (Eds.), *Creative Urban Milieus: Historical Perspectives on Culture, Economy and the City* (pp. 409-427). Frankfurt am Main, New York.
- Andres, L., & Grésillon, B. (2013). Cultural brownfields in European cities: a new mainstream object for cultural and urban policies. *International journal of cultural policy*, 19(1), 40-62.
- Colomb, C. (2012). Pushing the Urban Frontier: Temporary Uses of Space, City Marketing, and the Creative City Discourse in 2000s Berlin. *Journal of Urban Affairs*, 34(2), 131-152.

11.30-12.00pm:

Presentation 4: Cultural entrepreneurs in Berlin

- Lange, B. (2011): Professionalization in space: Social-spatial strategies of culturepreneurs in Berlin. *Entrepreneurship & Regional Development*, 23(3-4), 259-279.
- Ellmeier, A. (2003). Cultural entrepreneurialism: on the changing relationship between the arts, culture and employment. *International Journal of Cultural Policy*, 9(1), 3-16.
- Stahl, G. (2008). Cowboy Capitalism: The Art of Ping Pong Country in the New Berlin. 11(4), 300-324.

12.00-12.30 pm

Presentation 5: Governing the Creative City

- Lange, B., A. Kalandides, B. Stober and H.A. Mieg (2008) Berlin's creative industries: governing creativity? *Industry and Innovation* 15.5, 531-48.
- Merkel, J. (2012). 'Creative Governance' in Berlin? In H. Anheier & Y. R. Isar (Eds.), *Cultures and Globalization: Cities, Cultural Policy and Governance* (Vol. 5, pp. 160-166): Sage.
- Pratt, A. (2012). The cultural and creative industries: Organisational and spatial challenges to their governance. *Die Erde*, 143(4), 317-334.

Excursions

Tue, 18th June 2019 – 9.00am - 3.00pm

Walking Tour: Tracing the Creative City of the 1990s (Berlin-Mitte)

Thu, 20th June 2019 – 12.30pm - 06.30pm

Bike Tour: Seeing Cultural Policy (visits to different types of cultural institutions)

Fri, 21st June 2019 – 9.00am - 12.30pm

Meeting with representatives from the Cultural Administration of Berlin

WEEK 2: New Challenges for the Creative City Berlin

Mon, 24th June 2019 – 9.00am - 12.30pm

Lecture: Introduction

09.00-10.00am

Lecture: Introduction

10.00-10.30am:

Presentation 1: Social inequalities and the Creative City

- McLean, H. E. (2014). Digging into the Creative City: A Feminist Critique. *Antipode*, 46(3), 669-690.
 - Taylor, Mark / O'Brien, Dave (2017) 'Culture is a meritocracy': why creative workers' attitudes may reinforce social inequality", *Sociological Research Online*, 22(4), 27-47.
 - McRobbie, A. (2013). Fashion matters Berlin; city-spaces, women's working lives, new social enterprise? *Cultural studies*, 27(6), 982-1010.
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10.30-11.00am:

Presentation 2: Spatial dynamics of culture and creative industries in Berlin

- Hesse, M. / Lange, B. (2012) Paradoxes of the Creative City. Contested Territories and Creative Upgrading. The Case of Berlin, Germany In: Erde Band: 143 Heft: 4 S. 351-371
- Heebels, B. / van Aalst, I. (2010): Creative Clusters in Berlin: Entrepreneurship and the Quality of Place in Prenzlauer Berg and Kreuzberg. Geografiska Annaler. Series B. Human Geography. 92 (4): 347-363
- Smit, A. J. (2011). The Influence of District Visual Quality on Location Decisions of Creative Entrepreneurs. Journal of the American Planning Association, 77(2), 167-184.

11.00-11.30am:

Presentation 3: Gentrification and the displacement of artistic and cultural production

- Grodach, C., Foster, N., & Murdoch, J. (2014). Gentrification and the Artistic Dividend: The Role of the Arts in Neighborhood Change. Journal of the American Planning Association, 80(1), 21-35.
- Rich, Meghan Ashlin (2017). 'Artists are a tool for gentrification': maintaining artists and creative production in arts districts, International Journal of Cultural Policy, DOI: 10.1080/10286632.2017.1372754

11.30-12.00pm:

Presentation 4: The struggle for the right to the (creative) city

- Novy, J., / Colomb, C. (2013): Struggling for the right to the (creative) city in Berlin and Hamburg: New urban social movements, new spaces of hope? International Journal of Urban and Regional Research 37, 5, 1816-38.
- Scharenberg, A. / Bader, I. (2009) Berlin's waterfront site struggle, City: analysis of urban trends, culture, theory, policy, action, 13:2-3, 325-335.

12.00-12.30 pm

Presentation 5: New challenges for urban cultural policy

- Grodach, C. (2017). Urban cultural policy and creative city making. Cities, 68 (Supplement C), 82-91.
- Hadley, S., & Gray, C. (2017). Hyperinstrumentalism and cultural policy: means to an end or an end to meaning? Cultural Trends, 26(2), 95-106.

Excursions

Tue, 25th June 2019 – 9.00am - 3.00pm

Walking Tour: Creative Berlin today

Thu, 27th June 2019 – 12.30pm - 06.30pm

Bike Tour: Arts and Artists in Berlin and meeting with representatives from Berlin's independent art scene

Fri, 28th June 2019 – 9.00am - 12.30pm

Walking Tour: The new (tech) creative Berlin (Kreuzberg)

Assignments & Assessment Components

The final grade will be composed of a presentation (20 minutes) with discussion (10 minutes) and active participation in the class discussion.

A minimum of 80% class attendance (including the excursions) is required.

Failure to fulfil one of the mentioned components results in failure of the class.

Expectations & Policies

Preparation for lively discussions in the classroom: be on time, have at least the required readings completed and points in mind for discussion or clarification.

Assignments: complete all assignments according to the specified requirements on schedule including handing over to the lecturer.

Commitment in class: pay particular attention to the lecturer and respect differences of opinions (classmates', lecturers, locals engaged with on the visits).

Academic guidelines: Comply with academic integrity policies (such as no plagiarism or cheating, nothing unethical), especially the academic honor code and the student code of conduct (see *FAQs* on www.huwisu.de).

Attendance policy: No unexcused absences are permitted. Students must contact their class teachers to catch up on missed work – to excuse absence please contact the HUWISU office (80% class attendance are required).

Field trips: if classes involve a field trip or other external visits, these require attendance as well as appearance in time – transportation difficulties are never valid reasons for an excused absence.

Cultural Extra-curricular Activities

HUWISU offers a fine selection of interesting extra-curricular activities and aims to give all participants an unforgettable stay in Berlin. Your program includes excursions, sport activities and social gatherings providing you the opportunity to get to know the city, the university and your classmates better and to meet students from all parts of the world. The costs for these offers are included in the course fees.

Below you will find examples of previously offered cultural activities. You will be informed about the respective cultural program after your enrolment via email as well as during the course period.

Political and historical guided tours:

- **Federal Chancellery (Bundeskanzleramt):** It's the central coordination point for the entire government policy. The office is in constant contact to departments and other authorities.
- **German Parliament (Bundestag):** As the highest organ of the legislative in Germany it's elected by the German people. In practice Germany is governed by a bicameral legislature, of which the Bundestag serves as the lower house and the Bundesrat equals the upper house.
- **House of Representatives (Abgeordnetenhaus):** It's the state parliament (Landtag) of Berlin and located in the center of the reunified city. Together with the Martin Gropius Bau, the Topography of Terror and the Bundesrat, it presents an arresting contrast to the flair of the new Potsdamer Platz.
- **Topography of Terror:** A permanent exhibition with focus on the central institutions of the SS and police during the "Third Reich" and the crimes they committed throughout Europe. With the help of mostly photographic material, visitors are led through the major themes of the exhibition's five main segments.
- **Political Archive:** As the "memory" of the Federal Foreign Office it preserves the files on German diplomacy since 1867, as well as the international treaties signed by the Federal Republic of Germany and its predecessors in title. The records are preserved, processed and made available for academic research.

Cultural guided tours:

- **Kreuzberg Tour:** Kreuzberg has emerged from its history as one of the poorest quarters in Berlin in the late 1970s to a cultural center of today's Berlin. A unique area and one of the hippest neighbourhoods in Berlin with many bars, pubs and clubs.
 - **Museum Island (Museumsinsel):** was awarded UNESCO World Heritage Status in 1999 and is an ensemble of five museums: Old Museum, New Museum, Old National Gallery, Pergamon Museum and Bode Museum.
 - **Berlin Cathedral (Berliner Dom):** Berlin's largest and most important Protestant church is located on the Museum Island.
 - **Daytrip to Potsdam:** Be inspired by the illustrious attractions of the UNESCO's World Heritage while underway through the city of Potsdam. Immerse yourself in the history and present of Potsdam and discover many palaces, gardens, and historic quarters such as the "Holländisches Viertel" or the "Nikolaikirche".
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- **Exhibitions:** Berlin is known for its unique galleries and exhibitions, that is why we will visit at least one during the Winter University.

Social gatherings

- **Welcome Get-Together:** We invite you to meet all participants as well as the HUWISU staff in a relaxed atmosphere.
 - **Boat trip:** Get to know Berlin from a completely new perspective and see Berlin's famous sights while floating along the river Spree.
 - **Beach Volleyball:** A fun outdoor sport activity on long warm summer evenings for those who love to play and everyone who just want to enjoy watching the others play, lying in the sand, meet friends for some drinks, or simply relax in the middle of Berlin.
 - **Biergarten:** You can't leave Berlin without having experienced a Biergarten. The perfect place to finish off your busy day with a cool "Feierabend" drink.
 - **Farewell Party:** At the end of the Summer University we will come together to celebrate the exciting time with HUWISU.
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Your Instructor

Dr. Janet Merkel

Janet Merkel is a post-doctoral researcher at the Institute of Urban and Regional Planning at Technical University Berlin. Between 2015 and 2018 she has held a lectureship for culture and creative industries at City, University of London where she taught in the BA Culture and Creative Industries and the MA Culture, Policy and Management program. She obtained a PhD from Humboldt University Berlin in urban sociology. Between 2007 and 2014, she has been working at the Berlin Social Science Center (WZB) in the research unit 'Cultural Sources of Newness' and was a research fellow at Center for Cultural Policy at Hertie School of Governance, Berlin.

Her research interests include cultural work, creative industries, sociology of creativity and new forms of work organization (co-working) as well as urban politics and governance for culture and creative industries. She employs qualitative research approaches such as case study analysis, interviews and document analysis. Her research has been published in both peer-reviewed journals (e.g., *Ephemera*, *Urban Studies*) and internationally edited volumes (e.g., Sage, Routledge, Edward Elgar).

Please note that the course and its syllabus are subject to change. Last update: February 2019