

How physical places, its architecture and spatial relations, influence creative processes and innovation? Is a deliberate urban planning capable of stimulating creative industries and make knowledge-based companies deliver new, revolutionary products and services? Can we design innovation districts or maybe we must content ourselves with identification and protection of naturally occurring innovation districts? Is there a difference between how urban environment influence IT companies and how it influence cultural industry? What is the reciprocal influence of innovation districts on their urban surrounding? What is relation between innovation districts and gentrification processes?

Our research aims at resolving those and similar questions? In order to do so we will study 6 different innovation districts localized in 3 metropolitan areas. We plan to conduct field observation in creative companies and conduct in-depth interviews with their management, staff etc. The research is longitudinal and thank to it we will be able to prepare dynamic maps showing how companies and districts fluctuate, emerge, transform, and disappear. We will be able also to track the young creative people.