

CULTURE IN WORLD CITIES



PROJECT

Since 2001, the Paris region has been developing an ambitious cultural policy based on the film and audio-visual industries, the performing arts and contemporary music, book publishing, heritage and visual arts. Culture and its economy occupy a predominant place in international metropolitan areas and are factors that contribute to their promotion, attractiveness and economic development. Reflection on the status of the Paris region in the world has been initiated aimed at sharing good practices and innovative approaches with other metropolitan areas.

METHOD

The IAU is a partner of the World Cities Culture Forum (WCCF) international network established in 2012 by the Mayor of London, which includes 34 cities. Using common city profiles and indicators, the WCCF has compared the strengths and opportunities of the large metropolitan areas in terms of their cultural offerings and attractiveness, as well as of the economic repercussions of culture.

RESULTS

The Paris region has raised its international profile and is well identified as a leading creative metropolis. An online platform to share and publish data has been set up; a symposium and debates have been organised; a report summarising cultural data and strategies has been published as well as the key figures on culture in world cities; a web application has been developed to present these results in a condensed way.

PRODUCTS

Reports (as contributors): World Cities Culture Report 2012 / World Cities Culture Forum. City Portraits, Report 2013 / Transformational Cultural Projects, Report 2014 / World Cities Culture Report 2014 / World Cities Culture Report 2015
Cities Culture Finance Report 2017
WCCF annual summits
A webapp: CULTURAMA

MAIN POINTS

Beneficiaries

Regional Council
World Cities Culture
Forum (WCCF)

Donors

Regional Council
WCCF

Implementation period
January/December 2015

Duration of the study
12 months

Total cost of project
2,300,000 euros

IAU's share
75,000 euros

Partners

IAU
WCCF

Mobilisation of experts

3 person-days x month

Main experts

IAU

Carine Camors, economist
Odile Soulard, economist
Foad Ardalán, web developer

World Cities Culture Forum

Justine Simons, Head of Culture for the Mayor of London
Matthieu Prin, Programme Manager WCCF

Basic project data

Cultural offering: 300 cinemas, 1,100 libraries, 313 museums, 353 theatres, 1,100 art galleries, over 33,000 concerts, 360 festivals.