Since 2001, the Paris region has been developing an ambitious cultural policy based on the film and audiovisual 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