Construction of Creative Spaces and Agglomerations: 
The Case of Hamburg Municipality, Germany

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Abstract
An interpretation of the so called creative class in cities could start with the assumption that jobs (and economic growth) follow the people (Richard Florida). To put it more specific this means that the origins of process of economic re-urbanization may be found in the agglomeration of certain subjects including their expectation, how work relations, life-styles and the social environment should be. If we look at the history of cluster formation this is perhaps not a new insight because research about milieus and innovation regimes have shown that a person or a group of related persons may create regional trajectories. Anyway we should explore the subjectivity impacts of work relations and work-life balance on spatial economic concentrations in more detail. So, the general thesis of the contribution may be summarized as follows: Growth opportunities of the urban creative economy rely on locational advantages of those urban areas which support certain types of life management (combination of work relations and everyday activities). Here, we may distinguish two forms of support: (1) Urban areas which offer additional opportunities, e.g. for life-style choices, networking, identity construction; and (2) urban areas which reduce constraints of life management e.g. through a concentration of social infrastructure and spatial proximity to the diverse stations of everyday life. Both aspects lead us to quarters and neighbourhoods where capital and culture intertwine in new ways. The municipality of Hamburg offers a lot of interesting empirical material to outline and test these hypotheses as well as to evaluate urban political incentives to promote creative industries.

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