

## CREATIVE ECONOMY AND URBAN TRANSFORMATION IN DEVELOPING COUNTRIES

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### ABSTRACT

The concept of creative economy and the use of cultural activities in urban renewal programs is a new trend derived from many recent approaches and theories. These approaches show how cultural activities can contribute to new urban agendas and the development of urban fabric and spaces. Recent European experiments focused on creative industries as experience economy adopting the idea that business moves to where the ‘creative class’ lives. The first part of the paper discusses art and cultural activities impact on urban renewal strategies and highlights reasons for its recent frequent involvement in urban development strategies. It also examines the role of public authorities in such strategies. The second part of the paper explores the concept of experience economy and cultural activities in urban renewal in Developing Countries’ existing decaying contexts, and whether experience economy concepts can be applied in such contexts. It also contains a comparative analysis of two case studies from developed and developing settings (“Renew Newcastle” Australia and Down Town Cairo), to examine the appropriateness and applicability of the conception. It concludes with a brief frame work for the evaluation of the Second case study in Down Town Cairo, Egypt.

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**KEYWORDS:** Temporary Uses, Creative Economy, Urban Renewal, Cultural Activities, Experience Economy.

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