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Creative Industries Research
global perspectives

Invitation to seminar

CityDesign

- What the creative city may offer to the citizens

By Steffen Gulmann, Adjunct Professor, CBS

The CityDesign model – developed by Steffen Gulmann – offers a holistic approach to city development with a strong emphasis on the citizen. The model is constructed like a theatre: The Actors (citizens, business life and tourists), the Scenery (the city soul, the urban area, the City offers, infrastructure, the dialogue, the reputation), and the Staging (structure of power, strategic challenge, city branding).

After a brief introduction to the model, the lecture will focus on what the city may offer its creative citizens in general with a emphasise on arts, sports, concerts etc., and what it may do to the life and reputation of a city. The lecture will show examples from a variety of cities in and outside of Denmark.

Steffen Gulmann (1942) is chairman of 11Design. He is former managing director of the newspaper Information and director of Politiken – the largest Danish newspaper group. He is the chairman of Danish Design Centre and Gl. Strand – the oldest Danish gallery of modern and contemporary art.

A PDF file introduction to Steffen Gulmanns book CityDesign can be found at our web site.

Time

Friday February 24
from 14.00 - 15.30

Place

CBS - Kilen
Lecture Hall K.146
Kilevej 14A
2000 Frederiksberg

Registration

No registration is required
Please feel free to forward
this to others who might
have an interest in
participating

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