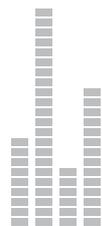




Toomas Vitsut  
Tõnis Palts  
Jussi Pajunen  
Aivar Reivik  
Igor Volkov  
Ville Alango  
Tõnu Altosaar  
Rein Ahas  
Mati Heidmets  
Rein Kilk  
Jan Kaus  
Richard Florida  
Greg Stone  
John Bury

# Tallinn Vision Conference

September 13 and 19, 2005, Tallinn, Estonia



TALLINNA VISIOONIKONVERENTS

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# Tallinn and Helsinki.



## Creative city – future of Tallinn



**Mr. Tõnis Paits**  
Mayor of Tallinn

As Tallinn will never become ready likewise its strategy will never be final. A year ago I presented the vision of three Ts: Talent, Tolerance, Technology. Many prerequisites which are necessary for moving in the direction of this vision have become a reality

More often the phrase "Tallinn – city of talents" can be heard, we have become more tolerant towards different minorities, effect of technology on our efficiency is clear. Today I wish for a practical discussion on what to do to make the three Ts realise further, so that the theory would become practice.

Regarding talents: the city must create an environment which is comfortable to live in. So that people would not move away from here, so that Arvo Pärt and programmers of Skype would live here. However, the problem is more complex and in a large part related to sprawl, which in the case of Tallinn I would call „viimsifying“.

When people live in other municipalities, the city receives less taxes. We have to construct more roads. But people in a hurry to work become tired, become less efficient and the environment is burdened more by the pointless rushing. In the former socialist farm centres there is neither social infrastructure nor other facilities.

The thing is simple – cheap loans produce cheap quality of life. The process can be alleviated only by construction of affordable housing in places better positioned towards the centre than the peninsula of Viimsi. To make those houses more affordable, we have to market as much well-positioned land at once as possible and provide this land with detail planning at once. To make so much land available, that the prices would drop.

Besides the new areas which we have to a larger or smaller extent taken into use today already like the old fishing port, Luther factories, Seevald, Mustjõe etc. we have to clear the way for housing construction to new areas, e.g. Mine port, Kopli freight station, Pajassaare old port etc. It is possible to create 10,000 to 20,000 new flats there. Most of these would be by the sea and all of them at least three times closer to the centre than Viimsi.

In order to make way for the creative city, we have to have the essence, action. The city has to favour the emergence of certain communities.

**“ Claiming the title of the cultural capital is not an aim per se but the means to achieve higher consumption and production of culture in the city. It has to fun in the city.**

Before the developers become so unselfish, the city has to introduce a 1 percent arts investment rule on all developments. This 1 percent would be used for enriching the cultural environment of the city.

With tolerance, it is important to have a low entrance barrier. Cultural, religious, sexual or towards the disabled. For example, we have started to support the national minority organisations to make them administratively stronger so that it would be easier for the city to communicate with them as partners.

We also have a problem with the intellectual Russians who move away from Estonia. The 4000-kroon fee for language courses is one reason for that. This is a barrier we have to lose.

Technology: the city must be the creator of the environment, which would support efficient management as well as attracts creative people. In order to increase Internet usage, the city has to support those in need with purchasing of computers and acquiring of necessary skills.

Tallinn must develop into a creative city – let us be creative! ■

## Our choices influence our neighbours



**Mr. Toomas Vitsut**  
Chairman of Tallinn City Council

The modern globalising world is losing the borders between the large and the small, the distant and the near. The key to success is in the hands of those who can step out of the ready-made borders and launch new initiatives. Who can exit the past formats and common knowledge to create long-term visions.

The population of Tallinn is just 400,000 and the territory 159 square kilometers. However, Talsinki would have a population of one million and a territory of 845 square kilometers. Tallinn is not just the capital and a magnet for the people living in Estonia but for the whole Europe, at least in year 2011 when Tallinn will become the cultural capital of Europe. On the territory of Tallinn centre, the island of Aegna, there will be centre like a Las Vegas like entertainment industry. Within 10 years Tallinn will regain its position as the city with famous building as it was in the 15th century. It is possible, that in the course of discussion of the vision of Tallinn we will come to a point where Tallinn will be viewed as the largest museum in Europe, where people walk around in tradition Muhi shoes, live in straw-roof houses and earn their living with traditional dances for tourists.

But today we ourselves lack a commonly agreed and trusted vision. As the choices made in Helsinki, Stockholm, Riga and St. Petersburg have an effect on the development of Tallinn, our choices have an effect on our neighbours. This is the reason we have turned our sights to Helsinki and for the second time try to find the common share in our city visions which would make a link in the development of the cities. For example, we could discuss whether to organise our public transport so that by buying a ticket in Tallinn a person could use the facilities of both cities. Or it could be worthwhile to connect the cities with a tunnel. In order to see the whole one has to view the object from a distance.

In every city there is something which has been adapted from outside. The easiest way to achieve your aims is to follow the steps of a successful example. This we can learn from our neighbours as well as Ireland, for example. If I am asked today how our SMEs are doing, I would say look at Dublin and you will see our development in the next ten years.

If abroad Tallinn has to concentrate on mutually beneficial co-operation, then in Estonia besides co-operation with municipalities Tallinn has its mission to fulfil: to import the world into Estonia and export Estonia to the world. This means that the investments first reach Tallinn, but soon to whole of Estonia. Success of Estonia depends on success of Tallinn. Whether Tallinn can become better depends on us all. ■

# Tallinn and Helsinki.



## Let's be the spearheads of our countries!



**Mr. Jussi Pajunen**  
Mayor of Helsinki

The integration of Tallinn and Helsinki is far advanced. When proportioned to the populations of our two countries, the intercity passenger traffic – some 6 million journeys per year – is very close to the intensity of interaction that has evolved over a longer time-span in Europe's other frontiers. It is evident that the engine of integration of Tallinn and Helsinki has been economy and enterprise. The public sector and administration have approached each other at a much slower pace.

### Where are the possibilities for co-operation?

Firstly about the challenges Helsinki is facing: the population is ageing and therefore the ratio between the demand for services and tax revenue will become a problem; migration from the central city to the border areas of the region further emphasises this structural problem; pulling through globalisation as a winner will be tougher than before and, last but not least: our city is in a remote spot as seen from the European Union.

As far as I understand, a listing of Tallinn's near-future challenges would look much alike.

On the basis of international comparative city surveys, one can say that great success has been achieved in some areas. Tallinn is also often among the tops on the ranking list of cities, but not in the same issues as Helsinki. Even if success in these kinds of comparative studies should be taken with precaution, we can, however, see one central basis for our co-operation.

“ I refer here to the fact that both cities reach a very high level in some aspects, thus bringing forth complementary competitive advantages, which lays a solid foundation for building joint strategies.

Simplifying matters very much one could say that in Estonia, competitiveness has been enhanced by means of opening structures, flexibility, free competition and low taxes. In Finland, competitiveness has been built by means of consensus society developing the stability of the operation environment, competence and innovative skills. In both cities, the national political decisions are at least in the short run the framework within which we cities consider our co-operation. The question should run as to how we could harness these national

differences to serve our joint competitiveness and not see them as restrictions to co-operation.

Regarding the development challenges I could bring forth for discussion wider co-operation areas, where we could seek concrete and immediate advantages and not only exchange of experiences and learning together. Once we are familiar with each other's structures and people we will have the courage to take longer steps.

### Innovation policies have to become integrated

Co-operation in developing universities, R&D, high-tech businesses and innovation environments has sprung up, but unsystematically I am afraid. Integrating the innovation environments of Tallinn and Helsinki would benefit both, even though our innovation environments largely differ in standard at present. As far as it is possible to identify, exploiting the lower cost and recruiting Estonian researchers seem to have been so far the incentive of Finnish enterprises in innovation chains crossing the border.

However, there are several pending projects in this field. I shall name a few examples: the twin-city science project, co-ordinated here in Tallinn by Helsinki-Tallinn Euregio and by a regional development company, Culminatium in Helsinki. We have launched a wide development project of innovation policies based on the innovative strategy of Helsinki Region. The project is entitled BaltMet Inno, comprising the eleven most important cities in the Baltic Rim. The partnership of Tallinn and Helsinki will certainly be a central power in the project. The most important science park company in Finland and in Helsinki Region - Technopolis – is participating in the development of the science park of Tallinn as a co-owner.

### Joint public services are feasible

The private service sector is fast gaining foothold on the southern shores of the Gulf of Finland. Estonian business enterprises have lately become bolder in entering Helsinki market area, e.g. the building trade.

As to public services, no steps have been taken so far. From Helsinki's standpoint, possibilities for cost saving exist in many services. Even public service providers could purchase different supportive and business services in particular from the neighbour. The set-up is, however, rather unbalanced and might lead to service jobs being transferred from Helsinki to Tallinn.

“ This is not alarming in the end, because labour availability in Tallinn is limited, and the imminent retirement of the large after-war generation in Finland forces us to reassess our service structures.

Both Helsinki and Tallinn provide many similar services to their citizens, and steps could be taken towards joint service production.

To conclude, I wish to say a few words about the structure and challenges of our co-operation, especially in what concerns the EU. It is also in Helsinki's interests that Tallinn would receive maximal amounts of EU structural subsidies and that they would be efficiently exploited. However, the placement of the European Chemical Agency in Helsinki will be an important event, provided we can take full advantage of it.

In the future, when competing for EU institutions' location, it could be worthwhile to investigate the advantages of joining forces instead of just protecting one's own interests. As to Baltic Sea policies, Helsinki and Tallinn are in the same position. Developing the Gulf of Finland area is a top priority for both, in other words, the growing markets and the role of St. Petersburg are important to us.

The dynamics and speed of Tallinn's political life may be simply scaring to some. However, I am convinced that together we will find such forms of co-operation that suit the political cultures of both our cities. Then we can start to talk about a twin city. ■

#### Helsinki and Tallinn 1991-2005:

- \*integration is already influencing both cities
- \*interaction is on high level
- \*both cities economically gain

#### Challenges in Helsinki:

- \*population is growing old
- \*metropolitan sprawl
- \*globalisation is a challenge to continuous renewal of the society
- \*location in the periphery of the EU

#### Challenges of functional co-operation

- \*innovation policy
- \*public service provision
- \*infrastructural development

#### Statements from the discussion

- \*Best co-operation would be via joint operators
- \*We could create a joint university with campuses in Tallinn and Helsinki
- \*Let's be the spearheads of our countries!

# Visions of development.



## Perspectives of development



**Mr. Aivar Reivik**  
Vice Mayor of Tallinn

City planning is interesting for everyone as it concerns almost all the citizens. Some of them who are not satisfied with the present developments have moved out beyond city limits and hopefully are content with where they live. What they are certainly dissatisfied with is traffic jams their jobs remained in the city. The task of the planners is to find the necessary compromises for the parties and this is definitely an impossible task.

### Main problem - unbalanced development

The present main problem on Tallinn is unbalanced development between the different regions of the city. Nõmme and Pirita have been practically built full, Õismäe and Mustamäe can become concrete deserts if developers continue their push. These districts have the space for construction but it can be called replacement construction as the old buildings become unusable. Some land resource for construction is in Lasnamäe. Downtown should be approached with a statement "demolish and plant" there is a number of old buildings which need not to be conserved.

Several decision-makers have expressed an opinion that for normal development of Tallinn the situation which was 15 years ago needs to be achieved. At that time Tallinn had a population of 500,000 which today would ensure sufficient tax revenue and would enable to realise larger road construction projects which have been in stand-by for years Haabersti cross-section, Ülemiste and Sitsi junctions. It is clear that the population today has started to grow despite the rising real estate prices.

City Planning Department in its turn tries to protect the present living districts from excessive construction pressure by using construction decrees. In the course of processing and passing of these decrees significant pressure can sometimes be felt however these acts are one of the surest ways to ensure the necessary protection.

### Transparency and efficiency of planning increases

If in spring one could get an impression that processing of subdivision plats had decreased, then the present figures indicate that the average

level of year 2004 has already been practically achieved. This information has been publicly available from the webpage of the department for some time already.

In addition, a register of subdivision plats in co-operation with AS Datal has been created where the whole process can be observed online via the Internet.

However, a new problem has arisen: the quality of projects submitted is decreasing. If in 2004 about half the projects were returned then this year the percentage has reached 70 already and in the case of private houses it is 90.

Despite some problems, there are remedies to be used in the whole city planning process. These are:

- ✳ Enforcing of clear rules in city planning, including construction decrees, construction supervision with enforcement mechanisms and, if needed, changes in the city construction decree. Developers and constructors have some maturing space in these issues.
- ✳ Selling of city land and housing rights has to be stopped if an area does not have a designated subdivision plat. The same applies to state lands on the territory of the city. Naturally we all hope that the state will at some point make a decision to pass its lands within municipalities to the municipalities.
- ✳ The importance of the City Planning Department has to be reflected in its budget. This will make the life of citizens only better. The magic word here is geoinfosystem (GIS) which is a formidable investment but enables significant cost-saving.
- ✳ Long-term non-political vice mayor, i.e. city head architect. Helsinki is a good example.
- ✳ Subdivision plats passed more than 3 years ago have to be revised for the city is developing fast. ■



## Spatial planning of Tallinn and digital Tallinn



**Mr. Igor Volkov**  
Head Architect of Tallinn



**Mr. Villem Alango**  
Member of Board of AS Datal

### Artificial city – natural city

When a child is born the parents hope for something, plan, look for the best kindergarten and school. But in the end the child still becomes

just a poet. Things do not always work the way wished. The same is with the city. When they started constructing a new city Brazil one of the famous architects sighed suddenly – rhythms of samba will never be heard here. One cannot get everything at once.

That is the reason why historical cities are interesting - they are stacked. Each period has left its impression and it would be frustrating if we could not add there anything. Some things fits its place as if it was there for ever, e.g. the new passage of Tartu road of which we know already from the great Tallinn project of Eliel Saarinen dating from 1913. On the other hand, Viru centre has changed the city space cardinally, we are not used to it. Some of the additions become ➔

### Main propositions

- ✳ City has to increase its land ownership
- ✳ City has to plan itself the lands before issuing building lease
- ✳ City should not sell its land
- ✳ The state has to pass an improvement duty
- ✳ We have to create the system of analysis and monitoring supported by GIS
- ✳ The role of the city council is to develop the models of development of the city, planning of the city, increasing of quality of the environment
- ✳ Development plans and planning must be more budget-related
- ✳ Exchange of information must become better – development of GIS
- ✳ Structures of the city have to be clarified and optimised. We should pass the Capital Act!

# Visions of development.



dominants, accents, things start happening in this area, some not. City planning is like continuous passing, like an endless road. At the same time everything has to be in balance. And democratic. To achieve consensus, we have to do the explanation work.

**For this purpose we have a handy tool – virtual city where history can meet the future, mistakes can be eliminated before they become a reality without concrete, bulldozers and explosives, where the cost of decisions is small.**

### City planning has to ensure public trust

Public interests, public city space – what is it? This is it which takes the time and one has to have time. We have to look at the old plans by Kotli, Arman, Port, Bruns, Raud. From each of those we can learn something, this process is continuous. Like bringing up a child, with different influences and expectations at different age. In addition subjective opinions. One wants to live in a stone city, with no trees causing allergy and traffic from the street as a lullaby. The other wants to see the sea through the wood. The third see the panorama of the city from the 25th floor and protests all the higher buildings disturbing the privacy at the top. And the City Planning Department has to make choices and find the consensus between them.

The main difference and the problem Tallinn has compared to the neighbouring capitals is the absence of a strong block plan. The present one should be more particular, changes in it an exception. It would bring about justified expectations regarding construction density. This in turn would clear the market and create confidence for the inhabitants. Naturally, we are working in that direction.

In the present circumstances decisions have to be made fast to ensure development of the city. But speed does not always mean quality and the increasing load of planning either clogs the municipality or causes mass production-style plans with legal issues as a priority.

### IT solutions increase openness and co-ordination

A civil servant is bound by the regulations in effect and therefore cannot be a visionary and observer of the new horizons. The Mayor has spoken about the need to attract more academia – why not also then the brightest citizens? Citizen democracy is a public aim after all. The technological solutions for this are in place already.

As with the announcement of traffic restrictions and processing of excavation permits, we do not need new technology here but co-operation between the municipal departments. We can save the nerves of the citizens as well as owners of the piping – AS Tallinna Vesi would not have to excavate on its own if it can be seen from the system that Elion has already applied for an excavation permit in this spot already.

To help and inform all the parties, the Tallinn planning register has been created which enables to publicise and accelerate the plans in process. All the parties and citizens can access it freely as it is in the Internet. The solution of the register is universal in its nature: it can be applied anywhere for document management involving map objects.

An electronic notification system is to be created – a desktop where the authorities involved can give their acceptance and exchange information. We are also launching the planning monitoring system so that we would know how the construction rights are actually brought to life. There are a number of old plans which are out of date for the legislation has changed. Here we have to go through the legal analysis and economic calculations.

When we say that Tallinn must become an attractive environment for those people whom we really want to see here, it definitely means that we have to proceed on our way to openness and involvement.

**Technology is cheap the person is expensive**



Sample view of the register of plans of Tallinn

# Visions of development.



## What to learn from metropolises of the world?



**Mr. Tõnu Altosaar**  
Architect, partner of  
Bregman + Hamann Architects

Skyscrapers - offices, hotels or condominiums – are created out of necessity, i.e. demand in the economic sense.

### “ Development of skyscrapers must be based on real demand.

In downtown Toronto nobody will start construction of a skyscraper unless they have leased 40-50% of the space.

Although construction of a skyscraper is more expensive than that of a lower building, there are a number of arguments why they are constructed:

- \*Promotion for a company – the logo will be high up in the sky
- \*Creation of a land mark like the CN tower in Toronto (though it has a practical purpose also)
- \*Downtown has a high business concentration where everybody need to communicate. Like they have Wall Street in New York, we have Bay Street in Toronto.
- \*Land is expensive in the centre as well as could presume expensive demolition works. Lots are small, so as to make the most of it one has to construct high.

Clients usually demand the maximum space, the city sets its limits. E.g. in Toronto the city has been divided into blocks, where the top



density is calculated by multiplying the lot surface area by 12 – thus the highest buildings are allowed on Bay Street and nearby. In Toronto the nodes with skyscrapers are connected with the subway. The further you go from a node the lower buildings are allowed.

To avoid the unfortunate experience of the USA in 1950s and 60s where life in city centres stopped along with the end of the work day, a lot more condominiums are constructed in the centre. It is expensive to construct in downtown: one has to mobilise heavy machinery, the space is limited, one has to consider carefully the foundation of the neighbouring construction, logistics has to be organised at night to minimise the disturbance of business life by day. In addition there are the characteristic parts of the skyscraper: express elevators, parking houses (USD 35,000 per lot), safety and security systems, UPS etc. The cost of the general construction works in downtown Toronto per square metre is ca USD 1500, also there is the higher land tax. All this has to be calculated into lease. The building which B + H designs have to be 91-93% effective, i.e. the ratio of the leased space.

### The city has to create an environment for the developers which would motivate them to consider the environment, milieu and culture.

Toronto has created a system for getting bonus density if the plan foresees creation of public space. The example of BCE Place is relevant: it comprises the BCE gallery and Heritage Square open to everyone. In addition, historical elements were preserved, including the historical bank building donated to the city as a museum, kindergarten and a pedestrian road. As a result the developer was permitted to use 50% higher density than was generally in force at that time resulting in 300,000 square meters of space plus for stories of underground parking space.

### Tallinn could have more public buildings

Tallinn has two great and unique prerequisites – Old Town and the sea. No novelties should be allowed in the Old Town. The sea silhouette of Tallinn with churches and towers has been there since the Middle Ages.

Looking from the hotel window, I would say that for a town with 400,000 inhabitants you have a good balance of skyscrapers. A lot is there to be offered by the coastline. If there is a need, then this is the spot where the skyscrapers could be constructed that would serve as a gate to the Old Town and Tallinn. I believe Tallinn could develop more public buildings: hotels, restaurant, and aquariums.

So if there is the demand skyscrapers could be constructed in Tallinn for high density in the city is good. The city plans must define what size, how many and in which proportions such buildings should be constructed. As the population of Tallinn is aging, you must be careful not to leave the older houses empty which otherwise could be renovated. ■



**Tõnu Altosaar,** a partner at one of the leading Canadian architect bureaus Bregman + Hamann, is definitely one of the most famous Estonian architects. The bureau with its 120 architects and designers has devised most of the skyscrapers in

downtown Toronto. 15 years ago the company successfully started operations in China, where presently there is a 50-member team. In sight are projects in the Middle East.

Besides skyscrapers, Bregman + Hamann has during the decades created several hospitals, hotels,

offices and universities as well as shopping centres.

Mr. Tõnu Altosaar was born in Estonia, but fled from the occupation with his parents first to Sweden and in 1949 to Canada, initially settling in St. Catharines Ontario. Altosaar graduated Toronto

University in 1967 as an architect and started his career the same year at Bregman + Hamann, becoming partner in 1972. Altosaar is a member of Ontario, Toronto as well as Canadian Union of Architects and Royal Canadian Institute of Architecture. ■

# Visions of development.



## Development of Tallinn city region



**Mr. Rein Ahas**  
Head of Chair of Human  
Geography at Tartu University

Urban sprawl has been a discussion issue in Tallinn for several years already. The phenomenon of urban sprawl and changes in lifestyle are inevitable in fast-growing countries of the eastern block, in advanced countries it has been around for decades. In the eastern block sprawl is particularly interesting for its different reasons: countries can be divided into two large groups. Development boom regions (incl. Tallinn) sprawl relatively quickly, whereas in the „soviet towns“ the cause of the gradual sprawl is in the reverse development process driven by poverty and the need to return to agricultural lifestyle. The speed and scope of changes in Tallinn make the city tough to compare with the examples from the west.

In addition to homes, sprawl concerns the other city functions: jobs (technology parks, production), servicing (shopping centres, services), education (schools lose their connection with a particular location), leisure possibilities. Need for transport grows: city functions are located sparsely, public transport lacks investments, car-centric mentality dominates.

Although from the perspective of planning and use of land sprawl is a negative notion, it can be regarded as inevitable which has been brought along by the deep changes in the city functions and lifestyles during the past decades. Instead of a city, the city region is becoming the unit along with adjacent areas. Thus as long as there is a debate within the city region and its units we have to speak of sprawl.

Solution to the problems caused by sprawl is in the constructive co-operation between the municipalities within the city region. It is also important for joint planning to develop hand in hand with infrastructural plans. Such an approach is the basis for creation of quality city space which is a prerequisite for balanced development of the city region. Today it is also clear that the public transport requires so that our circulation within the city region would be more effective. ■

## Social dimension of Tallinn



**Prof. Mati Heidmets**  
Dean of Tallinn University

The City of Tallinn is special, it stands out. And not just in within Estonia but in a much wider context. An important feature of Tallinn is its diversity, especially if to compare it with the cities in Northern Europe which are relatively homogenous and look alike. Tallinn is diverse in its population as it has been throughout its history. Only in the 1920s and 30s was there a time when the percentage of Estonians reached above 70. Today it is 55. The overall composition of Tallinn has been mixed throughout history and today we could think what to do with it.

Integration monitoring carried out this spring indicated that the communities of Estonians and non-Estonians are coming closer: mutual sense of danger is decreasing, views on citizenship are softening, nationalist political movements do not exist, 90 percent of Estonians are in favour of their children studying Russian at school.

The other characteristic of Tallinn are the differences between districts. While presenting Tallinn to foreign guests they summarised that if there were a diversity index Tallinn would be on a very prominent position. And this makes us interesting both within Estonia and across borders.

So diversity is a resource and advantage of Tallinn. ■



## What i would make Tallinn like?



**Mr. Rein Kilk**  
Entrepreneur

Perhaps we have not noticed but our nation, our state is living in a golden age. We have once seen it in the 1930s. We have to acknowledge it now in city planning as well as that transition period is over. What are the problems in the city during the current rise?

I would like to ask the city not to sell property at sky high prices. The developer has to be left with some money for development. That means that the most expensive properties should not necessarily be sold now.

I would not allow architects to experiment in important locations. I cannot accept the argument that „power of money crushes borders“ – no is an answer.

“To me, important indicators of how attractive a city is are the buildings in front of which to take a picture of yourself or even your kids.

Tallinn needs such houses. Ugly buildings should be transported away from the city! ■



**Mr. Jan Kaus**  
Writer and Chairman of the Union  
of Estonian Writers

Tallinn is a very interesting, contradicting city. It tries to be one but the result is something different. If to describe the hierarchy of Tallinn, it would be anarchy. As an ideal, the city could be an object, just as if a complete work. Tallinn leaves an impression of a process, happening, performance. If a city could bear in itself integrity, Tallinn impresses as a recreation. All this compared to Helsinki, which is a city operating like a pyramid.

If to speak about the language characteristic of Tallinn it would be an idiolect, expressing itself in contradictions: a city between the east and the west, metropolis as well as like a provincial capital, antagonisms between new and the left behind, modern beauty and suburb poetry. At the same time, Tallinn is clearly becoming a nice European city. Another characteristic trait is the very sharp change of scenery. Just within a few hundred metres we pass from one world to another.

I hope that besides the very fast development, Tallinn as it is today will be perpetuated, with its sharp contrasts and contradictions.

# International experiences and models.



## Cities and the creative class



**Prof. Richard Florida**  
Richard Florida Creativity Group

In 2003, while visiting an event in New Zealand I met with the creator of the trilogy of Lord of the Rings Mr. Peter Jackson, whose aim on this distant island was to create an environment attractive to creative



people. By today he has succeeded as there are whole groups of them living there. Even the cameraman we had with us at that time has moved to New Zealand.

Why is it important? Because already from the middle of the 1980s a fundamental change has taken place in the economy – a shift towards the creative economy. Creativity is a truly innate feature of a person. Creativity, unlike knowledge and skills for example which can be „put inside our heads“is there when you are born.

**So in the new, creative economic organisation the competitiveness of the regions is directly connected to the capability to attract creative people.**

I do not subscribe to the point of view according to which the globalising world is becoming „flatter“, i.e. capital and knowledge spread wider and living standards equalise. According to our creativity index, the world is spiky, i.e. the concentration of creative people is regionally very uneven. In Estonia, according to the data from the ILO, 155,000 or 22.6 percent of the population is in the creative jobs.

International competition between the regions is focusing more on the ability to offer the best environment to the creative individuals and groups. What is interesting here are the criteria in urban environment which matter most to the people. As our research in the larger US cities showed, it is not the safety, infrastructure nor any other commonly presumed criterion. First come the aesthetic characteristics of the city – how pleasant it is to live here, what are the parks like, monuments, architecture. Among the US cities, New Orleans where we interviewed two weeks before Katrina got the highest score among its population.

Creative economy is even more fascinating as the size of the region does not matter any more.

**So the potential of the smaller regions has grown tremendously. A small country can become a regional magnet as it may be easier for this country to concentrate its resources, execute changes faster.**

These changes can involve increasing of security, cultural diversity etc. The main indicator of success of all these changes is influx of creative people and increasing economic growth as a result of their activity. ■

## Turning old industrial regions into attractive environments – experiences of Newcastle and Glasgow



**Mr. Greg Stone**  
Member of Newcastle City Council

Since late 1990s the cities of Newcastle and Gateshead located on the opposite banks of river Tyne have collaborated on a regeneration strategy to use culture as the foundation for a new regional economy.

Historically a centre of heavy industry, Newcastle has made a turnaround by creating from virtually zero an extensive cultural infrastructure which includes arts centres, squares, bridges and other social and public buildings. In parallel, extensive housing projects were completed which created an attractive space for new citizens. These developments served as a basis for an increase in population and activation of social life. In addition, cities have become tourist magnets, a fact which 20 years ago no one would have believed.

Focus and extensive investments in recreation of architecture have paid back: besides the prizes and all sorts of public appraisal, Newcastle has become an attractive investment target. ■



**Mr. John Bury**  
Head of Policy within  
Glasgow City Council's Development  
and Regeneration Services

Scotland's largest city Glasgow was a fast-growing internationally important industrial metropolis in the 19th century. Economic contraction began in the 1930s and eventually led to high unemployment, social problems and bad reputation in the second part of the 20th century.

To tackle the problems, the city established Local Development Companies, to support development in the most marginalised city areas. By year 2003 unemployment had decreased by half. In parallel, the city encouraged launching of different cultural events and recreation of the architectural appearance of the city.

**Innovative programmes in physical renewal, marketing and job creation have ensured that Glasgow is once again a centre for commerce and culture and a tourist magnet.**

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