

Selling Regions to People?

Learning From Armani, Boss und Porsche?

*Regional Studies Association Conference on "Regional Growth Agenda"
Plenary Re-imagining Regions: Planning, Branding and Beyond*

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PORSCHE



HUGO
HUGO BOSS

1. Regions under Pressure

Technology driven globalisation and the power of media has put cities and city regions under enormous pressure, they

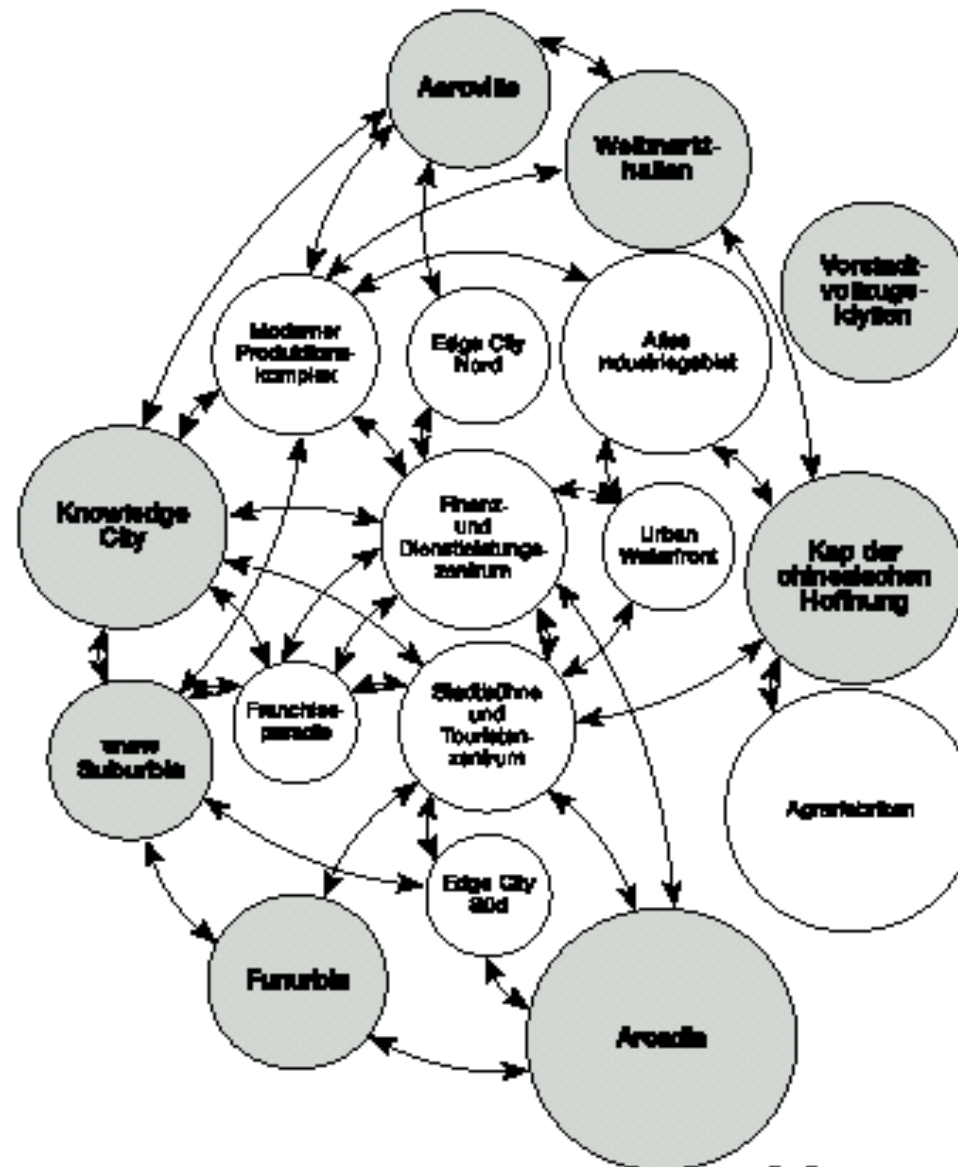
- fight for investments, qualified labour and eventsand they polish their image with
 - architectural flagships,
 - inner city improvements schemes,
 - cultural quarters, events, fairs and exhibitions
 - the prestige of their knowledge industries
- engage in city networks such as EUROCITIES and European real estate fairs to promote their locations
- accept or even organise the functional division within the wider city regions, where the centre the international tasks and the city fringes and backwaters take over all those functions, without which an international city does not function, from
 - high tech industries, to garbage and recycling quarters
 - out-of-town universities and shopping centres
 - low cost housing to luxury housing
 - irport cities to logistic hubs
 - ecologically sound urban agriculture to leisure and recreation spaces

The outcome is a

.....multifunctional, fragmented, polarized city region



2. The Fragmented City Region



3. Do we have to brand cities in order to sell them?

It has become mainstream knowledge that city regions in Europe have to be profiled to attract institutional and private investors as well as media interest and a mobile qualified labour force working in knowledge industries.

- Has marketing taken over from planning?
....or is just the need for profiling regions to promote endogenous production and service clusters in times of globalisation, social change and spatial transformation?
- Will planners soon be replaced by marketing specialists, or do they have to write scripts for soap operas to reach their increasingly cosmopolitan target groups?
- What are the consequences of such trends for planners, for the planning profession, for planning education?
- Do they just have to learn from Armani, Boss and Porsche how to communicate complex contents
.....to a wider regional public?



4. Profiling Cities and Regions

- in order to strengthen their profile cities ask international and local consultants to develop urban marketing strategies and they do it by linking
 - global image production with local heritage
 - international academic fashions with local economic potentials,
 - regional media favourites with local traditions
 - national political programmes with local aspirations
- the outcome is a clever stew of real local potentials, mainstream thinking and global fashions, though, not astonishing, the resulting profiles are as individual as Armani, Boss or Porsche products, whether you buy it in Los Angeles, Copenhagen or Beijing.
- the resulting city marketing brochures are as enlightening as fashion videos and posters, trying to catch the eyes of consumers.



NEW OPPORTUNITIES
NEW MOMENTUM

THE NEW PITTSBURGH REGION



Though who are the consumers of such city marketing products?

5. Düsseldorf



6. „Europäische Metropolregionen“ in Germany

- Hamburg
- Berlin
- RheinRuhr
- RheinMain
- Stuttgart
- Munich
- Leipzig/Halle/Dresden

.....and now in addition

- Hannover/Braunschweig
- Nürnberg/Erlangen
- Mannheim
- Bremen



Anlage 1



	Europäische Metropolregion *)		Oberzentrum		Internationale Flughäfen
	potentielle Europäische Metropolregion		Oberzentrum in Funktionsteilung		bis unter 1 Mio. Fluggäste 1994
	überregional bedeutsame Verkehrskorridore				1 bis 5 Mio. Fluggäste 1994
					5 bis 10 Mio. Fluggäste 1994
					mehr als 10 Mio. Fluggäste 1994

*) Die äußere Umgrenzung der Symbole stellt keine räumliche Abgrenzung der Metropolregionen dar. Eine Zuordnung von Oberzentren zu Metropolregionen ist aus der stark schematisierten Darstellung nicht ableitbar.

7. Dubai

.....selling the city to the world



8. The Business of Ranking

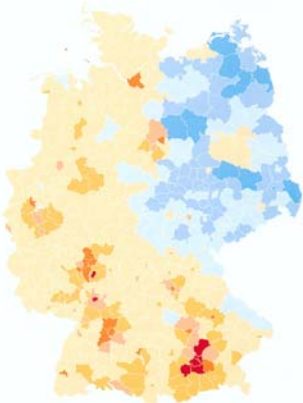
- Ranking for whom? Selling cities to whom?
.....Who reads? Who benefits?
- Real estate developers? Banks? Business consultants?
- Local economic development agencies? Mayors?
- Marketing agencies? Job placement agents?
- Journalists? Policy advisors? Managers and their families?
- Citizens? People like you and me?



Handelsblatt

Stille Stars

Deutschlands unbekannte Wachstumsregionen



Chefs loben Münster

Zufriedenheit der Unternehmer mit den Leistungen ihrer Stadt*

1	Münster	73,7	1	München	90
2	Karlsruhe	69,9	2	Hamburg	70
3	Braunschweig	68,4	3	Frankfurt/Main	56
4	München	68,0	4	Berlin	46
5	Freiburg	67,3	5	Köln	42
6	Leipzig	65,2	6	Düsseldorf	38
7	Stuttgart	65,1	7	Stuttgart	26
8	Hamburg	64,7	8	Essen	19
9	Osnabrück	64,6	9	Hannover	17
10	Oldenburg	64,0	10	Mannheim	16
10	Mainz	64,0	11	Augsburg	15
12	Mannheim	63,8	11	Nürnberg	15
13	Nürnberg	63,7	13	Bremen	14
14	Erfurt	63,1	14	Wiesbaden	11
15	Hamm	62,5	15	Aachen	8

Wo die Konzerne sind

Zahl der Unternehmensheadquarter*

9. Selling Regions to Whom?

Target Group	Attractions...the arguments differ! Hard and soft location factors
• Citizens (<i>four generations</i>)	Jobs and job security, quality of life, security, good schools, leisure, identity, history, cultural environment.....
• Convention organisers and tourist agents	Accessibility, hotel facilities , entertainment, flagships.....
• Developers	Short term profits, mainstream trends, media coverage.....,
• Business consultants	Accessibility, business climate, image.....,
• Policy advisors	Image, accessibility to power, information pools.....
• Development agencies	Accessibility, funding institutions, political arenas
• Creative workers	Creative milieus, entertainment, creative spaces, urbanity.....
• Bankers	Secure investment, high return.....
• Mayors and politicians	Image, citizen satisfaction, governance milieus.....
• Academic multipliers	Prestigious universities, good schools, Leisure facilities, hedonistic environments, accessibility, think tanks.....
• Media/journalists	Life style environments, access to celebrities, television channels.....
• Investors	Long term investment security.....
• Students/knowledge workers	Good universities, life style environments, cheap accommodation.....

10. Learning from Armani, Boss and Porsche?

in times of globalisation

City regions are not commodities,

.....though we may have to learn from Armani, Boss and Porsche

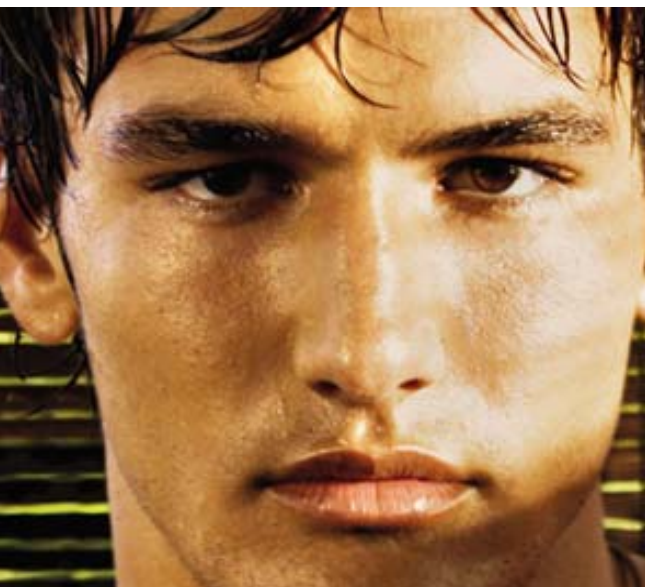
1. Identity and style *continuity in style, though difference and continuous innovation*
2. Images matter *from postcards to websites and glossy journals*
3. Beauty *architecture and trees make a difference*
4. Cat walks are essential. *public spaces are the souls of cities*
5. Quality *only cheap costumes can be copied*
6. Little things matter: shoes, belts, perfume *from lightning to street furniture*
7. Fun and entertainment *entertainment is a basic need*
8. Cosmopolitan perspective *consumers are global travellers*
9. Ready to wear and haute couture *from schools to flagship*
10. Creativity and experience..... *linking young and old city builders*



Michelle Pfeiffer Wears
GIORGIO ARMANI



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Thank you!

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