

Óbidos, Literary Village: Innovation in the creative industries?

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Abstract

The village of Óbidos was recognized in 2015 as a creative city in the area of literature, becoming a member of the UNESCO Creative Cities Network.

The attribution of the title depends on the fulfillment of a number of criteria the regions have to integrate. In addition to Óbidos, UNESCO attributed the same title in the same year to other European cities, including Barcelona, Nottingham, Ljubljana, Tartu and Lviv.

This article intends to conduct a case study to the cultural and artistic offer, as well as the cultural and literary legacy that different cities provide to be able to inquire the innovation of the proposals.

The study aims to assess how much Óbidos, compared to other cities with the same title, is creative. Knowing that the concept of creative city (Landry and Bianchini, 1995) results from the emergence of new technologies and a new type of economy based on creativity and innovation and that creativity implies removing economic or social value of the creative work or talent, the study aims to determine to what extent the processes generated gave rise to new ideas (creativity) and what processes led to its implementation (innovation).

Being innovation in the creative industries associated with product, process, positioning, paradigmatic and social innovation (Storsul and Krumsvik, 2013), it is concluded that, in Óbidos, the entrepreneurship initiatives are more focused on tourists who occasionally visit the village and the business opportunities that are generated there. New innovative and creative spaces were created, promoting literature and adding value and quality to urban space. This urban intervention resulted in the attraction of individuals who streamlined new habits of being and acting in the village.

Keywords: Creative City, Innovation and Entrepreneurship

Introduction

The UNESCO Creative Cities Network was created in 2004 and tries to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development through partnerships that associate the public and private sectors, professional organizations, community, civil society and cultural organizations from all over the world. The UNESCO Creative Cities designations try to recognise past, present and future: a strong cultural heritage, a vibrant and diverse contemporary cultural scene, and aspirations and vision to develop cultural potential.

By joining the Network, cities commit to sharing experiences, knowledges and best practices and developing partnerships in order to create, product, distribute and disseminate cultural activities, goods and services; develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector; improve access to and participation in cultural life, in particular for marginalized or vulnerable groups and individuals; fully integrate culture and creativity into sustainable development plans.

The Network is currently formed by 116 Members from 54 countries that pretend to place creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.