



Creative
Footprint
Music

BERLIN



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NYC



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TOKYO



A non-profit project by

VibeLab



Urban areas are today's principal breeding grounds for the development of new strategies, policies and initiatives aimed at making culture and creativity a driving force for sustainable development and urban regeneration through the stimulation of growth and innovation and the promotion of social cohesion, citizen well-being and inter-cultural dialogue.

In this way cities respond to the major challenges with which they are confronted, such as the economic crisis, environmental impacts, demographic growth and social tensions.

The crucial role of cities in promoting sustainable development focused on people and the respect of human rights is notably recognized in the 2030 Agenda for Sustainable Development which includes among its 17 goals a specific objective to 'make cities and human settlements inclusive, safe, resilient and sustainable' and identifies culture and creativity as one of the essential levers for action in this context.

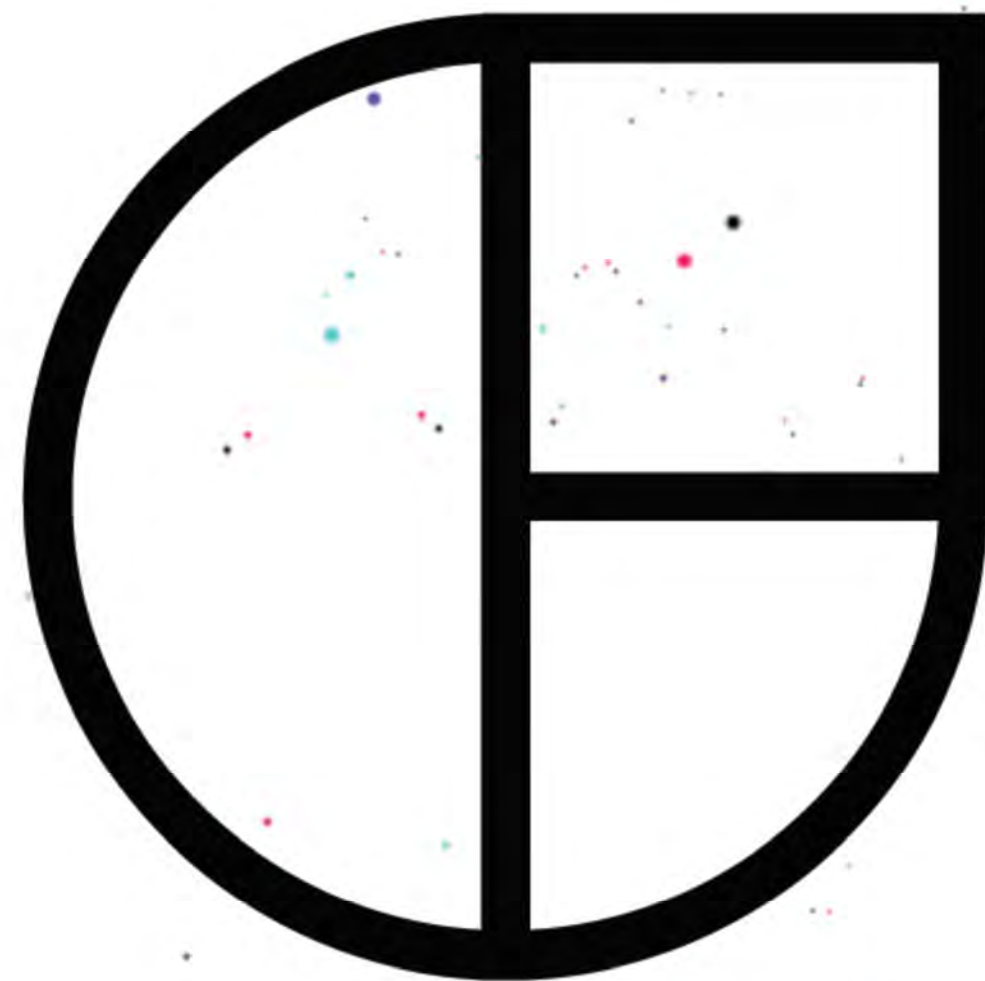


It is therefore by providing affordable and accessible space, supporting creation, promoting cultural participation and approaching the public sphere with a new perspective that public authorities, in cooperation with the private sector and civil society, can make the difference.





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The Creative Footprint (CFP) is a sociocultural initiative that maps and indexes creative space to measure the impact of nightlife and cultural activity on cities.

Our methodology goes beyond economic impact, prioritizing original content, interdisciplinary connections, and cross-functional spaces for thriving local scenes.

Since its founding in 2017, CFP has been conducting community-based and collaborative venue mapping in Berlin, New York and Tokyo, including music spaces, clubs, galleries, and informal creative spaces.

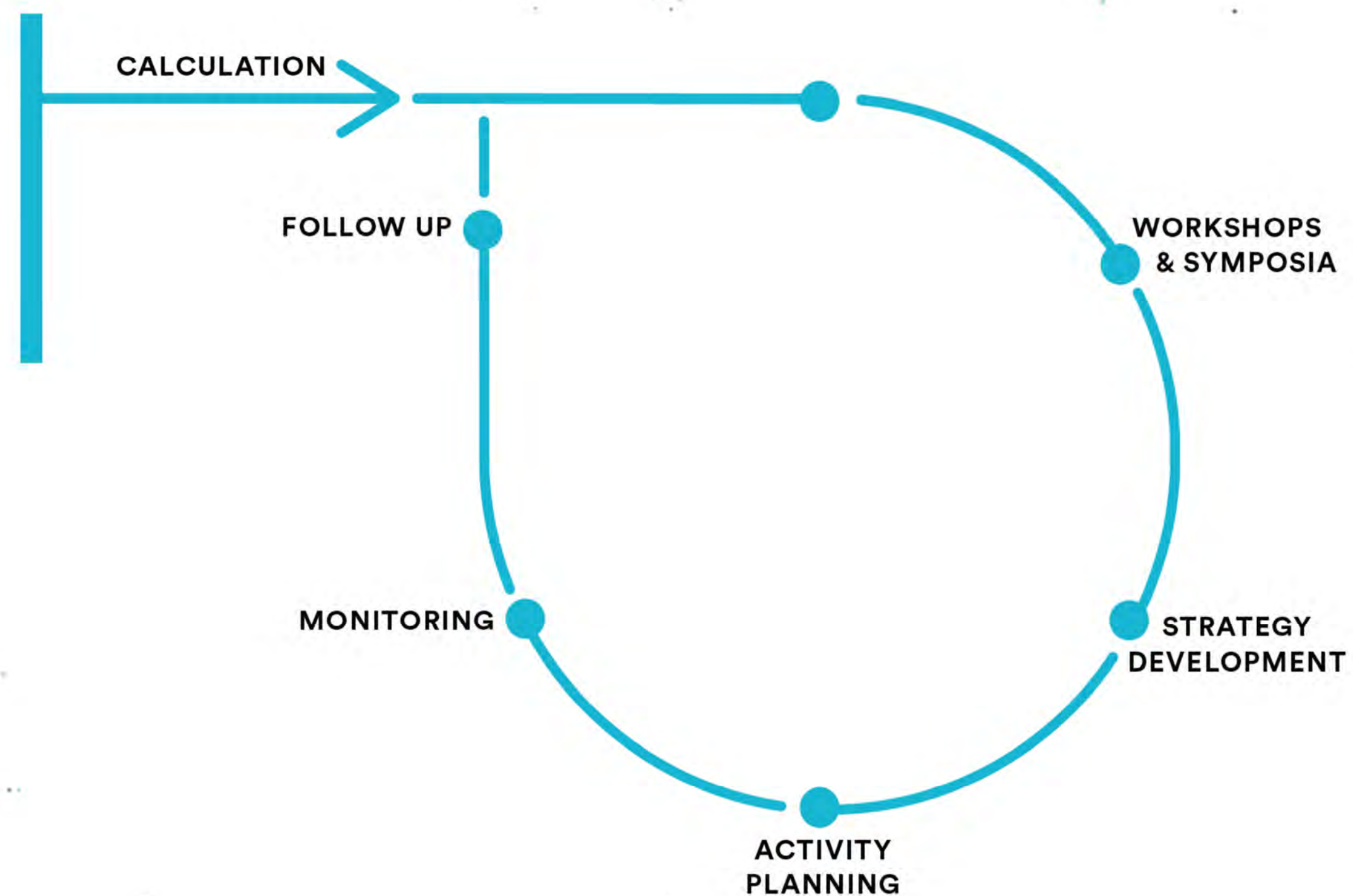
The goal of CFP is to show the value of spaces that foster talent, strengthen communities and make our cities unique.

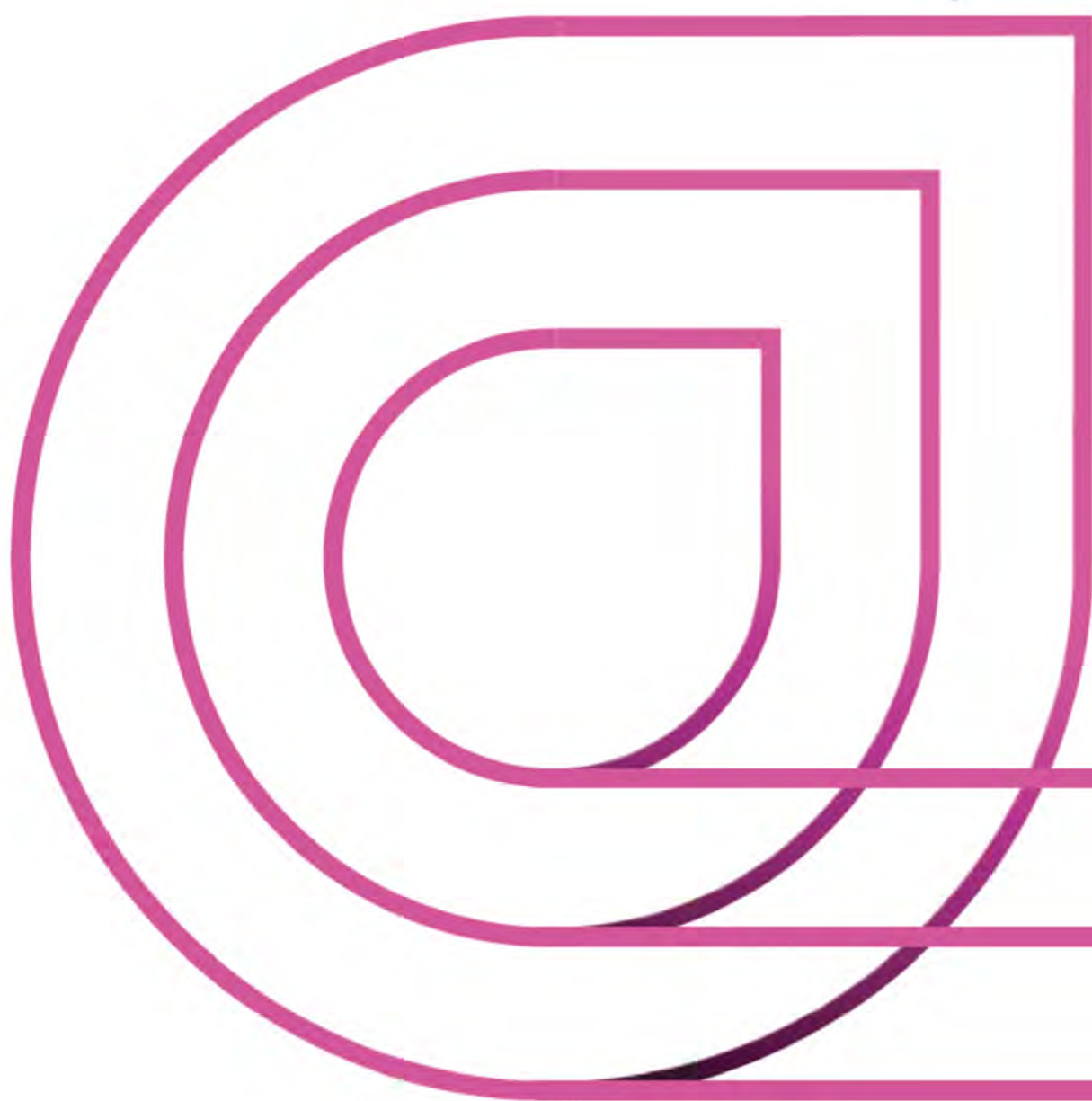




Working alongside local experts and teams of researchers, we gather data about venues in the city and develop a rich cultural impact study of the creative scene.

Our innovative methodology was developed by leading minds in creative industries, civic planning and scholars from Harvard University and University of Pennsylvania.





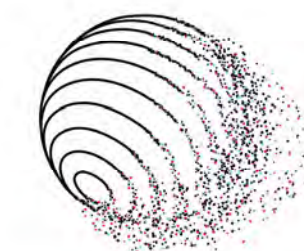
WHY: creating + shaping future cities as attractive

HOW: providing affordable space

WHAT: use data to measure
potential for affordable
space.

Creative Space is a place to create and perform. It is a concept that is rich in possibilities and opportunities for our social, cultural and economic life. It is the sum total of what nurtures, supports, inspires and reinforces culture and benefit the city's cultural health at large.

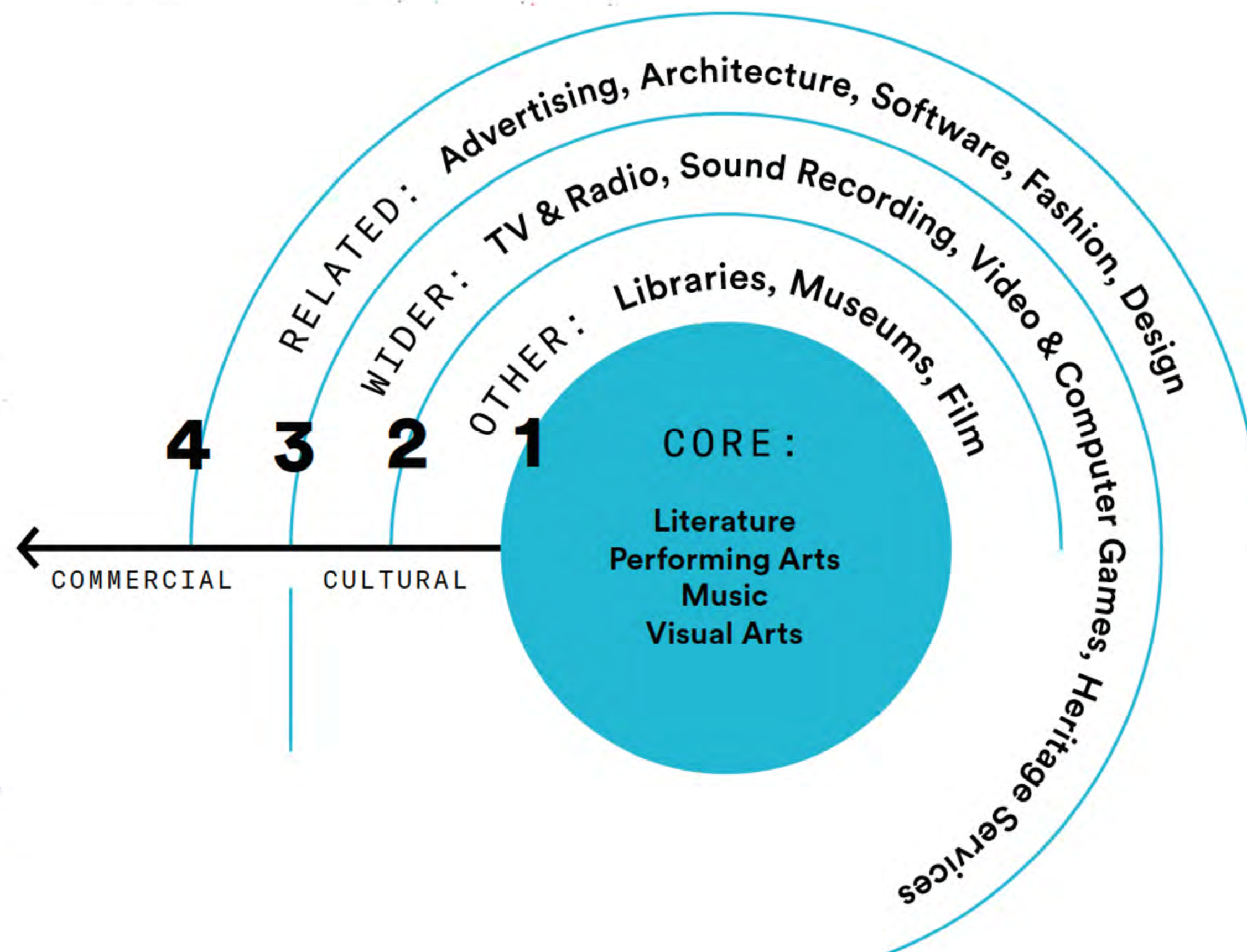
Without government support and grassroots organization, successful venues often become the authors of their demise, kickstarting neighborhood regeneration, and then being swept aside when the rent inevitably rises.








The evaluation of the Creative Footprint is an objective analysis of venue's programming, design and public-facing presentation.

Identifying music as a primary catalyst for greater urban vibrancy, an agent for strong community identity that cuts across social boundaries, and a driver of ground-level economic initiatives, CFP is focussing on music in first round of its research.





15 key data points in three distinct categories (Space, Content and Framework Conditions) are gathered about each venue, and our final report will see our data plotted against other existing data sets to determine the true local impact of vibrant live music scenes.

 Space	 Content	 Framework Conditions
<p>A) Size Size in sqm which is in use for music events?</p> <p>B) Reputation Reputation / engagement on Social Media?</p> <p>C) Time of Operation Length of time for creative usage?</p> <p>D) Location / frequency Agglomerated area and high frequency of people?</p> <p>E) Design of Space / Multifunctionality Space designed to be used in a multifunctional way?</p>	<p>A) Interdisciplinarity Programming of the venue enable interdisciplinarity?</p> <p>B) Promotional message Promotion/marketing focused on artistic content?</p> <p>C) Community Focus Inclusive space for marginalized groups, scenes, milieus?</p> <p>D) Creative Output Performance of live sets and/or original works?</p> <p>E) Experimentation Place for niche genres and experimental performers?</p>	<p>A) Funding, Grants Sufficient government funding for artistic community?</p> <p>B) Public transport Public transport available after midnight?</p> <p>C) Policies and Regulations Discretionary power used to (de-)regulate nightlife?</p> <p>D) Accessibility, Discourse Easy access to government representatives?</p> <p>E) Public Space Public property usable and affordable for events?</p>
Online Research	Focus Groups	





The CFP analysis relates information about a city's creative space to economic, demographic, and transportation data sets. These methods are designed to help CFP describe its data and understand the role of creative space in a complex urban system.

We measure the characteristics of creative space that members of the music and arts community believe are important – things economists would not think to measure. CFP's measurements include the quantity of experimental content, size of interior area, quantity of pedestrian traffic, number of social media followers, and other unique metrics. These data are mapped and analyzed alongside census information, economic data and transportation data.

The CFP analysis describes the extent and nature of the venue data, examines trends and outliers and explores unique districts. It also addresses important local policy issues and theories of urban planning and economics. An example from a 2018 CFP study of New York shows the results of the methodology.

Newer venues presenting experimental content were found to be located in lower-rent residential areas nearby economically thriving areas. These lower-rent areas are well served with transit, and were beginning to experience rent increases since 2010. This supported a popular theory of how art spaces are related to neighborhood change in areas of New York.

As the CFP database grows, comparisons between cities can become more detailed. CFP maintains a customized data system designed to integrate census data, economic data, and mapping information from multiple countries.

The CFP spatial analysis and data system was developed by PennPraxis – the applied research arm of the University of Pennsylvania's Weitzman School of Design in Philadelphia, United States. The University of Pennsylvania is one of America's oldest and most highly ranked research institutions. City Planning analytics lecturer and long-time music industry professional Michael Fichman designed the methodology. He is a consultant to the CFP.



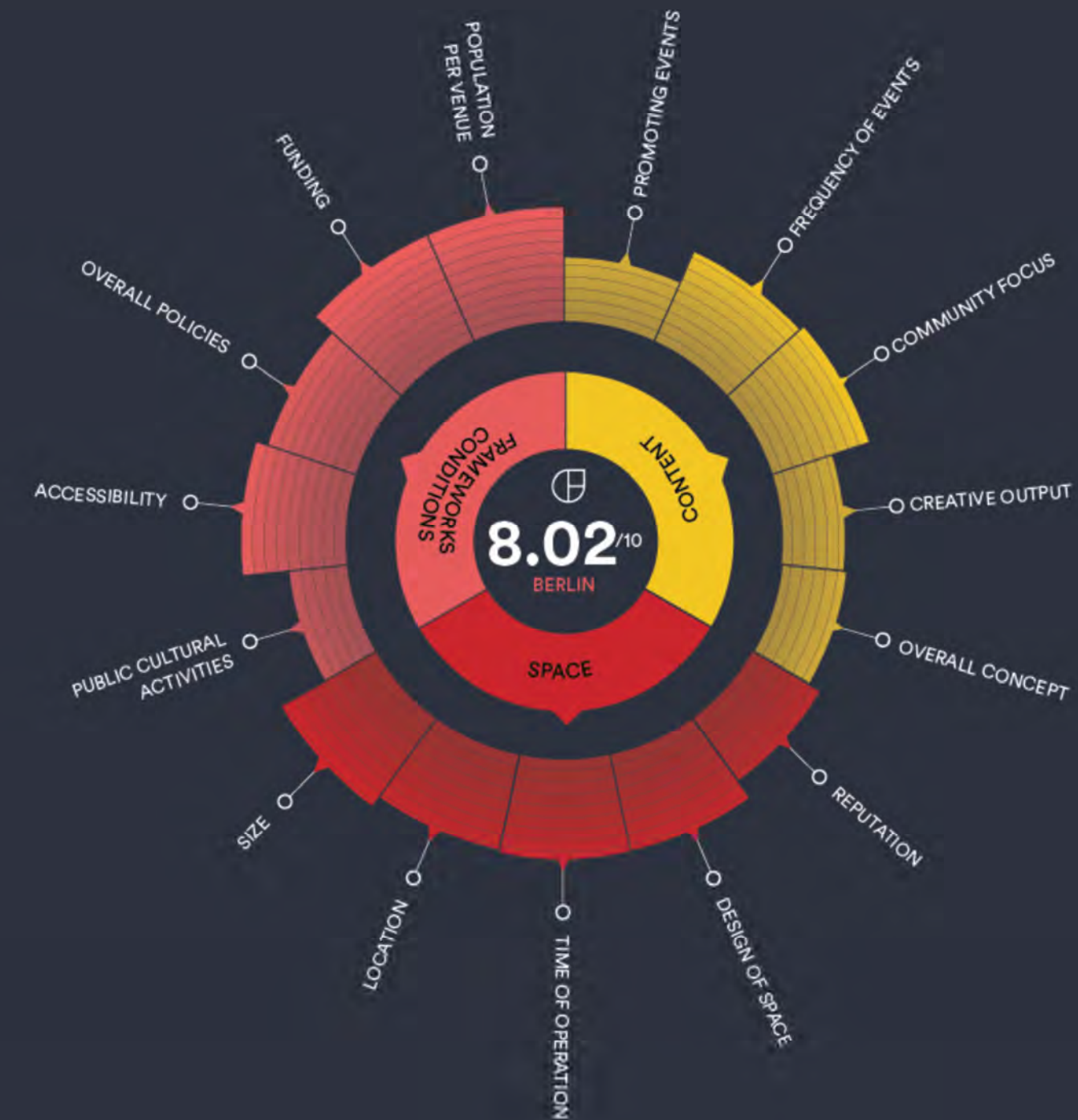
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Germany's capital Berlin was the prototype for the Creative Footprint project. Over four months, 60 local scene experts gathered data on Berlin's 496 music venues. The results were covered in a number of international print and digital publications, and led presentations at the Berlin Chamber of Commerce and the Senate for City Development of Berlin. The Creative Footprint data is now used for „Clubkataster“ - an alert system for music venues by Berlin's Musicboard and Clubcommission. Berlin has a Creative Footprint of 8.02 out of 10.





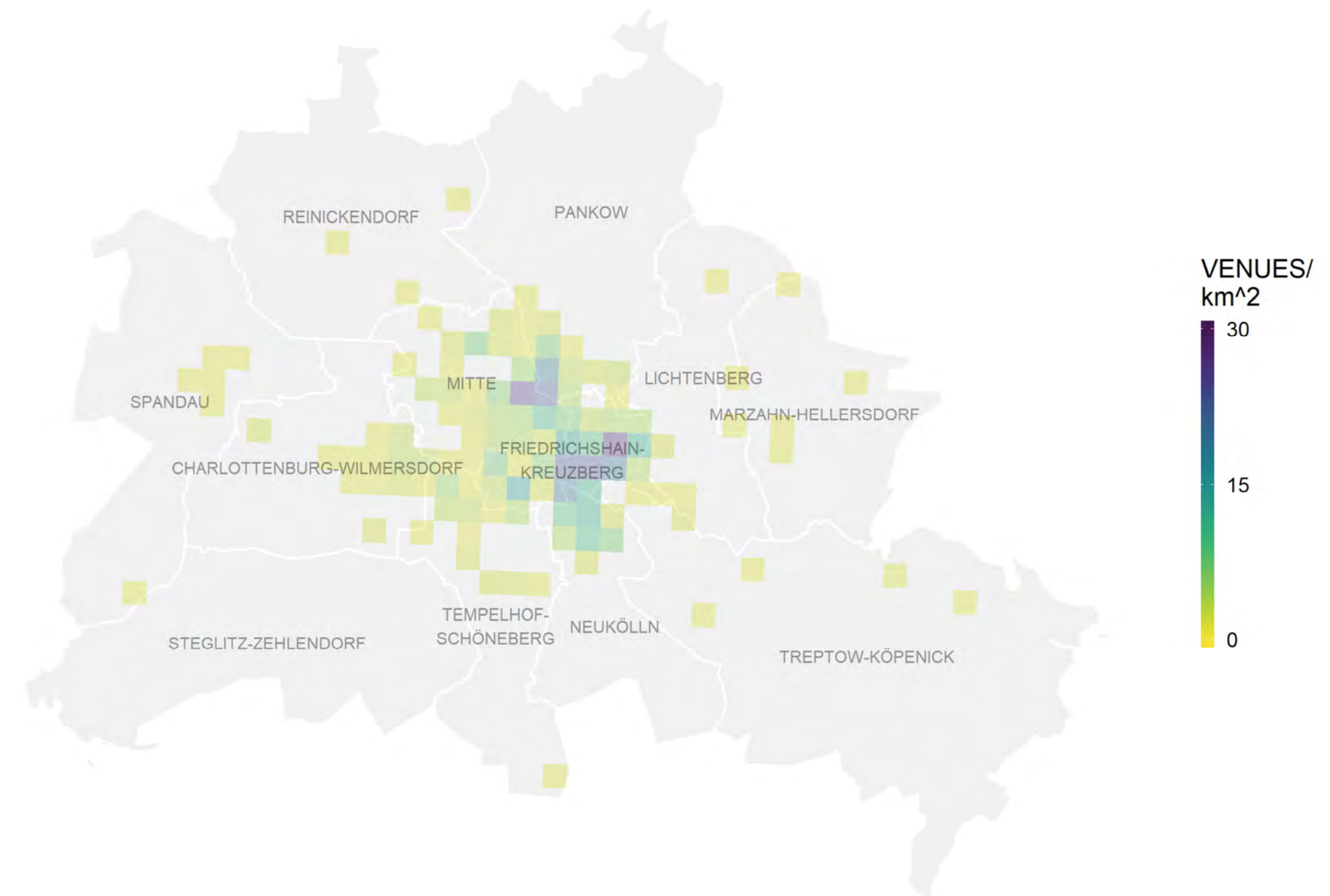
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BERLIN

BERLIN

- Number of venues: 496
- Venues are concentrated in central districts inside or near the Ringbahn rail loop, with highest concentrations in the Borough of Friedrichshain-Kreuzberg.
- Areas with strong concentrations of venues, especially experimental content, are at risk of gentrification
- Almost 20% of venues analyzed were opened in the previous 3 years.
- A new analysis of Berlin is being conducted – allowing for the first CFP study of changes in a city's creative space over time.

VENUE DENSITY - BERLIN, 2017



Data: CFP, Geodaten aus Deutschland, daten.berlin.de

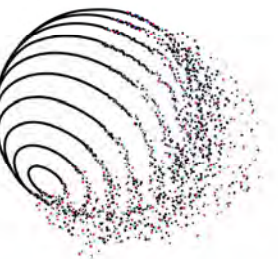




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FOCUS GROUPS BERLIN





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NYC

With more than 25,000 data points collected about the city's 495 venues, the 2018 NYC report gives a detailed snapshot of the health and vibrancy of New York's live music scene. Identifying music as a primary catalyst, the report processed and evaluated an extensive, brand new dataset. Collated from 150 stakeholders based in New York City, with 15 data researchers and designers, as well as New Yorkers active and expert in the city's music industry. NYC has a Creative Footprint of 7.29 out of 10.





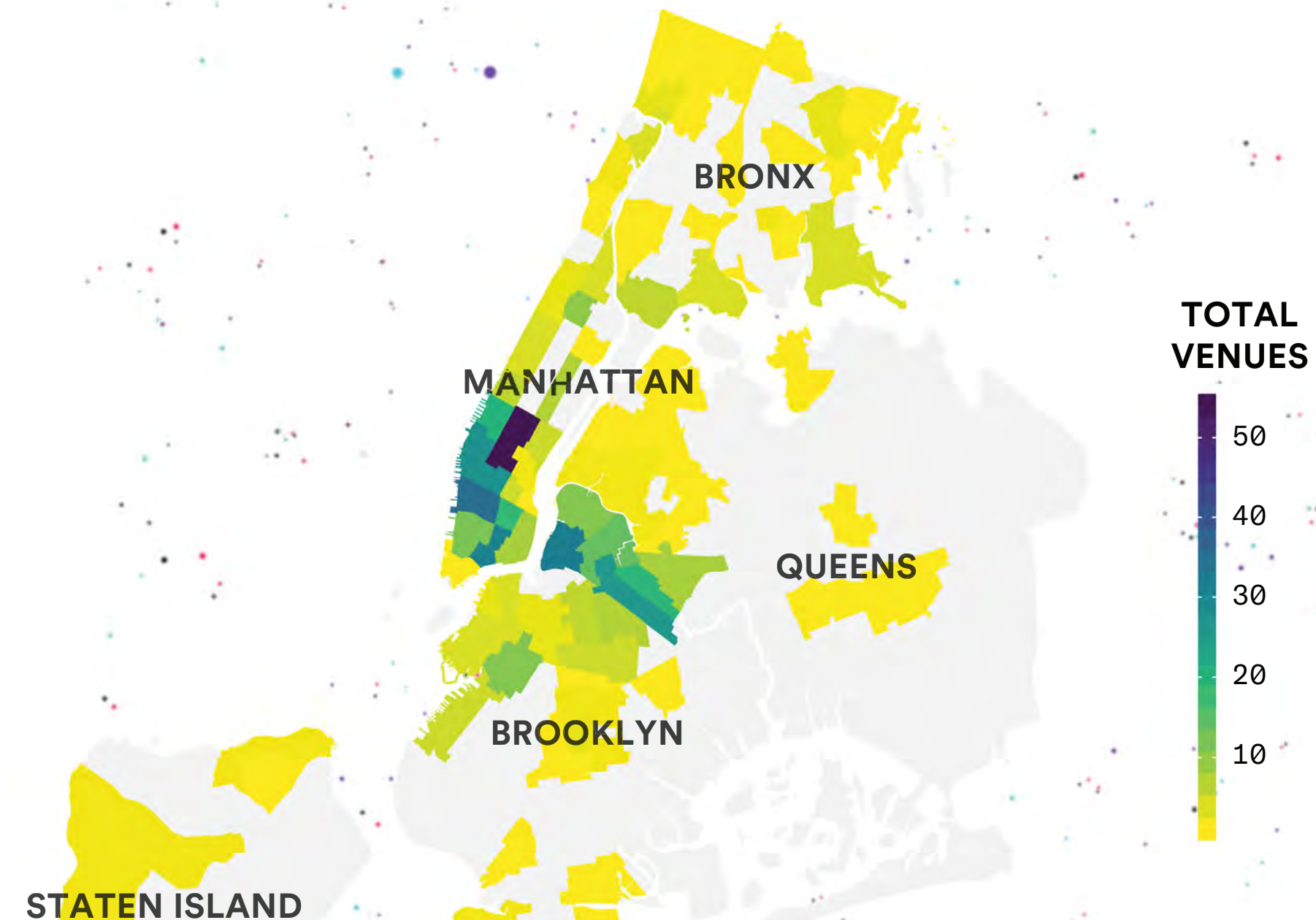
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NYC

- Number of venues: 493
- The Borough of Manhattan has the largest number venues and has the city's largest and oldest venues. Brooklyn, the second largest agglomeration of venues, tends to have higher ratings for experimental content.
- Venues, young adults and subway transit tend to co-locate.
- Areas with venues are experiencing higher increases in rents than areas without.
- Areas with experimental content are often located on the margins of areas of appreciating rents.

CREATIVE FOOTPRINT VENUES, NEW YORK CITY, 2017

TOTAL VENUES PER NEIGHBORHOOD TABULATION AREA



Data: CFP, US Census Bureau, City of New York

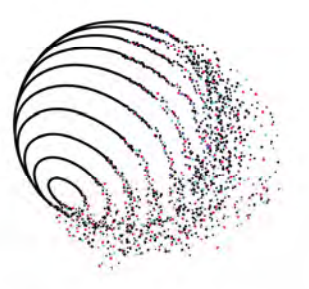
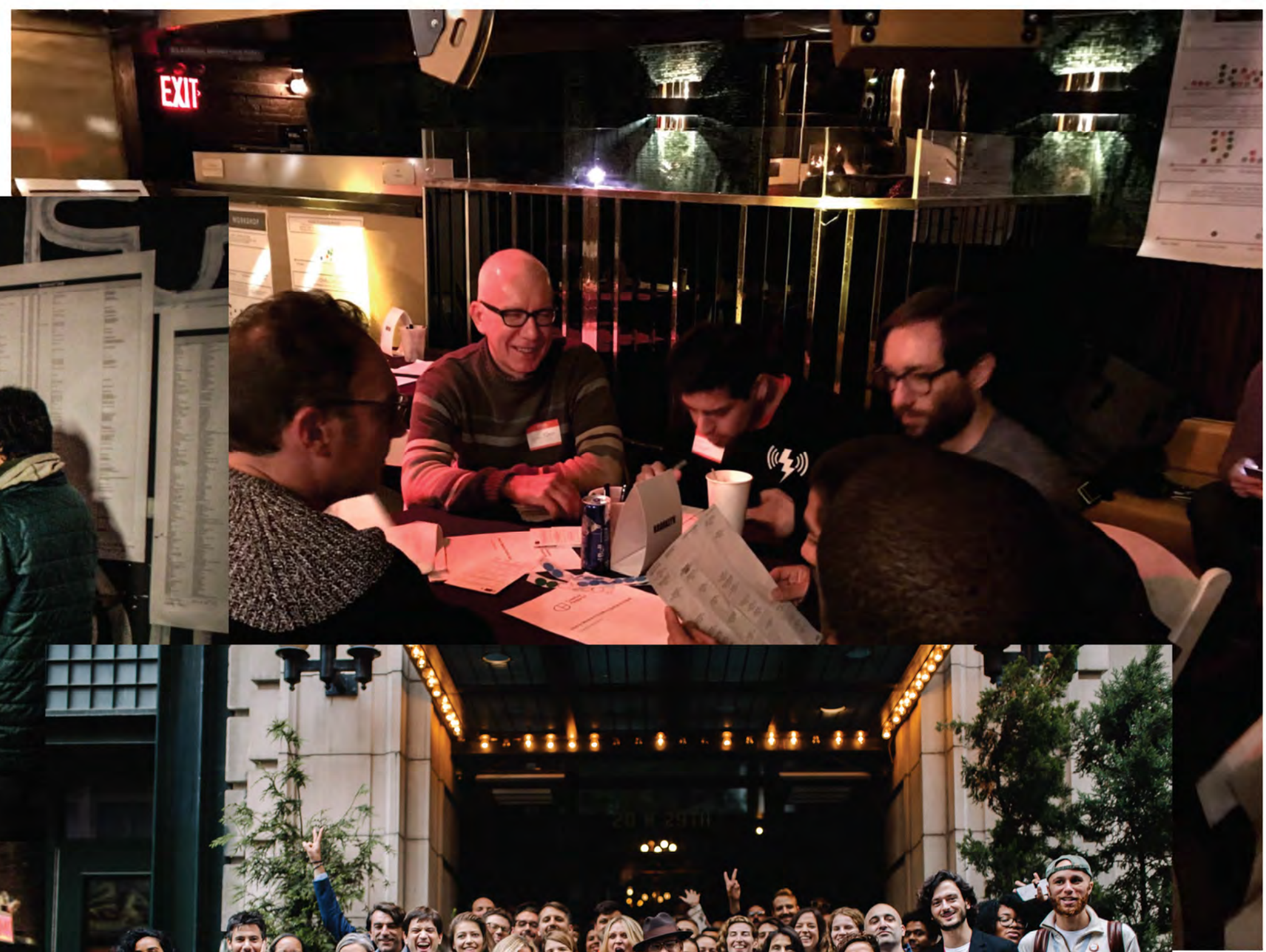




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FOCUS GROUPS NEW YORK CITY





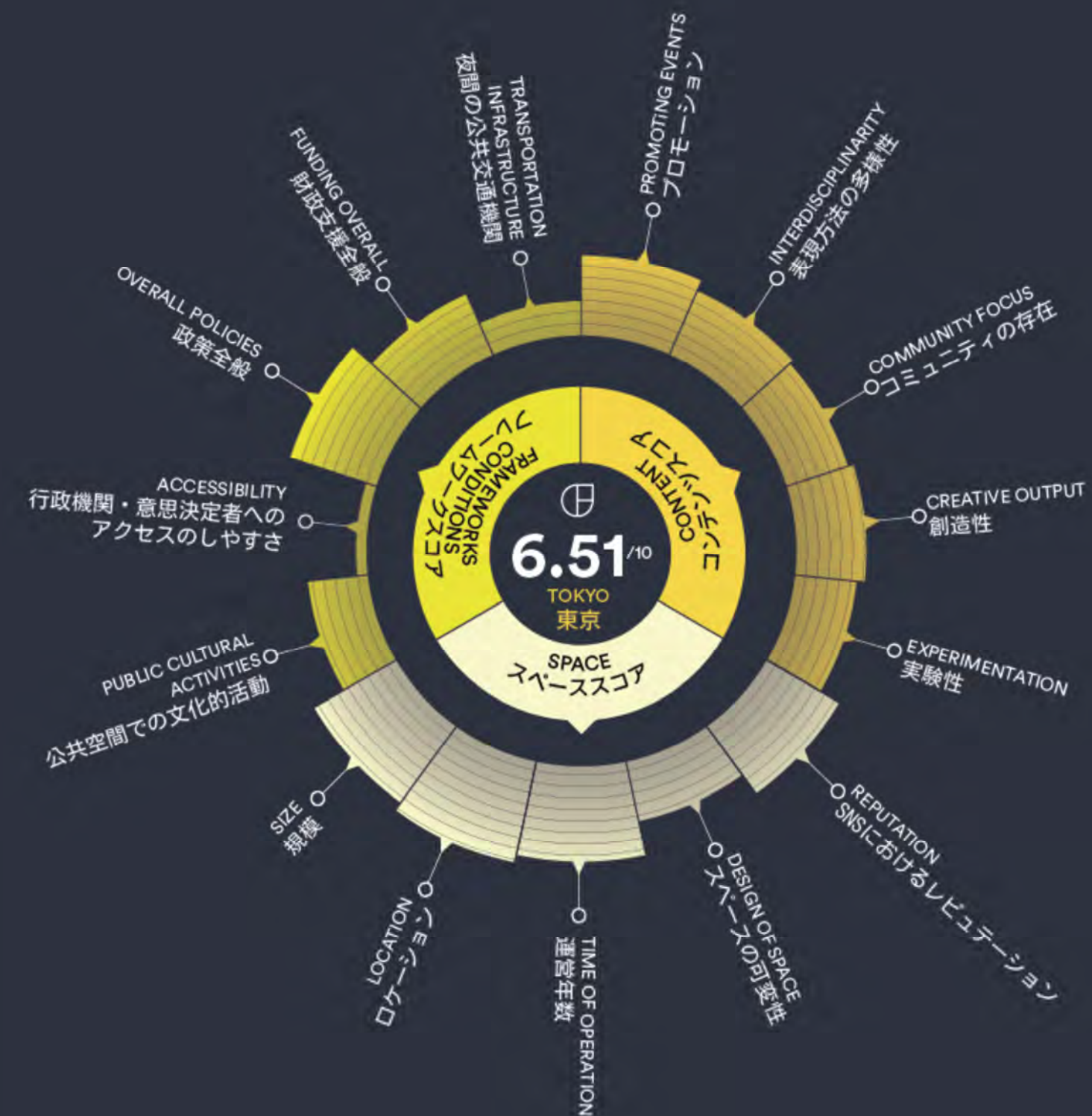
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TOKYO

In 2019 the calculation of the Creative Footprint Tokyo laid the foundation to shape the city's nightlife policy framework.

More than 500 music venues were evaluated by a high level team of experts representing Tokyo's nightlife.

The study uplifted and amplified all aspects of the unique night culture of the city and recommended public transportation after midnight in areas like Roppongi, Shimokitazawa and Shibuya. **Tokyo has a Creative Footprint of 6.51 out of 10.**





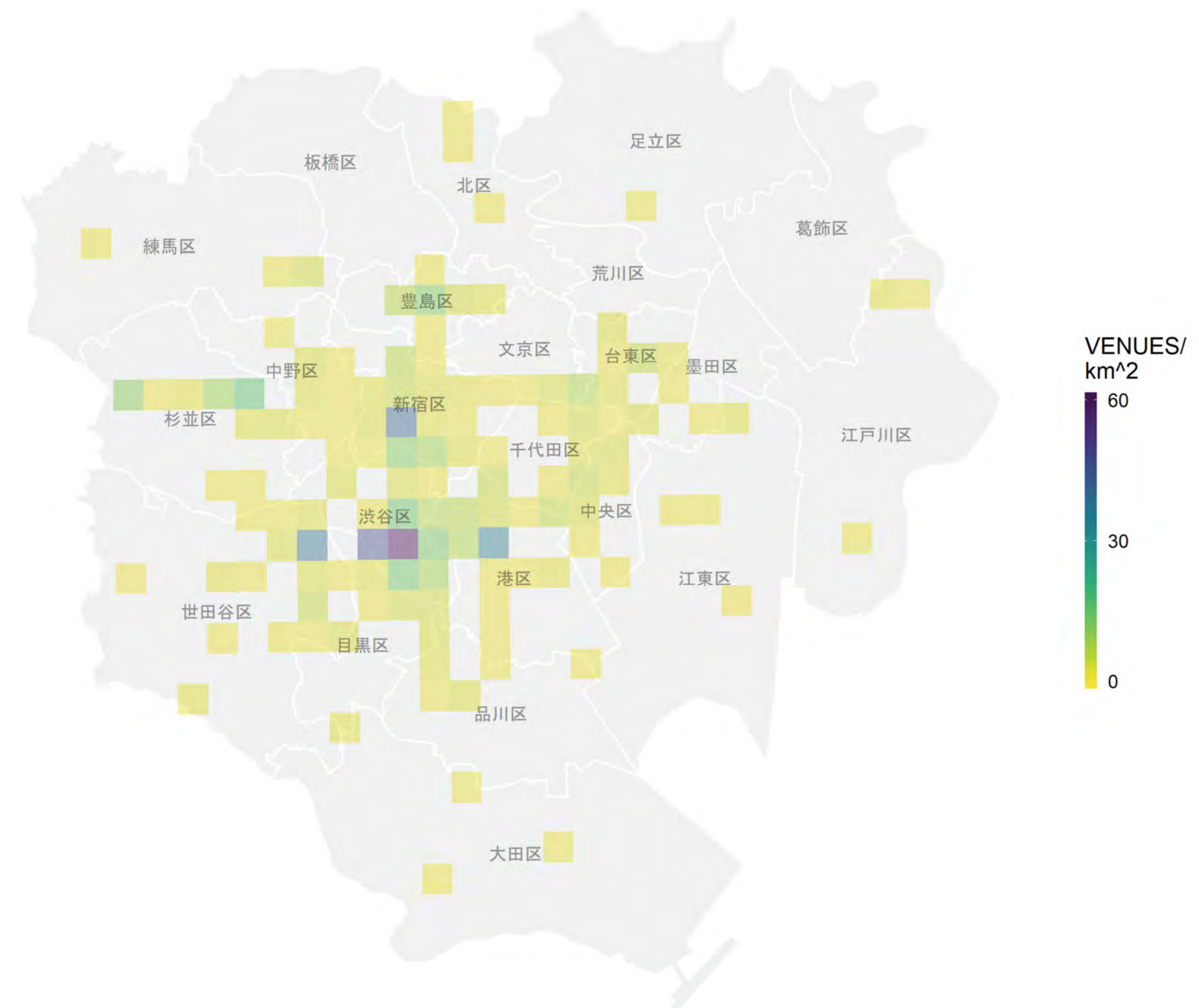
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- Number of venues: 581
- Tokyo's venue sample is characterized by small spaces. The unique, dense design of the city means that some of these venues may come into conflict with residences.
- There are very high density clusters of venues inside or near the Yamanote Rail Loop, in Shibuya, Minato, and Shinjuku wards, but the highest average experimental content scores are not in these districts.
- Overall, the city has very high transit access but poor late-night transportation service
- Most venues are in areas where land prices are appreciating most quickly, city-wide

VENUE DENSITY - TOKYO, 2019



Data: CFP, estat.go.jp



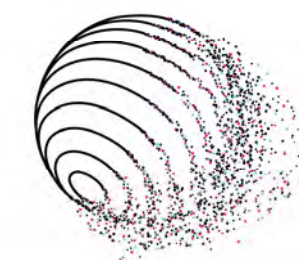


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FOCUS GROUPS TOKYO



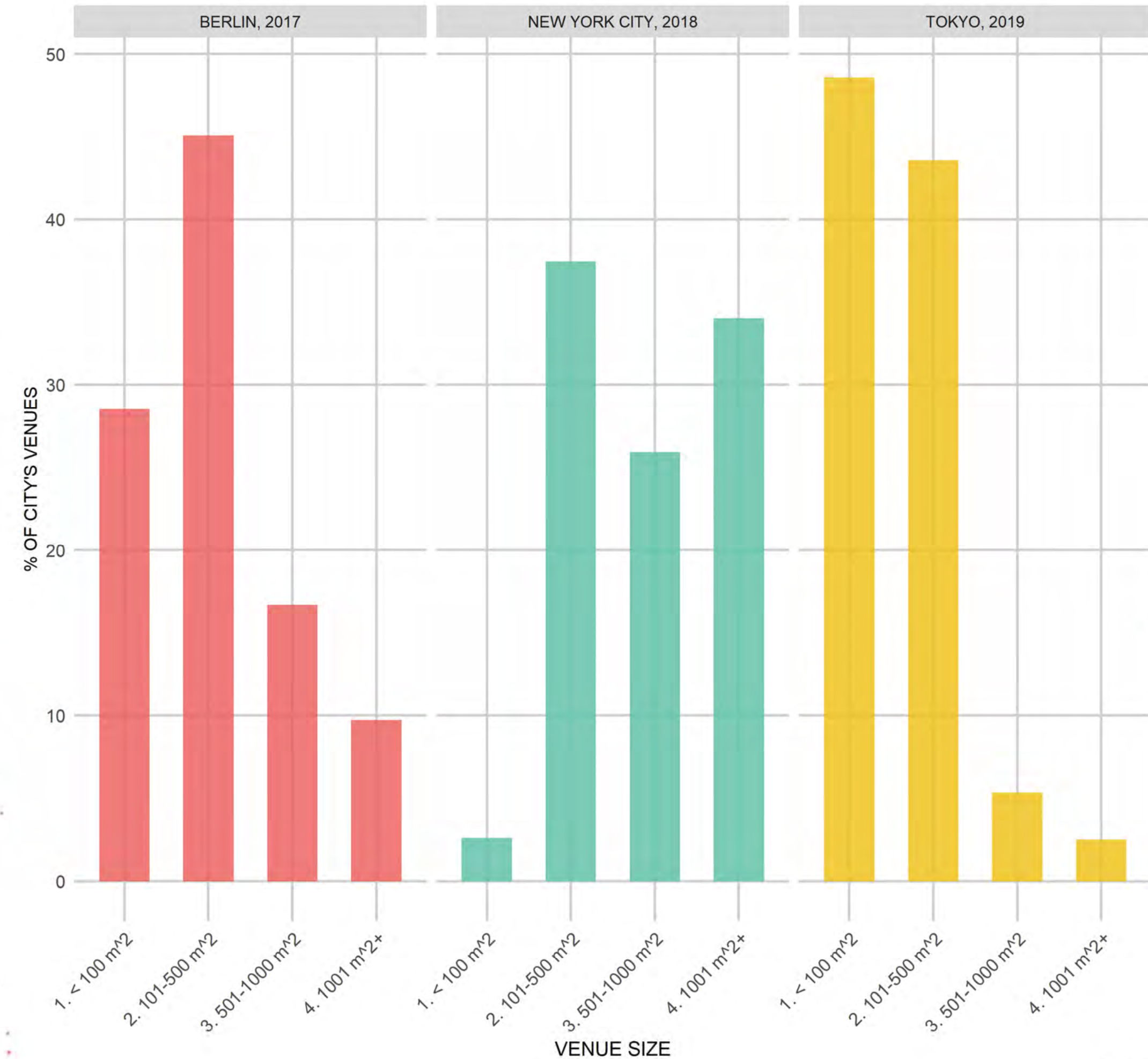


Multi-City Comparisons

- Comparisons between cities allow for an understanding of a city's venue sample relative to peer cities or global norms. As the CFP data base grows, these insights are becoming more powerful.
- In the first three CFP surveys, a relationship began to emerge between high venue densities and high rail transit densities.
- Tokyo has some of the densest nightlife districts in our sample, Shibuya has almost 12 venues per square kilometer.
- Mix of venue size varies considerably from city to city. Almost half of Tokyo's venues are less than 100 square meters, while New York's are mostly mid-sized and large venues.

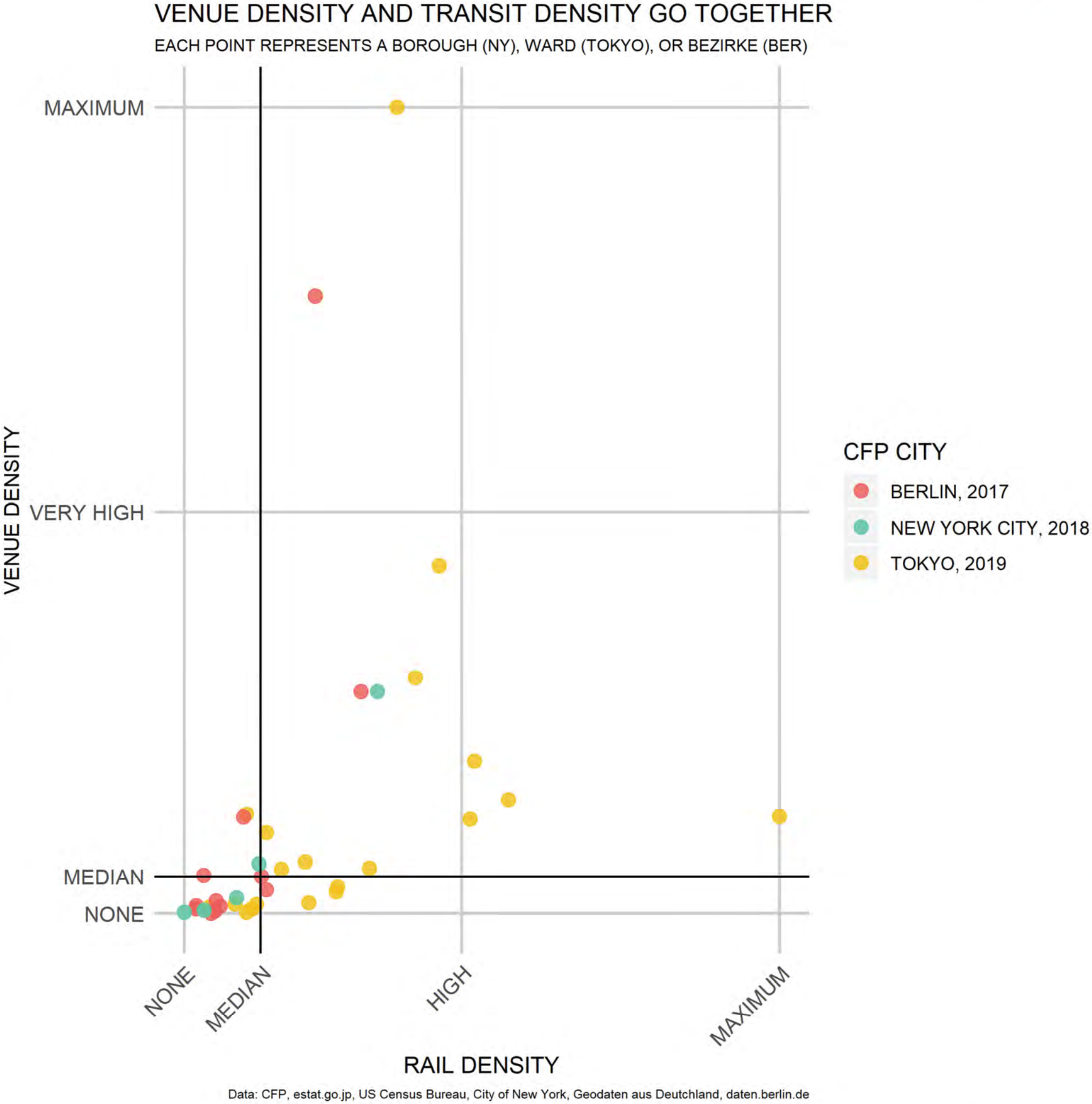
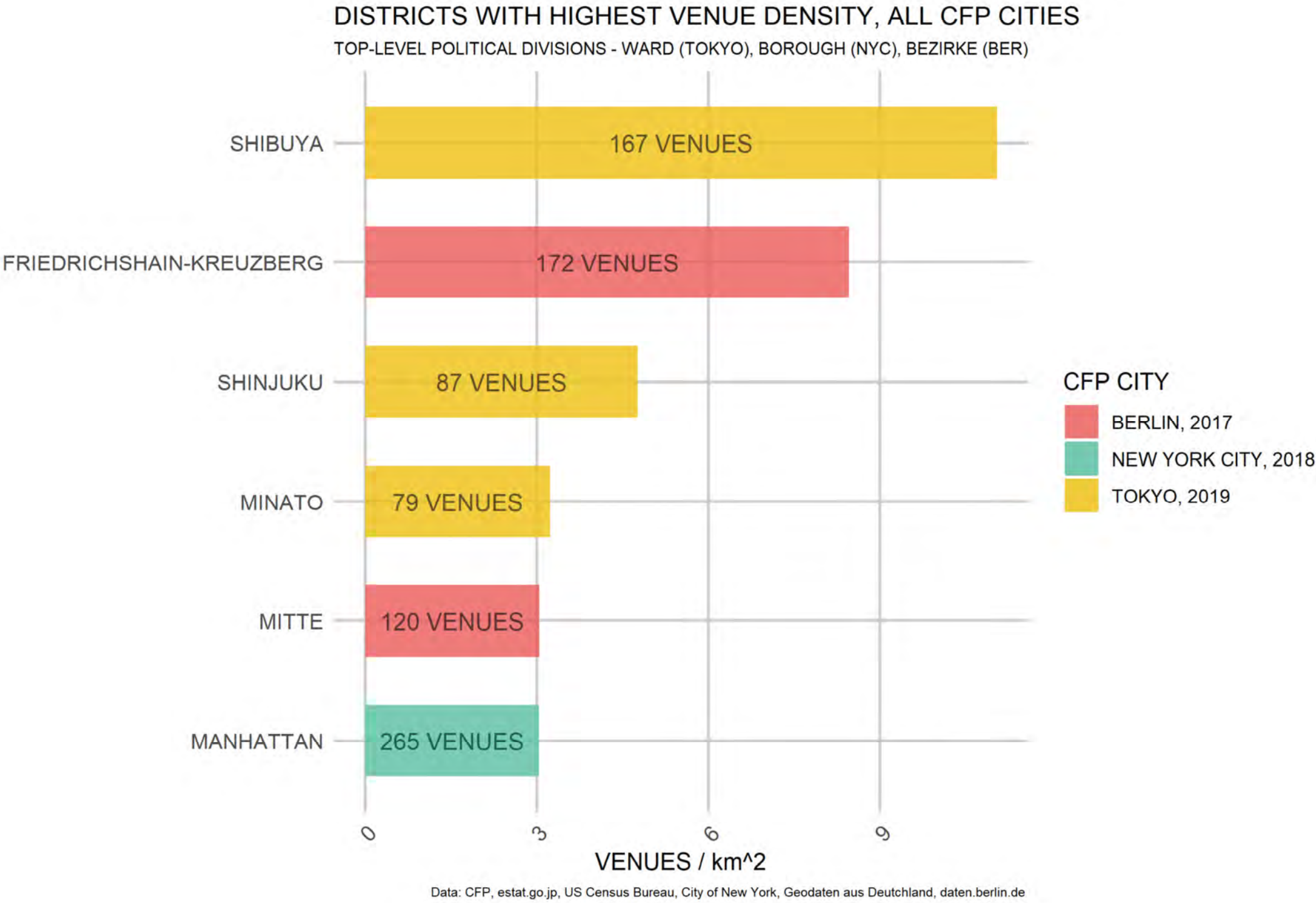
DIFFERENT CITIES ARE CHARACTERIZED BY DIFFERENT SIZED VENUES

TOKYO IS CHARACTERIZED BY VERY SMALL VENUES, NEW YORK HAS ALMOST NO SMALL VENUES, AND MANY LARGE ONES. BERLIN IS MORE VARIED



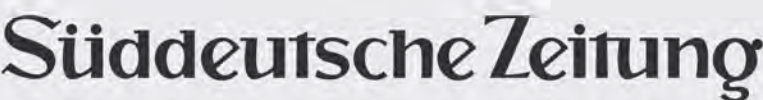
Data: CFP





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