Klaus R. Kunzmann
School of Planning . University of Dortmund

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

Aalborg, Denmark 29 to 31 May 2005

Michelle Pfeiffer Wears
GIORGIO ARMANI

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HUGO
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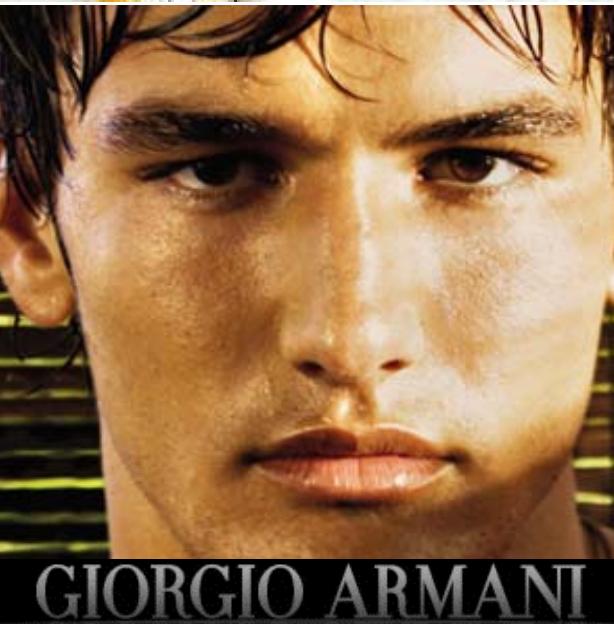
1. Regions under Pressure

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

• fight for investments, qualified labour and events   …..and 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 Europeam 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
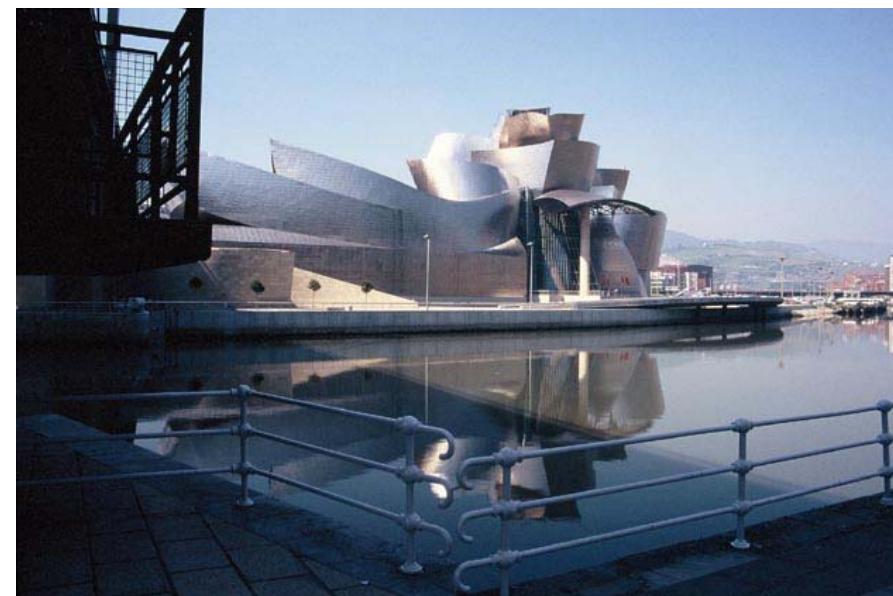
2. The Fragmented City Region
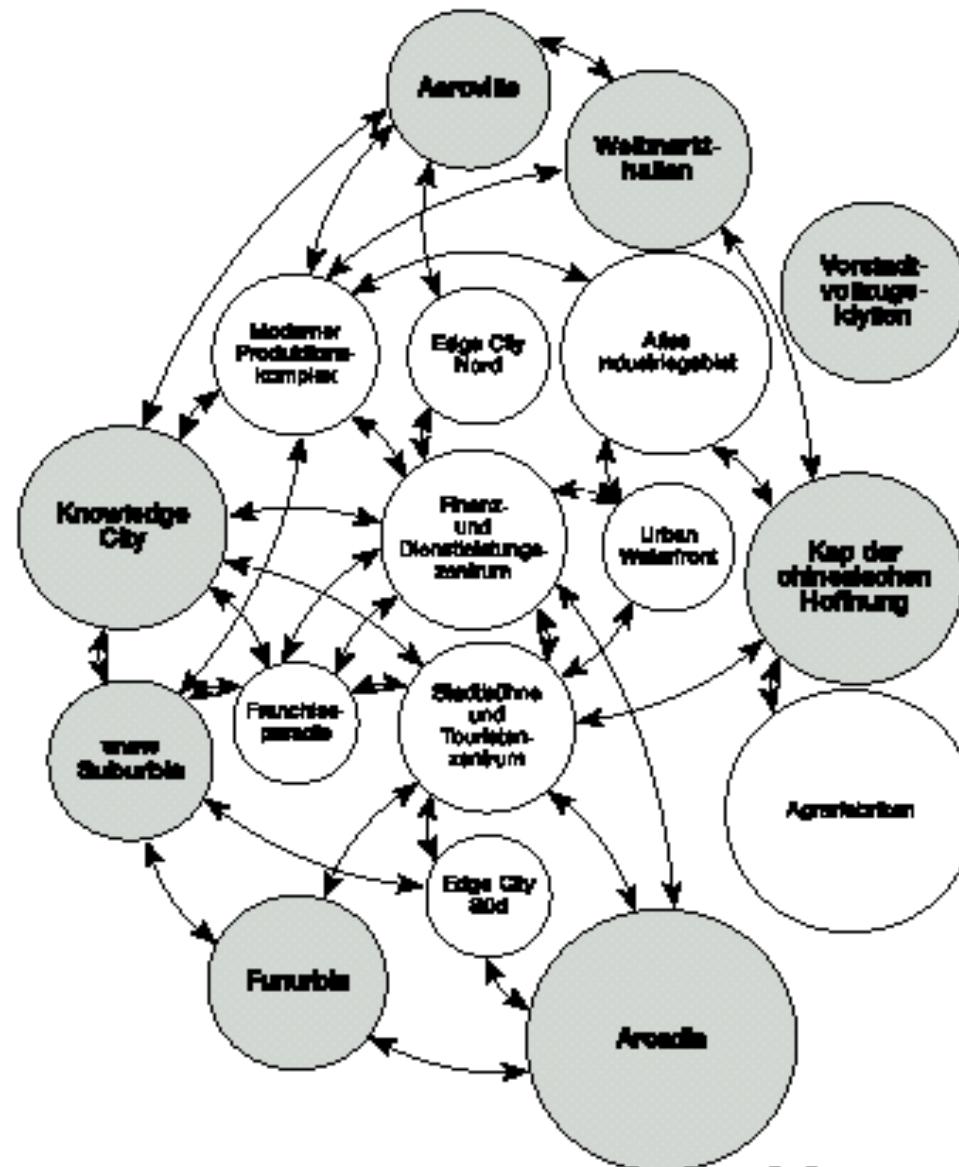
# 3. Do we have to brand cities in order to sell them?

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?
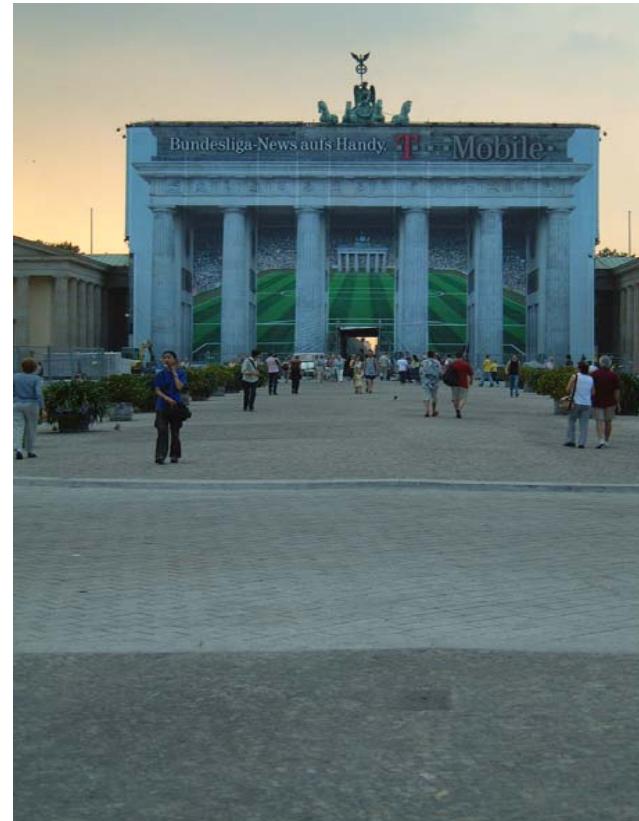
4. Profiling Cities and Regions

• 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.

Though who are the consumers of such city marketing products?

NEW OPPORTUNITIES
NEW MOMENTUM

THE NEW PITTSBURGH REGION

pittsburgh regional alliance

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
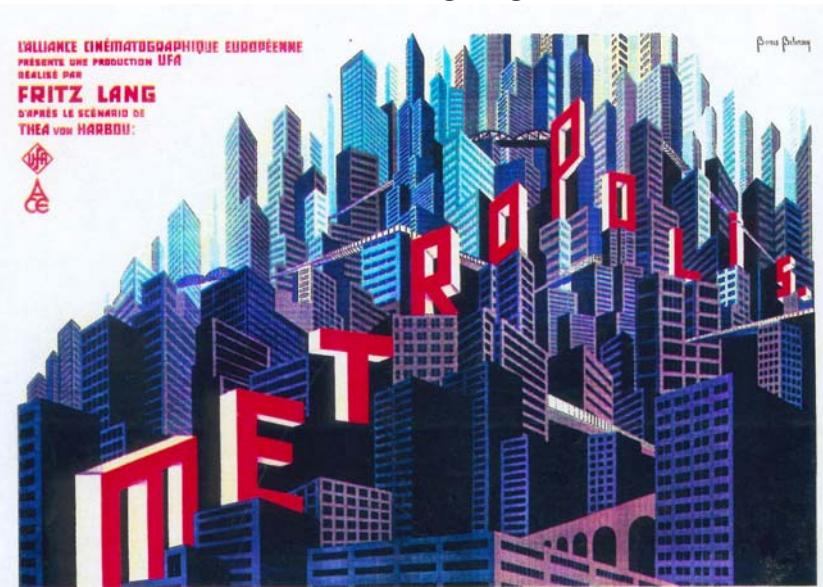
7. Dubai

..........selling the city to the world
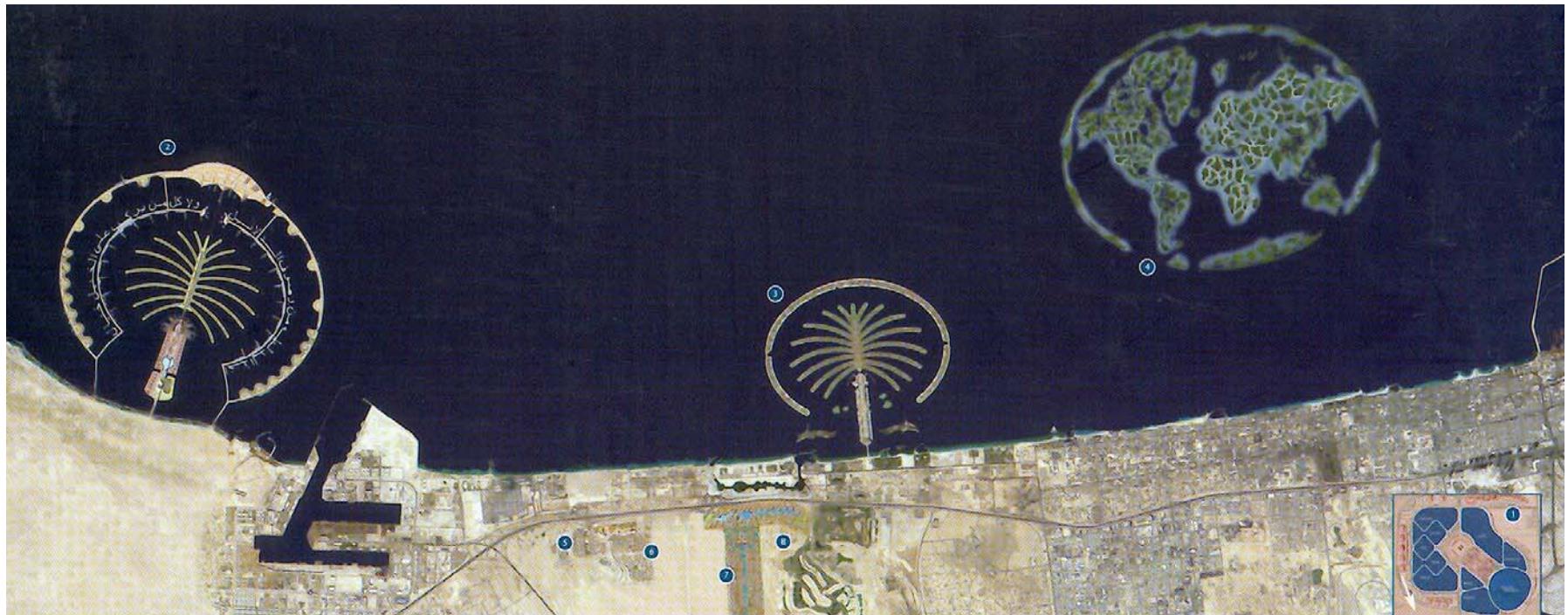
8. The Business of Ranking

Wirtschafts Woche 20
Exklusiv-Ranking
Deutschlands Städte im Test
Wo es sich bei uns am besten leben und arbeiten lässt

• 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
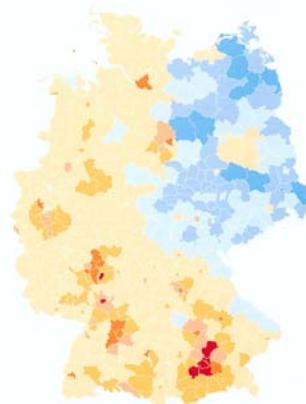
Chefs loben Münster
Zufriedenheit der Unternehmer mit den Leistungen ihrer Stadt*

Wo die Konzerne sind
Zahl der Unternehmensheadquarter*

	Chefs loben Münster			Wo die Konzerne sind	
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

9. Selling Regions to Whom?

| Target Group	Attractions...the arguments differ! Hard and soft location factors
• Citizens *(four generations)*	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, politcal arenas ....
• Creative workers	Creative milieus, entertainment, creative spaces, urbanity.................
• Bankers	Secure investment, high return.................
• Mayors and politicians	Image, citizem satisfaction, governance milieus...............
• Academic multipliers	Prestigious universities, good schools, Leisure faciloties, 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?

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, parfume .... *from lightning to street furn.iture*

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 flagshis*

10. Creativity and experience*...linking young and old city builders*

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Thank you!

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