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clusters

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2004.

clusters

clusters

2004
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clusters ()

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, clusters

1. :

90,

« ».

and While (2001) : ()

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McNeil

÷ ø

÷ ø (creative industries)

design (, , , . .)

multimedia (ICTs),

(. Zukin 1991

1995, Bianchini 1993, Lash and Urry 1995, Castells 1996, Scott 1997 and 2000, Hall 2000).

2001, Shaw 2001). Hutton (2000), Hutton (2000, Lever

20
(. 1).

1:

1			
1 ($\phi 0$ & $\phi 60$)		$\div \phi$	- ϕ
2 ($\phi 70$ & $\phi 80$)		& ϕ	\div & (ϕ , ϕ ,)
3 ($\phi 90$)		\div & ϕ	1. & \div ϕ (Seattle,) 2.

Hutton (2000), $\phi 50$
 $\phi 60$, 1
(Lubricating effect ϕ - Hutton 2000: 290),

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business district), (CBD ó central
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 ø70 ø80,
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 ø (productivity effectsø Hutton 2000: 290).
 2
 ÷ ø ,
 (Hutton 2000).
 ø0,
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 (ICTø, multimedia,),
 design (, ,), &
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 ø (a new integrated service-technology production systemø) (.
 Hutton 2000:290, Hutton 2004b, Scott 1997).
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Hutton 2000: 290),

Seattle,

clusters

(CBD)

(Hannigan 1998 and 2003, Evans 2003, Hutton 2004a, 2004b and forthcoming, Gospodini 2006 2006).

20

ø50, ø60 70

(zoning)

(clustering)

(Gospodini 2006

2006).

2. Clusters

clusters

clusters

, clusters
 (ICTs) (. Attfield 1997, Pratt 2000, Graham and Guy 2002), clusters
 (. Krätke
 2002, Basset et al 2002, Turok 2003), clusters
 (. Hobbs et al 2000, Hitters and Richards 2002, Hollands
 and Chatterton 2003, Hubbard 2003, Roberts 2006), clusters (see
 Crewe 1996, Creigh-Tyte 2005), clusters ethnic ethnic
 (. Shaw et al 2004).

-
 (. Hutton 2004a)

clusters
 ø ,
 clusters

2.1 Clusters ó

clusters
pull and push,
 -
 clusters
 Capello 1999, Keeble and Wilkinson 1999, Lawson and Lorenz 1999, Pratt 2000,
 Raffo et al 2000, Krätke 2002, clusters
 . Scott 1997 2006, Hitters and Richards
 2002, Mommas 2004.



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(dotcoms, ICTø) (. Caincross 1998, Coyle 1998).

ad hoc

ø (. Pratt 2000).

¹,)

¹ (1999), ÷ (2000) ÷ ø (-situated business learningø) Lawson and Lorenz Raffo et al ø (-situated creativityø) Jeffcutt and Pratt (2002),

(1999), clusters
 Storper (1995) \div ϕ (*untraded interdependencies*),
 / .

(spin-off)
 Keeble and Wilkinson

2.2 , *clusters*

clusters (. Newman and Smith 2000, Hitters and Richards 2002, Jeffcutt and Pratt 2002).

cluster South bank , Newman and Smith (2000) ,

cluster South bank

cluster.



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, clusters, Witte de Withstraat
Westrgasfabriek , Hitters Richards
(2002)

, cluster
cluster ,

(amenity urban growth) (. Clark and Hoffmann-Martinot 1998, Clark et al.
2002). ÷ ϕ

(Clark et al 2002, Clarke 1997).

2.3 Ta Clusters

(. Hutton 2004b, Gospodini 2006 2006)

clusters (cluster-led-regeneration).

• , Hutton (2004b)

- ⋮
- (i) ÷ \emptyset
 - (ii) ÷ \emptyset (/), clusters

- (iii) \bar{o} \emptyset (\bar{o} signifying \bar{o} New Economy precincts)
- (iv) \bar{o} \bar{o}

(Hutton 2004b: 93-95).

Hutton (2004b)



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÷ ∅

(. Gospodini 2006 2006)

(1) ÷

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clusters

, trendy

Potzdamer Platz , -Citylife∅
Milan Fair , -
One North
, . . (. Gospodini 2006 2006).

(2) ÷

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clusters



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(. Mommas 2004, Gospodini 2006 2006).

(3) ÷ ø

clusters

clubs , bars

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, design, ethnic

, avant-garde .

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Temple Bar ,

Bagladcity Brick Lane , Westergas-fabriek

, Witte de Withstraat ,

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Gospodini 2006 2006).

(4) ÷

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clusters

, bars,

South Bank

Abandoibarra

Forum

, Port Melbourne

West Kowloon

(. Gospodini 2006

2006).

(5) ÷

∅

- franchising

Bluewater
 Disneyland
 -historic cityø Terra Miticaø Costa Blanca
 -The world of Adventuresø Chessington
 Efteling , . . (. Gospodini 2006 2006).

21
 ÷ ó - ø (glocalisedø) (.
 Beriatos and Gospodini 2004).

2.4

(. Atkinson 2000 and 2004, Aitchison and Evans 2003, Miles and Paddison 2005, Evans 2005).

2

(Swyngedoux et al 2002).

(*culture-led-regeneration*), Miles and Paddison (2005)

/

Miles and Paddison (2005),

regeneration)

ó

(*culture-led-*

ó

² : (Leopold Quarter), (Expo 1998), (Koop Van Zuid), (Southbank), (Adlershof), (Orestaden), (Donau City), (Docklands), (Abandoibarra), (Euralille), (Centro Direzionale)

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,

(Miles and Paddison 2005 and Miles 2005).

, Aitchison and Evans (2003) 11

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(social inclusion).

(1)

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, (6)

, (7)

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clusters. 6 clusters

3

clusters⁴

clusters⁵ (Gospodini 2006).

clusters

6

dotcoms →90s (. Ramachandran 2003, Razi et al. 2004).

clusters

(. . design

, . .),

(Gospodini 2006).

2.5

clusters

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3 clusters

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(Hutton 2005). \emptyset ,

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1999).

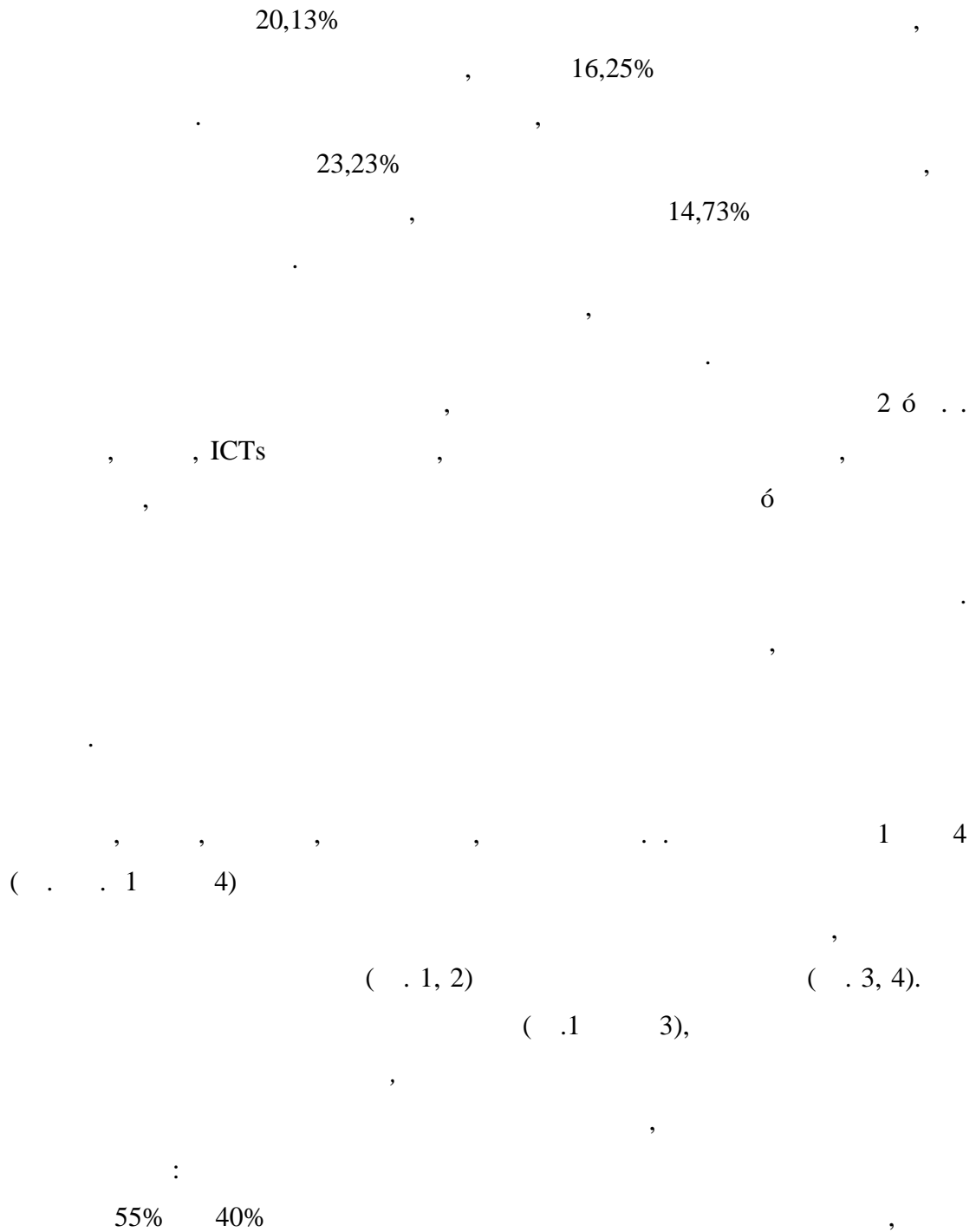
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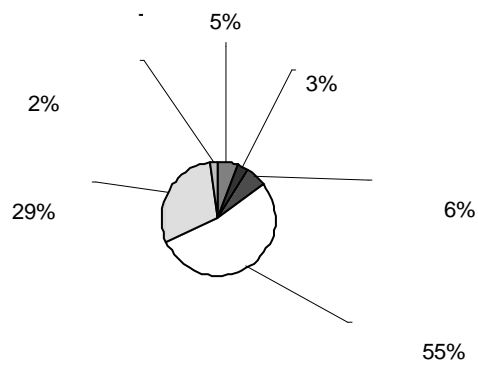
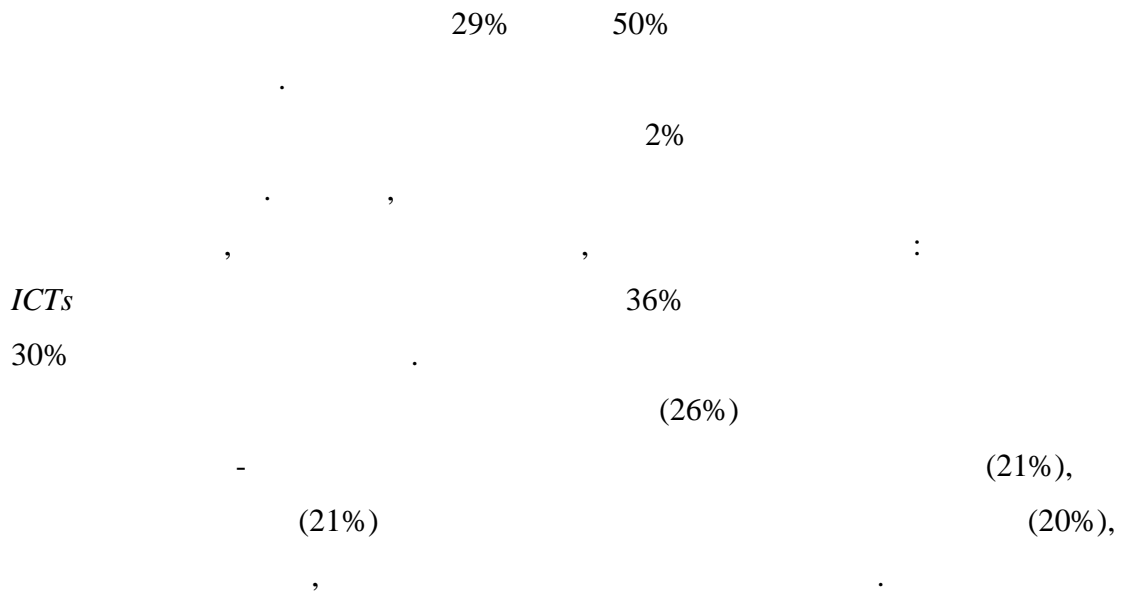
2

2: , () (2000). : ()

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1	(2000)							
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	(.b)	(%)	(%)	(.b)	(%)	(%)	(%)	
1.	282.361	133.616	100%	100%	805.871	192.728,73	100%	100%
2.	56.848	21.709,50	20,13%	16,25%	187.174	28.389,16	23,23%	14,73%
3.								
3.1 ()	3.039	1.397,19	1,08	1,05	4.694	1.644,17	0,58	0,85
3.2 (TV, ,)	1.930	388,72	0,69	0,29	2.981	434,21	0,37	0,23
3.3. ICTs (hardware, software,)	3.247	7.904,74	1,15	5,92	6.060	8.581,97	0,75	4,45
3.4 (, , & ,)	30.612	4.486,26	10,84	3,36	74.119	6.070,64	9,20	3,15
3.5 (, ,)	16.630	1.954,28	5,89	1,46	96.194	6.010,30	11,94	3,12
3.6 (, ,)	1.390	5.578,31	0,49	4,17	3.126	5.647,87	0,39	2,93

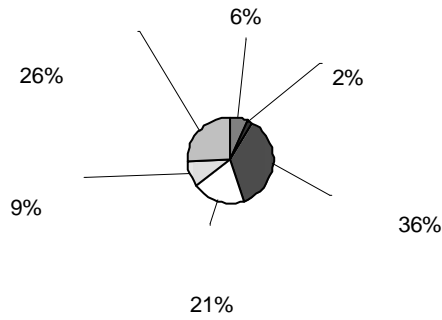




.1: , :

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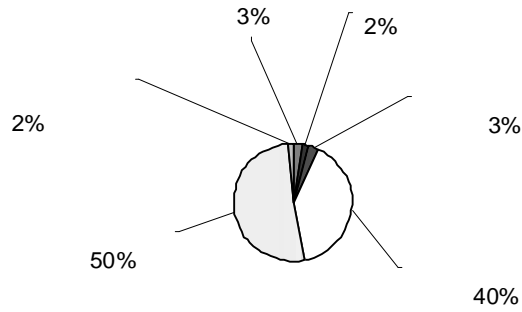
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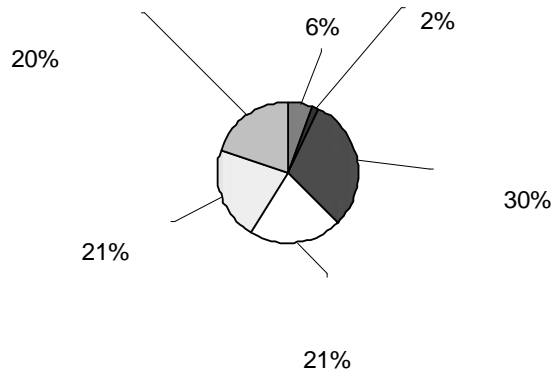
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(2000)‡



. 3: : (2000) [:] (2000)‡



. 4: : (2000) [:] (2000)‡

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4. *clusters*

10-15 ,

clusters

() *clusters*

() *clusters*

clusters

3.

2004.

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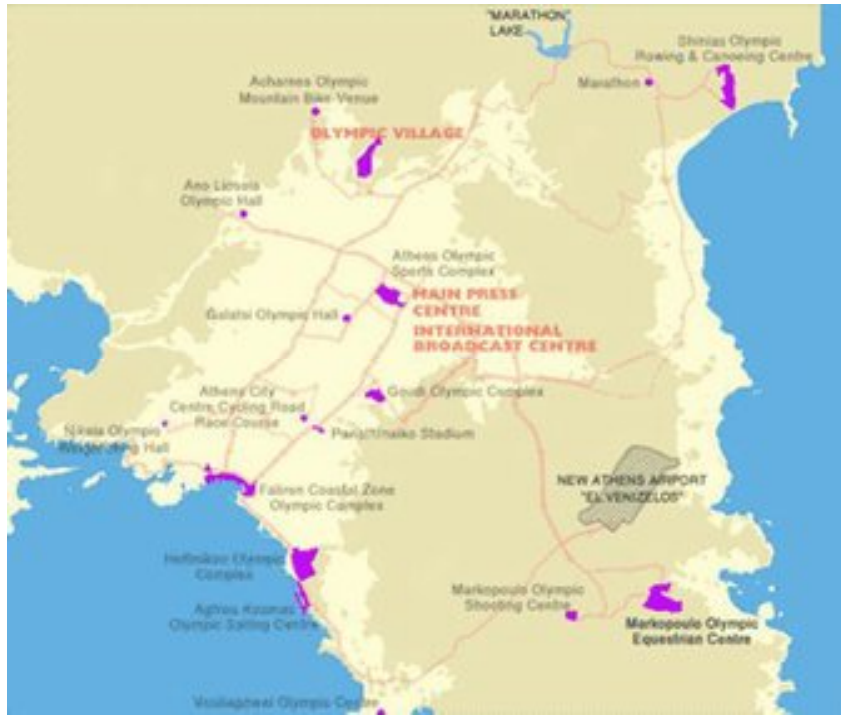
clusters

3: : clusters

2004.

1.	,	+	(, , ,)	, , , , ,
2.	,	+	(, , , , Tae-Kwon-Do)	, , , , , , , , ,
3.	,	+	()	, , , , ,
4.	,		()	, , , , ,
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12.	,		(,)	, , , , , , , , ,
13.	,		(/)	, , , , , , , , , (FISA),

, δ . (.
 . 5). \div \emptyset
 (. Garcia-Ramon 2000, Marshall 2000, Balibrea 2001)
 7 ,
 , δ .
 - 2004
 , .
 (. Scott 1997, Newman and Smith
 2000)
 , \div \emptyset (*scattered model*)
 -
 (Beriatos and
 Gospodini 2004).



.5:

Santiago Calatrava,

(.6).

clusters



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.6: :
() , () , ()
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clusters 3.
clusters ,
clusters 4
clusters
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4, clusters

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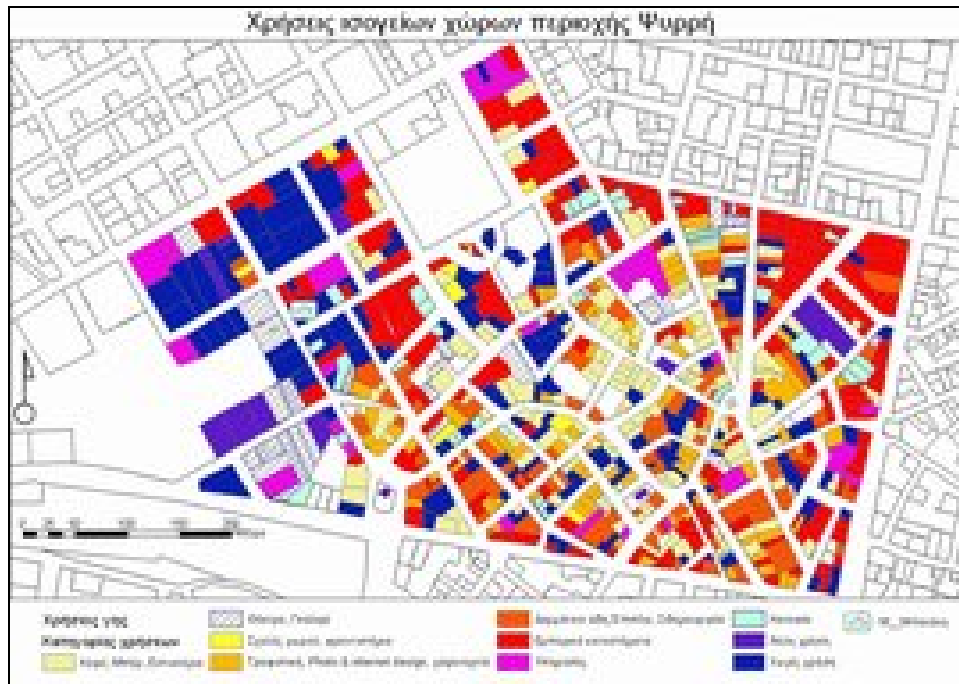
cluster

(. . .).

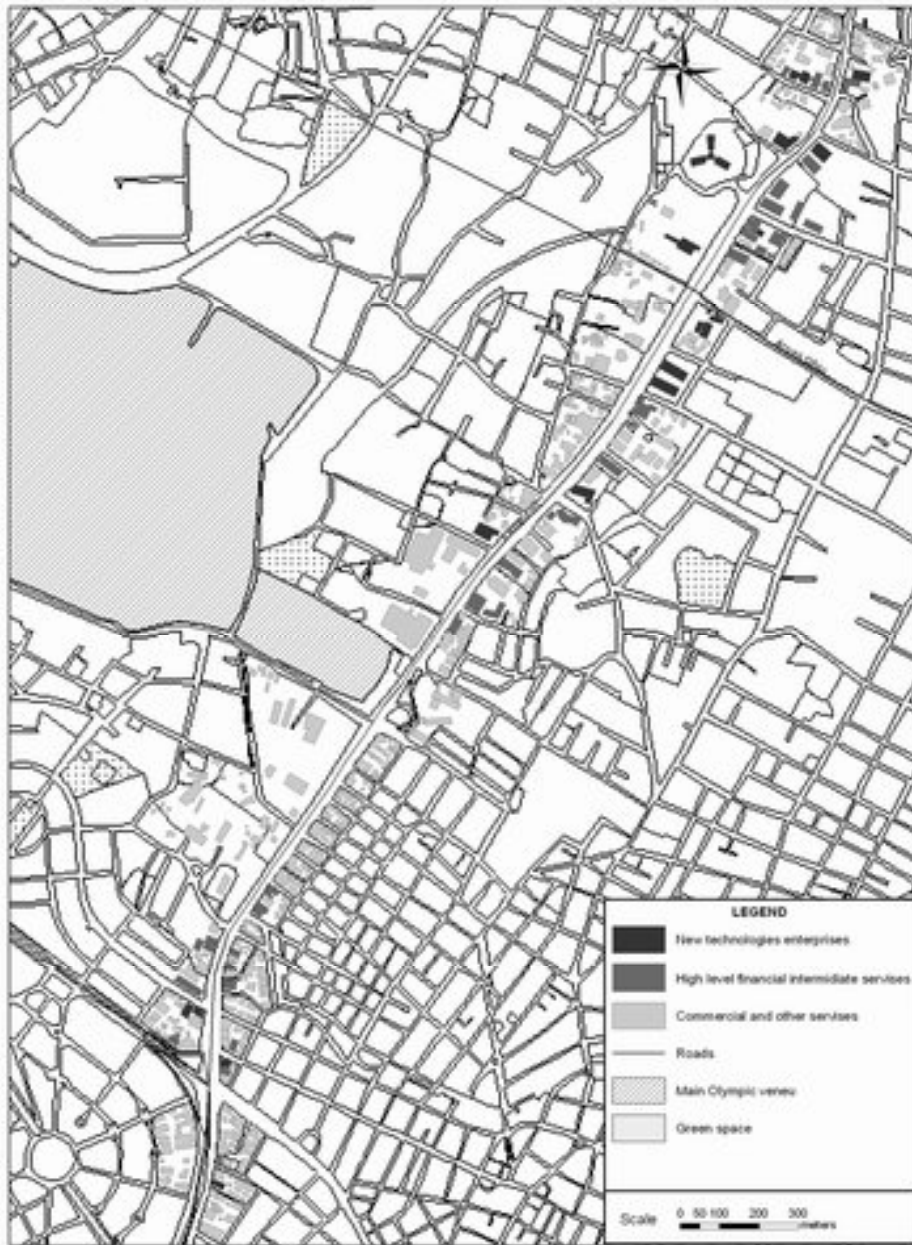
clusters, : clusters

(. . .7) . (. . .8)

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.7 : (2006).



.8 . : (: 2006).

, (. .9)

Hutton ÷ ø ,

(.10), (. 11, 12)
 (.13),
 , , , night clubs, , ,
 design.



. 10. .



. 11. .



. 12. .



. 13. .
 design,

(. 14 .15),

(.16).

- (globalised landscapeø Beriatos and Gospodini 2004, Gospodini 2006)

(. . .17).



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design.

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clusters

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$\phi(\text{genius loci}) \phi$..

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$\phi 50, \phi 60 \quad \phi 70$

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cluster

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i)

(.16)‡

ii)

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(30,000 m²)‡

iii)‡

(.15)



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(iv) *Viosol* (60,000 m²)
 ‡

(v) *Bios Centre*,
 (1,500 m²)
 ‡

(vi)

19

19

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» (1995).



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70,

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(1991).

1990

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2004 (Makrakis-Karachalios 2006).

(1991),

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cluster

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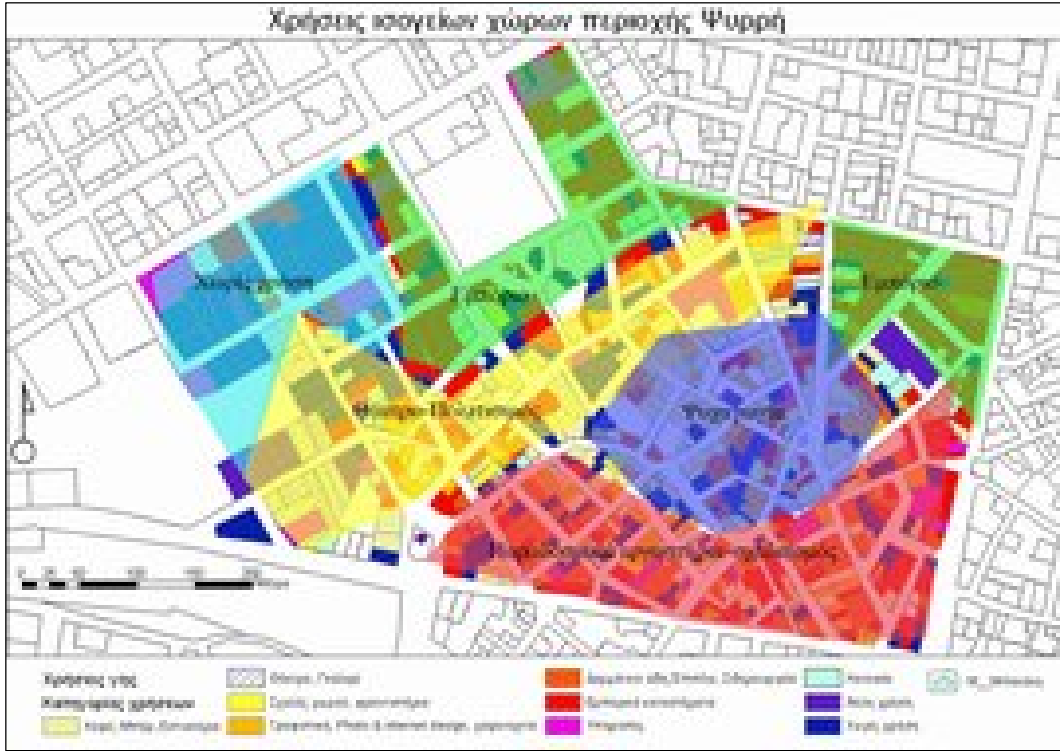
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∅6



. 21 . 5 sub-clusters (: 2006).

) sub-cluster 170 (, , , .), 20,17%

) sub-cluster 24 , , 8,70%

) sub-cluster , design (, ,) 88 106 , 10,49% 14,26%

) *sub-clusters* 347

35,71%

5: cluster
2006).

		(m ²)	(m ²)	(%)
(, , , music clubs)	160	21.952	137,20	20,17%
(,)	24	9.467	394,46	8,70%
(, , , . . .)	10	1.713	171,30	1,57%
design (, , ,)	88	11.417	129,74	10,49%
(, ,)	106	15.524	146,45	14,26%
(,)	347	38.869	112,01	35,71%
(,)	27	9.890	366,30	9,09%
cluster	762	108.832	142,82	100,00%



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5. *laisser-faire*

2004 (2), 2003

ó

2004 ó

ó the Mall ó

12 13

2005, .17), (. 9-8-
122 . p (http://www.olympicproperties.gr/default_gr.asp).

14

7,5%.

ó

13

14

15

()

ó . . , ,

16% ,

14 8% 2007, (Beriatos 2006).

(. http://www.olympicproperties.gr/default_gr.asp):

(04/09/2007)

Badminton

(15/05/2006)

(, , , . .).

Tae-Kwon-Do

(23/01/2007)

. 22, 23).



. 22, 23



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(03/09/2007)

(FISA).

(23/05/2006)

(04/01/2007)

(Beriatos 2006).

clusters

15

2006

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2006, 2006).

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clusters

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ϕ (*genius loci*).

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(Gospodini 2006).

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Potzdamer Platz

Citylife

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(Mommas 2004).

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clusters

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laisser-faire

2004,

90 (. Leontidou 1990 and 1993

2006).

20

« -

» (Leontidou

1993: 954).

1990,

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(2006),

) laisser-faire /

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(. Luna-Garcia 2003)

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(. Gospodini 2001)

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(Getimis and Grigoriadou 2004).

«

and Grigoriadou 2004).

(Getimis

Aitchison, C. and Evans, T., (2003), 'The cultural industries and a model for sustainable regeneration: manufacturing 'pop' in the Rhondda valleys of south Wales', *Managing Leisure* 8(3): 133-144.

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