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clusters

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2004.

clusters

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and While (2001) : ( )  
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÷ 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:

<b>1</b>			
<b>1</b> ( $\phi 0$ & $\phi 60$ )		$\div \phi$	- $\phi$
<b>2</b> ( $\phi 70$ & $\phi 80$ )		& $\phi$	$\div$ & ( $\phi$ )
<b>3</b> ( $\phi 90$ )		$\div$ & $\phi$	1. & $\div$ $\phi$ (Seattle, ) 2.

Hutton (2000),  $\phi 50$   
 $\phi 60$ , 1

(Lubricating effect  $\phi$  - Hutton 2000: 290),

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business district), (CBD ó central  
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 ø (productivity effectsø Hutton 2000: 290).  
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 (Hutton 2000).  
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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, ,  
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 clusters . ,  
 (CBD)  
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 (Hannigan 1998 and 2003, Evans 2003, Hutton 2004a, 2004b and  
 forthcoming, Gospodini 2006 2006).

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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  
 ∅ ,  
 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).

<sup>1</sup>, )

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



(1999), clusters  
 Storper (1995)  $\div$   $\phi$  (*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). ÷  $\phi$

(Clark et al 2002, Clarke 1997).

### 2.3 Ta Clusters

( . Hutton 2004b, Gospodini 2006 2006)

clusters (cluster-led-regeneration).

Hutton (2004b)

- (i)  $\div \phi$
- (ii)  $\div \phi ( / )$ , clusters
- (iii)  $\bar{o}$   $\phi$  (*signifying New Economy precincts*)  $\div \phi$ ,
- (iv)  $\bar{o}$   $\bar{o}$

(Hutton 2004b: 93-95).

Hutton (2004b)



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( . Gospodini 2006 2006)

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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 ,

( .

Gospodini 2006 2006).

(4) ÷

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clusters

, bars,

South Bank

Abandoibarra

Forum

, Port Melbourne

West Kowloon

( . Gospodini 2006

2006).

(5) ÷

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- franchising

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

21  
 Beriatos and Gospodini 2004).

2.4

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

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(Swyngedoux et al 2002).

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

/

Miles and Paddison (2005),

*regeneration*)

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(*culture-led-*

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<sup>2</sup> : ( 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).

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clusters. 6 clusters

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clusters<sup>4</sup>

clusters<sup>5</sup> (Gospodini 2006).

clusters

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

clusters

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(Gospodini 2006).

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(Hutton 2005).  $\emptyset$  ,

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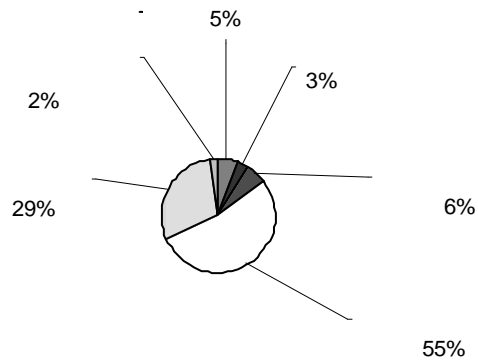
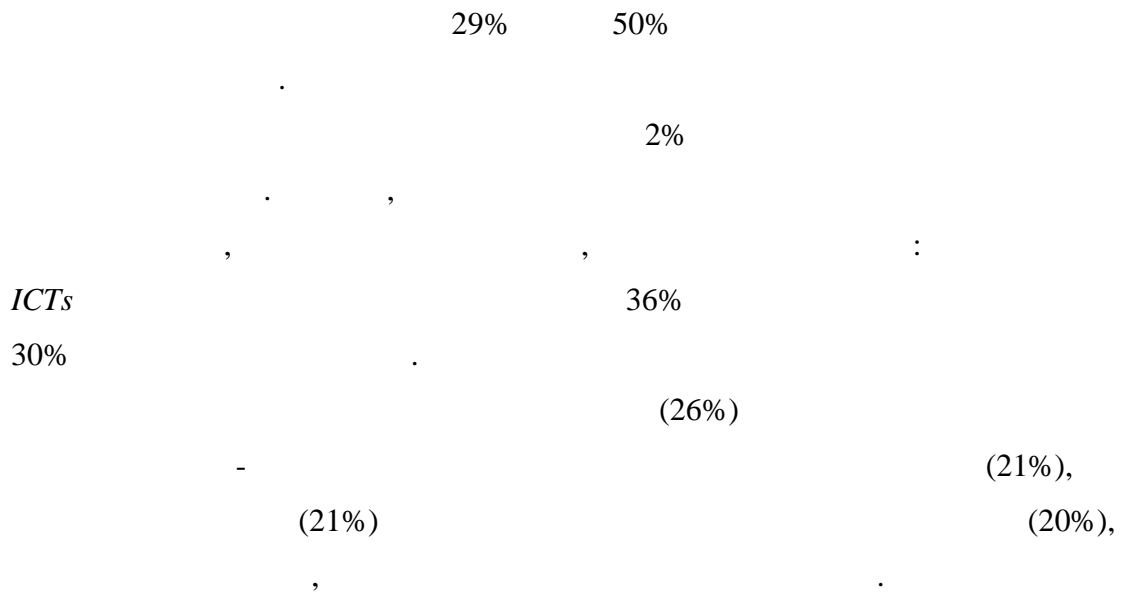
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2: , ( ) : ( )  
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1	(2000)							
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		( .p)	(%)	(%)		( .p)	(%)	(%)
1.	282.361	133.616	100%	100%	805.871	192.728,73	100%	100%
2.	56.848	21.709,50	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

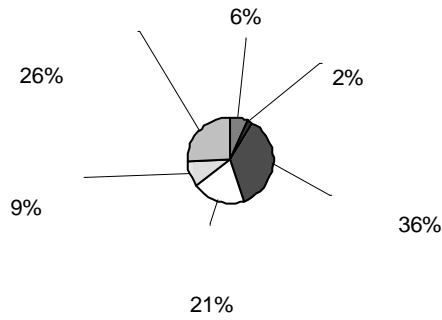




.1: , :

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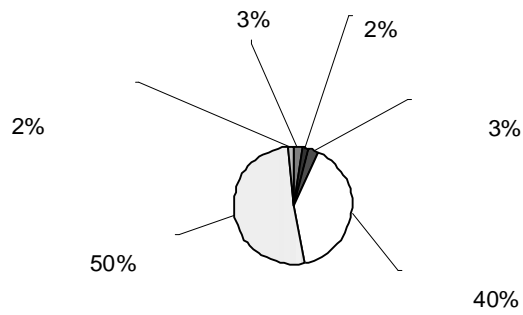
(2000)‡



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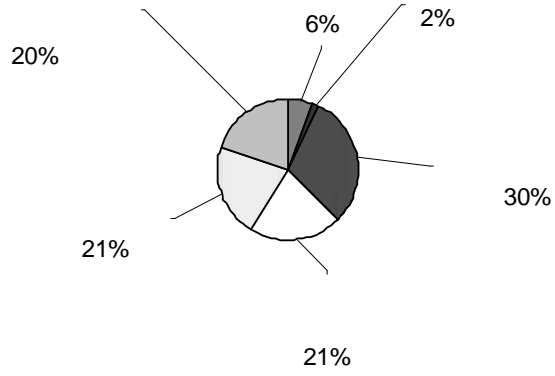
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(2000)‡

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. 3: : (2000) [ : ] (2000)‡



. 4: : (2000) [ : ] (2000)‡

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4. *clusters*

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3: : clusters

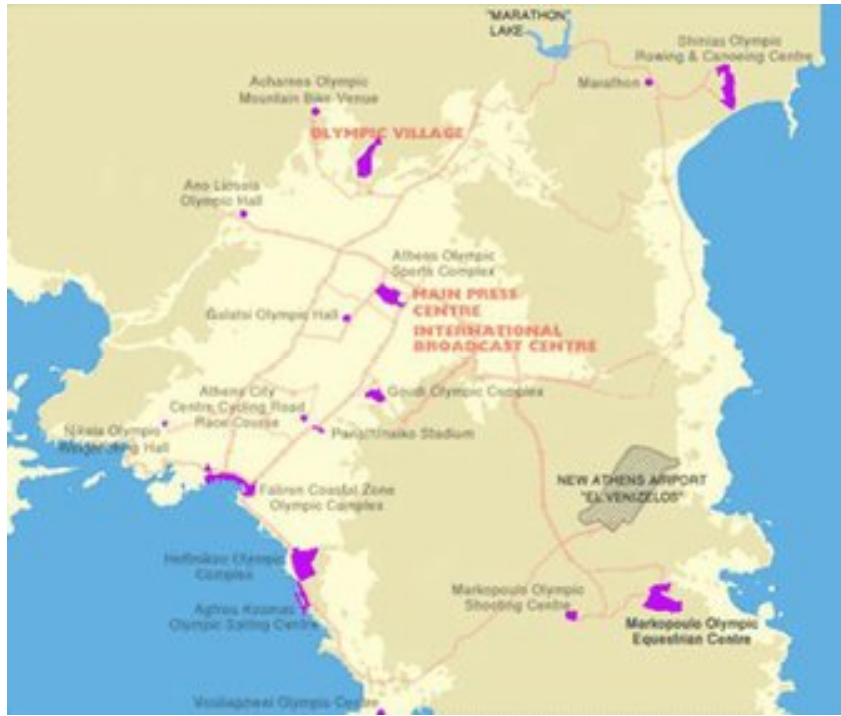
2004.

1.	,	+	( , , , )	, , , , ,
2.	,	+	( , , , , Tae-Kwon-Do )	, , , , , , , , , ,
3.	,	+	( )	, , , , ,
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11.	,		( )	, , , , , , , , ,
12.	,		( , )	, , , , , , , , ,
13.	,		( / )	, , , , , , , , , (FISA),

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

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7 , , . .



.5:

Santiago Calatrava,

( .6).

clusters



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.6: :  
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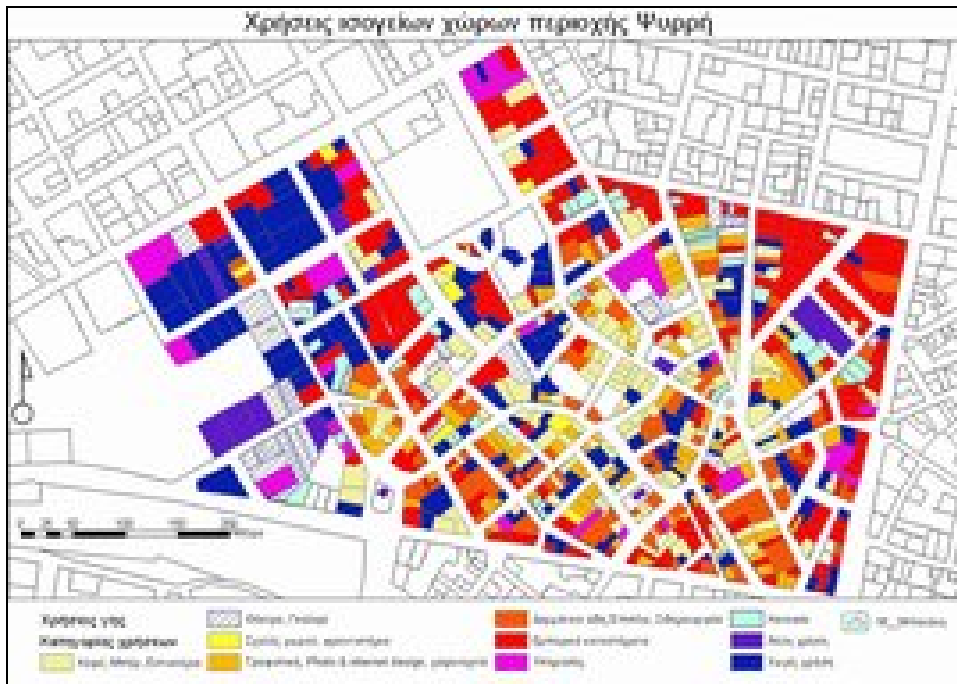
cluster

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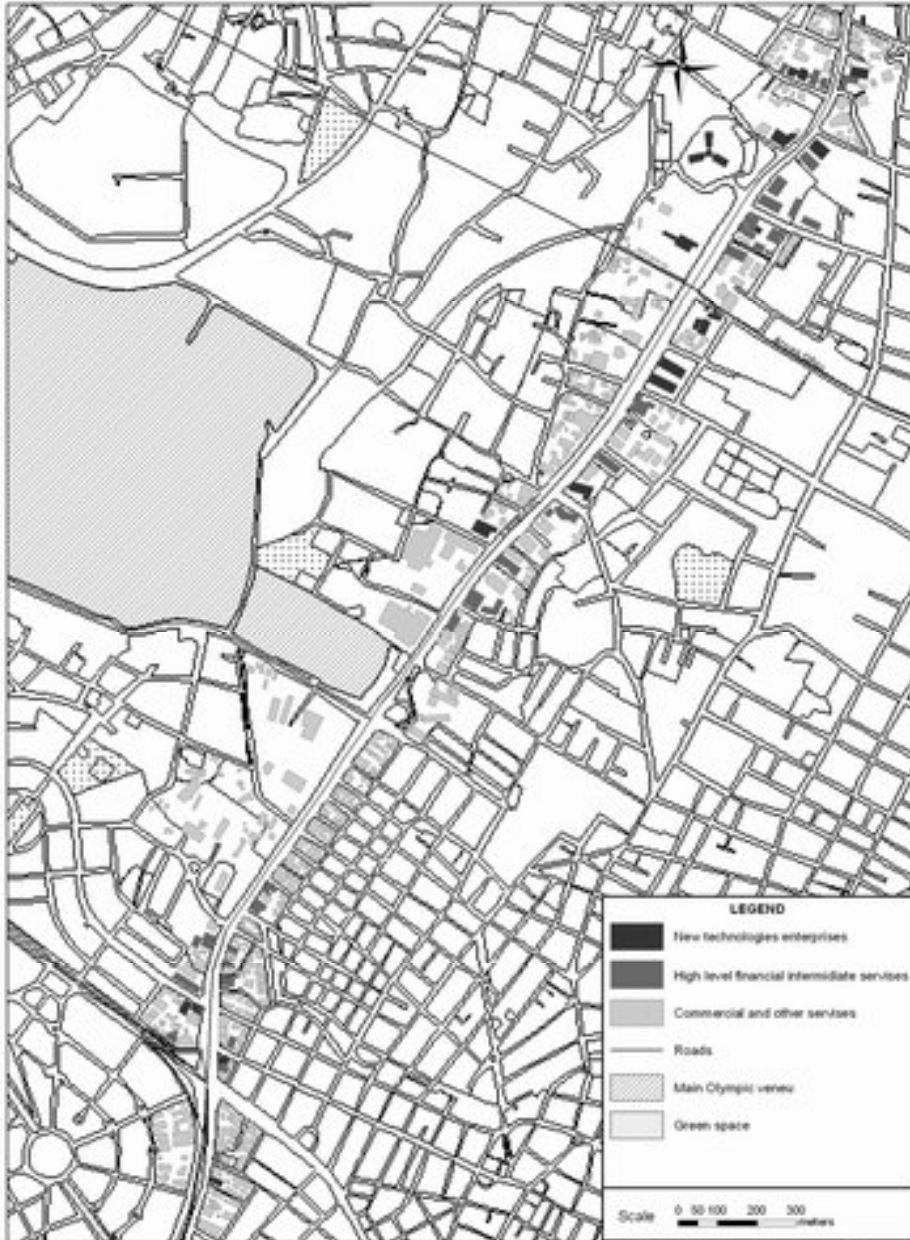
( . . .7) . ( . . .8)

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.7 : ( 2006).





.8 . : ( : 2006).

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Hutton ÷ ø ,

clusters

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9: ( : 2006).

clusters

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



. 10. .



. 11. .



. 12. .



. 13. .  
 design,

( . .14 .15),



( .16).

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

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

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iii)‡

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70,

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( 1991).

1990

2004 (Makrakis-Karachalios 2006).

(1991),

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sub-clusters ( . . 7, 21 5):

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) *sub-clusters* 347

35,71%

5: cluster  
2006).

		(m <sup>2</sup> )	(m <sup>2</sup> )	(%)
( , , , music clubs)	160	21.952	137,20	20,17%
( , )	24	9.467	394,46	8,70%
( , , , . . .)	10	1.713	171,30	1,57%
<b>design</b> ( , , , )	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%
<b>cluster</b>	762	108.832	142,82	100,00%





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 60, 70 80,  
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 (Interamerican, Nederlanden), (Tim-Wind,  
 Vodafone, Cosmote) (IBM, Philips, Sony)  
 dotcoms  
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5. *laisser-faire*

2004 ( 2), 2003

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2004 ó

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ó the Mall ó

12 13





( . [http://www.olympicproperties.gr/default\\_gr.asp](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*

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2006, 2006).

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$\phi$  (*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).

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» (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).





- Beriatos E., Gospodini, A. (2004) 'Glocalizing Urban Landscapes - Athens and the 2004 Olympics' in *Cities* 21(3): 187-202.
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