

# ADDICT - Creative Industries Portugal



# ADDICT

**“O papel das indústrias  
criativas na reabilitação  
urbana”**

**Porto Vivo \ SRU  
seminário**

**3rd December 2009,  
Porto, Portugal**







# ADDICT HISTORY

ADDICT was set up in October 2008 after a report entitled “Desenvolvimento de um Cluster de Indústrias Criativas na Região do Norte, Estudo Macroeconómico\” (2008)



# WHAT IS THE ADDICT MISSION?

## MISSION

ADDICT is a platform which contributes to the development of entrepreneurship in the creative economy by researching, informing, promoting and co-ordinating the Creative Industries Sector.



ANISH KAPOOR –  
MILLENNIUM PARK –  
CHICAGO, USA



# HOW IS ADDICT FUNDED?

## VISION

- Positioning the North of Portugal as one of the most creative regions in Europe.
- Creative Portugal.





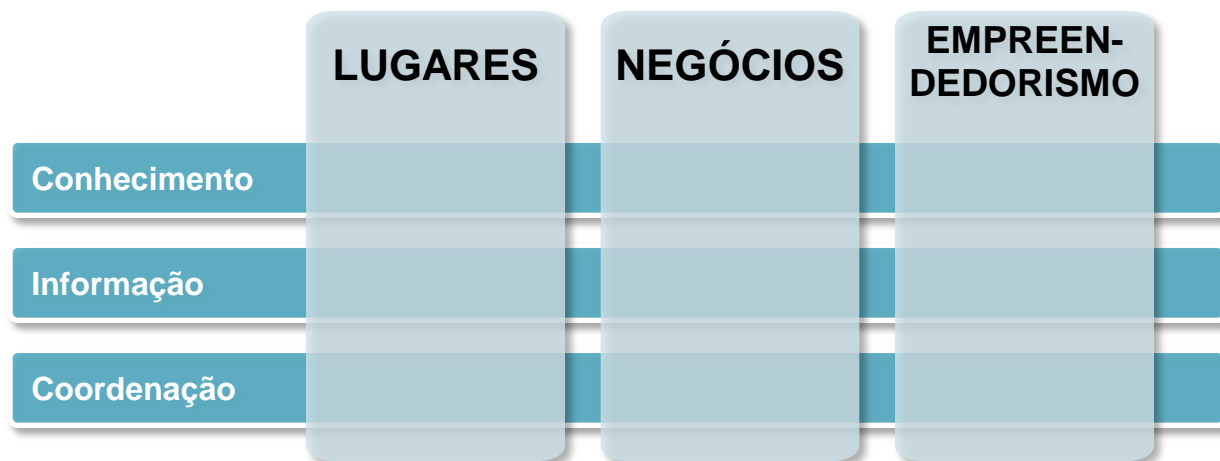
ALLORA &  
CALZADILLA



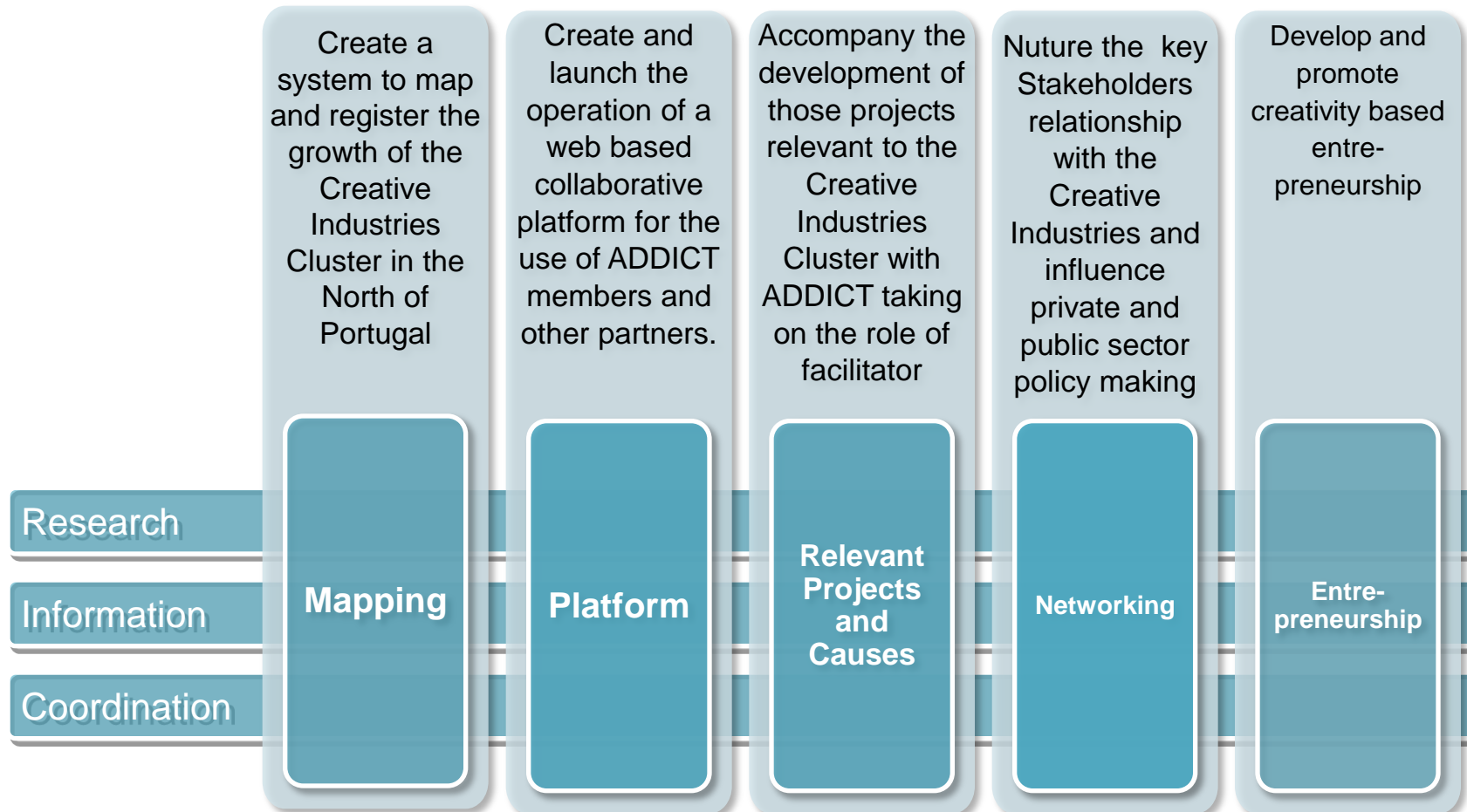
# ADDICT - CONCEITO/

## EIXOS ESTRATÉGICOS LINHAS DE ACTIVIDADE

**FUNÇÕES**



# ADDICT – AREA OF ACTIVITY





Truth Tag



Truth Tag







# ADDICT ALSO HAS...

- International Advisory Council
- Causes...









# **CREATIVE SHARED OWNERSHIP SCHEME**

**Q: HOW TO ATTRACT CREATIVES OF ALL NATIONALITIES TO CITY CENTRES?**

**A: OFFER CHEAP LIVE WORK SPACE AS PART OF CREATIVE INDUSTRIES STRATEGY**



Richard Wilson







# CREATIVE SHARED OWNERSHIP SCHEME

## HOW DOES IT WORK?

- CREATIVE PRACTITIONER BUYS HALF PROPERTY AS LIVE WORK SPACE
- PROPERTY FUND MANAGES OTHER HALF
- CREATIVE PRACTITIONER RENTS OTHER HALF FROM PROPERTY FUND AND BUYS BACKS OTHER HALF OVER TIME

"So Frank, who'd you vote for in the last election?"  
"Ah, I didn't. It's not some anti-political thing. I just didn't really care. Who did you vote for?"  
"Nader. Some would say that's the same thing."  
"You have a pretty smile. How's your tuna steak?"  
"It's good. I'm glad you're not some serious Republican, you know. A big Dick Cheney fan."  
"The last thing on my mind is politics. I'm more of a Dostoevsky fan. You like Russian literature?"





# CREATIVE SHARED OWNERSHIP SCHEME

## STRATEGY

- “Keep dwellings in good condition in cost effective ways
- Bring properties up-to-date and in line with current and projected customer expectations and demand
- Ensure works comply with current and prospective regulations
- Provide a balance between response and cyclical repairs and capital investment”

Notting Hill Housing Trust Asset Management Strategy











# CREATIVE SHARED OWNERSHIP SCHEME

## STRATEGY

- “Reflect local diversity in its approach
- Provide links to marketing, lettings, re-selling
- Meet the decent homes standard
- Modernise and/or remodel
- Achieve high standards of energy efficiency”





## **CREATIVE SHARED OWNERSHIP SCHEME**

**Q: WHAT MIGHT THE ROLE OF THE CREATIVE INDUSTRIES BE IN URBAN REHABILITATION?**

**A: THE ADDICT CREATIVE LIVEABILITY FACTOR.**







# FUTURE PORTO







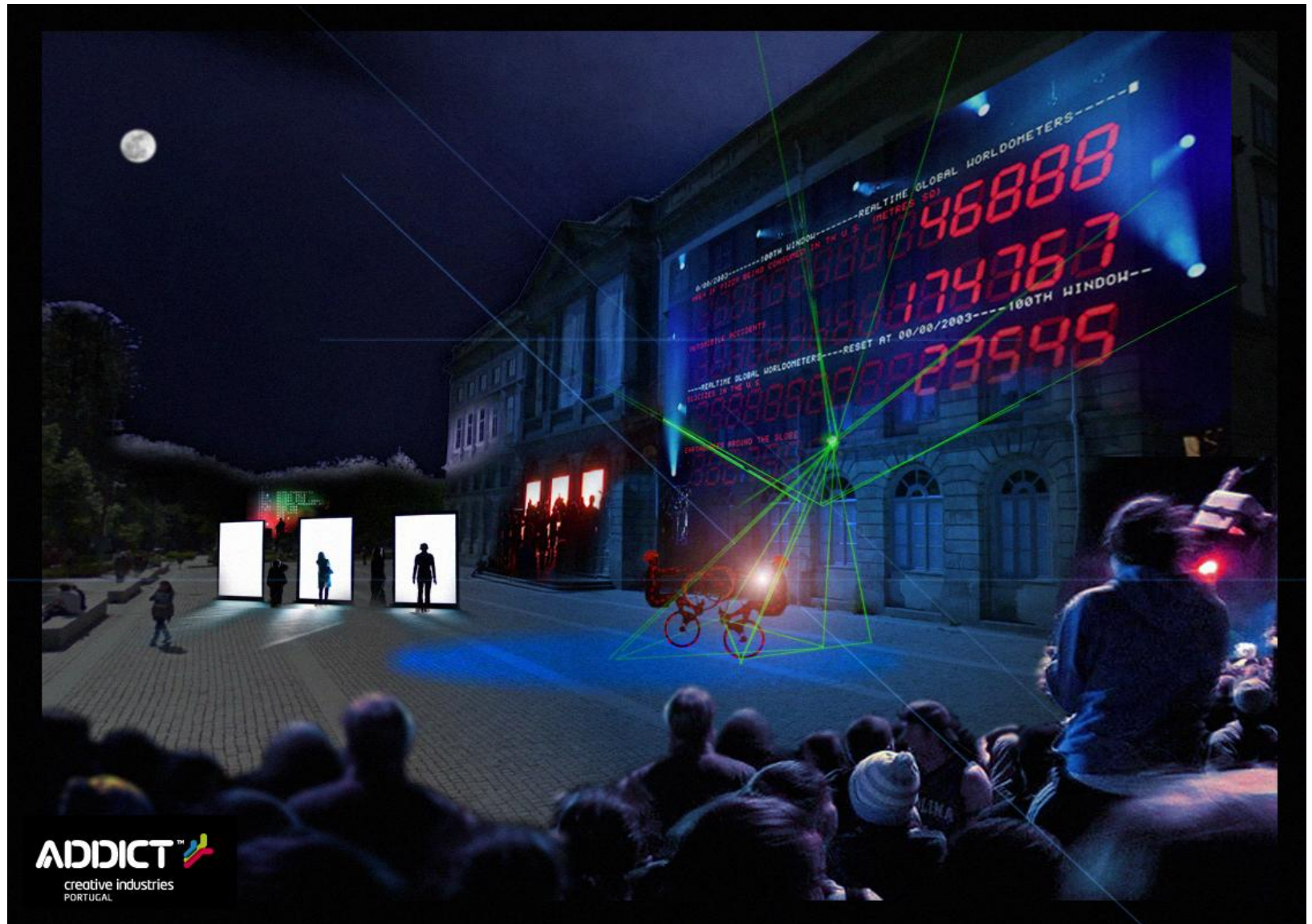
# FUTURE PORTO





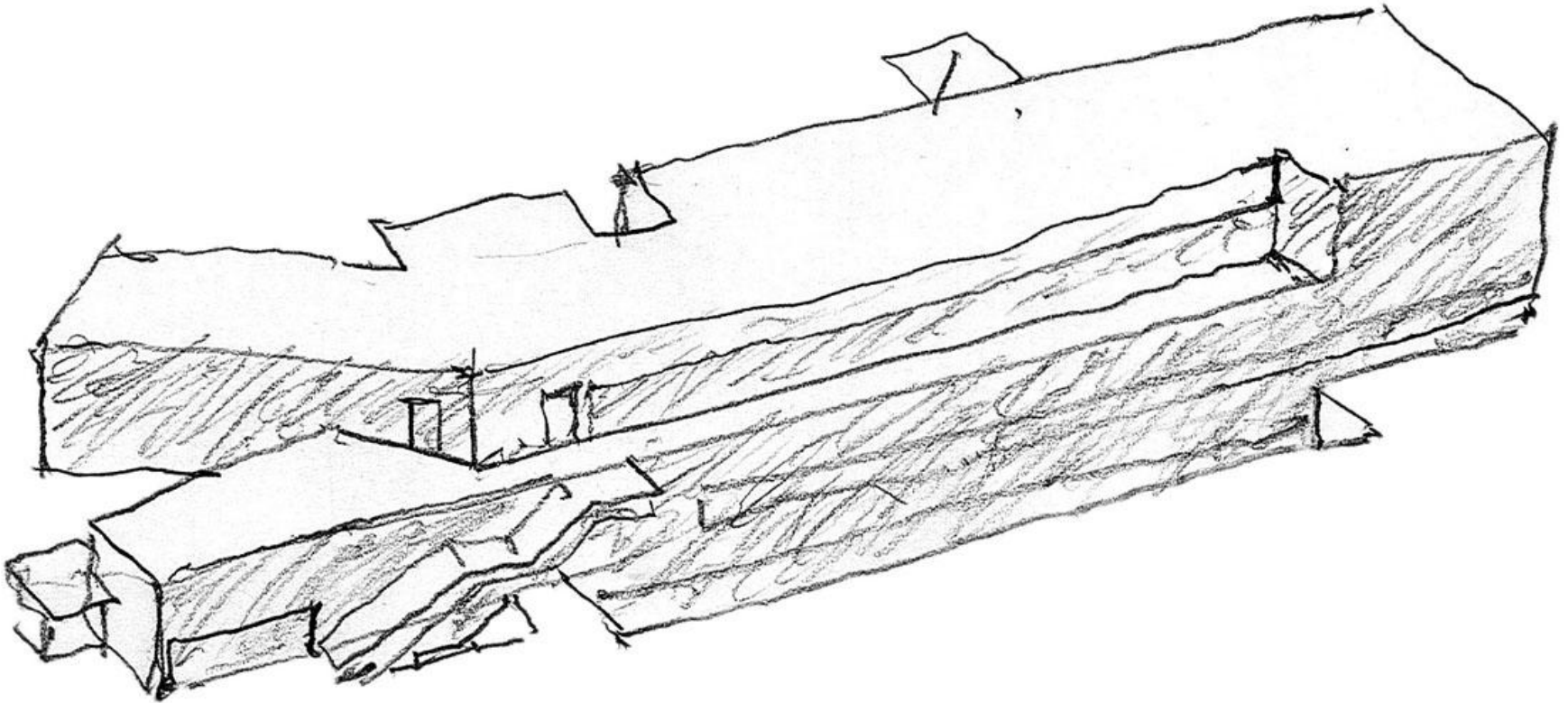


# FUTURE PORTO





# UNIVERSIDADE CATOLICA – DIGITAL CREATIVITY CENTRE



SIZA



The background features a dense, abstract pattern of thin, colorful lines (yellow, blue, and pink) that create a sense of depth and movement. A large, solid pink circle is positioned on the right side of the image, partially overlapping the colorful lines. The text is overlaid on a solid pink background that covers the left and bottom portions of the image.

# THANKS! OBRIGADO

**Michael DaCosta Babb**  
**[WWW.ADDICT.PT](http://WWW.ADDICT.PT)**



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