cure
Corporate culture & regional embeddedness

Intra- and Inter-regional Layers of Space: Images and Realities

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Agenda

Ideas behind

– Culture influences regional and corporate development
  (subject of an EU-funded research project in the sixt framework program)

– What are regions and what are the spaces of culture?

Structure

1. Corporate Culture and Regional Embeddness (CURE)

2. Culture and Space

3. First Empirical Results

4. Rethinking of Space: How to use for regional planning?

I

Corporate Culture and Regional Embeddness

Background

Increasing globalisation

Economic reality: homogenisation, standardisation, deregulation

Broad range of specific regional and cooperate cultures

BUT: Regional differentiation enables advantages and synergies
in facing global competition
(for regions and corporations).

➢ **How do corporate and regional culture interact and how do they influence each other?**

What is Culture?

– The "cultural turn": Generalising of Culture : "The whole way of Life"
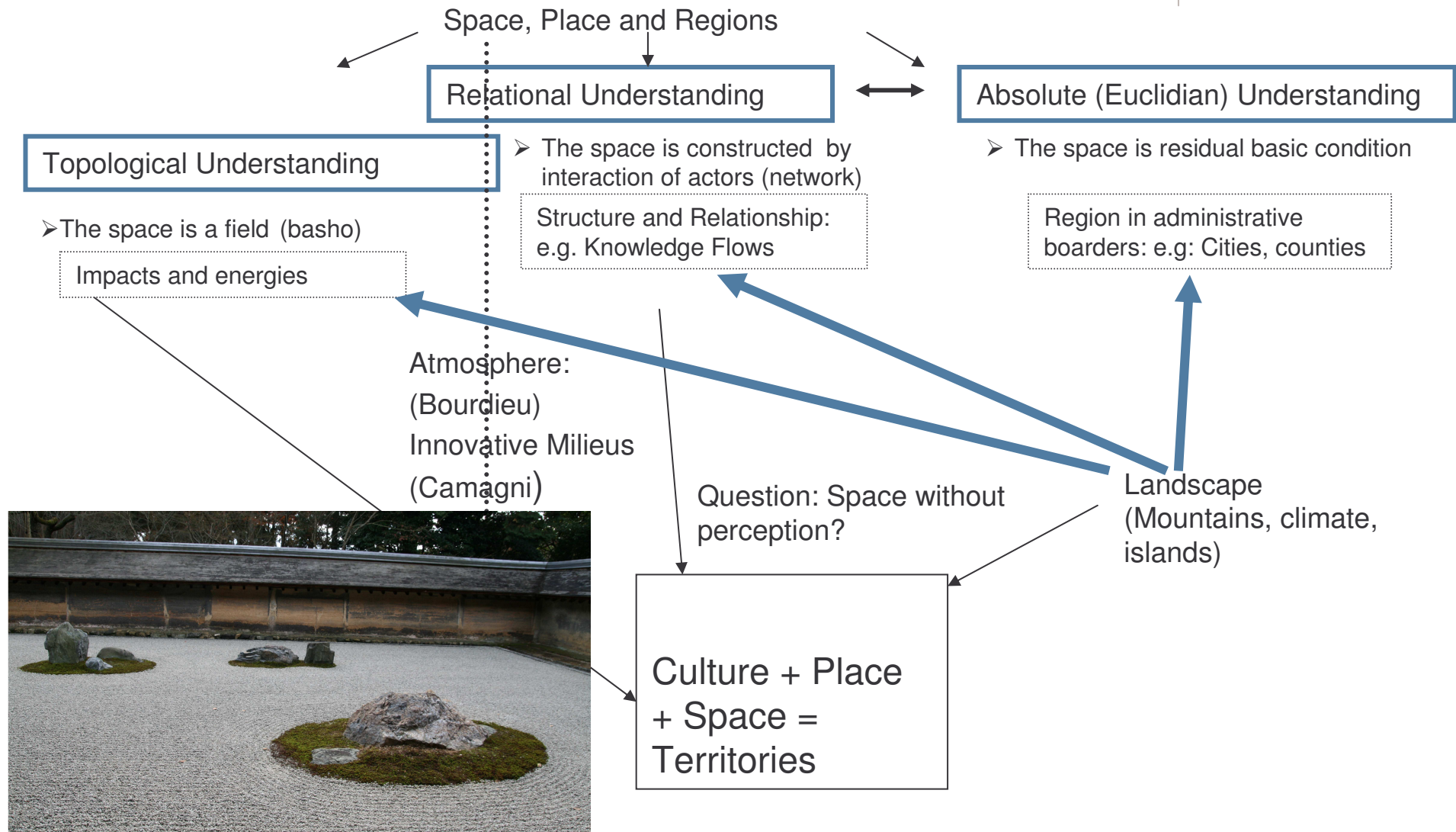

- Culture is heterogenic, always in process, influences by actors (also by the researchers / Hermeneutic)

➢ But as "shared mental models" homogenous

II
Cultures and Spaces

From Space to place and return

Space, Place and Regions

Relational Understanding ↔ Absolute (Euclidian) Understanding

Topological Understanding

➤ The space is constructed by interaction of actors (network)

➤ The space is residual basic condition

➤ The space is a field (basho)

Structure and Relationship: e.g. Knowledge Flows

Region in administrative boarders: e.g: Cities, counties

Impacts and energies

Atmosphere:
(Bourdieu)
Innovative Milieus
(Camagni)

Question: Space without perception?

Landscape
(Mountains, climate, islands)

Culture + Place + Space = Territories

Space: How to understand?

– Normative administrative boarders: Cities,
   Counties, National States…

– Physical: Landscapes

   } Absolute space

– Transactions: Commodities and People
   (commuter flows) but also knowledge
   (spaces of flows / Castells)

   } Relational space

– Field: Atmosphere

   Topological space

– Perception of spaces by groups or individuals

– **Geographical Accumulation:
   Intersections of absolute, relational
   and topological spaces**

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III

First empirical results concerning the space question in one research region

Research Regions

Institutions in charge of the research

- Institute for Work and Technology
- Institute for Advanced Studies in Humanities
- Radboud University Nijmegen
- Cardiff University
- University of Applied Sciences Northwestern Switzerland
- Vienna University for Economics and Business Administration
- University of Györ

Wales

Brabant

Brandburg

EastWestfaliaLippe

Greater Basel

Styria

Györ
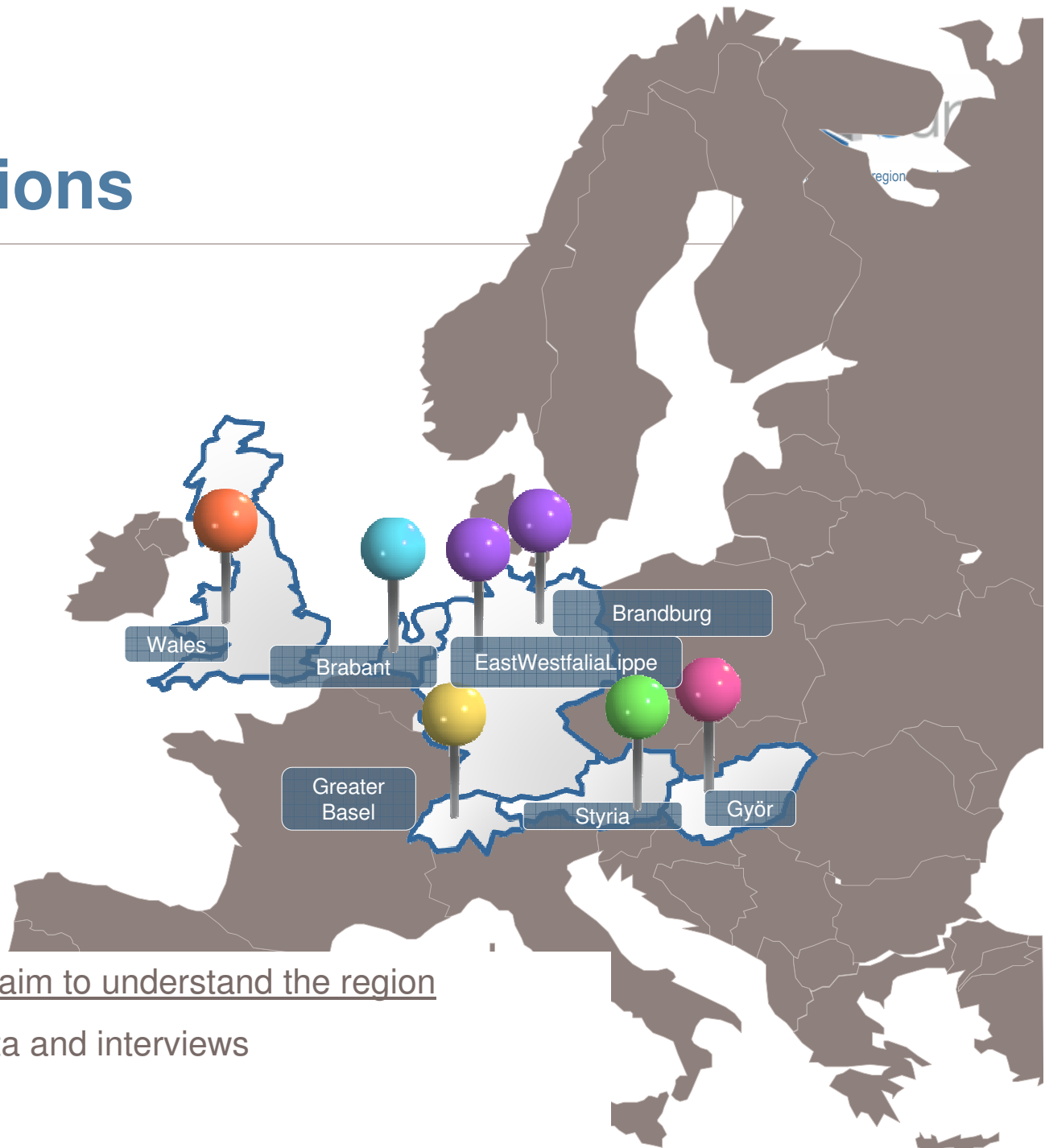
Research in 7 Region with the aim to understand the region

– analyses of literature and data and interviews

➢30 Company case
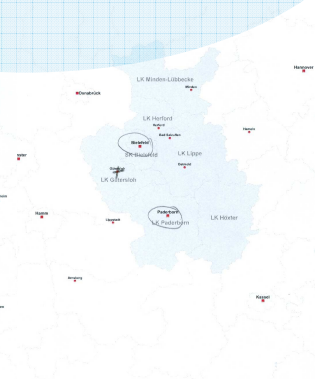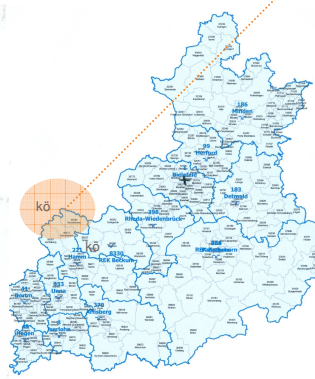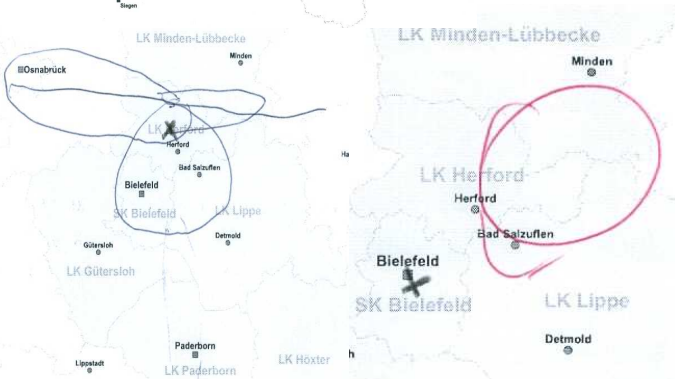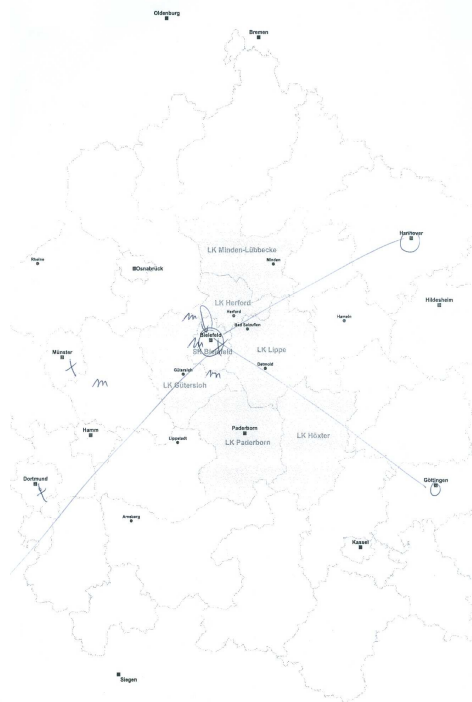
The structure of the Region

– **Regional identity appears fragmented.**

– **The region is a political artificial product and historical influenced by one strongly Catholic part and one Protestant / Calvinistic part**
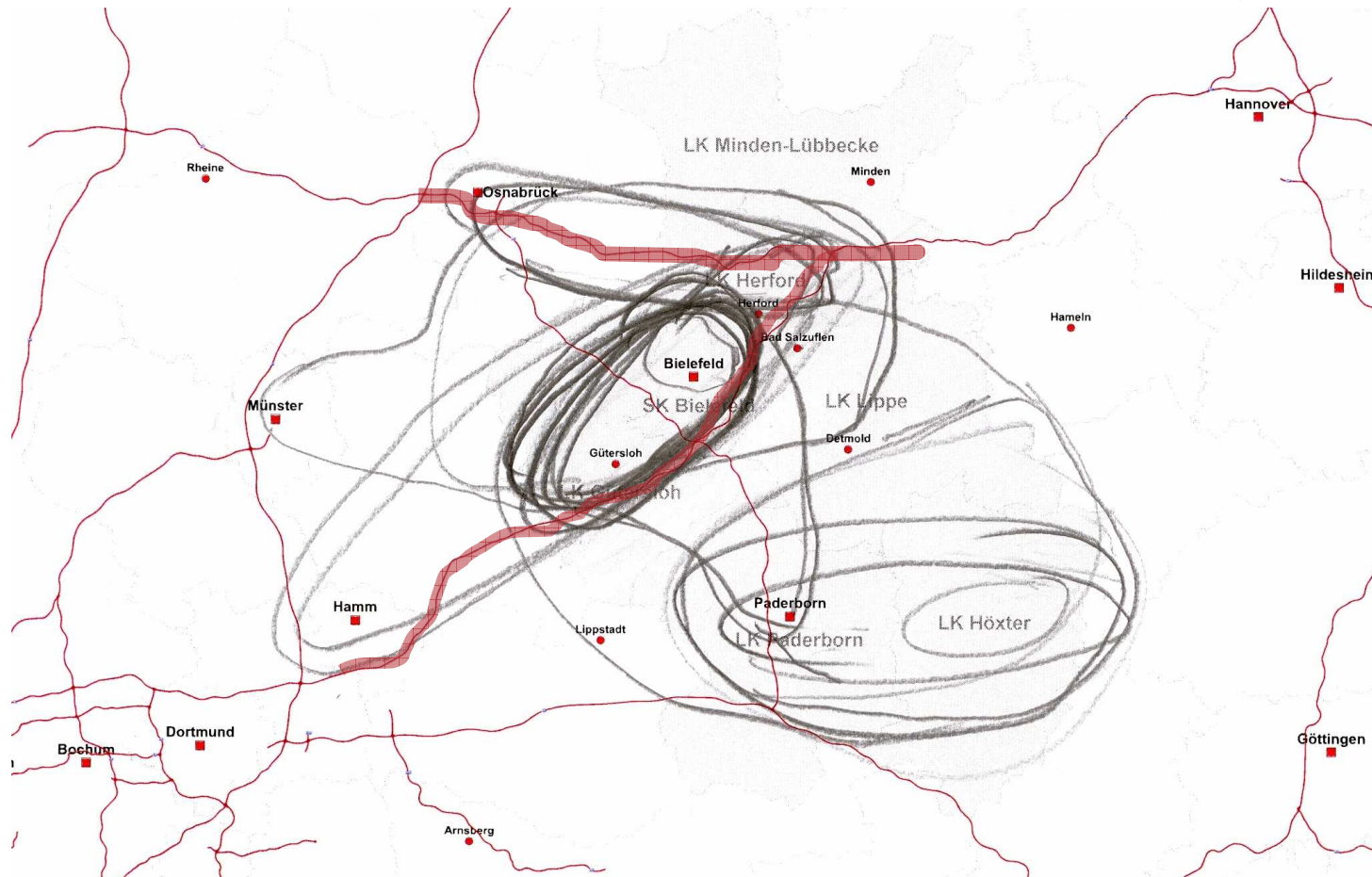
East-Westfalia-Lippe

What is the relevant companies' space in a spontaneous perception I
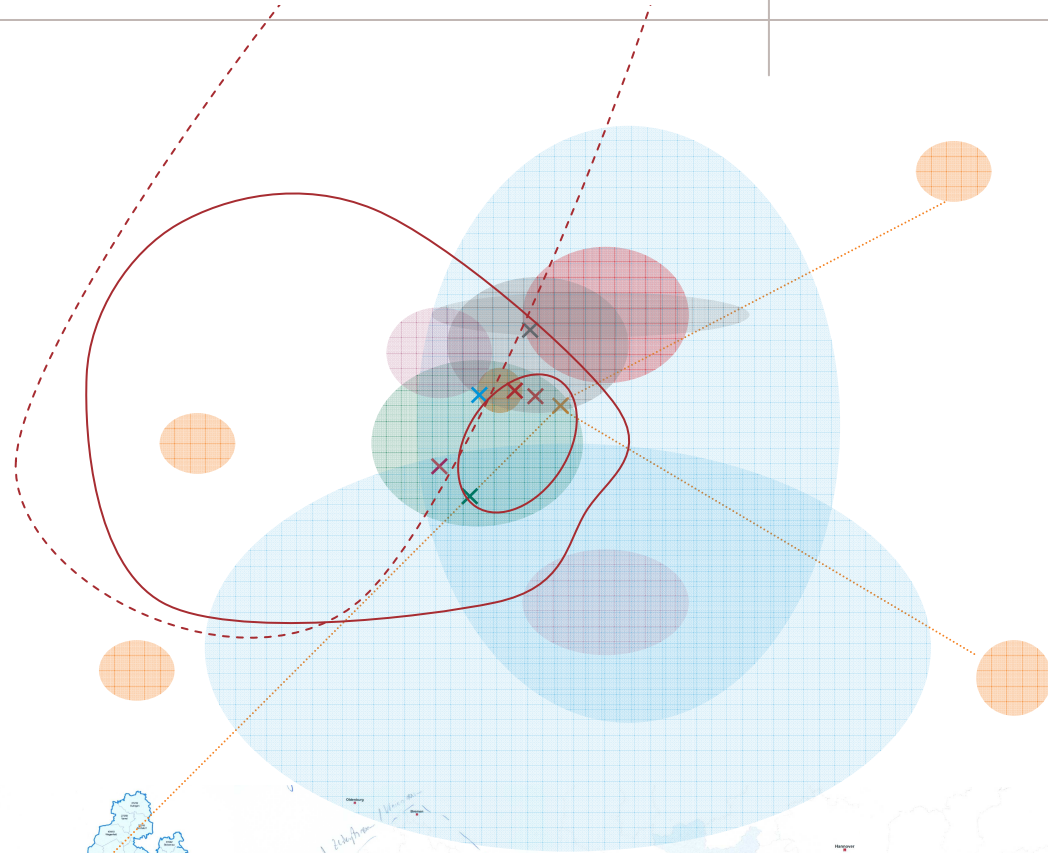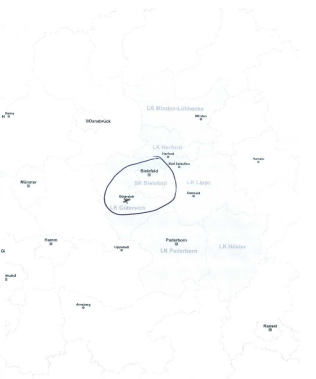
What is the relevant companies'
space in a spontaneous perception

Companies' spaces from historical perspective
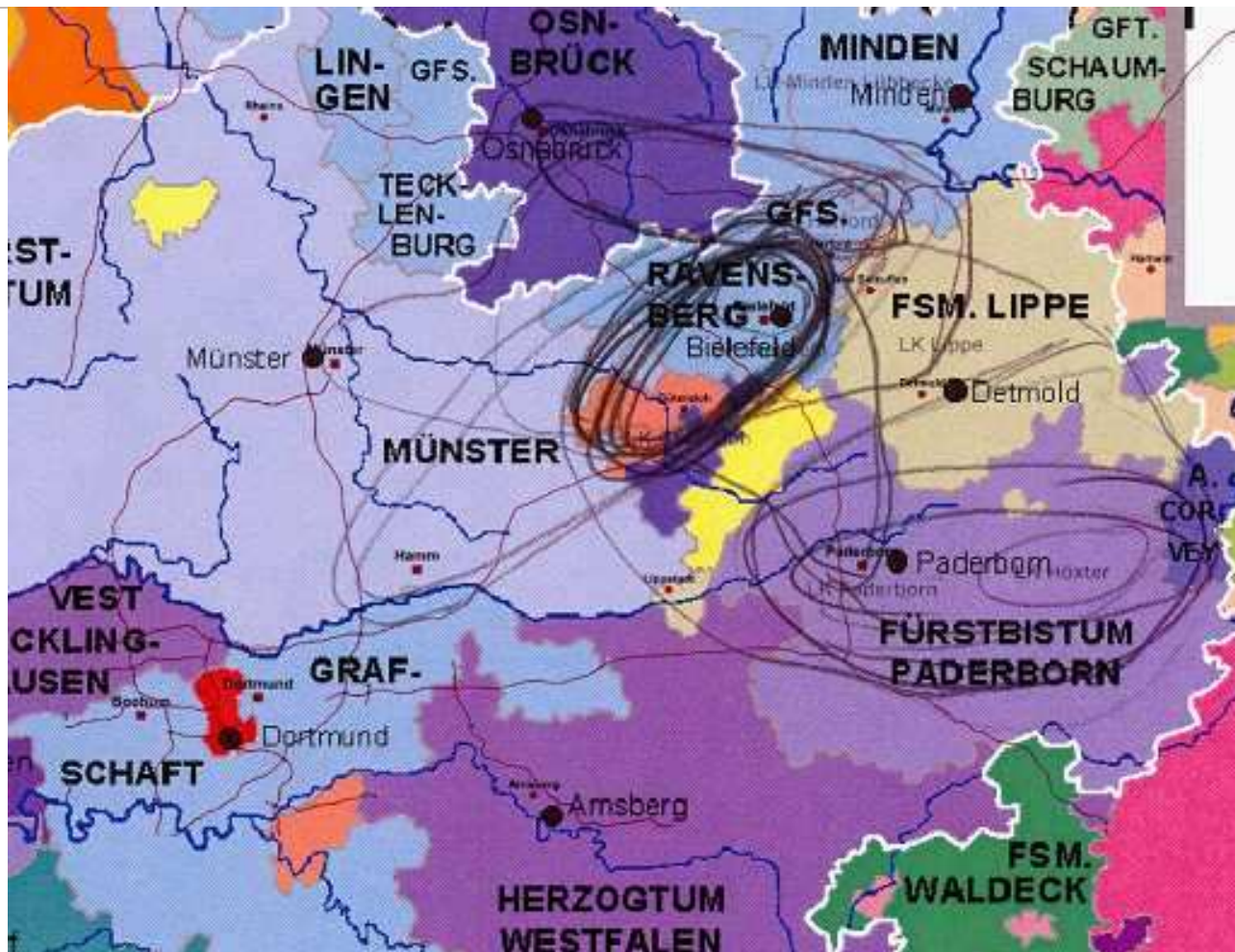
Germany and the Holy Roman Empire (1789)
(http://www.hoeckmann.de/geschichte/nrwhist.htm)

Space-Perception: First Results

- The regional cultural background
  (especially Calvinistic vs. Catholic orientation) is still relevant

- Historical and actual traffic lines influence the perception of space

- In none of the cases the region OWL (administrative region)
  is congruent with the relevant spaces.

    - How should they be committed to the region?

➤ The analyses needs a broader foundation through more cases

➤ It has to be compared with the relational spaces:
  economic structure, networks, commuter flows etc.

➤ It has to be compared with the other regions within the project

IV
Rethinking Space: How to use for regional development
From Nylongkong to NoKama

Distinctiveness and Delimitation of Space

– Spacing (as shared mental models) is important to understand profiling as an evolutionary process (distinctiveness)

– Three main starting point for regions:

1. Regions with a long and vital cultural tradition.

2. Regions with a specific but problematical profile (old industrial regions).

3. Regions without a established specific profile (often to fragmented)

– Regions without a traditional identity are dammed to fail in profiling as long as they try to imitate or simply trump (faster, bigger or higher) other regions.

➢ What space is in the focus of perception?

Spaces of flows or word wide circuits

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– World Cities (Sassen 2000), effected by world wide circuits
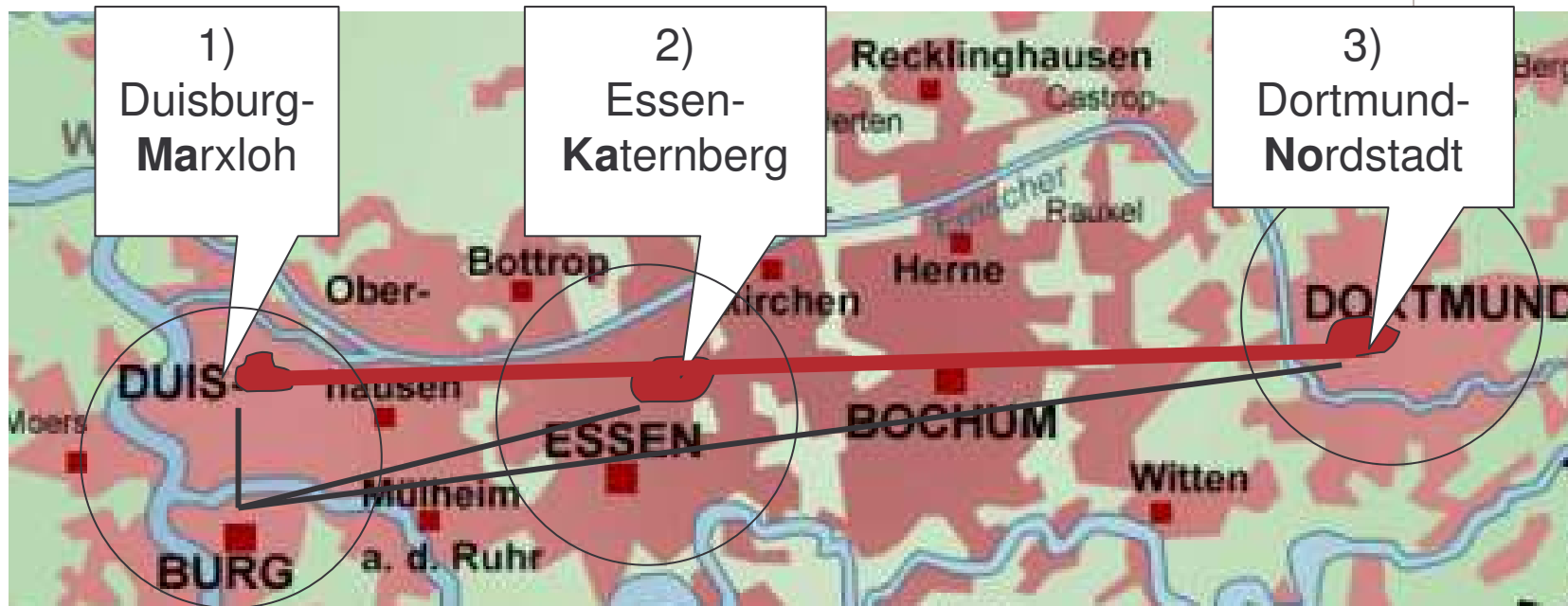
- Spaces of flows (Castells 1989)

NyLongKong as a international urban space
– Similar Culture, Similar Leisure-Industries´, Similar jobs

"Understand this network of cities - Nylongkong, we call it - and you understand our time" (Elliott 2008).

Fields in the neighbourhood
From NyLonKong to MaKaNo

1+2+3= MaKaNo:

Space of Flow with regional circuits

– Field of ethnical cultures (gives the Ruhr-Area a new image)

– Similar food Culture

– Similar retail structure and businesses

– Interaction of people and commodities

– Knowledge interaction

Thank you

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