

THE NEW URBAN WORLD

ASSESSMENT OF CREATIVITY, DIVERSITY AND ATTRACTIVITY OF CITIES

The '*New Urban World*' is a recent phenomenon in the rich history of cities. At the present, not only does more than 50 per cent of the world population live in cities, but also urbanization is still persistently and rapidly increasing. Urban agglomerations will most likely become the socio-economic powerhouses of the future. This collection of analytical and quantitative studies contributes to a deeper understanding of the forces at work. It does so by designing and employing the metaphor of the 'urban piazza' as a frame of reference for analysing the creativity, diversity and attractivity of modern cities. Within this analytical framework four domains of urban activity – ranging from local to global – are systematically addressed, viz. entrepreneurial creativity, cultural diversity, urban ambiance, and competitive urbanity. Thereby, this study aims to assess the (internal and external) characteristics and drivers of urban actors and/or cities in a competitive urban environment, with a view to a comparative analysis of their innovative and creative performance. A wealth of empirical applications – ranging from migration to entrepreneurship and from cultural heritage to global cities – is provided to illustrate the relevance of a solid research methodology for determining the position of modern cities.