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‘It’s more than just being creative’: Creative Industries Developing in a Programmed Way

This paper investigates tensions and contradictions in the application of creative industries discourse in urban policies in China. Ever since the news of CCTV moving to CBD was released in 2004, a media cluster, the CBD International Media Cluster, is rapidly emerging in the eastern part of Beijing and an ongoing change is taking place in terms of the landscape of media industry in Beijing. Focusing on the geographic shift of media industry in Beijing, this paper probes into how different parties including the government, business, creative talents and overseas creative practitioners, impact upon each other in China and illustrates what key factors play a role in the clustering process of creative industries in China. This paper argues that Chinese government’s policy of programmed clustering has achieved a certain success due to government’s strong ability for distributing resources, however most positive effect of its policy has been traded off by the negative effect brought about by the policy.