

CREATIVE MAP OF MOSCOW



TERRITORIAL CLUSTERS

1 TSVETNOY

- Tsvetnoy Central Market and adjacent business centres
- Garden Mir Shopping and Business Centre

2 POKROVSKY

- Pokrovka 16 Business Centre / Karzinkins' House

3 PRESNENSKY

- Trekhgornaya Manufactura
- Imperia Tower
- Evolution Tower

4 BASMANNY

- Platform Business Centre
- Basmanny Dvor Cultural and Business Centre

5 YAMSKOE POLE

- Yamskoe Pole Business Centre
- Molodaya Gvardiya Business Centre

6 DERBENEVSKY

- Business Quarter Novospassky Dvor

7 ZAMOSKVORECHNY

- Red October Art Cluster
- Business centres on the territory of a former Temp Factory

8 SAVELOVSKY

- Hlebozavod no. 9 Creative Urban Space
- Flacon Design Factory

9 AVTOZAVODSKY

- Omega Plaza Business Centre
- ZIL Culture Centre

10 BUTLEROVSKY

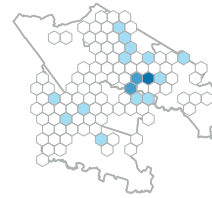
- Fresh Business Centre
- NEO GEO Business Centre

11 SYROMYATNICHESKY

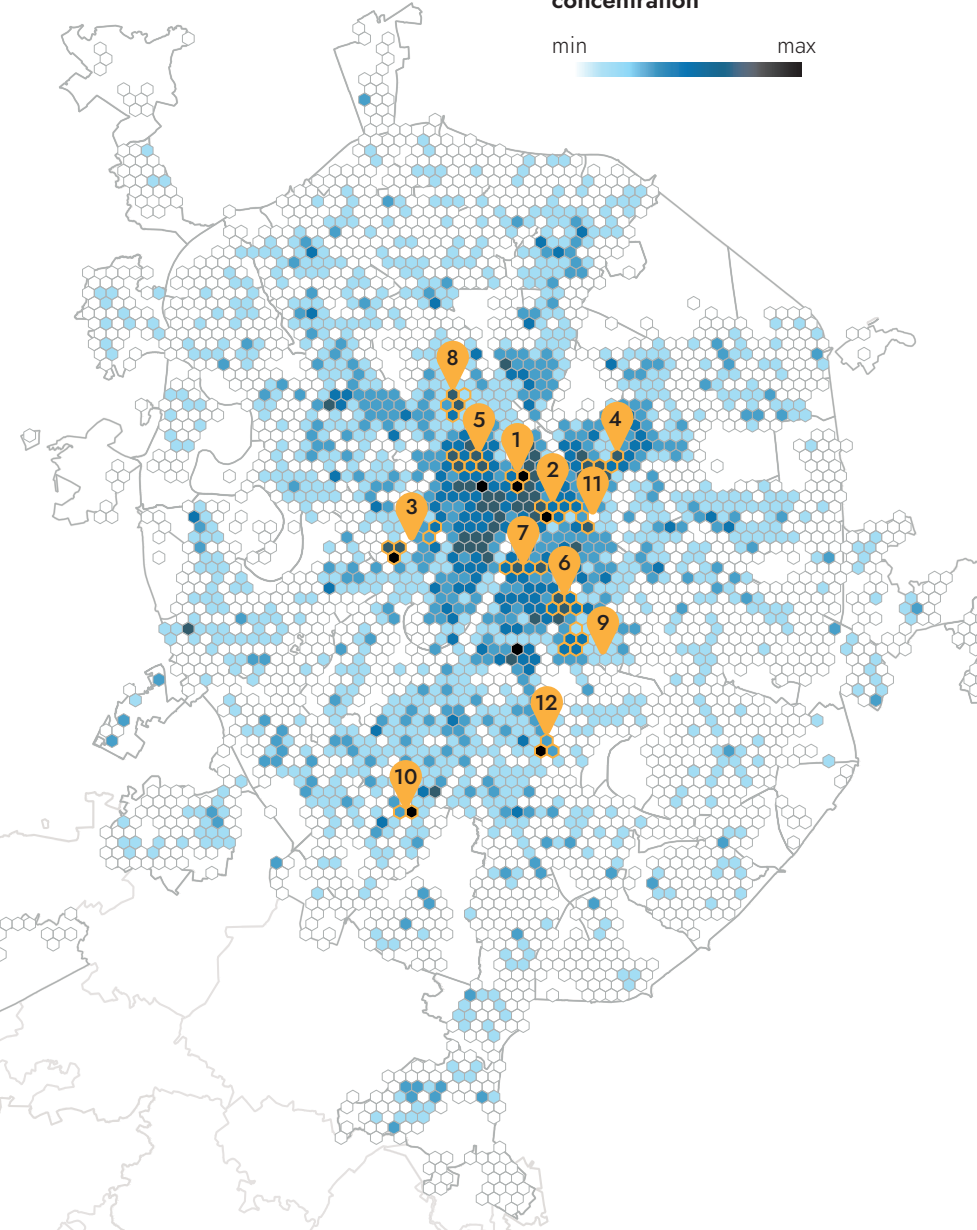
- Artplay Design Centre
- Arma Business Quarter
- Winzavod Centre for Contemporary Art

12 NAGATINSKY

- RTS Business Centre



Creative business concentration



CROSS-SECTORAL CLUSTERS OF MOSCOW'S CREATIVE INDUSTRIES

Clusters were chosen according to empirical assessments of creative industries' proximity to one another based on two criteria: territorial and industry-specific. The territorial proximity is evaluated through localisation of various enterprises of creative industries within the city, the industry-specific proximity – through combination of various types of economic activity in their constituent documents (see Technical Notes).

▶ INFORMATION CLUSTER

the largest, connected to most other creative industries

▶ MEDIA CLUSTER

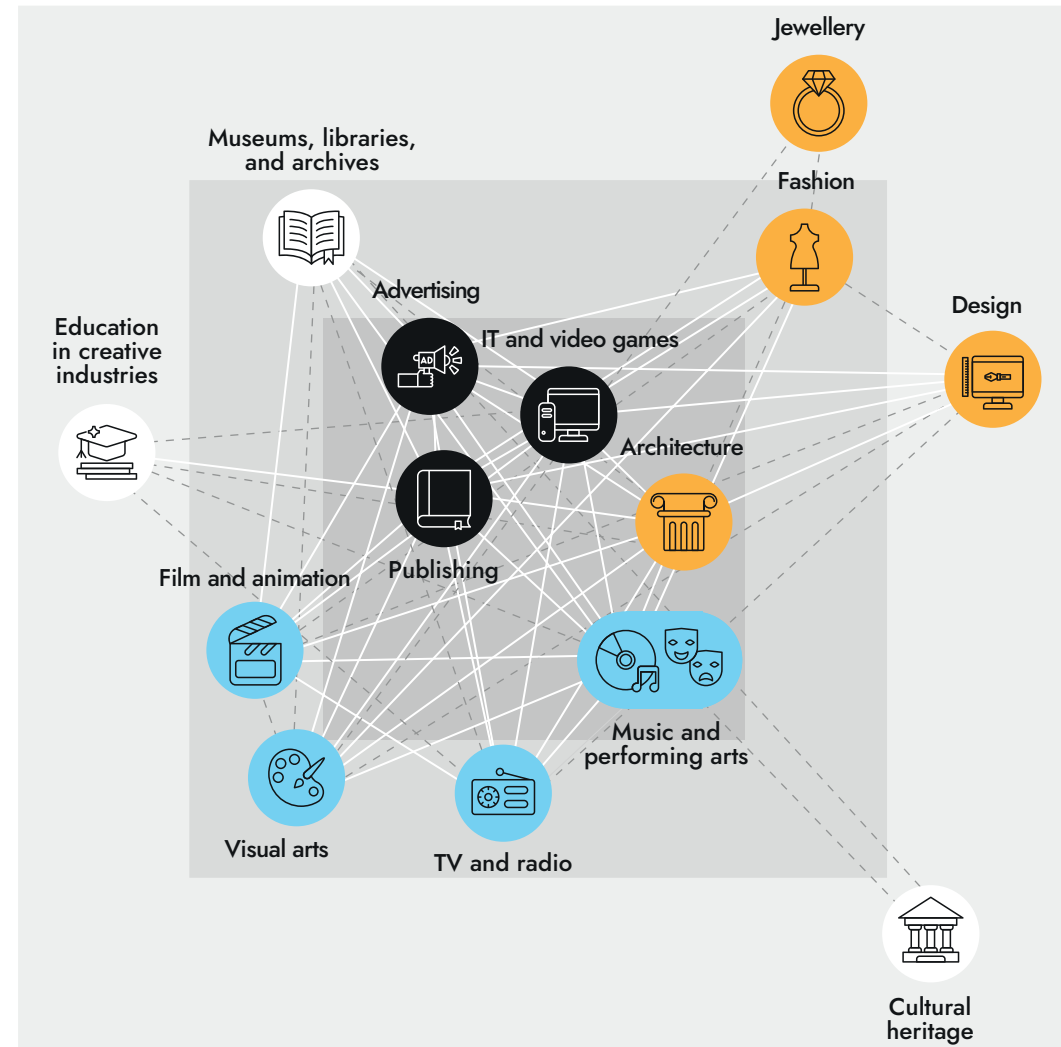
focused on technologies, creating content that could be potentially used 'on every smartphone'

▶ DESIGN CLUSTER

is based on architectural solutions and engineering, closely associated with the industrial sector

Stimulation of joint projects, cross innovations, and self-organisation of professional community within cross-sectoral clusters are promising vectors for state support of Moscow' creative industries.

Influence on the city's creative sector



URBAN ENVIRONMENT FACTORS THAT INFLUENCE LOCALISATION OF CREATIVE INDUSTRIES

INFLUENCE

POSITIVE

NEUTRAL

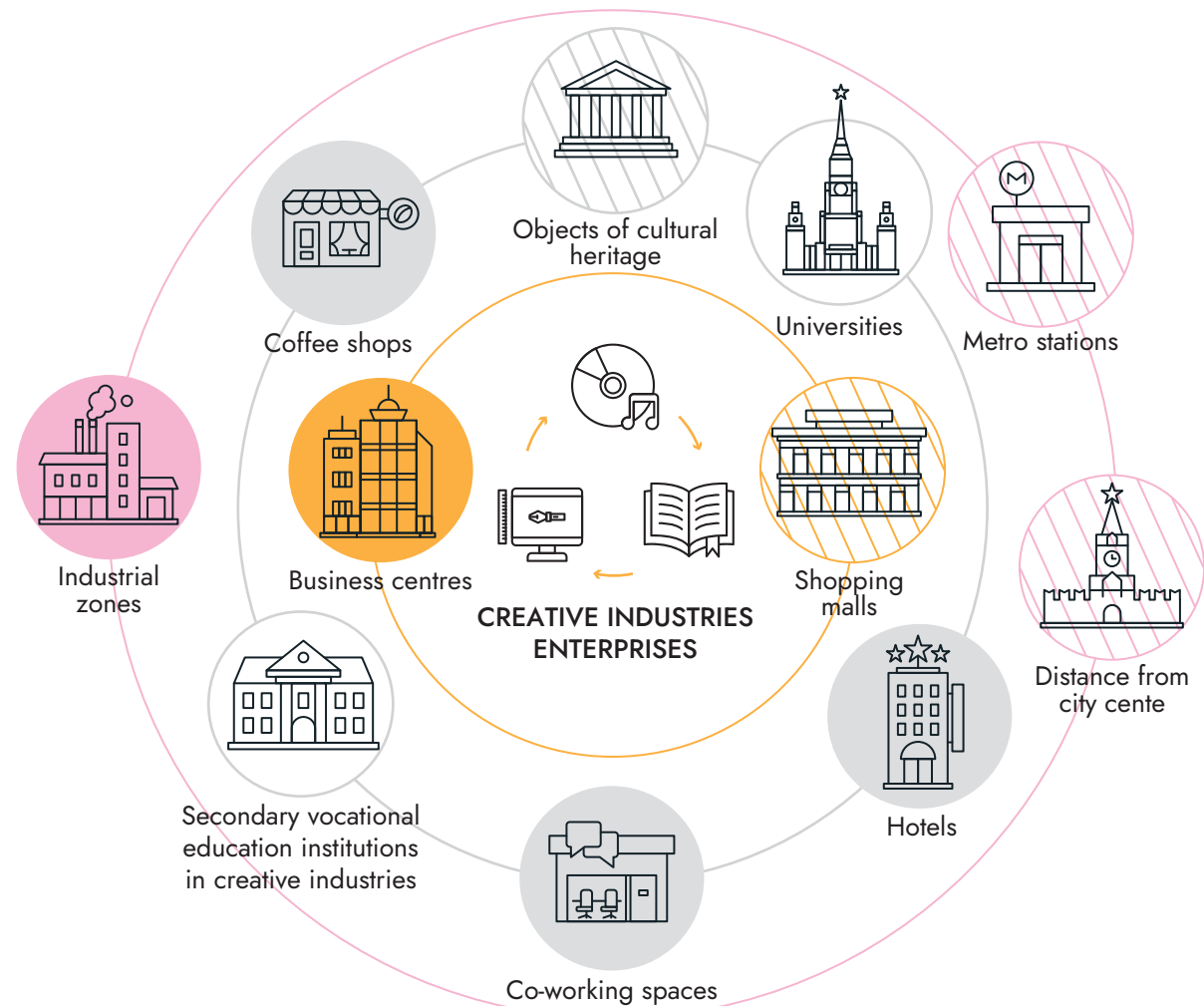
NEGATIVE

FACTOR GROUPS

INFRASTRUCTURE

CONSUMERS

HUMAN CAPITAL



We have assessed the level of influence of urban environment factors on localisation of creative industries enterprises using econometric modelling (see Technical Notes). The development of creative industries on a specific territory are, first and foremost, influenced by business and shopping centres. But the key factor is the concentration of creative sector's companies: **creative entrepreneurs draw towards each other more than to the city centre, metro stations, or industrial zones.**