

The Economics of Culture-led city Branding: A Network Approach.

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Abstract:

The development of cultural infrastructure can enhance the projection of a unique cultural brand, giving visibility to a city and foster their competitiveness, contributing to the repositioning of a city. Regarding this, it is relevant the image online dissemination of this cultural infrastructure boosting its visibility. At this point digital media plays a fundamental role generating strong scale economies. Although the initial costs of reproducing an image are high once it is recorded it is easy and cheap to duplicate, so the marginal cost of reproducing is nearly zero (Caves 2000).

Competitive advantage and international positioning of cities depends on their connectivity to highly specialized cross-border circuits (Plaza and Haarich, 2015). These networks also enhance the visibility of the city. In addition, an improved position at these specialized networks can increase the potential of the city to successfully attract new assets (ie. tourism, capital, firms, creative people,...).

The aim of this paper is to test the structural changes in the networks established between Bilbao city and Guggenheim Museum (GMB) and global cultural facilities such as art museums, iconic structures, cultural event, etc. in two periods: before and after the building of GMB. In order to get this aim we will model our research using the social network analysis method based on the real world data from Google News and we draw upon an inference analysis with those complex networks (regression with networks).

The hypothesis of this paper is that the Guggenheim Museum (GMB) has boosted global–local connectivity for the city of Bilbao and considerably increased network connections and higher network density. This has increased the visibility of Bilbao city providing favourable conditions for improved the region's competitiveness and attractiveness.

References

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