



Methodology

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Space. Content. Conditions.



Alongside professors from Harvard University and some of the leading minds in creative urban planning, we have developed data-driven system for determining the Creative Footprint of a city's music scene.

By enlisting the help of local experts, we gather 15 data points per creative space and we crunch this data in an algorithm that produces a score out of ten.

We determined that the data be in three distinct categories: **space, content and conditions.**

Methodology



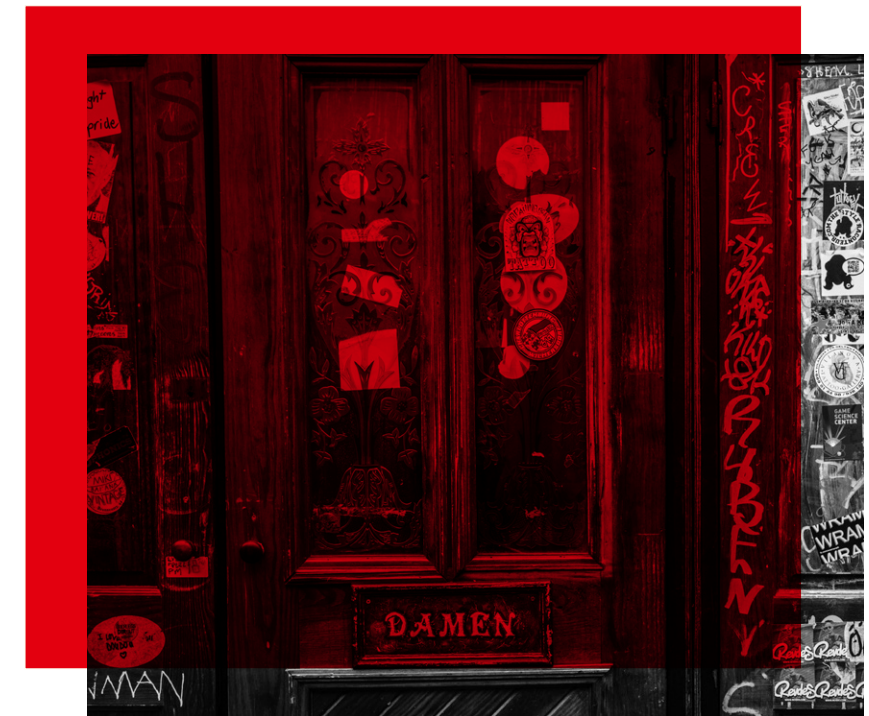
Space considers the physical venue and its objective properties. What part of town is the space in? How big is it, and what's the capacity? How long has it been open, and is it a multi-discipline venue?

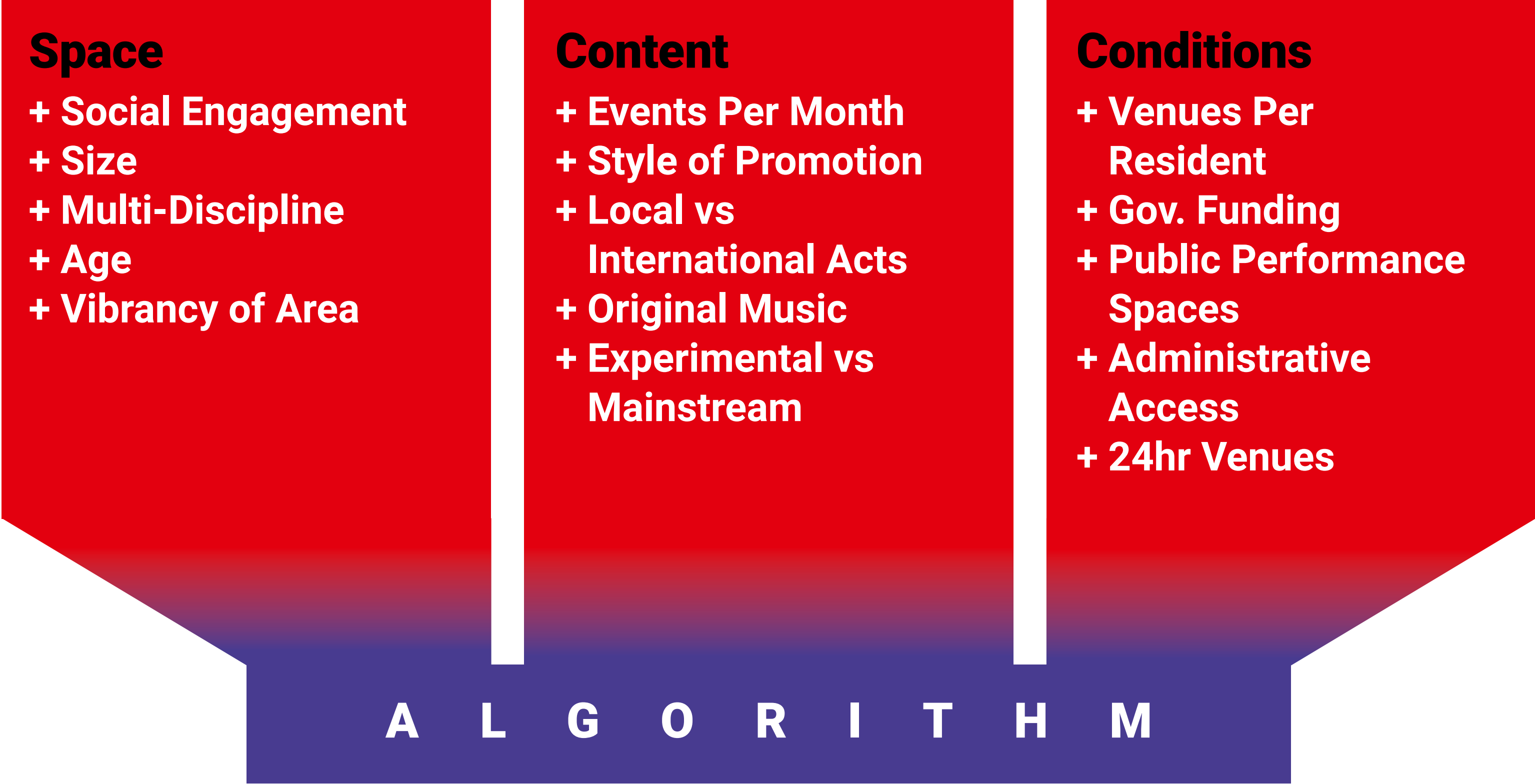


Conditions considers the physical venue and its objective properties. What part of town is the space in? How big is it, and what's the capacity? How long has it been open, and is it a multi-discipline venue?



Content subjectively judges the artistic content of the venue. What kind of music is played here? Is artistic and experimental, or is top 40 hits? Is the venue marketed by the acts booked or by drink deals?





Experts

In order to gather the data accurately, we will enlist the help of local experts that have an in-depth knowledge of their local scenes. Under the Creative Footprint's guidance, they will be tasked with not only finding the objective data (capacity, location etc.) but also determining the subjective data (how experimental or mainstream is the music programming for example).

Experts will work closely with the CFP team in Berlin in order to sort the data and work towards establishing the city's Creative Footprint.



**If you have any further questions about our methodology,
or would like to find out how you can bring the Creative Footprint
to your city, please contact us at info@creative-footprint.org.**

