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*Scientific Environment*

Шестая встреча весенней сессии  
Sixth meeting within the spring session

## Network Structures of Art: European and Russian Studies

30 апреля 2013, вторник  
Факультет социологии СПбГУ, ауд. 229  
April 30, Tuesday  
Faculty of Sociology, room 229

18.00

*Roberta Comunian, King's College London*

### **A Relational Creative City: Mapping Networks between Public, Private and not for Profit Sector in the Creative Industries**

Large attention has been recently drawn towards the role that arts, culture and creativity can play in regenerating and developing cities. Within this framework, the paper uses social network analysis (SNA) to explore not only the impact of physical regeneration but also the role played by networks of knowledge and support within the urban creative economy. Although this method is not new, it has only marginally been adopted by researchers in this field. By using the example of a research undertaken in Newcastle-Gateshead and the North East of England, investigating the networks and relations between creative industries, the paper aims to contribute to this debate both from a methodological and theoretical perspective. The findings reveal the importance of knowledge and support networks in the field of creative industries. It suggests the need to adopt an ego-centric networks approach, in order to gain a full understanding of who are the key actors in a local system and the way they interact. Furthermore, not limiting the knowledge interaction to the business level, it enables to demonstrate the importance of interconnections with the public and the not for profit sector.

*Nikita Basov, St. Petersburg State University, Faculty of sociology  
Alexandra Nenko, Higher School of Economics at St. Petersburg*

### **The Structures for Creative Styles. Analysing Semantic and Communication Networks within Artistic Communities of St. Petersburg**

The influence of social structures on creative style represents an attractive research subject. This is particularly the case when we focus attention not on individual creative styles, but on creative styles of artistic communities – groups of artists involved in intensive and expressive interaction with each other. Unique creative styles of different artistic communities develop in constant (re-)interpretation of the essence of art, discussions on the themes and formats for artworks, continuous interaction during collective creative process and representation of artworks in the city space. These processes are, no doubt, conditioned by knowledge and communication structures of artistic communities. We question to what extent and how creative styles depend on particular properties of such structures studying four diverse artistic communities located in St. Petersburg (Russia). Semantic networks of the communities are mapped using transcripts of dialogues between the artists and of semi-structured interviews with the artists, as well as their textual works (articles in papers and magazines, poetry, novels, etc.), and posts in social media. Communication networks are mapped through network surveys run in each of the communities. Then we calculate quantitative measures of semantic and communication networks, such as density, centralization, average tie strength, etc. and identify positions of particular nodes in the networks. Further, we analyze the relations between the two types of networks of each artistic community. Finally, throughout comparative qualitative analysis across artistic communities we attempt to trace the complex impact on different features of creative styles made by semantic and communication networks properties.

*Margarita Kuleva, Higher School of Economics at St. Petersburg  
Maria Safonova, Higher School of Economics at St. Petersburg*

### **Cultural Production and Social Networks: Studying St. Petersburg Creative Market**

The paper to be presented has two main objectives. First, we shall provide a short overview of the most interesting studies applying social network analysis to cultural production mapping. We shall discuss structural characteristics (distances, clustering coefficients, connectedness, dividing attributes etc.) of creative networks and the consequences produced by these characteristics (market segmentation, Mathew effect, neighborhood embeddedness etc.). Second, we shall present some preliminary results of our ongoing field work focused on artistic industries in St. Petersburg. We shall discuss the characteristics of two interconnected networks: (1) producers' network (street art) and (2) brokerage network (embedded in new non-governmental institutions of cultural and intellectual production (museums, galleries, art-centers) that emerged in the city after 2000).