

BRAHMAPRIYA R | Dr. Manoj Kumar K

Concept of Creative City and Urban Regeneration: Case of Jaipur

Creative city approach intends to break the bureaucratic planning paradigms of Industrial cities and proposes a new holistic approach for the future. Creative city encompasses the concepts of cultural creativity and social inclusion as a constituent for the social, economic and political development of the city.

Study will focus on the dynamics of creative practices to portray the concept of creative city better. City core can be considered as the persistently evolving entity, which changes its identity and function in order to oblige the changing socio-cultural, the political character of the city. with the evolving situations, the city centre is confronting issues to accommodate these changes and as a result, then historical core centres are confronting degeneration.

Urban centres can be named as the preparatory for the development of creative industries. Cultural creative industries have shaped the city forms tacitly from the early times and have played a major role in making the core vibrant as it holds the very social, political and economic identity of the whole city. Aside from being the economy generator, These enterprises have moulded the city structure and are in charge of the very dynamic quality of the city. So Urban regeneration goals can be achieved by strengthening the value chain of local cultural creative industries along with the boosting cultural facets and local arts. The process will also result in addressing the standardization of culture under the current globalization scenario. The paper presents an analysis on the role Creative city concept have in Urban regeneration.

Keywords: *City Core, Creative city, Urban Regeneration.*