Innovation as Script. How Images of Innovative Regions are Shaping the Geography of Innovation
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Empirical starting point: rise of Regional Innovation Concepts as a historical phenomenon

Emerging locally and diffusing globally, driven by circulating practices and evolving discourses

As contingent, partly accidental, development trajectories
Probing regional social-cultural-institutional embedding
Probing ‘proximity’ (Eindhoven ‘Brainport’ Campus)
• assemblage as a creative process
• engendering and connecting local capacities
• ‘proximity’ and ‘embedding’ not as fixed effects but potentialities
• only ‘fixed’ effect = connectivity
het object van onze netwerkstudie is ‘coderingen’

= ‘manieren van denken en doen’
AURP proposes the creation of a new concept for innovation in the U.S.: a system of American Innovation Zones. The Innovation Zones would serve as the centerpiece of efforts to modernize the U.S. approach to fostering competitive research and development. Innovation Zones are a critical next step towards American competitiveness: encouraging research in such a way as to accelerate investment and economic development around research clusters. The Innovation Zone approach envisions establishing objective criteria for national innovation assets, including research parks, technology incubators, universities, federal laboratories, and adjacent properties – and then providing regulatory reforms and economic incentives for their accelerated development.
codings proliferate through a power geography of circulation
‘codings’ circulate and assemble activities, changing on the go
codings evolve due to effectiveness and appeal
stories that define ‘success’ and thus select codings
Brainport Eindhoven, world’s smartest region!
overcoding the ‘real’ campuses in the Netherlands
overcoding leads to closure and fixations
but is never fully hegemonic (‘constituent outside’)
Spatial impact: Archipelago innovation of geography
Conclusion

Regions as spaces of potentialities (proximity, embedding)

Regional innovation as a product of circulating codings and (temporarily) dominant overcodings

Gradual moves to spatial differentiation and ‘networking’ recognising connectivity