

Chapter 5 Interactions of the digital creative city with the engines of the development of Guadalajara and the fulfillment of its goals

Capítulo 5 Interacciones de la ciudad creativa digital con los motores del desarrollo de Guadalajara y el cumplimiento de sus metas

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DOI: 10.35429/H.2021.2.59.74

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A. Marroquín, J. Olivares, D. Ventura and L. Cruz (Coord) Social Sciences. Handbooks-©ECORFAN-México, Querétaro, 2021.

Abstract

In this work, the Digital Creative City (CCD) project represented the opportunity to learn about the plans and actions of a modern city, its population, its activities and customs; the prerogatives that its inhabitants have as a fundamental right to income for their work, education, culture and mobility, within a healthy environment that gives them well-being and quality of life through technological impulse. The area of greatest interest is the economic benefit that an innovative project in a thriving city and the use of technology can bring to the people at a time when health and economic problems have undermined their stability. The polygon where it is located is a site of great social and historical value in the tradition of the Guadalajara of yesteryear, which has been invaded by the neglect of authorities and neighbors, the lack of cleanliness, crime and vandalism, there is also a great barrier between the benefits that can be achieved and what the population perceives; the plan represents a great change and an economic challenge of the western zone of Mexico. In this there are great opportunities for women entrepreneurs, who being curious and inquisitive, we believe that categorizing the benefits of the digital creative city (CCD) of the Metropolitan Zone of Guadalajara (ZMG) based on the Economic, Social, Cultural and Environmental Rights (ESCR) can turn expectations into reality. Therefore, it is the people and the environment that are considered in this project, which have a special impact on these ESCR, based on the American Convention on Human Rights (ACHR) and the International Covenant on Economic, Social and Cultural Rights (ICESCR), as well as the Additional Protocol to the American Convention on Human Rights in the Area of Economic, Social and Cultural Rights, "Protocol of San Salvador". With the support of a series of surveys, a series of studies is analyzed, synthesized and proposed with the support of Dyane, of which this one represents a first part.

Smart Cities, Economic, Social, Cultural and Environmental Rights (ESCR), Sustainability

Resumen

En este trabajo, el proyecto Ciudad Creativa Digital (CCD) representó la oportunidad de conocer los planes y acciones de una ciudad moderna, su población, sus actividades y costumbres; las prerrogativas que tienen sus habitantes como derecho fundamental a los ingresos por su trabajo, educación, cultura y movilidad, dentro de un ambiente sano que les brinde bienestar y calidad de vida a través del impulso tecnológico. El área de mayor interés es el beneficio económico que un proyecto innovador en una ciudad pujante y el uso de la tecnología puede aportar a sus habitantes en un momento en que los problemas sanitarios y económicos han minado su estabilidad. El polígono donde se ubica es un sitio de gran valor social e histórico en la tradición de la Guadalajara de antaño, el cual ha sido invadido por el descuido de autoridades y vecinos, la falta de limpieza, la delincuencia y el vandalismo, además existe una gran barrera entre los beneficios que se pueden lograr y lo que la población percibe; el plan representa un gran cambio y un reto económico de la zona poniente de México. En esto hay grandes oportunidades para las mujeres emprendedoras, que al ser curiosas e inquisitivas, creemos que categorizar los beneficios de la ciudad creativa digital (CCD) de la Zona Metropolitana de Guadalajara (ZMG) con base en los Derechos Económicos, Sociales, Culturales y Ambientales (DESC) puede convertir las expectativas en realidad. Por lo tanto, son las personas y el medio ambiente los que se consideran en este proyecto, que tienen un impacto especial en estos DESC, basados en la Convención Americana de Derechos Humanos (CADH) y el Pacto Internacional de Derechos Económicos, Sociales y Culturales (PIDESC), así como el Protocolo Adicional a la Convención Americana sobre Derechos Humanos en Materia de Derechos Económicos, Sociales y Culturales, "Protocolo de San Salvador". Con el apoyo de una serie de encuestas, se analizan, sintetizan y proponen una serie de estudios con el apoyo de Dyane, de los cuales este representa una primera parte.

Ciudades inteligentes, Derechos Económicos, Sociales, Culturales y Ambientales (DESC), Sostenibilidad

Introduction

The aim is to analyze the bases and foundations of the CCD in Guadalajara, to identify the benefits it has brought to fulfill the DESCAs, and to be able to distinguish the successes that have permeated the 2020 to citizens, or may be observed in the following phases of the project. With this, we will address the proposal: what is the most significant result of the development of the CCD in the ZMG, fulfilling the ESCR in favor of the urban and even the rural population? Will it be or is it being sustainable based on the current requirements, guaranteeing the respect for human rights articulated through the ESCR?

Similarly, it is considered that in harmony with the position of the Forum of Experts on Corporate Social Responsibility, when it indicates that public authorities can adopt a positive and active position supporting the responsible development of companies so that in the coming years and in accordance with the sensitivity and demand of citizens, companies adopt a responsible management in their own area and involving their suppliers and subcontractors, being important a regulatory framework that contemplates the "social and environmental nature, such as the creation of stable and quality employment, the hiring of people with special difficulties of labor insertion, the requirements of accessibility and design for all or the environmental commitments of companies as well as establishing the lines of collaboration and communication with consumers and users". (Observatoriosc, 2013 and Reyes et al, 2020)

The perception that new cities are more than agglomerations of people comes from their historical context itself; Castelss in Peniche and Romero (2014) states that the city of globality is determined by information technology and its various networks executed locally, and these, state that the new urbanization constitutes a process of permanent concentration of people and diversification of activities.

Functionally they are, according to Hall (2010), multisectoral regions where, in addition to manufacturing, agricultural, financial and service activities, high-tech nodes, financial services, university systems, among others, are distributed. They are connected to each other and are considered an urban system functionally interrelated by means of economic activities that coincide and are also differentiated by their own technological and resource particularities. (Sassen, 1999).

Globalization has driven the implementation of strategies to guarantee the maximization of the results of its economic operations, defining in a different way the rearrangements of hemispheric, sectorial and local structures, according to investment, accumulation and technological development programs. All this due to transnational trends and flows of large capital, impacting the social order of communities of entire nations (Peniche Camps & Romero Morett, 2014, p. 58).

Background and analysis of the project

The concept with which the Digital Creative City is created is closely linked to the incorporation of technology by the economic agents included in the society in question, as well as the strategic use of available information. This urban model has become popular in the last decade, at the beginning as a pilot project, on the fly, it has achieved almost full implementation in developed cities, since the social conditions demanded to be a sustainable idea have been acquired.

In the ZMG, the project seeks to renew the city's environment to create a modern and connected community where creativity generates applicable knowledge and drives technological development, with the sole purpose of improving the quality of life of its habitants (Guadalajara Ciudad Creativa Digital, 2012), with the income that guarantees their economic stability, allows improving the urban mobility of citizens and puts the environment in its right value, are rights to which we should all have access.

The project itself, envisions the reactivation and regeneration of the Historic Center of Guadalajara, according to the web portal (Ciudad Creativa Digital, 2018) seeks to: "promote urban renewal, harmonious and orderly development, modernize infrastructure and services, habitability, new housing developments, promote non-motorized mobility, preservation, recovery and use of the built heritage, raise a new model of intelligent urban development replicable not only for Mexico but for all Latin America". The project covers an area of 43 hectares within the historic center of Guadalajara.

The CCD is mainly aimed at companies in the film sector, video games, animation, advertising production, multimedia, e-commerce, e-learning, among others; its focal point is the generation of an ideal geographic space for creative industries, with world-class infrastructure, under a required work environment but aimed at all types of industries, including the local one, where it is intended to enhance entrepreneurship and position it to be competitive (Ciudad Creativa Digital, 2018).

The CCD project considered as a public policy model, has an important participation of the government in which great opportunities for economic development are provided to both the city and the country. Managing urban growth appropriately is an unpredictable factor for the sustainable development of everyone on the planet. According to a current UN report, by the 1950s, the urban population registered 751 million inhabitants; currently the figure increased exponentially to 4.2 billion, (for every 100 people living in the world, 55 inhabit cities); by 2050, that percentage will increase to 68 percent. (UN, 2018) and (Gómez, 2020).

In this sense, INEGI (2020) points out that the urban population has been increasing and according to the population census of the year in which the Covid-19 pandemic hit all latitudes, it registers 71 percent of the population, while the rural population is 21 percent in rural areas, noting that the Institute considers that a locality is rural from 2,500 inhabitants downwards and from there upwards it is urban.

This increase will occur in India, China and Nigeria and according to John Wilmoth, director of the Population Division of the UN Department of Economic and Social Affairs (DESA), the preference to live in the city and population growth are driving factors that increase the urban population (United Nations Organization, 2018). The 2014 report notes, the increase of "megacities" from 10 in 1990 to 28 in 2014, led by the city of Tokyo with 38 million (United Nations Organization, 2018a). Despite predicting that some cities will grow more than others, especially in low- and middle-income countries, it is important to consider that some cities will also suffer from the reduction of their inhabitants, as stated by Lina Bassarsky, population affairs officer.

The increase in urbanization, which takes into account economic, social and environmental development, refers to the importance of governments paying attention to satisfying basic needs such as housing, transportation, energy, education, health and employment services, and undertaking policies to improve the quality of life of both city dwellers and rural areas within a framework of inclusion; considers Bassarsky that the reports issued by the UN, as well as the New Urban Agenda, are essential and useful tools, on the challenges and opportunities for urban growth in the context of sustainable development (United Nations Organization, 2018a).

The urban issue has great relevance, it is a novel phenomenon are characterized by the speed and proportion in which international relations, especially in an economic way, are strong and accelerated, witnesses of the process of capitalist accumulation in the current conditions. Despite the fact that urbanization processes represent a social and economic practice of the present day, according to the author of the book "Guadalajara, in search of a better city to live fully", the concept of sustainability theory as a premise for development is relatively recent and has not been fully assimilated (Peniche Camps & Romero Morett, 2014).

Elementary in the history of mankind is the destruction of the natural environment and ecosystems for the conformation of the urbanization process, and the alteration of ecosystems, consideration under the analysis of urbanization processes and the issue of sustainability. Marx (considered in Peniche and Romero, 2014) mentions three elements for the closest conception of the current sustainability issue: the origin of the ecological problem, the alignment of nature and capitalist relations of production, and the conversion of natural resources into commodities.

Cities face new environmental, economic, demographic, political and cultural problems; globalization has given way to new urbanization processes and a different geopolitical and territorial reordering process, as referred to by the Brundtland Commission (mentioned in Peniche and Romero, 2014), empowering the strongest cities to exploit the environmental capital of other nations, leading vulnerable countries to neglect real strategies to sustain their ecologies.

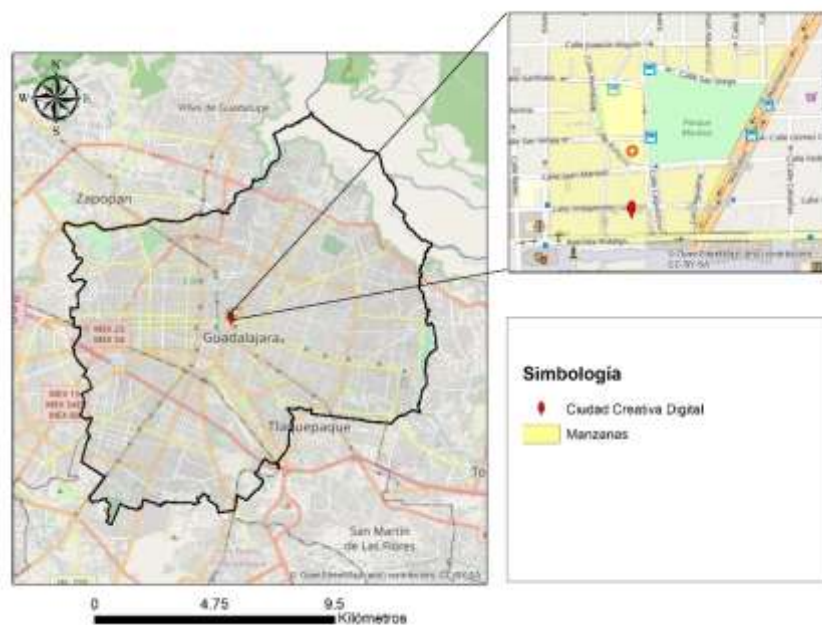
The economic base of cities has been configured from the selection of spaces for the location of various phases of the productive process, placing them as strategic sites that give rise to the metropolization or concentration in part, of an articulated space of the population production and command of the production process, wealth and technological innovation (cited in Medina, Blanco and San Cristóbal, 2012: 74).

The results of the conference on the environment in the city of Rio de Janeiro 2012 (UNCSD cited in Peniche and Romero), on the guidelines for strategies on sustainability in cities point out the scope of cities in the promotion of pro-environmental, social and economically sustainable societies through the approach of an integral planning and administration. Hence the importance of the study on urban development and human settlements that provide decent housing and infrastructure, as well as the approach to the problem of slums and urban regeneration, among others (Peniche and Romero, 2012).

Conceive the model of a new city where the old dichotomy between city and countryside does not fit, but is perceived as a contiguous one in the context of urban reality. Whether it corresponds to a small, medium or large city, urban sustainability cannot be reduced to a system of a city (cited in Peniche and Romero, Negrete, 1995; Abdalla, 1996; Balbo, 2002). It is that which is characterized by providing productivity, infrastructure development, quality of life, equity and social inclusion and environmental sustainability, seeking more efficient energy sources, as well as natural resources that generate creative solutions with respect to environmental quality.

The global strategic location of the ZMG is what has given competitiveness to the maquiladora sector, besides being part of the productive chain of leading companies, in the integration of this great metropolis, according to Berley and Means (1932, cited in Peniche and Romero 2014, p. 76) is what they call "the race to the bottom", that is, attracting foreign investment through exports, and procuring the development of global industry also allowing the entry of companies with high social and ecological impact. The core of the study is shown in the following image.

Figure 5.1 City of Guadalajara and the CCD



Source: Own elaboration based on the National Geostatistical Framework 2020, INEGI

At the end of November 2020, the total number of companies established in downtown Guadalajara amounted to 6,436 companies.

Table 5.1 Companies in downtown Guadalajara

Activity	2018	2020
(43) Wholesale trade	245	305
(46) Retail trade	2,246	3,542
(72) Accommodation services	527	54
Total	3,018	3,901

Source: DENUE (2014)

Of the 305 wholesale trade units, electrical equipment and material, perfumery and cosmetics, jewelry and gifts, as well as clothing, jewelry and clothing accessories predominate. In the case of the 3,542 retail trade units, clothing, telephones and other communication devices, costume jewelry and clothing accessories, as well as jewelry and watches stand out. It decreases the number of companies destined to the lodging service, with respect to the information presented in the 2018 sampling.

The information found in the DENUE yields a total of 2,201 businesses in Downtown Guadalajara that were discharged in 2018, 2019 and 2020. Of these companies, 46 were discharged in 2018 which yields that the majority are discharges of ATMs in the area, which does not represent anything in our research. In 2019, 2,048 companies were registered, of which 12 companies correspond to graphic design, exhibition of films and other audiovisual materials, and computer systems design services and related services. In 2020, 107 companies were registered, of which none corresponded to the aforementioned lines of business.

In the information of the last registry in 2020, the lines of business with the highest representation are the following:

Table 5.2 Line of Business/Activity

Number of Businesses	Business/Activity
361	Retail trade of clothing, except for baby and lingerie
260	Retail sale of telephones and other communication devices
246	Retail trade of costume jewelry and clothing accessories
191	Retail trade of sporting goods and sporting equipment
185	Retail sale of watches and jewelry
156	Retail sale of footwear
150	Printing of continuous forms and other printed matter
148	Restaurants with tacos and cake service
145	Retail sale of fresh fruit and vegetables
141	Retail sale of leather and fur clothing and other articles made of these materials
132	Retail sale of perfumery and cosmetics
131	Restaurants serving a la carte food or set meals
126	Retail trade in grocery stores, groceries and miscellaneous stores

Source: INEGI. DENUE

The 6,436 companies by employed personnel are represented as follows:

Table 5.3 Employed personnel by company

Number Of Businesses	Employed Personnel
5,303	0 a 5 persons
630	6 a 10 persons
334	11 a 30 persons
66	31 a 50 persons
62	51 a 100 persons
24	101 a 250 persons
17	251 and more persons

Source: <https://www.inegi.org.mx/app/descarga/?ti=6>

Description

In the field of business, technology, according to Arechavala (2014), can be conceived as a fertile space in which to find tools of outstanding and innovative value to develop or employ technologies in a novel way and obtain benefits, where technology, the knowledge of the entrepreneur that projects an "inexhaustible" field of opportunities come into play. The difference between technology-based enterprises (TBEs) and traditional ones lies in technology as a vital resource, the basis is knowledge (its main asset: to generate, acquire and use it productively and profitably) and what is around it (p. 67).

The business models that entrepreneurs develop, Arechavala (2014) considers, include the expression of the entrepreneurial culture that exists in an economic community, guided by the stance and the effort to obtain wealth, an innovative project allows identifying points in which technology plays an elemental role, and the entrepreneur identifies and exploits opportunities from decisions at three levels: that of economic value, operational structure and strategy; in this one, the way to interact is defined, generating alliances with other organizations essential for its survival and growth. (p. 39)

In companies, innovation and technological development are important variables that impact the general level of competitiveness and better opportunities (Arechavala, 2014), researchers on the subject refer to a characteristic phenomenon in emerging economies such as Mexico on the international trend in the emergence of technological companies capable of discovering opportunities and market niches from it (Becerra, Serna and Naranjo, 2013; Bruton, Dess and Janney, 2007; Bruton and Rubanik, 1997; Dutrénit, Vera-Cruz and Arias Navarro, 2003; Lau and Bruton, 2011, cited in Arechavala, 2014).

Innovate is the way companies use to generate and participate in the networks that carry and make viable their inclusion in public and university research and technological support centers, business bodies, government agencies, non-governmental organizations, among which technology is fundamental, and translate into a source of innovation opportunities that enable new forms and degrees of control in the respective supply chains (cited in Arechavala, Mason and Leek, 2008).

To differentiate a more dynamic economy from a traditional one, it is necessary to start by understanding the decision-making processes and the criteria applied, the generation of high-level jobs, the markets served, and the entrepreneurial mentality. According to Arechavala (2014, p. 71), in emerging economies the networks and resources available to the economic sector is different, technology and access to research and technological development is less developed than in industrialized economies, they are "emerging niches in global supply chains", with geographical proximity or collective competitiveness and learning, with interaction and collaboration, innovation or synergies.

Opportunities arise from the configuration of the social and economic conditions of the country or region, with the generation of companies that have a distinct profile that resorts to knowledge and competitive research based on their technological capabilities through the promotion of industrial clusters and business groupings, which addresses structural problems by sector and with incentives towards entrepreneurs to collaborate with each other (Arechavala, 2014: p. 100). Regional governments are competent in the promotion of innovation agendas and strategies, which generate business opportunities, technology product and build ecosystems and increase productivity, and survive.

Development

Technology and advances in the use of digital information include modifying the way of living in an urban environment, as well as its customs, the planning of activities in a city, and the management of information of the citizens who live there (Guzman, 2011). The dispersion of economic activities and the degree of economic functionality is the same in developed countries, regardless of their size. Cities with better conditions of centrality, accessibility, economic diversity, better skilled labor and the environment of innovation and cooperation, will be where employment is found and urban centers and their metropolitan hierarchies will be located (cited in Medina, Chica and Marmolejo, 2014: 46). The web portal Ciudad Creativa Digital®, Ciudad Creativa "is the renewal of an urban environment to consolidate a space for people, a modern and interconnected scenario where talent and creativity generate knowledge, boost the use of new technologies and improve the quality of life in the Metropolitan Area" (Ciudad Creativa Digital, 2018).

In the portal Béjar Ciudad Digital: "a digital city is an advanced model of community, where new ways of relating to the environment and between social agents through new technologies become a reality". (Bejar Ciudad Digital, 2018)

From the informatics point of view, it refers to the concentration of entities that in their activities in the metropolis lie in: managing, processing and storing information, given the characteristic conditions of the urban agglomeration that allows performing the tasks and incorporating them as part of their daily activities with the objective of taking advantage of digital technology to improve the effectiveness of the inhabitants that inhabit it and its participants (Guzman, 2011); and the boost to media and entertainment industries due to the economic spillover that they generate worldwide.

Relations with the environment make possible the incorporation of projects in the city, in areas such as education, favoring aspects related to the DESCAs and providing solutions to the different social problems with recreational and sports practices for children and young people; in which the recovery of public spaces intended for this purpose is a priority as in the case of the Sports Initiation Schools (EID) program in Bucaramanga in the northern part of Colombia, which improved the quality of life and development (Bautista & Quintero, 2021).

Mexico is one of the main markets in the Latin American region for software design and video game development, it is the most competitive country, the contents created by its television stations have influence in more than 100 countries, it is a hotbed of talent in information technologies; its business opportunities, the generation of well-paid jobs and the concern demanded by the youth to improve living conditions in combination with a competitive outlook, its number of graduates and students in the audiovisual creative sector, together with macroeconomic conditions, infrastructure, natural and historical environment, its support programs, the competitiveness of the country's creative and technological sector, make it more attractive (Ciudad Creativa Digital, 2018).

The CCD represents a geographic space where institutions, companies and the urban sector converge in order to conceive innovation in the ZMG as a strategic axis of connection and use of material, economic, and technological resources, which arises in 2010 with the federal government initiative called Ciudad Creativa Digital, a project based mainly on a prototype of a smart city led by the Ministry of Economy and Proméxico in cooperation with the Massachusetts Institute of Technology (MIT), whose headquarters is chosen for the availability of land, its historical heritage, the required infrastructure, by the creative industries; and Guadalajara, proposing the heart of the city, the Morelos Park area was selected.

The Master Plan was presented in November 2012 by the governor-elect, Jorge Aristoteles Sandoval, who with the initial start-up amount, the attraction of investments, the generation of jobs, the creation of the Trust for said project, and in broad strokes, said what the CCD consisted of (Ramírez, 2012). Six years later, the successor, giving continuity to the Plan, relaunched the project with the creation of a Decentralized Public Organization (OPD) commissioned for the promotion, administration and operation of the project, called Agency for the Development of Creative and Digital Industries of Jalisco. Its purpose is focused on promoting the digital industry and related creative production on the fringes of the urban ecosystem.

It was in February 2019 that its creation as OPD was published in the Official Gazette, with legal personality and its own assets, it appears as a strategic plan of the government; the legal framework, mission, institutional vision and alignment to the State Plan, institutional objectives, alignment of budgetary programs to institutional objectives and aspects of the project, are found in the Institutional Plan of the CCD, in the Digital Library of the portal of the Government of Jalisco (Agency for the Development of Creative and Digital Industries of the state of Jalisco, 2019).

The CCD with the adoption of technology by the economic agents included in the society in question has acquired the social conditions demanded to be able to be a sustainable idea. The general perspective lies in its application, it is explained as the optimal use of energy resources, improving urban mobility, maximum efficiency in educational and health systems; premises included in the project of every nation as a pillar of competitive economic growth at a global and digitized level.

In its objectives, the UN in terms of sustainable development for the Global Agenda 2030, raises what Guadalajara began to do with the implementation of pilot projects since 2013, for the eradication of poverty, actions for the climate, life of terrestrial ecosystems and construction of alliances to achieve the objectives, forming the bases of experience and knowledge necessary in technology to achieve the best decision making in that field of globalizing strategies (Mayors of Mexico, 2019). The city will learn from other ongoing projects and will serve as an example for Mexican cities seeking to be part of the digitized economy.

As an organized society, it seeks to achieve the promotion of culture and creativity in technological innovation issues necessary to link with the different economic sectors of the capital city, such as the government sector, private sector and civil society. Then, it will seek to boost digital creative growth in the rest of the country. Playing the role of a pilot city to create a modern and connected community where creativity generates applicable knowledge and drives technological development, with the sole purpose of improving the quality of life in the ZMG (Guadalajara Ciudad Creativa Digital, 2012). It will begin by housing creative industries such as film, television, video games, digital animation, interactive media, and mobile applications; with this, it is intended to place Jalisco as the leader in technological production at the national level, an attractive sector due to its high level of globalization in an economy open to the world.

Since its conception, CCD was designed as an ecosystem, as a place to create and share knowledge and opportunities for high impact development in productive, social and cultural issues. That is why it is located in the heart of the Historic Center of Guadalajara, one of the most beautiful and emblematic cities in Mexico, in the surroundings of the traditional Parque Morelos, with the conviction of generating new opportunities and recovering the quality of neighborhood life in this important area for the community of Guadalajara (Guadalajara Ciudad Creativa Digital, 2012).

In this way, CCD is positioned as a global node in audiovisual, digital and interactive production, both for the world and Hispanic markets, which guarantees the materialization of a sustainable, productive and innovative world-class integrating model. Soplapuco, et al. (2021) cite the Ministry of Education (2014), Zorrilla (2013) and Ivancevich (1997) who refer to promote youth development within a sustainable development model that protects and takes advantage of the biodiversity of the environment in the hegemonic development of society undertaken and managed with quality with inclusion in a collaborative manner for the progress of all within an ethical code that is practiced for the common good. The Digital Creative City development plan is designed to serve as a catalyst for innovative ideas in one of the fastest growing productive and economic sectors in the world: the creative industry. The plan is oriented towards two main strategic lines. The first consists of strengthening the digital creative industry, capable of generating expressions of intellectual property linked to technological innovation; the second consists of establishing a framework for competitiveness and entrepreneurship.

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The first consists of strengthening the digital creative industry, capable of generating expressions of intellectual property linked to technological innovation; the second consists of establishing a framework for competitiveness and entrepreneurship. With mathematical and scientific procedures that involve strategic knowledge, using science and technology to improve the quality of life, to make informed decisions and respond to challenges in various contexts with critical reflection in permanent dialogue with the knowledge of the people.

Artistic expressions that appreciate art in its various forms, with imagination, creativity, sensitivity and aesthetic sense to express their ideas, feelings and emotions with the languages of art, learning with efficiency and perseverance, always evaluating, using resources and strategies appropriate to the context and their possibilities. (Soplapuco et al., 2021: 22 and 23).

The digital HUB⁶ is a concrete action that responds to this purpose through an urban infrastructure and connectivity project that will allow the strengthening of business networks and strong profitable links of productive collaboration in all value chains of the creative ecosystem." (Digital Creative City, 2018). In addition, as Sanchez (2020) points out the real and useful approach, applied based on technology, culture and communication that generate own communication channels for digital transformation to bring education to underprivileged populations, as is the case of the Morelos Park area.

The creative industry, which is the target of the project, plays a fundamental role in the implementation of social and educational strategies that include children and young people in society's plans to keep them away from violence and conflicts. According to López and Gómez (2021) to support children in the development of social competencies, prosocial intervention programs are required to favor interpersonal relationships that achieve recognition within the social, historical, cultural, political, economic and ecological construct. In the opinion of Jasso, Jalisco artist and director of Visual Development at Tencent Games, the CCD is important to encourage new generations to create businesses and synergies with the place and its traditions. (Vázquez, 2021)

Strategic axes of the CCD

Within this area, the economy, mobility, infrastructure and environmental sustainability of the project underway are analyzed primarily in the economy, mobility, infrastructure and environmental sustainability of the project. The strategic axes provide us with a better perspective of the future operation of the project, as well as the possible changes and positive and negative effects of the Digital Creative City.

In terms of mobility, greater attention is paid to improving the viability of the city, discouraging the use of automobiles and improving the fluidity of public transportation and the environment for pedestrian travel; urban transportation will be reengineered and routes will be optimized to connect the city in the most efficient way. The construction of a new light rail line and a project to connect citizens to Guadalajara's international airport will be added to this strategic axis as a major part of the project.

The new infrastructure seeks to optimize land use and contribute to the reuse of waste, as well as to care for the environment by avoiding the waste and exploitation of natural resources essential to the city of Guadalajara. Finally, the most important strategic axis, sustainability. The city as an entity that adapts to its environment immediately, that responds in real time to the needs of the community, the activities that take place there and the environmental conditions thanks to a series of sensors and devices linked to the Data Center that have a positive impact on the economy, productivity and sustainability.

CCD has sensors that measure and control the state of green areas, public lighting, security in the area and water supply, among other services. There are a series of digital information kiosks, with relevant and updated data for users and wi-fi services accessible to all users. The urban intervention in CCD is aimed at establishing a mixed-use model, with an adaptable and forward-looking scheme that merges spaces for the creative industry with educational, housing and commercial spaces, with multiple open areas for human and digital interaction (Guadalajara Ciudad Creativa Digital, 2012).

With programs that, through comprehensive pedagogical strategies, seek to contribute to improving educational processes through sports, physical activity, culture and the use of free time, based on extracurricular activities that encourage and help students to improve their quality of life; creating spaces that allow and facilitate physical activity, sports practice and recreation as a fundamental habit of health, improving the quality of life and social relations, linking sports as a possible solution to the various problems affecting children, youth and women in the area with motor, mental and health benefits, through measures that facilitate the activity and sports practice. (Bautista and Quintero, 2021: p.17 and 18).

⁶ Device for centralizing the cabling of a computer network, so that it can be expanded later.

The productive ecosystem in the electronics sector and digital industry in Mexico and Guadalajara, of privileged location, natural and cultural wealth (Digital Creative City, 2018), actions in support of creative entrepreneurship promoted by the Agency for the Development of Creative and Digital Industries together with the City of Guadalajara and the Government of the State of Jalisco (2020 GDL Impulsa Labs Program to select the best projects in the creative and digital industry, to grant specialized consulting, workshops, mentoring and access to a pool of resources to finance the winners). (Carranza, 2020).

In February 2021, the technological platform "Creativity Hub" emerges, aimed at the incubation and acceleration of projects of individual spaces, collaborative work and boardrooms for advice and consulting, photography, animation and video labs, and spaces for the development of the industry within the CCD. The ZMG shows specialized concentration in the manufacturing of computer equipment, in software editing, in the video film industry together with the Aguascalientes ZM, in financial services with the León, Morelia and Querétaro ZMs; in trademark, patent and franchise rental services (Medina, 2015, p. 118).

The understanding and promotion of development with importance of the territory, understood as the socio-cultural and geographical environment in which, and with which people interact, from the approach that proposes a multidimensional view of progress, which includes human, social and institutional, environmental and economic development; same that has the purpose of addressing the reforms and changes required in the sector to promote quality educational services and relevance to the actors in the various territories of the country to close inequity gaps, in Guadalajara and mainly in the vicinity of Parque Morelos. Soplapuco and others (2021)

It envisions reactivation and regeneration of the Historic Center of Guadalajara (Ciudad Creativa Digital, 2018) seeks to: promote urban renewal, harmonious and orderly development, modernize infrastructure and services, habitability, housing, non-motorized mobility, preservation, recovery and use of built heritage, raises a model of intelligent urban development replicable to Mexico and Latin America, with attractive space, infrastructure, quality of life, identity and history, safety, cleanliness and sustainability, cultural and economic activity, and its diversity of uses; focused on the production of digital media: animation, video games, special effects, multimedia production on the Internet, among others.

It has more than 600 high-tech companies, 35 design centers, 400 research centers, more than 100,000 higher education students, a remarkable number of exports and a park as a high-value public space. Guadalajara, was the city that showed more advantages, it is promoted in international destinations with the objective of attracting investments in the digital media and technology sector worldwide, it is projected the generation of 30,000 jobs in the next 10 years and in the specialization 15,000 more jobs. The creative complex and the central polygon covers an area of 43 hectares within the historic center of Guadalajara, seeking integration schemes to the inhabitants of the area (Ciudad Creativa Digital, 2018) for a comprehensive urban development of society, with workspaces, social housing, commercial spaces and tourism.

The CCD is aimed at the film sector, video games, animation, advertising production, multimedia, e-commerce, e-learning, among others; its focal point is the generation of an ideal geographic space for creative industries, with world-class infrastructure, a work environment aimed at all types of industries, including local, which enhances competitive entrepreneurship (Ciudad Creativa Digital, 2018).

More than 50 years ago it has manufacturing for the electronics industry, software development, cybernetics, digital creative industry, the demand for top-tier universities, the university student body, graduates and academics, and technical education centers have positioned the city for a CCD headquarters, of national leadership in attracting foreign direct investment in the electronics sector, its geographical position, its extensive road network and its land and air transportation points with two international airports (Ciudad Creativa Digital, 2018)

Rodríguez (2016) refers to the cluster model as a strategy to boost economic development, which increases the gross domestic product, jobs and business generation, which increases production and a redistribution of the flow of goods and services; boosting competitiveness and linking with government and educational institutions, knowledge transfer, cost reduction to improve the favorable conditions of the region, demand for products, higher level of competitiveness and knowledge transfer.

For a cluster to work there must be links for development, business and government, universities and the local population. As a focus of technological attention in Guadalajara, localization has been a strategic resource for its competitiveness, and on the part of the government cluster policies to reduce the constraints to the competitiveness of the cluster, effective problem solving, and joint efforts. (Rodríguez, 2016 and Ramírez, 2021).

The Spanish smart cities are posed on six working groups: among which are energy and the environment that in the CCD are highly estimated by the needs of the population, their housing, pollution, their waste, efficiency thought for the population where it is also necessary to think about the mobility of the inhabitants of large cities, their economy and business, aspects of greater importance for research. The research was focused on surveys to businessmen in order to know their level of knowledge about the approved project and their feelings about the traditional site:

Table 5.4 Methods and techniques of information gathering

Survey of businessmen in the historic center of Guadalajara	
Instrument	Personal survey
Type of instrument	Semi-structured
Population surveyed by	Probability sample using Simple Random Sampling (SRS)

Source: Own Elaboration

The semi-structured questionnaire was chosen because of the size of the population surveyed, since it is easier to standardize and formalize the response alternatives due to the large number of respondents. For this purpose, a pilot test was carried out to eliminate errors in wording and response alternatives. After this, the final application of the questionnaire began. The questionnaires were applied personally to the owners of the businesses, which made it possible to know the level of information about the project to transform this old and traditional zone of the historic center of Guadalajara.

Data processing and findings

With the data obtained from the research, we proceeded to process them by editing, coding and recording them for storage in files for later handling, tabulation and analysis. The computer program DYANE (Version 4), Design and Analysis of Surveys in Social and Market Research, is used. (Santesmases, 2009). This DYANE (Version 4) program allows the three basic tasks of the research to be carried out simply and effectively: designing questionnaires, recording data and applying a wide variety of statistical techniques for data analysis (univariate, bivariate and multivariate).

From the analysis of the information obtained, the percentages indicate that, out of every one hundred respondents, only ten know about the project through meetings to which they were summoned, which is a low percentage and can be attributed to the lack of efficient means of dissemination, affirming the above for the item that corresponds to the direct contact of the municipality; most agree that they would like to know the benefits that the implementation of the project will bring them, because just as they had not heard about it, they cannot imagine what it can bring them. A smaller group is interested in knowing the effects or benefits to the environment.

The means of dissemination through which those who know or found out about the project was television, the information medium through which the majority found out about it, followed by the Internet and social networks and word of mouth; it is worth noting that most of the merchants and people who run the businesses in the area only stay there during their working hours and have their private homes outside the historic center. Within the appropriate means to be informed of the progress of the project, the surveyed community agrees that the most viable are television, internet and flyers.

In the opinion of the businessmen of the historic center consulted about the conditions for attracting investment in the face of the CCD project, the following should be considered: welfare and security, with attention to these priorities can give confidence and certainty to merchants, thus avoiding risks for them, their workers and customers that in the face of conflicts, demonstrations and high rates of vandalism and crime in the city, they cannot work and therefore, achieve the livelihood for their families. Respondents perceive Parque Morelos and the San Juan de Dios market as the most dangerous areas.

Another concern they have is having to be forced to sell or expropriate their homes, land or property if it is demolished without their consent; as part of the aspects that concern the city's merchants, is the deterioration of the environment, such as the collapse of trees, since the buildings in the area are old, their perception is that by demolishing them and building others or more roads, the scarce green spaces they have may be diminished.

Conclusions

With respect to the specific objectives, we set out to learn about the foundations of the CCD in Guadalajara in order to identify the benefits that it can provide to the citizens, which in fact it already does. A survey was conducted among the merchants in the area to find out how aware they were of the project and the information disseminated about the Digital Creative City project in the historic center of Guadalajara and whether it would make it possible to comply with the observance and respect of the DESCAs. From the project, it is observed that the polygon presents several completed buildings, an important progress in areas of the historic center that look remodeled, cleaner and "safer", the review of buildings that represent or may represent a risk for passersby in the area is being attended, but the CCD project to 2020 does not allow to distinguish both the successes that it has achieved or may achieve, because of the pandemic many activities were paralyzed for significant segments of time.

To point out the benefits of the digital creative city in the ZMG based on the Economic, Social, Cultural and Environmental Rights is still incipient to see its materialization; Among the goals set for the next stage of the CCD is the implementation of the Digital University, with an innovative academic offer and aimed at higher technical and university level, with postgraduate and continuing education, has an accessible portal, there is information on its operation, which should be greater and more accessible, comprehensive on enrollment and requirements; it is available on the website of the Technological University of Jalisco in the CCD. (UTJ, 2019).

It focuses on the technological environment and strategically involves the linking of public and private initiatives and universities, which should be a priority in the current dissemination of the project. The beneficial aspects for the merchants and their perception are just beginning and are the greater economic spillover and the improvement of security in the area. The CCD project is in line with merchants' expectations and will bring with it several other benefits, such as a greater influx and number of customers, an increase in the generation of jobs and a better image of the area, which for years has been a problem for businesses.

The improvement in communication routes was a less qualified aspect, although there are several unfinished projects that will benefit all the actors of the CCD that should be relevant, currently represent a real problem the means of transportation to access the Historic Center due to the works of line 3 of the Guadalajara light rail and the change of truck routes for that reason.

It seems that the CCD has contributed to the increase of tourism in the heart of the city, and they hope that the security strategies will work and eradicate vandalism, insecurity and street vendors who do not comply with the regulations of the City Hall, thus making the area look different and encouraging tourists to come.

The objective of transforming the center of the city of Guadalajara into a connected urban environment has to do with the general aspects of the area, to which respondents perceive that accessibility is the highest rated aspect, another aspect was the public lighting of the area, the maintenance and image that local government authorities should continue because for many years they abandoned the area and regaining trust is a matter of time and constancy of duty, such as security and police surveillance; it is perceived that most respondents approve of the CCD, although they perceive from fair to good the project.

The lack of information about the project and political secrecy, the wholesalers surveyed are the group that is best informed about it, the increase in jobs predominates in the group of wholesalers, while it was the group of retailers, which presented the greatest economic spillover; the problems in the area are analyzed with different perceptions, for the retail group prostitution is the recurring problem, informal trade and street vending are the most mentioned by the wholesalers of an old area with a reputation for vandalism, drug addiction and prostitution.

Finally, to give it a better image and to have adequate strategies to publicize the actions being carried out so that there is coherence between the environment and the project, so that the merchants perceive an integral benefit in which they can improve their economic conditions and belong to the commercial sector that will benefit as each stage planned for the short and medium term is implemented. It is still unknown how long it will take to start up the other stages of the Digital Creative City project, the employees who guard the buildings recognize that there are unfinished parts, there are new facilities, the people who work in commercial premises and the businessmen of the area report the lack of movement. The project has the character of an integral project for the recovery of spaces for the city center, "based on very concrete projects and pillars".

Recovery of heritage of cultural value such as the Casa Baeza Alzaga and the bridge that connects with the Plaza Tapatía, the foundations and construction of three basement levels for the three buildings, construction, equipping and finishing of two buildings and the rehabilitation of the neighboring street. The work carried out in its different stages, and its main interest in the area of innovation and technological development, or subsequently integrate other industries, such as fashion, jewelry and gastronomy. The companies interested in setting up here are linked to creative film and television production, and there is also talk of the early incorporation of the Tecnológico de Monterrey.

It is worth mentioning that they have carried out legislative work so that the Digital Creative City project has an Agency for the Development of Creative and Digital Industries and an organic law to give continuity to the Trust and the Master Plan, considered as OPD in its operation. To integrate economic investment to environmental, scientific, cultural, spiritual and social wealth in a megadiverse melting pot for a sum of collective intelligence, consumption, mobility, governance and sustainability.

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