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## **YOUNG AND CREATIVE? INDIVIDUAL CAREER STRATEGIES IN A POSTINDUSTRIAL CITY**

The aim of the paper is to present the empirical results of a study conducted at «OFF Piotrkowska» in Lodz, Poland. The second largest Polish city, and—crucially—a postindustrial one, Lodz is plagued with a high rate of unemployment and low wages, especially among the young. Like many other Polish cities, Lodz has embraced the idea of the creative class as put forth 10 years ago by Richard Florida. Nowhere is it more apparent than at «OFF Piotrkowska», an old postindustrial space adapted and designed by the developer and municipal authorities for creative industries (workshops, studios, shops) and services (restaurants, cafes, clubs). The project was closely connected with the adoption by the city authorities of the «Strategy for the Promotion and Marketing Communications of the City of Lodz Brand for 2010-2016». Its primary goal was to rebrand Lodz as a creative city through the promotion of cultural projects, venues and output, and to boost local entrepreneurship by blending business, creative industries and culture. «OFF Piotrkowska» (named after the city's main and best known street) provides the space for this very synthesis. It has become a place that creates a particular lifestyle, offers entertainment to the young, and is one of the trendiest venues in Lodz. This is a space where culture interacts with the economy, work with the private sphere, collective experience with an individual life, which perfectly fits the description of Richard Florida's creative class. It is a peculiar ecosystem that uses human creativity and turns it into economic value. On the other hand, this place, designed mainly for young businessmen and women, provides employment for a young service class, which is increasingly joining the ranks of the precariat. This combination of the precariat and the creative class is not accidental. I assume that both of these categories are the products of the neoliberal turn. Both co-exist largely as a result of socio-economic changes. Their size and standing depend on the structural conditions of particular cities, regions, or countries.

In my presentation, I would like to present some opinions, evaluations, and the consequences of this state of affairs for the careers of the young residents of Lodz. Can flexible jobs make or break professional careers? When are they functional, and when dysfunctional? Do flexible forms of employment stimulate the development of the creative class, or rather boost the precariat? What does entrepreneurship really mean to young people? What strategies do they adopt in their professional and personal lives?

### **Referances**

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### **CURRENT PROBLEMS OF INTELLECTUAL PROPERTY IN THE CONDITIONS OF THE SLOVAK REPUBLIC**

This abstract is dedicated to a research project VEGA Ekonomické aspekty ochrany práv duševného vlastníctva (prípadová štúdia SR) – Economic aspects of intellectual property rights protection (case studies of the Slovak Republic). Number of the project: 1/0020/16. Duration of the project: 2016–2018.

As already mentioned above, this project addresses the issues of intellectual property rights protection. The project aims to address current issues in the field of intellectual property rights in the academic