

**The search for creativity? Portuguese migrants in the creative and cultural industries in Amsterdam.**

This research project focuses on the migration experiences of Portuguese young people living in Amsterdam and engaged in the field of the creative and cultural industries. It questions the relationship between their lifestyle aspirations and the choice of Amsterdam as a migration destiny, it enquires into the diversity of their emplacement realities and their projects, and explores the quotidian of their work, sociability and leisure practices in relation to their identity positionings and trajectories.

The bohemian character of urban life has long constituted a factor of fascination and attraction of people to cities. In the last decades though, the transformations occurring in certain capitals of the global north and the intensification of mobility boosted such dynamics, as urban economies and development strategies become more attached to the promotion of culture, creativity and entertainment. Artists and people related to creative urban cultures constitute an important part of the population potentially drawn to such hubs, in search for places with alternative lifestyles and favourable to the development of their projects. They have been heralded in recent years as agents of economic transformation for cities and thus as a target population to attract to them (Florida 2002, 2005; Landry 2006, 2008). But as these dynamics have been informing both urban policy and the actual movement of people its consequences for their migration realities have been until now scarcely researched, as noted by several authors (Markussen 2006, Storper and Manville 2006, Mustard & Murie 2010).

The goal of this project is to contribute to this debate while problematizing this case study in the context of the recent intensification of migration flows from the south to the north of Europe.

**Keywords:** Creative industries, Amsterdam, Portuguese young adults.

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