

1.2.1. Creative Class

CEIE 894



Design and Inventive Engineering

Tomasz Arciszewski

George Mason University

Civil, Environmental and Infrastructure Engineering Department

SOURCE

- Richard Florida, Public Policy School, GMU
- Regional economics expert
- Focus on large scale social changes
- Nationally and internationally known for introducing the concept of a “creative class”

EVOLUTION

- Evolution of modern societies has periods of quantitative and qualitative changes (transformations)
- Major periods:
 - Agricultural Society, focus on land and human labor
 - Industrial Society, focus on raw materials and physical labor
 - Knowledge Society, focus on human intelligence and creativity

TRANSFORMATION

- Period of rapid technological and social changes
- A modern society is a complex adaptive system
- Transformation can be interpreted as:
 - Instability region
 - Trajectory change
 - Elimination of evolution contradictions

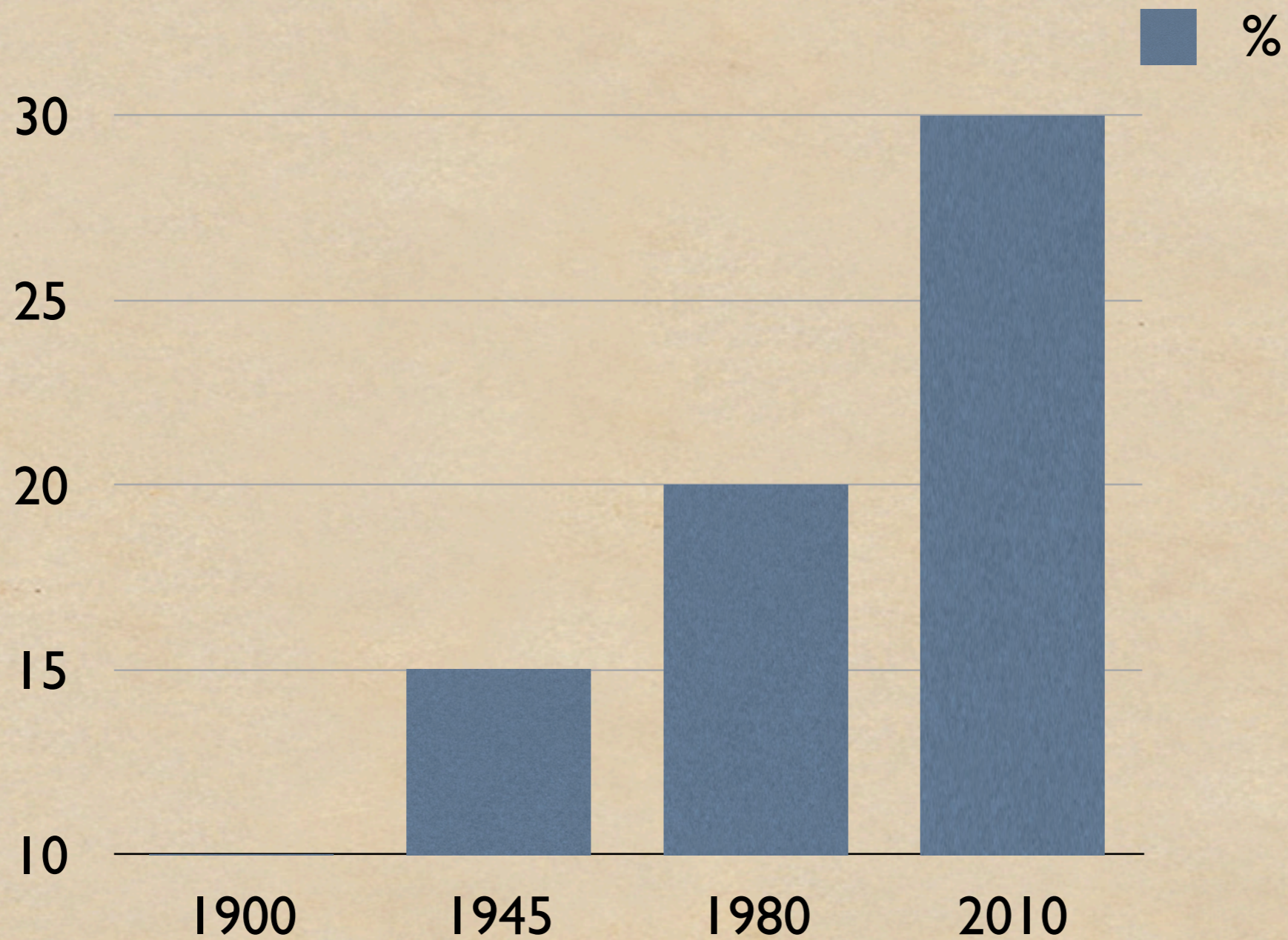
CREATIVE CLASS

- Several descriptions:
 - **All people producing non-material goods (knowledge),**
 - Creators of meaningful new forms
 - All people doing non-routine work
- Two major components:
 - **Super-Creative Core:** scientists, engineers, university

CREATIVE CLASS GROWTH

- Beginning of the 20th Century - 10%
- Mid-forties - 15%
- Early eighties - 20%
- Now - 30%

Creative Class Growth



CREATIVE CLASS IMPORTANCE

US Major Economy Sectors:

- Manufacturing
- Services
- Creative sector - approximately 50% of all wages and salary income

TRANSFORMATION CHALLENGES

- Building the broader creative society
- New social institutions and policies are needed
- Addressing the issue of growth inequalities and of social tension
- Income differentiation (Inequality index) is highest in the creative regions:
 - Raleigh - Durham NC

MAJOR HYPOTHESES

- Regional growth depends on creativity, as measured by the *New Creativity Index*
- Regional growth may be stimulated (controlled) by building creative ecosystems /environments/ communities

/regions (**creative regions**)

CREATIVE REGION

- Memphis, Tennessee, 2003
- Workshop on building a creative region
- 100 invited participants
- The Memphis Manifesto produced: guidelines for a community how to develop “innovation infrastructure” / creative region

MEMPHIS MANIFESTO

- The call to action by the Creative Class
- Provides 10 principles how to build a creative region
- More details at <http://www.memphismanifesto.com/>

CREATIVE REGION BUILDING PRINCIPLES

- 1. Cultivate and reward creativity. Everyone is part of the value chain of creativity. Creativity can happen at anytime, anywhere, and it's happening in your community right now. Pay attention.
- 2. Invest in the creative ecosystem. The creative ecosystem can include arts and culture, nightlife, the music scene, restaurants, artists and designers, innovators, entrepreneurs, affordable spaces, lively neighborhoods, spirituality, education, density, public spaces and third places.
- 3. Embrace diversity. It gives birth to creativity, innovation and positive economic impact. People of different backgrounds and experiences contribute a diversity of ideas, expressions, talents and perspectives that enrich communities. This is how ideas flourish and build vital communities.
- 4. Nurture the creativeness. Support the connectors. Collaborate to compete in a new way and get everyone in the game.
- 5. Value risk-taking. Convert a "no" climate into a "yes" climate. Invest in opportunity-making, not just problem-solving. Tap into the creative talent, technology and energy for your community. Challenge conventional wisdom.
- 6. Be authentic. Identify the value you add and focus on those assets where you can be unique. Dare to be different, not simply the look-alike of another community. Resist monoculture and homogeneity. Every community can be the right community.
- 7. Invest in and build on quality of place. While inherited features such as climate, natural resources and population are important, other critical features such as arts and culture, open and green spaces, vibrant downtowns, and centers of learning can be built and strengthened. This will make communities more competitive than ever because it will create more opportunities than ever for ideas to have an impact.
- 8. Remove barriers to creativity, such as mediocrity, intolerance, disconnectedness, sprawl, poverty, bad schools, exclusivity, and social and environmental degradation.
- 9. Take responsibility for change in your community. Improvise. Make things happen. Development is a "do it yourself" enterprise.
- 10. Ensure that every person, especially children, has the right to creativity. The highest quality lifelong education is critical to developing and retaining creative individuals as a resource for communities.

CREATIVITY AND TOLERANCE INDEXES

- Creativity Index:
 - The innovation index
 - High-tech index
 - Gay index
 - Creative class index
- Tolerance Index:
 - The gay index
 - The Bohemian index

THE GAY INDEX

- 1990's, Hary Gates, Urban Institute, Washington, DC
- Studied concentration of gay people in various regions (US Census of Population)
- Discovered that places popular among gays are locations of high-tech industry
- The Gay Index measures the number of “unmarried partners of the same sex”
- “Canaries of the Creative Age”

THE BOHEMIAN INDEX

- It measures the number of artististically creative people (artists)
- Artists:
 - Authors
 - Designers
 - Musicians
 - Composers
 - Actors

CREATIVE CLASS VALUES

- Individuality
- Meritocracy with focus on merit:
 - Hard work
 - Challenge
 - Stimulation
 - Goal-setting

REGIONAL GROWTH

- Social capital has little impact
- Creative capital very important
- Human capital very important

SOCIAL CAPITAL

- It occurs in tightly knit old-style communities
- Major descriptors:
 - Political involvement
 - Civil leadership
 - Faith-based initiatives
 - Protest politics

CREATIVE CAPITAL

- It occurs in creative communities
- Major descriptors:
 - High levels of diversity
 - High-Tech industry presence
 - Low levels of social capital
 - Low levels of political involvement

CONCLUSION

- Creative class is an emerging social class of growing importance
- Creative class occurs in a creative region
- There are many characteristics of a creative region, which are relatively well understood
- It is possible to create a creative region