

Athena's mirror: Culture, Creativity, Cities, Contradictions

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Culture, Media and Creative Industries

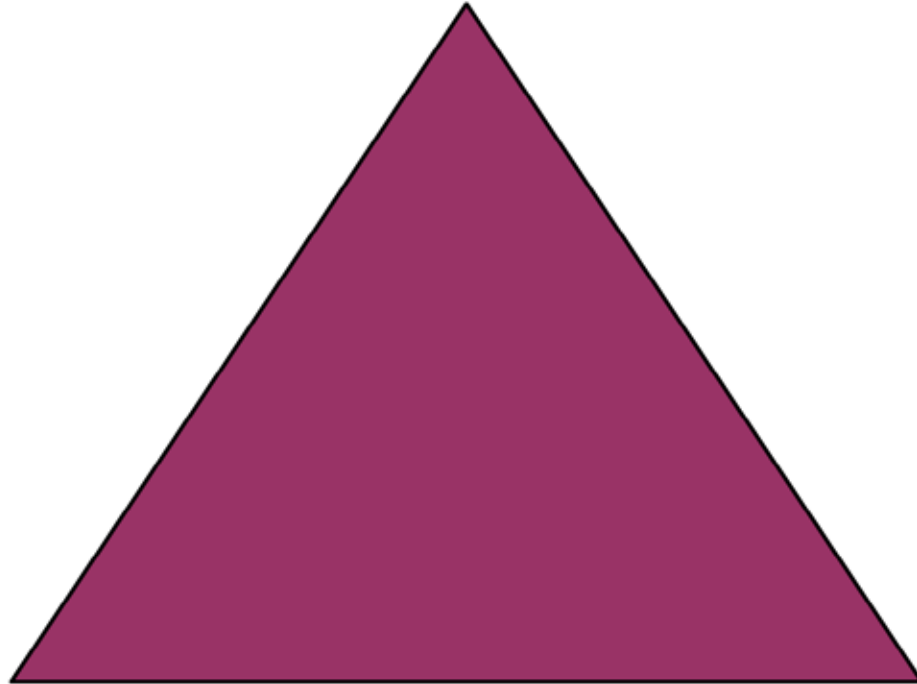
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Aims

- * Re-examining the assumptions of the creative city
 - * Changing context
- * Embedded notions of creativity, liberalism and culture
- * Beyond consumption, and reliance on exogenous growth
- * Consider the real potential and challenges of actually existing creative cities
 - * Issues for policy and analysis

Tensions in the cultural field: The Game Changer

Concept of culture



Making culture

Governing culture

Exogenous growth strategies for cities

- * Pushing the limits of normative models
- * FDI and the city
 - * Tax breaks
 - * Selling cities
 - * Buildings
 - * Quality of life
 - * Creativity (consumption)
- * Florida: hard branding with a soft edge.






MILANO
FEEDING THE PLANET
ENERGY FOR LIFE



MILAN
FASHION WEEK
FEB.20TH /// FEB.26TH

Creative Cities: Italy; Florida's assessment

Tabella 19. Indice di Creatività Italiano (ICI)

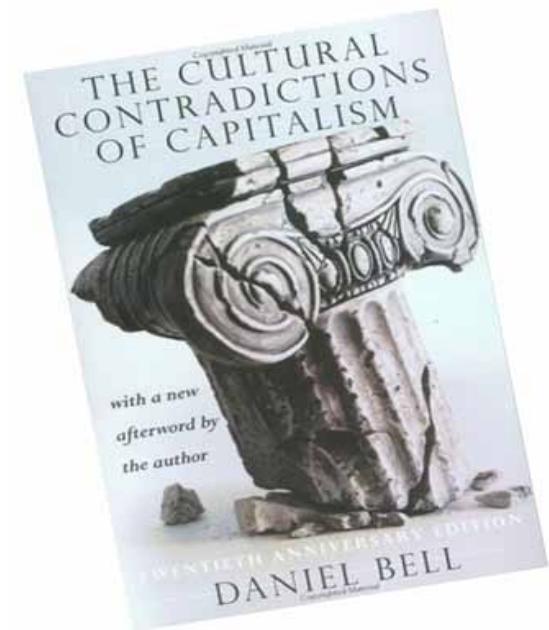
ICI Position	Provincia	Italian Creativity Index (ICI)	Talent (posizione)	Technology (posizione)	Tolerance (posizione)
1	Roma	0.786	1	4	1
2	Milano	0.720	5	1	2
3	Bologna	0.665	4	2	4
4	Trieste	0.602	2	8	9
5	Firenze	0.585	6	6	3
6	Genova	0.555	3	7	20
7	Torino	0.518	19	3	17

Is city ranking: the best or only way?

Exogenous growth; or, is endogenous growth possible?

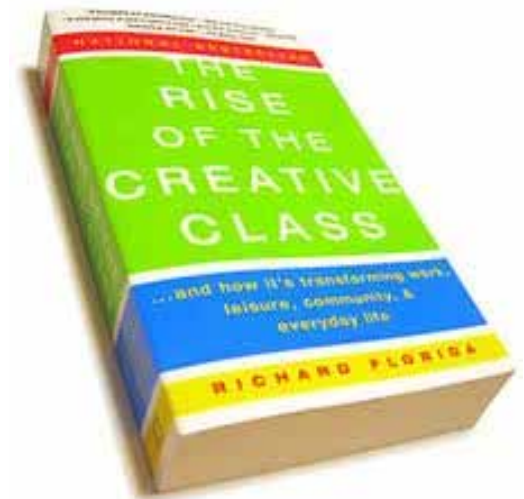
The creative city: backstory

- * Florida and the creative class
 - * 3 T's : technology, tolerance, talent
- * Based upon Bell's 'coming post industrial society'
- * Bell's later work on the 'cultural contradictions of capitalism' – unresolved.



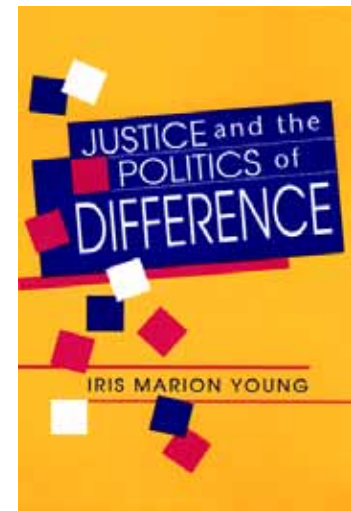
Liberalism under stress

- * Tolerance as a particular, not universal
- * The actually existing challenges of Singapore and the creative city
- * What is tolerant?
 - * Wealth disparity
 - * Moral codes
- * Limits to tolerance
 - * locally situated tolerance; or
 - * tolerance of neo-liberalism?



From the particularities of Liberalism and Culture to...

- * Young (1990): social justice situated, imposition of universals may exacerbate inequalities
- * Moral liberalisms
 - * Universal or situated?



Consumption

- * The implied result of the Florida model
 - * This is meant to be the cultural 'pay off'/gain
- * Gentrification
 - * Artistic gentrification
 - * Displacement
- * Urban growth machines (2): retail, experience
- * Democracy (cultural democracy) and branding
- * Whose city, whose culture?
- * Reduction to economic and consumption agendas



Its not all about consumption and instrumentalism: Cultural Production

- * Cultural production is important: jobs and income (in London 3rd largest sector!)
- * Its not like other industries
 - * Organization: project based firms, heterarchy
- * Conditions of employment/jobs
 - * Freelancing, jobs pay, discrimination and inequality
 - * Informality reinforces structural inequalities
 - * Work outside work/informality
- * Building upon, and developing, local capacity (Milan strong tradition of industrial design)

...The particularities of creative work creative potential and creative problems

* Creatives

- * Romanticism and the C.20th artist
- * Neo-liberalism and the artist/entrepreneur
 - * Creativity and 'freedom': necessary and sufficient?

* Contemporary debates about creative workers:

- * 'The new spirit of capitalism'
 - * (Boltanski and Chiapello)
- * 'the Precariat'
 - * (Hardt & Negri)
- * Problematising the link of art and neo-liberalism
 - * Sacrificial labour



Is this what we want?

Is this a more equal workforce?

- * Women in UK workforce **46%** In Audio-visual industries **36%**
- * Women in younger cohort **44%** In Audio-visual industries **54%**
- * Ethnic minorities (London) **24%** In Audio-visual industries **10%**

- * **54%** of all news journalists private school education
- * Of those with degree: **56%** attended Oxford or Cambridge

- * (compulsory) Free labour and unpaid internships

- * Sources: Skillset, and Sutton Trust (various dates)

Conclusions 1

- * Creative cities: Embedded
 - * Need to be situated and embedded in local context and history
 - * Careful exploration of 'creativity', avoid elision with neo-liberalism
- * Creative cities: Change focus to:
 - * Production
 - * Has severe downside (a well as upside) that needs careful governance.
 - * Inequality is not necessary for growth and creativity.
 - * Creative and cultural policy does not have to be instrumental

Conclusions 2

- * How to identify, and govern, endogenous growth?
- * Identify, map, understand ecosystem
- * Support the system – not individuals/ firms
- * Create institutions and encourage quality
- * Find new balance of state-economy
- * New concepts of the creative and cultural economy



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