



## My View of The Great Reset by Richard Florida



By [John McLachlan](#)

**Does living out beyond fit into Richard Florida’s thinking on the great reset he claims our society is starting to experience?**

Richard Florida has written another book on how “creatives” are the future of the workforce. *The Great Reset* suggests that they will play a significant role in economic recovery and that by doing so will radically change how we live and work.

The core idea of the book is that the economic downturn that started with the financial crisis of 2008 is going to cause even bigger shifts in our society than the two previous “resets”: the Great Depression of the 1930s and a deeper depression that occurred in the 1870s.

Richard Florida says the two previous depressions kick-started innovation and new ideas that propelled the economy and society in directions they couldn’t have gone in otherwise. In the Great Depression of the 1930s, the groundwork was laid for suburbs (highways for cars, lots of cars) and increased consumption of products. These massive changes set the stage for economic growth and expansion that lasted until recently.

He believes we are dealing with today’s crisis poorly because we are still thinking it’s just about getting people to spend more on houses, cars and products. He doesn’t think this is going to work. For one thing, people don’t have the money (or credit) to do so. He believes the road has ended for massive credit financing and it’s time to invest in other endeavours to create a new economic foundation.

He states that when the price of housing gets so high and people are mortgaged to the hilt, it leaves little money to save or invest in other things.

Really, he's saying we need to change our expectations of materialistic consumption. On that note, I'm all in favor however, I think the situation is going to be even more dramatic than he suggests and with the rising price of oil—which touches almost every part of modern life—we will be forced, kicking and screaming into a lifestyle of lower consumption.

**Gone: sprawling suburbs. Gone: giant Walmarts in suburbs. Gone: clogged highways.**

Actually, it sounds pretty good.

Richard Florida sees us living in Megaregions with high speed connections between cities of a region. In my part of the world, this would be “Cascadia” which includes Vancouver, Seattle and Portland.

He sees great changes in each city where suburbs will dwindle and be replaced by more dense areas along transit routes. The areas that will do well he says, are areas that encourage diversity, richness in culture and other aspects that he outlined in his book *The Rise of the Creative Class*.

**But, what about living out beyond? Where do we fit into all this?**

I will certainly not be living in a city or a megaregion when I move to Hornby Island, and, it will cost a lot to go to and from where I live because of ferries (using oil). For others in more remote regions, there will be the cost of driving miles and miles to get to larger centres.

Does it make sense to be set apart from the “megaregions”? For some, like me, yes. I am stating some of those reason in other posts on this site but the prime enabler is technology. Given that people are connecting more with the ever-faster Internet makes working “out beyond” possible for many creative professionals like me.

I think there is a reset coming to rural and small communities including an opportunity to grow economically in ways never before possible.

I imagine smaller, remote communities thriving again in the 19th century way with local, self-reliant people providing the services and products of day-to-day living with those using 21st century methods and connecting to the world at large.

Living out beyond will be one of the innovations and new ideas that come from the Great Reset. **Sign me up.**