

The view from Florida

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Richard Florida appears today as part of Stirring Culture, the Alberta College of Art and Design's speaker series. Florida is a professor at the University of Toronto's Rotman School of Management. He is best known for his writings about the development of the creative class, and the role they play in urban regeneration. In his latest, *Who's Your City*, Florida explores the idea that mega regions have replaced countries as the primary economic drivers of the global economy.

Here are a selection of some of Florida's quotes about the creative class, mega-regions and the importance of cities.

- "Access to talented and creative people is to modern business what access to coal and iron ore was to steelmaking." (nasaa-arts.org)

- "The mega-city has become the nerve centre of one of the world's greatest mega-regions, a trans-border economic powerhouse that stretches from Buffalo to Quebec City. It's important to recognize this, because mega-regions have replaced the nation state as the economic drivers of the global economy." (Globe and Mail, Oct. 26, 2007)

- "Clunky sounding or not, mega-regions are the real economic engines of the global economy. The 10 largest account for 43 per cent of the planet's economic activity and more than half of its patented innovations and star scientists who generate pioneering breakthroughs, while housing only 6.5 per cent of its population. The top 40 produce 66 per cent of the world's economic activity and more than eight in 10 of its patented innovations and most-cited scientists, while being home to just 18 per cent of the world's population." (Globe & Mail, Oct. 26, 2007)

- The transformation from industrial to creative economy is as big, no bigger, than transformation from agriculture to industry. We innovated enormously during the previous transition. Our challenge to innovate today is even bigger. (Davidwarlick.com)

- "I want to make it clear to the mayors that it can be equally important to invest in the local music scene as it is to invest in high tech -- and much more effective than to build a new shopping mall." (www.europe.culturebase.net)

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