

## **Brian J. Hracs**

### **Contact**

Address: The Martin Prosperity Institute  
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### **Education**

2005- 2010      PhD, Economic Geography, University of Toronto, Canada

Dissertation: 'Working in the Creative Economy: the spatial dynamics of employment risk for musicians in Toronto'  
 Supervised by Dr. Deborah Leslie  
 Committee: Dr. Meric Gertler, Dr. Jason Hackworth, Dr. Kathi Wilson.

2003- 2005      MA, Economic Geography, York University, Canada

Thesis: 'Culture in the Countryside: a study of economic development and social change in Prince Edward County, Ontario'  
 Supervised by Dr. Bryan H. Massam and Dr. Glen Norcliffe

1999- 2003      BA (Hons), Human Geography and Political Science, Brock University, Canada

### **Research Experience**

2010- Current      *Post Doctoral Fellow*, Martin Prosperity Institute, Rotman School of Management, University of Toronto  
 Supervisors: Dr. Richard Florida and Dr. Kevin Stolarick

2009- 2010      *Research Assistant*, Martin Prosperity Institute, Rotman School of Management, University of Toronto  
 Supervisors: Dr. Richard Florida and Dr. Kevin Stolarick

2005- 2009      *Research Assistant*, University of Toronto  
 MCRI II – Social Dynamics of Economic Performance: Innovation and Creativity in City Regions  
 Supervisor: Dr. Deborah Leslie

- 2005 *Research Assistant*, York University  
Urban Planning Overseas Journal  
Supervisor: Dr. Bryan Massam
- 2002- 2003 *Intern*, Brock University  
York Region Economic Development Office

### **Teaching Experience**

- 2010 (Spring) *Course Instructor*, University of Toronto  
Course: GGR/JPG111H: Research Practice in Geography  
and Planning

This graduate course will introduce students to the philosophical and methodological approaches to research in geography. Through seminar and lecture modules, students will acquire an understanding of different research paradigms, quantitative and qualitative methods, and the knowledge necessary for developing sound and reflective geographic research strategies. The goal of the course is to provide students with the knowledge needed to effectively evaluate research, understand the process of research design, formulate research questions and develop a geographic research proposal.

### **Teaching Assistant Experience**

- 2005- 2010 University of Toronto  
Courses: GGR 220: Spatial Organization of Economic Activity; GGR 328: Labour Geographies; GGR 271: Social Research Methods; MGT 2115: Creative Regional Strategies
- 2003- 2005 York University  
Courses: GEOG 2100: Economic Geography; GEOG 1410: Introduction to Human Geography
- 2002- 2003 Brock University  
Courses: GEOG 2P03: Urban Geography; GEOG 1F90: Introduction to Human Geography

### **Publications**

#### Published

Hauge, A. and B. J. Hracs. (2010) 'See the Sound, Hear the Style: Collaborative linkages between indie musicians and fashion designers in local scenes.' Industry and Innovation 17 (1): 113-129.

Hracs, B. J. (2009) 'Beyond Bohemia: Geographies of everyday creativity for musicians in Toronto'. Spaces of Vernacular Creativity: Rethinking the Cultural Economy. Eds T. Edensor, D. Leslie, S. Millington and N. Rantisi. London: Routledge

Hracs, B. J. (2009) 'Building Ontario's Music Economies.' Published as a peer-reviewed working paper within the Ontario in the Creative Age report prepared by the Martin Prosperity Institute for the Province of Ontario.

Hracs, B. J. and B. H. Massam (2008). 'Places/Spaces of Celebration and Protest: Citizenship, civic conversations and the promotion of rights and obligations.' Canadian Journal of Urban Research 17(1): Supplement Pages 63-81

Hracs, B. J. (2007). 'Toronto's Culturally Driven Gentrification.' UnderCurrents: Journal of Critical Environmental Studies. Vol. 16.

Massam, B. H. and B. J. Hracs (2005). 'Cultural Facilities as Important Elements of a Sustainable City: the example of Toronto, Canada'. Society, Economy, Environment - Towards the Sustainable City. I. Sagan and D. M. Smith. Gdansk, Poland, Research and Education Centre for Urban Socio-Economic Development: 107-120.

#### Under Review

Hracs, B. J., J. L. Grant, J. Hagget and J. Morton. 'A Tale of Two Scenes: Civic capital and retaining musical talent in Toronto and Halifax.' (The Canadian Geographer).

Hracs, B. J. 'What's Going On? The changing networking ecology of musicians in Toronto.' (Environment and Planning A).

#### Selected Papers In Preparation

Hracs, B. J. 'Working as a Creative Entrepreneur: The individualization of employment risk for musicians in Toronto.' (To be submitted to Transactions of the Institute of British Geographers in August 2010).

Hracs, B. J. 'The rise of digitally-driven independent music production.' (To be submitted to Growth and Change in August 2010).

Hague, A., B. J. Hracs & D. Jakob. 'Standing Out In The Crowd: The rise of exclusivity-based strategies to compete on the contemporary marketplace for music and fashion.' (To be submitted to Economic Geography in August 2010).

**Academic Presentations**Upcoming Conference Presentations

- 2010 'What's Going On? The changing network ecology of musicians in Toronto.' Conference Presentation: Royal Geographical Society with IBG Annual International Conference, London, U.K., September 1-3.
- 2010 'The Corrosion of Creativity: The working lives of independent musicians in Toronto.' Conference Presentation: Ontario Division of the Canadian Association of Geographers (CAGONT), Ryerson University, Toronto, Ontario, October 15-16.
- 2010 'Cultural facilities and collective memories.' Conference Presentation with Bryan Massam. Contained Memory Conference, Wellington, New Zealand, December 9-11.

Conference Presentations

- 2010 'Just-in-Time' Networking? The changing network ecology of musicians in Toronto.' Conference Presentation 'Experience the Creative Economy' Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 22-24.
- 2010 'A Tale of Three Scenes: Attracting, incubating and retaining music talent in Toronto, Montreal and Halifax.' Conference Presentation with Jill Grant Innovation Systems Research Network (ISRN) Annual Meeting, Toronto, Ontario, May 4-8.
- 2010 'Standing Out In The Crowd'. Conference Presentation American Association of Geographers (AAG) Annual Meeting, Washington, DC, April 14-18.
- 2009 'Beyond Bohemia: Geographies of everyday creativity for musicians in Toronto.' Conference Presentation 'Experience the Creative Economy' Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 23-25.
- 2009 "So You Want To Be A Rock And Roll Star?" Harnessing 'active demand' to sell music-related products.' Conference Presentation American Association of Geographers (AAG) Annual Meeting, Las Vegas, Nevada, March 22-26.
- 2008 New Careers in Classical Music: technology, freelancing and risk for classically trained musicians in Toronto. Conference Presentation Ontario Division of the Canadian Association of Geographers (CAGONT), Brock University, St. Catharines, Ontario, October 17-19.

- 2008 'Unlocking the 'Creative Urge'.' Conference Presentation with Andrew Bell and Naomi Pope Ontario Division of the Canadian Association of Geographers (CAGONT), Brock University, St. Catharines, Ontario, October 17-19.
- 2008 'Living Under the Lights: The growing importance of performativity and visual imagery for musicians in Toronto.' Conference Presentation 'Experience the Creative Economy' Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 24-26.
- 2008 'Risk and Freedom: The working lives of musicians in Toronto.' Conference Presentation Canadian Association of Geographers (CAG), Annual Meeting, University of Laval, Quebec City, Quebec, May 20-24.
- 2008 "Should I Stay or Should I Go?": Evaluating Toronto's ability to attract and retain musical talent.' Conference Presentation Innovation Systems Research Network (ISRN) Annual Meeting, Montreal, Quebec, April 30-May 3.
- 2008 'See the Sound, Hear the Style: musicians as trans-local ambassadors of fashion.' Conference Presentation with Atle Hauge American Association of Geographers (AAG) Annual Meeting, Boston, Massachusetts, April 15-19.
- 2008 'Places/Spaces of Celebration and Protest: Citizenship, civic conversations and the promotion of economic, social & cultural rights.' Conference Presentation with Bryan H. Massam Citizenship in an Enlarged Europe: the contributions of Economic, Social and Cultural Rights, New University of Lisbon, Lisbon, April 12-12.
- 2007 'Working in the Creative Economy: the spatial dynamics of employment risk for musicians in Toronto.' Conference Presentation American Association of Geographers (AAG) Annual Meeting, San Francisco, California, April 17-21.
- 2006 'Choosing Music: the employment geographies of musicians in Toronto.' Conference Presentation Ontario Division of the Canadian Association of Geographers (CAGONT), McMaster University, Hamilton, Ontario, October 13-14.
- 2005 'Culture in the Countryside: a study of economic development and social change in Prince Edward County, Ontario.' Conference Presentation Canadian Association of Geographers (CAG) Annual Meeting, University of Western, London, Ontario, May 31-July 4.
- 2004 'Culture in the Countryside: a study of economic development and social change in Prince Edward County, Ontario.' Conference Presentation Ontario Division of the Canadian Association of Geographers (CAGONT), University of Waterloo, Waterloo, Ontario, October 29-30.

**Invited Lectures**

- 2010 'Planning Prosperity: Tourism and sustainable development in Puerto Vallarta.' Presented with Bryan H. Massam at Cuerpo Académico de: Análisis Regional y Turismo (Regional Analysis and Tourism) CUCOSTA (Centro Universitario de la Costa), University of Guadalajara, Puerto Vallarta, Mexico: February 12.
- 2009 'Risk and Freedom for Musicians in Toronto.' Invited Lecture for GGR 328: Labour Geographies, University of Toronto, February 24.
- 2009 'Reflections from the Field: Conducting qualitative research.' Invited Lecture for JPG 1111H: Research Design, University of Toronto, February 3.
- 2008 'Toronto as a Stepping-Stone for Musical Talent.' Martin Prosperity Institute, Rotman School of Management, University of Toronto, July 24.
- 2008 'Places/Spaces of Celebration and Protest: citizenship, civic conversations and the promotion of economic, social & cultural rights.' Presented with Bryan H. Massam at the University of Gdansk, Poland. Research and Education Centre for urban Socio-Economic Development (RECOURSE), February 20.
- 2008 'Working in the Creative Economy: the spatial dynamics of employment risk for musicians in Toronto.' Program on Globalization and Regional Innovation Systems (PROGRIS), Munk Centre for International Studies, University of Toronto: January 24.
- 2008 Places/spaces of celebration and protest: citizenship, civic conversations and the promotion of Sustainability and Rights. Presented with Bryan H. Massam at CUCOSTA (Centro Universitario de la Costa), University of Guadalajara, Puerto Vallarta, Mexico, January 13.
- 2007 Places/spaces of celebration and protest: citizenship, civic conversations and the promotion of Economic, Social & Cultural Rights. Presented with Bryan H. Massam at the Institute of Advanced Study, International Centre for Civic Engagement, University of Bologna, Italy November 12.
- 2007 'Places/Spaces of Celebration and Protest: citizenship, civic conversations and the promotion of Economic, Social & Cultural Rights.' Invited Lecture with Bryan H. Massam for Geography 5370: Urban Social Policy, York University, October 10.
- 2004 'Cultural facilities and the Creative Class.' Invited Lecture for Geography 4240: The Planning Of Urban Public Facilities, York University, September 13.

**Academic Service**Special Journal Issues

- 2010 Co-Guest Editor of 'Creative Cities, Cultures and Societies' with Kevin Stolarick and Richard Florida. Special issue of City, Culture and Society Vol. 2 No. 1, March 2011.

Conferences Organized

- 2010 Co-Organizer of the 'Experience the Creative Economy Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 22-24.
- 2009 Co-Organizer of the 'Experience the Creative Economy Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 23-25.
- 2008 Co-Organizer of the 'Experience the Creative Economy Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 24-26.

Sessions Organized

- 2010 Organizer of two sessions: 'Towards a more prosperous Ontario:' Ontario Division of the Canadian Association of Geographers (CAGONT), Ryerson University, Toronto, Ontario, October 15-16.
- 2010 Co-Organizer of three sessions: 'Standing Out In The Crowd: Competing in the dynamic marketplace for cultural products' with Atle Hauge and Doreen Jakob: American Association of Geographers (AAG) Annual Meeting, Washington, DC, April 14-18.
- 2009 Co-Organizer of three sessions: 'Creating and Capturing Demand in the Knowledge Economy: Marketing products and producing markets' with Josephine Rekers American Association of Geographers (AAG) Annual Meeting, Las Vegas, Nevada, March 22-26.
- 2008 Organizer of two sessions: 'Producing, Consuming and Diffusing the Knowledge Economy' Ontario Division of the Canadian Association of Geographers (CAGONT), Brock University, St. Catharines, Ontario, October 17-19.
- 2008 Co-Organizer of four sessions: 'Conducting Creativity: the role of cities as containers of cultural scenes' with Atle Hauge American Association of Geographers (AAG) Annual Meeting, Boston, Massachusetts, April 15-19.

### Salons Organized

- 2010 Co-Organizer of the salon 'The Canadian Music Paradox: Management matters' featuring Brent Bain. Martin Prosperity Institute, April 21.
- 2010 Co-Organizer of the salon 'The Canadian Music Paradox: Go Canada go vs. who do you think you are?' featuring Alan Cross. Martin Prosperity Institute, March 23.
- 2010 Co-Organizer of the salon 'Welcome to the Jungle: Toronto's independent music system in the digital era' featuring Brent Bain. Martin Prosperity Institute, February 10.

### Review Work

I have acted a reviewer for the following journals:

Industry & Innovation

The International Journal of Urban and Regional Research

### **Scholarships and Awards**

- 2009 University of Toronto Fellowship
- 2008 University of Toronto Fellowship
- 2007 George Tatham Geography Alumni Graduate Scholarship
- 2007 University of Toronto Fellowship
- 2006 University of Toronto Fellowship
- 2005 University of Toronto Fellowship
- 2004 Canada Graduate Scholarship (SSHRC)
- 2003 York University Scholarship
- 2003 Brock University Political Science 25th Anniversary Book Prize

### **Professional Affiliations**

American Association of Geographers (AAG)

Canadian Association of Geographers (CAG)

### **References**

Dr. Deborah Leslie, Associate Professor &  
Canada Research Chair in the Cultural Economy  
Department of Geography and Planning  
University of Toronto  
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Dr. Meric S. Gertler, Dean, Professor &  
Goldring Chair in Canadian Studies  
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Dr. Bryan H. Massam, FRSC University Professor Emeritus  
& Senior Scholar  
Department of Geography  
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