

**CREATIVE ECONOMIES
FALL 2008**

COURSE OUTLINE

A Joint Graduate Course between
The University of Toronto
Rotman School of Management, Martin Prosperity Institute
and
Queen's University, Department of Geography

U of T students will register in:

Creative Cities MGT 2003 HS: Independent Research Project
Course instructor: Kevin Stolarick, University of Toronto (with occasional lectures by
Richard Florida), University of Toronto

Queen's students will register in:

Creative Economies GPHY893: Advanced Studies in Human Geography I
Course instructor: Betsy Donald, Queen's University

*Organizational Meeting for Queen's Students on Monday, September 8th at 11:00 a.m.
in MacKintosh Corry B204. Email the instructor at betsy.donald@queensu.ca
*Organizational Meeting for U of Toronto Students on Monday, September 8th at 11:00
a.m. at the Martin Prosperity Institute, 101 College St. Suite 420.

Description

This course will examine concepts of creativity and innovation as they apply to industries; workers and talent; and cities, places and spaces. Drawing on literature primarily from geography, management, and urban planning, this course will explore current theoretical and policy debates on aspects of the creative economy that challenge thinking around ideas of culture, technology, talent, class, diversity, production, manufacturing, services, and land use, among others. While international in scope, special attention will be paid to Ontario examples with designated field trips to creative firms and places in the region.

Schedule

The course will meet weekly on Mondays between 11:00-2:00 p.m. Students from Queen's will travel to Toronto for Weeks 1, 9 and 12. Students from Toronto will travel to Queen's for Weeks 6. Week 4 will be a field trip. Weeks 7 and 8 will be either field trips or videoconferences. The remainder of the course will be done via distance, using technology or meeting separately yet covering simultaneous course material on each campus.

Course Fee

A field trip course fee of \$175 will be required to cover part of the cost of field trips and travel. Students who cannot afford this should speak to the instructors for possible bursary.

Requirements

(10%) Weekly Reading Responses

Participants will be required to write written responses on weekly readings that demonstrate personal engagement with the readings, while course time will provide the occasion to discuss the works' broader relevance and context.

(30%) Book Review or Literature Review (Due October 24)

Course participants will have a choice. The book review would follow the format standard for an academic journal. The literature review would function as a foundation for the major research paper. The length of the document should be about 2500 words.

(60%) Major research paper (Due December 5)

The paper will center on original research. It will be approximately 6000 words. The final paper topic will be arrived at in consultation with the professors.

Course Outline

Week 0. Organizational Meetings

Week 1*. General Background & Creative Economy Theory (Everyone in Toronto)

Week 2*. Creativity, Innovation, and Regional Systems of Innovation

Week 3*. The Cultural Creative Economy and Creative Class

Week 4. Agriculture & the Creative Food Economy (Field Trip, International Food Fair)

Week 5. No class; Thanksgiving

Week 6*. Critiques (Everyone at Queen's)

Week 7*. Manufacturing & the Working Class (videoconference or field trip)

Week 8*. The Service Economy & the Service Class (videoconference or field trip)

Week 9*. Critiques II (Everyone in Toronto)

Week 10*. Creative Cities, Sustainable Cities: new frontiers on livability for all

Week 11. Research Presentations

Week 12. Research Presentations (Everyone in Toronto)

*Student organized class sessions.

Course Schedule

Week	Date	Theme	Location(s)
Week 0	September 8, 2008	Organization Meetings, Background readings	Queen's and Toronto (separate)
Week 1	September 15, 2008	Creative Economy Theory	Everyone in Toronto, MaRS building
Week 2	September 22, 2008	Creativity, Innovation, RIS	Queen's and Toronto (separate)
Week 3	September 29, 2008	The Cultural Creative Economy and Creative Class	Queen's and Toronto (separate)
Week 4	October 6, 2008	Agriculture and the Creative Food Industry (Field Trip to the Specialty Food and All things Organic Trade Show in Toronto)	Everyone on Field Trip (Prince Edward County and Ethnicspecialtyfood Trade Show in Toronto)
Week 5	October 13, 2008	Thanksgiving Day (Canada) No class	
Week 6	October 20, 2008	Critiques	Everyone at Queen's, MacCorry E314
Week 7	October 27, 2008	Manufacturing and the Working Class	Queen's and Toronto (videoconference or field trip)
Week 8	November 3, 2008	The Service Economy and the Service Class (Ontario Centres for Excellence presentation)	Queen's and Toronto (videoconference or field trip)
	(Two previous may be switched)		
Week 9	November 10, 2008	Critiques	Everyone in Toronto, MaRS
Week 10	November 17, 2008	Creative cities, sustainable cities: new frontiers	Queen's and Toronto (separate)
Week 11	November 24, 2008	Service Economy (Four Season's Field Trip tbc)	Toronto and Queen's welcome to join in
Week 12	December 1, 2008	Research Presentations	Everyone in Toronto, MaRS (presentations)

Reading List

Week 0. Background

Donald, B. (2001). "Economic Competitiveness and Quality of Life in City Regions: Compatible Concepts?" *Canadian Journal of Urban Research* 10(2): 259-274.

[Gertler, M. S. \(2001\). "Urban economy and society in Canada: flows of people, capital and ideas." *Isuma: The Canadian Journal of Policy Research* 2\(3\): 119-130.](#)

[Bathelt, Harald, Malmberg, Anders, and Maskell, Peter. \(2004\). "Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation". Progress in Human Geography \(28\)1: 31-56.](#)

[Caves, Richard E. \(2003\) "Contracts between art and commerce." Journal of Economic Perspectives." 17, 73-84.](#)

Week 1. Creative Economic Theory

[Storper, M. and M. Manville \(2006\) "Behaviour, preferences and cities: Urban theory and urban resurgence" Urban Studies. 43\(8\) 1247-1274.](#)

[Uzzi, B. \(1996\) "The sources and consequences of embeddedness for the economic performance of organizations: the network effect." American Sociological Review 61, 674-98.](#)

Jacobs, Jane (1969) *The Economy of Cities*

Jacobs, Jane (1984) *Cities and the Wealth of Nations*

Week 3. Creative Cultural Economy and Creative Class

[Stolarick, K and R. Florida Creativity, connections and innovation: a study of linkages in the Montreal Region Environment and Planning A 2006, volume 38, pages 1799 - 1817](#)

[Grabher, G. \(2001\) Ecologies of creativity: the Village, the Group, and the heterarchic organisation of the British advertising industry, Environment and Planning A 33 \(Petterson, International Institute for Information Design et al.\): 351-374.](#)

[Molotch, H. \(2002\). "Place in product." International Journal of Urban and Regional Research 26\(4\): 665-688.](#)

[Scott, A. \(2001\). "Capitalism, cities, and the production of symbolic forms." Transactions of the Institute of British Geographers 26: 11-23.](#)

[Healy, K. \(2002\) "What's new for culture in the new economy?" Journal of Arts Management Law and Society. 32\(2\) 86-103.](#)

[Rantisi, N., D. Leslie and S. Christopherson. \(2006\) "Placing the creative economy: scale, politics, and the material – the rise of the new 'creative' imperative" Environment and Planning A 38\(10\)1789-1797.](#)

Florida, Richard. The Rise of the Creative Class. New York: Best Books, 2003. 235-267;
Florida, Richard. The Flight of the Creative Class and Who's Your City.

Week 4. Agriculture and the Creative Food Economy

Allen, P. (2004) *Together at the Table: Sustainability and Sustainance in the American Food System*. University Park, PA: Pennsylvania State Press.

Blay-Palmer, A. and B. Donald (2006) A tale of three tomatoes: the new city food economy in Toronto, Canada, *Economic Geography*, 82(4), 383-399.

Donald, B. (2008) Food Systems Planning and Sustainable Cities and Regions: the role of the firm in sustainable food capitalism, *Regional Studies*, in press.

Donald, B. and A. Blay-Palmer (2006). The creative food economy: producing food for the urban elite or social inclusion opportunity? *Environment and Planning A* 38, 1901-1920.

Goodman, D. (2004) Rural Europe redux? reflections on alternative agro-food networks and paradigm change, *Sociologia Ruralis* 44.1, 3-16.

Guthman J. (2004) *Agrarian Dreams: The Paradox of Organic Farming in California*. Berkeley: University of California Press.

Hinrichs, C. (2001) Imputing quality by claiming place: the social and environmental discourse of 'local foods', Paper Presented at the International Perspectives on Alternative Agro-food Networks: Quality, Embeddedness, Bio-Politics, October 12-13, 2001 Santa Cruz.

Morgan K, Marsden T. and Murdoch J (2006) *Worlds of Food: Place, Power and Provenance in the Food Chain*, University Press, Oxford.

Pollan, M (2007) *The Omnivore's Dilemma: a Natural History of Four Meals*. New York: Penguin Press.

Week 6 and 9. Critiques

[Glaeser, Edward. "Review of Richard Florida's the Rise of the Creative Class." 2004. Harvard University. 27 Oct. 2007](http://www.economics.harvard.edu/faculty/glaeser/papers/Review_Florida.pdf)
<http://www.economics.harvard.edu/faculty/glaeser/papers/Review_Florida.pdf>.

[Mark Boyle \(2006\) "Culture in the rise of tiger economies: Scottish expatriates in Dublin and the "creative class" theory," International Journal of Urban and Regional Research 30\(2\): 403-26.](#)

[Ann Markusen \(2006\) "Urban development and the politics of a creative class: evidence](#)

[from a study of artists” Environment and Planning A 38\(10\): 1921-40.](#)

[Jamie Peck \(2005\) “Struggling with the creative class”, International Journal of Urban and Regional Research 29\(4\): 740-70.](#)

[Scott, A. \(2006\) “Creative cities: Conceptual issues and policy questions” Journal of Urban Affairs. 28\(1\)1-17.](#)

[Paul Chatterton \(2000\) “Will the real creative city please stand up?” City 4\(3\): 390-97.](#)

[Markusen, A. and K. David \(2003\). The Artistic Dividend: The Art's Hidden Contributions to Regional Development, Humphrey Institute of Public Affairs, University of Minnesota.](#)

Week 7, 8, 10. – Sample articles listed below (to be refined by students responsible for each class session)

[Neff, Gina; Wissinger, Elizabeth; Zukin, Sharon. \(2005\) Entrepreneurial Labor among Cultural Producers: “Cool” Jobs in “Hot” Industries 15,307-334.](#)

[Christopherson, S. \(2002\) “Project Work in Context: regulatory exchange and the new geography of media” Environment and Planning A 34, 2003-2015.](#)

[Ekinsmyth, C. \(1999\). "Professional Workers in a Risk Society." Transactions of the Institute of British Geographers 24\(3\): 353-366.](#)

[Vinodrai, T. \(2006\) “Reproducing Toronto’s design ecology: Career paths, intermediaries, and local labor markets” Economic Geography. 82\(3\)237-263.](#)

[Scott, Allen J. \(2002\). "A New Map of Hollywood: The Production and Distribution of American Motion Pictures" Regional Studies \(36\)9: 957-975.](#)

Crewe, L. and J. Beaverstock (1998) Fashioning the city: Cultures of consumption in contemporary urban spaces, *Geoforum* 29(3): 287-308. [doi:10.1016/S0016-7185\(98\)00015-3](https://doi.org/10.1016/S0016-7185(98)00015-3) (go to <http://dx.doi.org/> and enter doi number)

Gilbert, D. (2000). Urban outfitting, The city and the spaces of fashion culture, in S. Bruzzi and P. Church-Gibson. (eds) *Fashion Cultures*. London, Routledge.

Currid, Elizabeth (2007) *The Warhol Economy: How Fashion, Art, and Music Drive New York City*. New York: Princeton University Press.

[Chang, T. C. and W. K. Lee \(2003\). "Renaissance City Singapore: a study of arts spaces." Area 35\(2\): 128-141.](#)

[Eisinger, P. \(2000\). "The Politics of Bread and Circuses: Building the City for the Visitor Class." Urban Affairs Review 35\(3\).](#)

[Mommaas, H. \(2004\) "Cultural clusters and the post-industrial city: Towards the remapping of urban cultural policy" Urban Studies 41\(3\)507-532.](#)

Lloyd, Richard. (2005) *Neo-Bohemia: Art and Commerce in the Postindustrial City*. New York: Routledge.

[Bain, A. \(2003\). "Constructing Contemporary artistic identities in Toronto Neighborhoods." The Canadian Geographer 47\(3\): 303-317.](#)

Dovercourt, J.; C. Palassio and A. Wilcox (eds.) (2007) *State of the Arts: Living with Culture in Toronto*. Toronto: Coach House Books. (select readings)

[Goonewardena, K. and S. Kipfer. \(2005\) "Spaces of difference: Reflections from Toronto on multiculturalism, Bourgeois urbanism and the possibility of radical urban politics" International Journal of Urban and Regional Research. 29\(3\).](#)

Pier Giorgio Di Cicco (2007) *Municipal Mind: Manifestos for the creative city*. Toronto: Mansfield Press. (select readings)

Toronto. (2003) *Culture Plan for the Creative City*
(<http://www.toronto.ca/culture/cultureplan.htm>)