



THE MONIESON CENTRE

TRANSFORMING BUSINESS IN THE KNOWLEDGE ECONOMY

CREATIVE ECONOMY SEMINAR SERIES

"THE RURAL CREATIVE ECONOMY: ISSUES AND CHALLENGES"

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Abstract

The idea of a "Creative Economy" and related research have primarily been focused on urban or at least suburban areas. Richard Florida's original research and much of the subsequent work of other researchers have only looked at metropolitan regions. The idea of attracting the creative class has come to be synonymous with an urban lifestyle and amenities. However, researchers from the U.S. Department of Agriculture (McGranahan and Wojan) and others have found that the creative class plays an equally important role in the economic development and success of rural and non-urban regions, and that these locations can offer a different collection of amenities that can be equally attractive to a subset of the Creative Class. The Creative Class is not monolithic. Variation in individual and family preferences results in variability in the ability to attract the creative, highly-skilled individuals needed for regional prosperity. In this talk, examples from Europe, the United States, and northern Canada will be used to discuss the development of appropriate regional strategies.