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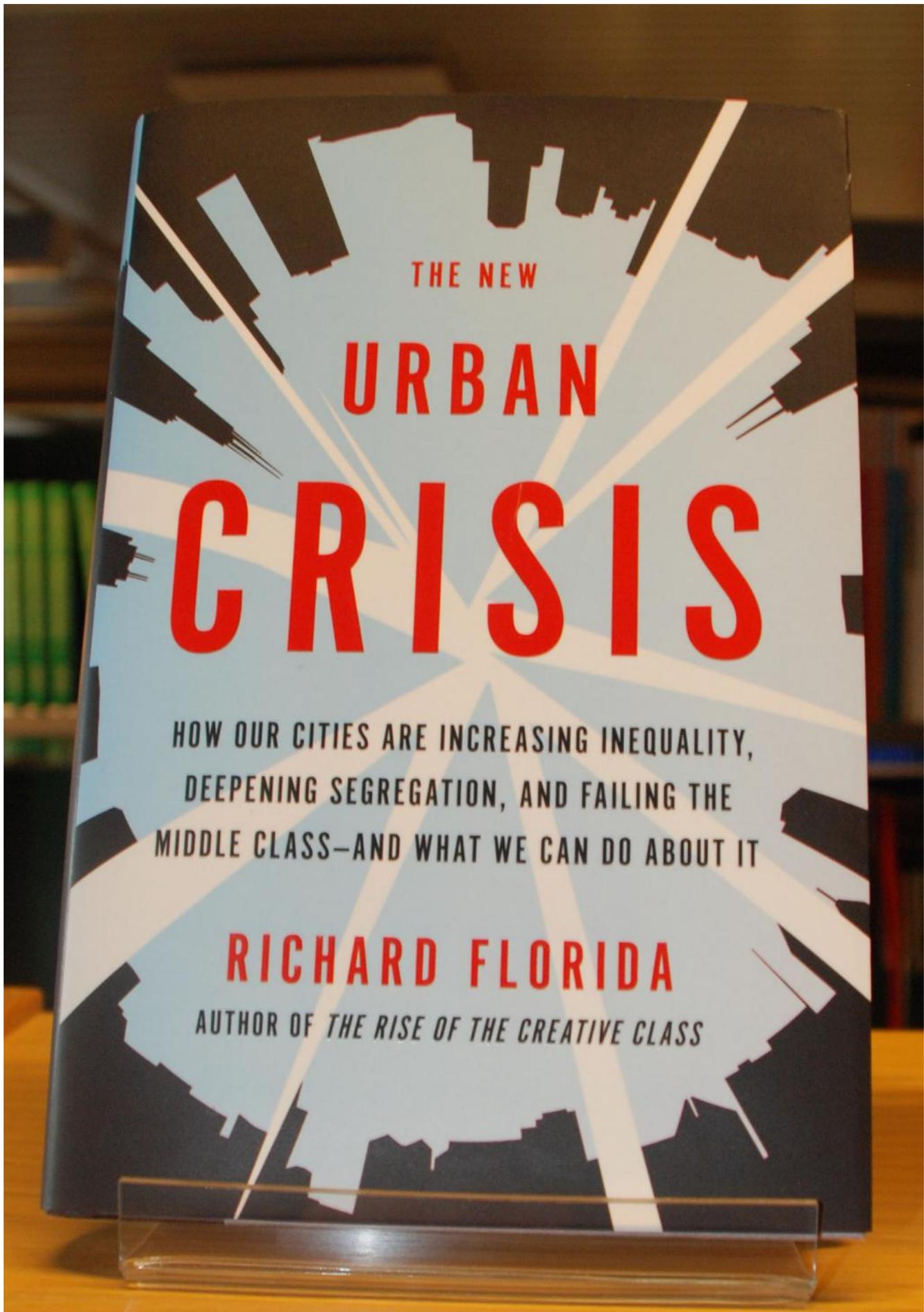
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Blog Writing 06.01.2017 | Timo Cantell

The rise of the creative class urban crisis



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The US City of developer Richard Florida woke fifteen years ago cities around the world to detect the "creative class" in terms of the opportunities provided by economic success. In his latest work pessimistic Florida to declare the message of the new urban crisis that concerns the inner urban segregation. An

interesting question is which indicators this crisis can be accessed and find solutions.

In the early 2000s urban researchers, and developers in the urban leaders talked about Richard Florida's book *The Rise of the Creative Class*, in which the author claimed that based on the success of cities absolutely new things. Florida's view, cities should be developed in an atmosphere of street culture and urban vibrancy instead of traditional building projects. Success therefore be measured in particular through the creative class: the way how this key group to succeed in attracting and stay in the cities, how to them to create a suitable operating conditions to try, work and spend leisure time. Without the creative class cities kuihtuisivat.

Florida's breakthrough work was translated into Finnish in 2005 under the title *of the Creative Class emergence*. The work was otteeltaan fresh, downright raucous. Florida toyed with different indices, with new terms and visionary arguments of urban resurgence. Became a famous example, tolerance index, which showed a positive association between the towns of creativity and economic success. In developing operating the rise of the creative class in the whole city would rise economically. The work was a huge amount of attention to Florida and traveled around the world spreading the good news of his. Ideas also found a lot of response.

Just published book *The New Urban Crisis* is quite different in tone fifteen years ago, a joy of relation. Florida considers urban development, new work, a more pessimistic point of view. It is time for introspection.

Florida is surprised, why in spite of the diverse forms of urban development and -edistyksestä the fruits of growth are not treated all the cities and city residents equally. According to him, we are facing a book title in accordance with the new urban crisis. Attention is mainly in US cities in a situation - and the reader should be aware of - but this development is also relevant to broader.

The old town of crisis

Florida terminology of *the old town of crisis* mean in particular in urban centers downturn: in this case the middle class and the majority of companies moved to the suburbs and neighboring towns to the metropolitan area. In place of the centers came from poverty, and the emptiness of prospects. Thus, the urban core threatened to melt away and the dynamics disappeared. In response to this turning point in Florida saw the emergence of creativity, the creative class in the saving role of cities as a success factor. Devoid of industrial and warehouse real estate gradually began to well the new life, the creative industries began to make use of culturally interesting and often quite rujoja items. They brought a new dynamism in the grass roots up, not so much through the large-scale development programs.

The old form of the crisis is still going strong in some cities in the United States, but in many places the centers have been restored and are raised quite different towns of problems, which is a fresh book deals.



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Dimensions of the new urban crisis

Florida's basic assertion of the innovation, creativity and knowledge of clusters of cities is a controversial entity. Proceeds from the cities of activity on the one hand contribute to new inventions, supports economic prosperity and offers the best conditions for growth. On the other hand precisely the factors that contribute to economic growth and productivity, will also increase inequality.

Growth, condensing urban structure, as well as an increasingly interconnected and denser complex functions are thus two sides of a coin: they produce to cities at the same time both positive and negative developments. Why does not radiate the success of all good, to what extent economic growth and concomitant differentiation are acceptable, the situation can be done, how to manage this contradiction? Let's waterfront urban development core issues.

Winner takes all -urbanismi

The new urban crisis includes the Florida according to five dimensions. First of all, the situation is characterized by a "winner takes all" -urbanismi. In sports, it is known that a select few stars in the main space of the pot. Is likely to occur also in the competition between cities, with a very small number of cities are at the top of the pyramid, and they are constantly diverging further and further away from the other.

In the global competition in New York, London, San Francisco and Tokyo gather most of their competitive for talent and companies. The same phenomenon appears also in a smaller scale within a single state, wherein the tip of the differential between cities and other increases.

Another form of crisis is urban residents and segregation. Super Cities and Technology concentrations produce large differences between the various groups of residents, in which a counterweight to the creative class of service and success of the working occupations are employed after a number of ways. Cities thus become increasingly stronger.

segregation is accelerating

Promoting differentiation third phenomenon, namely the loss of middle-class neighborhoods. Middle-class share will decline from the most successful ones, particularly in towns and cities so the old core group threatens to gradual disappearance.

The fourth form of the new urban crisis is a crisis in the suburbs. While the suburbs are, especially in the United States had a certain kind of getaway places decaying city centers, now also they have diverged. Suburban areas is the richest but at the same time the poorest neighborhoods. There are no more than the difference between the centers and suburbs, city, but the structure has become more and more complex, like a mosaic. The urban condenses well-being and concentrations of nausea at the same time, the middle class and average between those successful areas constantly thinning.

In addition to these, mainly to the United States based on allegations Florida mentions the fifth new urban crisis of the areas of global kaupungistumiskriisin, where urbanization in poor countries does not increase the well-being of the same way as once the Western countries, but will be replaced by urbanization without growth. Urbanization in Third World cities is no longer a promise of a better future.



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new indices

Each form of crisis, Florida presents a number of typical way of bringing the impressive statistical data to support their claims. Florida's hand in the field include the development of various indices, in which he summarized the many developments and differences between cities. This time, attention, eg segregation and eriarvoistumisindeksit, as well as a book that brings together the name of *the new urban crisis index*. Making these is not methodologically very difficult, but in Florida and his research group have developed a skill that describe effective urban developments meters and summarized their message understandable way.

Indices reviews of development is strengthened the idea that the United States is relatively abundant, high quality material, which may utilize the comparison between the cities. Due to the large size of the country rather simple statistical comparison of the figures set against an interesting juxtaposition, the situation of tens or hundreds of cities can be viewed credibly. Unfortunately, this has not been a corresponding manner possible, for example, in Europe or worldwide as an international city of reliable and comparable statistical material has been sorely lacking. This is a big problem. The situation is better in the comparison between the States, but the development of an international city comparable data would be of paramount importance.

Differentiation that the center of attention

Most of the focus of the book is the description of segregation. Florida shows that the US major cities of the relative difference between the richest and the poorest residents of the same order as the most unequal and underdeveloped countries in the world. This situation is mainly due to a richer population constantly growing from the introduction to the rest of the population, but the difference comes in some cities, including the poorest urban dwellers köyhtyessä. Between the two extremes of the middle class reduction increases the abruptness of the differences. The combination is therefore quite difficult, since the differences in scale continuously widens.

the upper part of the economy accordion break from the star confirmed by the most successful cities such as New York and San Francisco. Alho, in turn, will increase the depth of the typical industrial restructuring ravaged the so-called rust cities such as Detroit and Pittsburgh. Furthermore, the situation seems to be weak south solar zone at the core of low-paid service and the black population poverty spotting concentrations in cities such as New Orleans and Miami.

Segregation is a complex entity. Cities in the United States or elsewhere have not been able to combine strong economic growth and controlled inequality. The combination is difficult to implement. However, this would be important, because when cities all over the reach really high - a million category - the pace of growth will slow down at some point. Inequality begins to chip away at the bottom of the growth and creativity.

Florida decides to go out to seek models for international comparison, where he moved his gaze cities in the States. He shows that the global scale and a combination of strong growth in inequality represent the United States and countries such as Britain. A less common, but in the long run, more durable model can be found in the Nordic countries, where creativity and growth combines a moderate inequality. In these countries, creativity, development and growth should not slow the inequality produced with multiple social problems. The answer to the problem can be found in the city, therefore, far from the national policy. Sure, Florida also suggests city-level solutions.

The solution to the crisis,

What can be done in this situation? Florida offers some suggestions.

First of all, we need to increase the density of cities, urbanization, ie the crisis only with the addition of Urbanization. But this time the wise Urbanization. The most basic way to do this is a completely new approach to the so-called. NIMBY phenomenon, that is, the traditional non-my-in my back yard-resistance. Nimbyly prevents cities and nations from developing, because this is going to be taken seriously, and in a whole new twist.

One of the consequences NIMBY phenomenon is urban sprawl, which is socially, economically and environmentally unsustainable. Against this trend in Florida campaigning particularly hard. As one response, he shows a modification of the tax so that it supports the efficient and intensive use of land. of underutilized plots should be taxed heavily, the effective use of the turn, very lightly.

The change to the new must be done with care by providing intensive urban structure, which is not based solely on skyscrapers, but versatile package, with a special attention on the street level of viability and creativity.

On the other hand will find a better and more flexible relationship between home ownership and rental housing. Owner-occupied housing in all respects does not support the movement of people, even in the United States. Third, the infrastructure will invest, particularly urban public transport functioning. Fourth, should support the well-being of a more equal distribution, including the fairness of the lowest wages and affordable housing.

In summary, Florida stresses that the growth will be in the future fairer for everyone. Also, the disadvantaged in society, and poorly paid must enjoy the fruits of growth.

applications to Helsinki

In one respect, the new urban crisis is crystallized from the competition. Although the world - Helsinki, Finland - is seemingly a lot of land, competition from the desired and attractive the country is still more severe. The most wanted living and yrittämiskohteet situated in a surprisingly small area, when the demand for creative and growing cities most interesting sights is constantly increasing, and this area of land can hardly produce more.

Competition from the state and is therefore a key factor guiding the development of the city. Can Helsinki to generate the kind of urban structure, refined land, that it is internationally interesting, attractive to residents and business owners? This is the case in the international urban competition.

If and when we go in this competition, we may have to face the features of the new urban crisis described by Florida. One of the most serious issues is the divergence answer. In Finland, the situation pave the Nordic welfare model basis; it allows a rare combination where the fruits of growth are distributed more evenly than in many other cities in the world. Despite this, we are also likely to have a situation where the difference between the best performing compared to other grow. Understanding this situation as part of the dynamics of urban development is a key social policy issue.

Timo Cantell is the city manager for the City of Helsinki Information Office.

Literature:

Florida, Richard 2017. The New Urban Crisis. How our cities are Increasing inequality, Deepening segregation, and failing the middle class - and what we can do about it. New York: Basic Books.

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