

## 13th Trend Day – Keynote: Richard Florida „The choice of city defines your identity“

In a globalised world, the importance of place will increase rather than vanish. Where we live is becoming an increasingly important aspect of our lives.

### **Trendbüro: What are the key findings in your new book “Who’s your city?” ?**

Richard Florida: Some have suggested that the world is becoming flat, that is: location does not matter. However, in my book, I argue the opposite. Place is not only important, it’s more relevant to the global economy and our individuals lives than ever before. . The choice of where to live, therefore, is not an arbitrary one. It is arguably the most important decision we make, as important as choosing a spouse or a career. In fact, place exerts powerful influence over the jobs and careers we have access to, the people meet and our “mating markets” and our ability to lead happy and fulfilled lives.

### **Can “place identities” be constructed from outside?**

Just like creativity, place identities are organic. They cannot be engineered in a top-down process. Concentrating too much on planning will often kill the vital human spark that creates innovation, invention and character. Rather than spending money on large projects – such as a new opera house or soccer stadium – to create a “physical” identity , communities should concentrate on local initiatives already taking place that promotes or embodies the community’s identity, tolerance, diversity and creativity.

### **What implications do you see for enterprises?**

Effectively managing creative talent is the most important decision companies can make for their future. Creative employees spur economic growth. Personnel management is crucial as creativity is embedded in relationships.

### **How do you define the Creative Class?**

The Creative Class includes two segments of workers. Creative Professionals, who are the classic knowledge-based workers and include those working in healthcare, business and finance, the legal sector, and education. And there is the Super-Creative Core which includes scientists, engineers, technies, innovators, and researchers, as well as artists, designers, writers and musicians.

### **In your bestseller „The Rise of the Creative Class“ you are defining three critical factors for economic development.**

The 3T’s of economic development are Talent, Technology and Tolerance. The driving force behind any effective economic strategy is talented people. We live a more mobile age than ever before. People, especially top creative talent, move around a lot. A community’s ability to attract and retain top talent is the defining issue of the creative age.

Technology and innovation are critical components of a community or organization’s ability to drive economic growth. To be successful, communities and organizations must have the avenues for transferring research, ideas, and innovation into marketable and sustainable products. Universities are paramount to this, and provide a key hub institution of the creative age.

As third factor, I have defined Tolerance. Economic prosperity relies on cultural, entrepreneurial, civic, scientific, and artistic creativity. Creative workers with these talents need communities, organizations, and peers that are open to new ideas and different people. Places receptive to immigration, alternative lifestyles, and new views on social status and power structures will benefit significantly in the creative age.

Maria Klambauer, Trendbüro, talked with Richard Florida in the course of the preparations of the 13th Trend Day.

Richard Florida (USA) is the best-selling author of books such as “The Rise of the Creative Class” and “The Flight of the Creative Class”. Currently a professor at the University of Toronto, he has also taught at Carnegie Mellon University, Harvard University and the MIT. His new book “Who’s your City?” will be published in March this year. [www.creativeclass.org](http://www.creativeclass.org)

More detailed information about the 13th Trend Day and its speakers

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