

Terra America

"Tolerance Russia got stuck in the seventy-fourth position"

The author of "creative class" of the six points of the new social contract

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From the Editor . The theme of "**creative class**" has been one of the condemned on the website *TerraAmerica* this spring. Their views on the matter expressed our portal leading foreign and domestic experts. We heard critical evaluation of the concept of "creative class" by Michael Lind, Saskia Sassen, Peter Marcuse. Point of view, tough opponents, "creative class" set off a more conciliatory statements by Michael Mann, Barbara Anderson, Alexander Kustarev, Victor Militareva. We immediately felt it necessary to hear the opinion of the author's theory of "creative class" School of Management professor named Joseph Rothman, University of Toronto **Richard Florida** . He was able to answer our questions just now.

The origin of the term "creative class" dates back to the book, Florida 2002 "*The Rise of the Creative Class. And How It's Transforming Work, Leisure and Everyday Life*". Russian translation of this book was published in 2005 under the name "**Creative Class people who are changing the future**". The book immediately became in Russia as their violent fans, and hot opponents. According to Prof. Florida, Russia has a large reserve of talent, but inferior to the West in technology and particularly in the area of tolerance.

The view that tolerant environment enhances creativity, raises some doubts, it is possible that the professor comes from a very specific realities of Boston and California. Alas, many creative people in our country would not move away from cities with too much tolerance in those places where the environment would be more homogeneous. In any case, such a commitment should be considered an alternative to the major sociological theory.

- **How would you describe the changes in the social structure of the employment of large Western cities (especially American) since both began to decrease their participation in the manufacturing sector? Can we say that the educated classes of Western society today is completely concentrated in the area of post-industrial service? Can they be called creative class?**

- Creative Class is forty-one million employees (working a thirty percent of the U.S. population) and it is divided into two castes. By the first is the skilled workforce in the traditional sense of the word, that is, creative professionals engaged in health

care, business and finance, as well as in law and education. The second caste - the scientists, technocrats, innovators, and the authors of discoveries, along with artists, designers ("Gentlemen Designers" in your opinion), writers and musicians.

Thus, accounting for only thirty-one percent of American rabsily, creative class gets fifty percent of wages and profits and makes seventy percent of purchases.

- How robust is the economic situation of the class? Will he part of the global market for ten or fifteen years? Whether its representatives to be sure that tomorrow they will work and the ability to feed their families?

- The economic turmoil of recent days once again demonstrated the need for careful selection of gifted people, develop their creative abilities to flourish the economy in the future. Paying attention to these pillars of the new economy, as if we are engaged in the prevention of economic failure in the future.

Economic growth - a result of creative activity, and I still believe in the existence of specific talents of each person. Thus, developing individual abilities, we mobilize people for collective solutions to economic problems that will inevitably arise before us in the future. The basic logic of our economy than ever before in human history, points to the need for the development of human abilities. The task of our generation - the search for ways to connect each individual to creative solutions to common problems.

- How does the emergence of the creative class has affected two other ruling class in American society?

- We see a clear decline in production in the U.S., we see how he hit on the number of jobs. This is due to reorientation of the sphere, the increasing dependence of our economy from the experts and "fixers" rather than from the operation of physical force. In the transition economies are moving above two castes - the creative class and competent, familiar with the latest support sector. Go to last belongs to the biggest part of American workers. These people obediently perform routine administrative assignments, provide employees with food, staffed, clean, visit the sick and so on.

Caste staff grows in parallel creative class, from twenty percent rabsily in the nineteenth century up to thirty percent in the fifties of the twentieth century. Well, now it is the number of sixty-odd million.

The tremendous growth in the service sector makes it relevant to the question of how to improve the working conditions and an increase in wages. We need to "creatively" to improve all of these professions to the people involved in them if necessary to rein in his head.

The government creates a high-tech incubators "start-ups" that are so necessary for the expansion of virtually all industrial sectors. That is, we - consumers must be willing to voluntarily pay higher prices for goods and services. Once we did this for improving the quality of manufactured products, we now again have to repeat this feat, but for the sake of improving the quality of service.

- Is it possible to integrate this sector of the educated citizens of the BRIC countries?

- It is. But for this they will both need to focus on so-called model of "**Three T**" - **technology, talent and tolerance** .

In the first place, of course, **the technology** - the ability to maintain and develop useful innovations, transforming them into competitive products that promote the expansion of companies, is a critical component of economic growth. In our ranking technology Russia is only the twenty-first place, falling behind in England, but on the **talents** of your country ahead of Italy and France. The driving force of effective economic policies have been and are gifted people. In Russia, these have always lacked. Equip you stand on the thirteenth place, friends.

More than thirty-eight percent of the able-bodied Russians belong to the creative class.

Here are just a tolerance ... you see, the innovator has to feel comfortable, where he had not abandoned the creative destiny. Talent is not sitting on the ground, the city and the country must look attractive to creative people. So that they are in no hurry to escape from there. A good psychological climate - a pledge of good business environment.

But your tolerance while stuck at the seventy-fourth position ...

- What kind of 'creative pact "and how it can become the focus of a new order in politics, economy and culture?

- We can not rely solely on the strength of the market, if our goal is long-term prosperity. To do this we must develop **creative pact** or agreement, in general - a set of actions and conditions. It will take into account everything - from investments in human capital, the only hard currency, which we stayed, to new approaches to science and education. We need to turn the economy toward innovation, and society - in the direction of greater openness and pluralism by providing effective coverage for those who are not lucky with a place in this life.

That's how I seen six key points of this agreement:

first - the development of potential and creative abilities of the individual in their entirety, which implies the involvement of employees in the creative process at all levels;

second - the openness and pluralism should be the basic principle of the economic agenda. Do creative people have different inclinations and habits, we need to create a comfortable atmosphere for them, according to their desires, no matter how strange they may seem to us;

third - the system of education should provoke, rather than clamping the creative impulses of the students. Education must go beyond the classroom, it must be more experimental, applied and graphic;

fourth - the creative economy must also be equipped with a robust "safety net". It should be noted that most of today's creatives, in essence, "free hand", and systems such as the health field should be guided by the nomadic nature of their lives;

fifth - you need to enhance our city by promoting cluster development, density and concentration. City - organized cell of our era;

Finally, let us define the principal. Let's give up the growth for the sake of growth, and focus on increasing the quality of true prosperity. Move the economy forward knowledge, ingenuity, creativity and human potential - that they and we must do, what we want them again ap-Vat.