THE CREATIVE CITY INDEX: MEASURING THE PULSE OF THE CITY

BY CHARLES LANDRY & JONATHAN HYAMS

• A concise book on the Creative City Index, an assessment tool for cities
• 39 full-colour photographs

The Creative City Index is both a narrative of what great cities are like and explains a method for assessing cities holistically. This helps measure their creative abilities and potential, a precondition for downstream innovations and economic vigour. This strategic tool provides a rounded framework for thinking, so good policies become easier to achieve.

Cities need to know how well they are doing and evaluating them is becoming a phenomenon. We live in a world of measurement. We measure wealth and poverty, happiness and depression, whole societies, economies and now even cities. This helps position a city and inspires it to do better.

The Index does more than this. Participants join a comparative global dataset. Using a mix of qualitative and quantitative methods, including self-completion online surveys, group sessions, one-to-one interviews and site visits, it combines an internal self-evaluation with a rigorous external assessment.

Cities wishing to participate can choose from options: an interactive and motivational presentation; a bespoke workshop; the complete Creative City Index assessment itself; or an extended study focusing on the specific requirements of the city wanting to be reviewed.

Charles Landry is an authority on city futures and the imaginative use of urban resources. Jonathan Hyams helps creative and knowledge economy businesses with both strategy and technology development. For further information: www.charleslandry.com

Publisher: Comedia
ISBN: 978-1-908777-02-7
Paperback
GB Pounds: 7.95
147mm x 210mm
64pp
Readership: Academic/Specialist
Subject areas: General; Arts, Retail, Geography; Planning; Globalisation.

BIC: AMVD/JFCA/RGC/RPC
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2. Distinctiveness, diversity, vitality & expression
3. Openness, trust, accessibility & participation
4. Entrepreneurship, exploration & innovation
5. Strategic leadership, agility & vision
6. Talent development & the learning landscape
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The creative city index: measuring the pulse of the city. By Charles Landry & Jonathan Hyams. A concise book on the Creative City Index, an assessment tool for cities. 39 full-colour photographs. The Creative City Index is both a narrative of what great cities are like and explains a method for assessing cities holistically. This helps measure their creative abilities and potential, a precondition for downstream innovations and economic vigour.

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The fragility of the creative milieu.

Creative and uncreative places.
What is an uncreative place? The creative city is presented as a city that is attractive to, and populated by, a creative class who works in the new economy, or more likely in high-tech and bio-tech. The Bourgeois Bohemian (BoHo) city is the magnet for migrant educated labour that works in the hi-tech industries. The creative city is an in-town speciality shopping centre. Of course, it is simply a re-visioning of the liveable cities (via Quality of Life (QoL) indicators) that have been promoted for so long (to attract middle and higher management of TNCs who have to relocate staff). The notion of QoL comes from rational c Not surprisingly, New York City dominates in specific creative categories. For example, 28% of the nation’s fashion designers reside in the five boroughs. As it turns out, creative economies in larger cities benefit immensely from specialization. In the visualization below, orange dots represent creative jobs in sectors more unique to that metro area. The yellow dots represent more common creative jobs. Essentially, Boston’s creative jobs are tied to industries that are unique to that region, while a city like Las Vegas (which ranked low in the index) offers creative jobs that are less special...Â This is a major reason cities with a strong technology industry presence also tended to rank well on the Creative City Index. Related Topics: cities creative creative economy. Up Next.