

THE CREATIVE COMMUNITY

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The Basic Argument

The argument for the Creative Community can be represented by five propositions:

1. That technology is moving us from the Organisational Age (hierarchies) to the Creative Age (networks).
2. That the Creative Age has given rise to the Knowledge Economy.
3. That the creative process is used to add to what we know already (the process of creative capital accumulation).
4. That the process of creative capital accumulation serves to drive economic growth.
5. That economic growth is enhanced if creative people (the holders of creative capital) co-locate in the same area.



The Creative Class

As a policy objective, it is important to foster a desire amongst creative agents to live in a given area.

They are attracted to communities that are diverse, tolerant, and open.

They are repelled by communities that lack vision, are trapped in the past, and whose vested interests generate a resistance to change.

To achieve creative lift off, a core of 10% of the workforce needs to be creative agents.

This will give sufficient volume for individual creative agents to coalesce into larger economic entities.



Who Are The Creative Class?

NOW

1. Computer & maths.
2. Architecture & engineering.
3. Life & social sciences.
4. Education & library.
5. Arts, design, entertainment, & media.

FUTURE

1. Bioinformationists.
2. Geonomics architect.
3. Eldercare wellness manager.
4. Data miner.
5. Avatar manager.



What Can Policy Makers Do?

1. Develop an area as a great place to live. Creative agents can be very demanding for arts, cultural and recreational facilities.
2. Develop a local bootstrap for intellectual property creation. It needs to be a source of technology, talent, and social tolerance.
3. Develop a 'people climate' rather than a 'business climate', to construct policies in a people centred way.

These conditions are necessary and sufficient. They all need to be in place and working together if creative agents are to be attracted to an area.



How Does Suffolk Shape Up?

1. Suffolk is a great place to live, with areas of outstanding natural beauty, with world class events, such as the Aldeburgh Festival and the Newmarket Races.
2. Suffolk lacks a bootstrap. The establishment of UCS is a promising start, but it does not confer its own degrees and it has a minimal reputation as a research centre.
3. Suffolk has a mixed people climate. It is dominated by landed and suburban lifestyles, with a notable absence of a Bohemian culture of any significance.

In many ways, we can see this as defining the extent of the work that needs to be done.

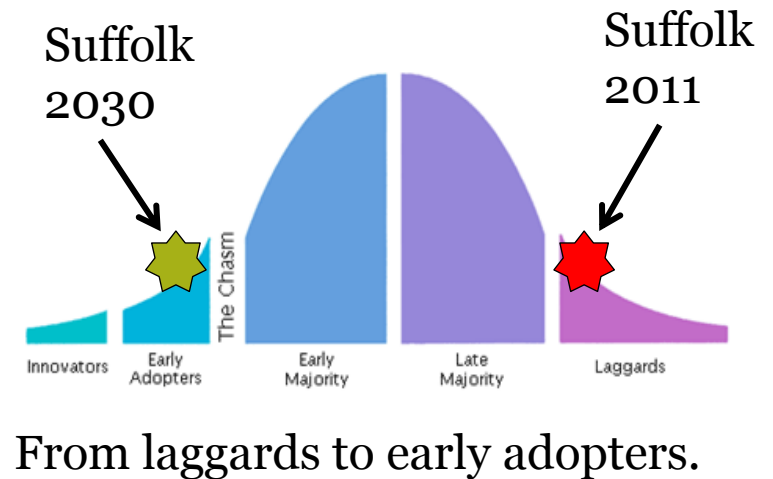
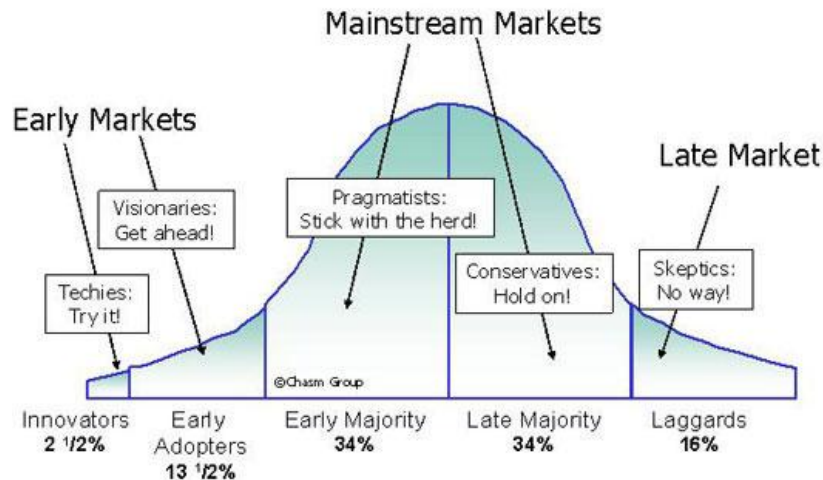


How Does Suffolk Shape Up?

It may be helpful to view this graphically:

Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



What Can Be Done?



Founded in 1996, Idealab has created and operated more than 75 companies with 30 IPOs and acquisitions.



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Communities Of The Future

What Can Be Done?



TED^x Aldeburgh
x = independently organized TED event

Theme: None

Snape, United Kingdom
November 5th, 2011



RSA

Events



*intelligence*²

THE WORLD OF DEBATE



POP!
TECH



EUFO THE EUROPEAN
FUTURES
OBSERVATORY

What Can Be Done?

