

# Conceptual approaches II: talent and creativity

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What is talent?

Beautiful people?

# Billy Talent?



The lads from Mississauga: “Billy Talent.”



The Warehouse Studio, 100 Powell Street, Vancouver.

# Richard Florida





# Richard Florida's glasses

## RICHARD FLORIDA'S FAVOURITE THING » RETROSPECS

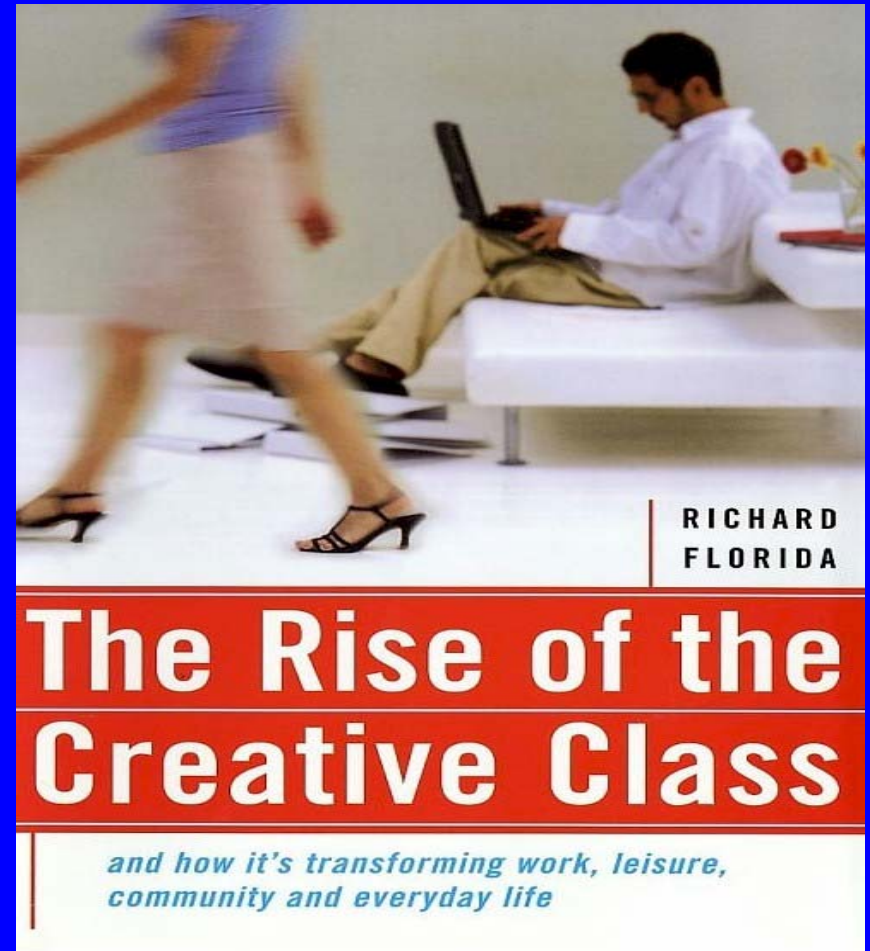


RENA FLORIDA

"I love my new glasses," says American cultural anthropologist Richard Florida. "I bought them two years ago. They emulate the classic old horn-rim design. I think they're emblematic of the way design now is used to create identity in a very customized way for consumers. We used to have an industrialized system that enhanced similarity. Now we have this new system that enhances difference. My father sold eyeglasses, so the nostalgia of how these things look has an extra personal dimension for me. I have a real fondness for classic industrial design — not fussy, not ostentatious, but well made. You use these objects to create yourself."

# Richard Florida on talent

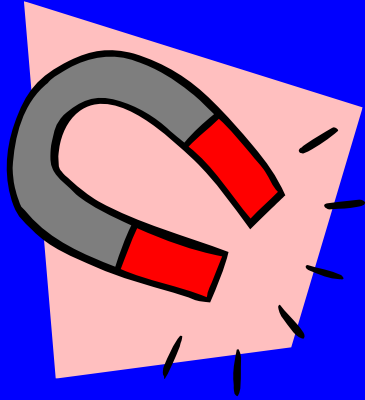
- Talent is “the driving force of ... economy and society” (P. 4)
- Talent = “creativity,” “human capital,” “creative capital.”
- It is the “sizzle.”
- Distinction between “super creative core” and the merely creative.
- Defined empirically as: those with Bachelors degrees and above; scientists and engineers; professional and technical workers.



# 1. Firms follow talented labour

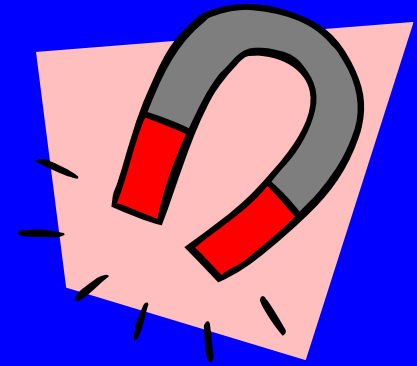
The geography of the new economy is set  
“by the location choices of creative people  
– the holders of creative capital ...  
Companies cluster in order to draw from  
concentrations of talented people”  
(Florida, 2002, pp. 220 & 223).

## 2. Talent drawn to “cool” places

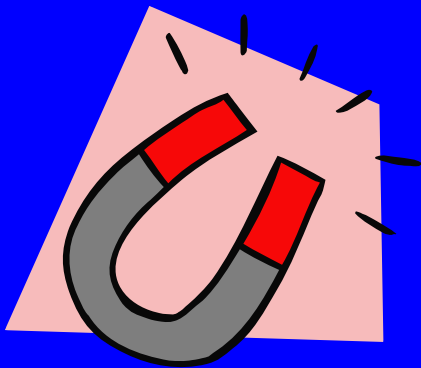


Vancouver?

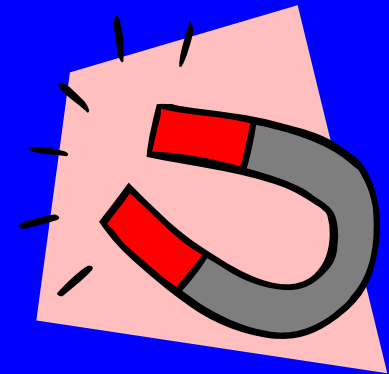
Prince  
George?



Where will  
talent go?



Toronto?



Sudbury?



# The power of place

“place has become the central organising unit of our time, taking on many of the functions that used to be played by firms and other organizations” (Florida, 2002. p. 6).

# Influence of Jane Jacobs

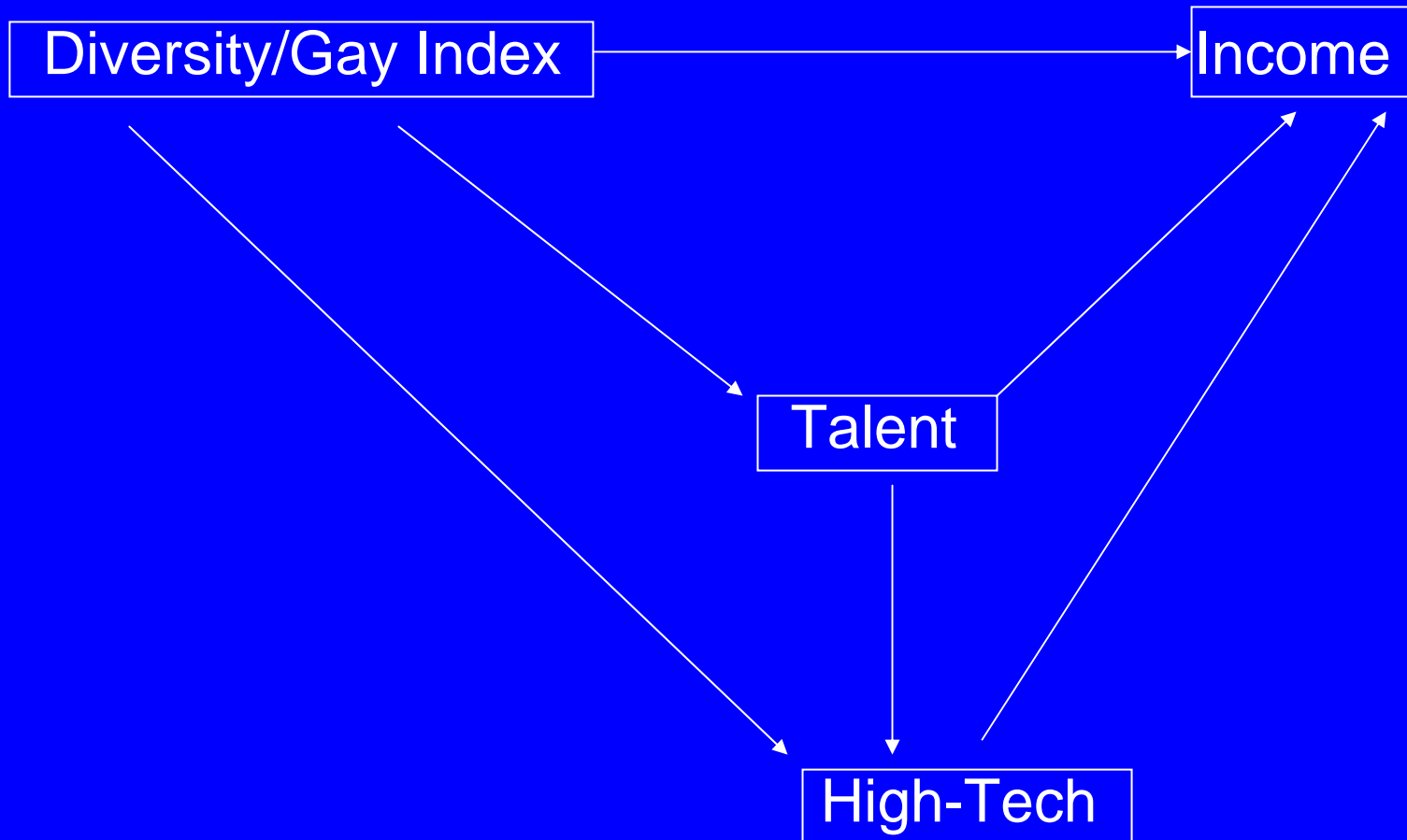


Jane Jacobs in the  
wrong place



Jane Jacobs in the right  
place

# Diversity, talent and economic growth



# Critique I: Ed Glaeser on Florida

- Talent is separate from culture
- Represents simply human capital (educational attainment)
- US City with greatest proportion of the super creative core, suburban Plano, Texas



The “Super Target” for the super creative core, Plano, Texas

# Critique II: Jamie Peck on Florida

- Creative cities and creative class just another version of neoliberalism
- Where are those who don't have the right kind of talent and creativity?
- The very neoliberal future to which Florida's prescriptions point deny the larger talented and creative society he desires.





# Conclusion

While the etymology of talent is with “money,” can it be redefined to escape its original meaning?