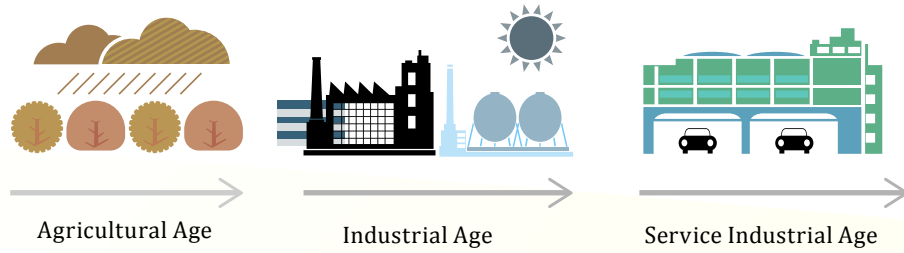


Revolutionary Road to

Creative Cities

Four Ages of A Modern Economy

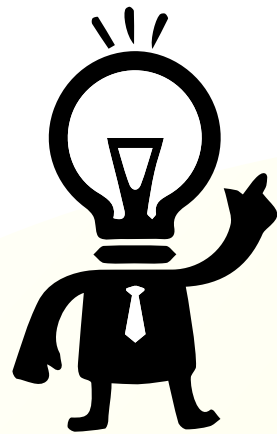


Based on Richard Florida's (2002) *The Rise of the Creative Class, Cities and the Creative Class*.

Attracting talent to build a creative economy requires a shift from an economy dependent solely on fiscal growth, to one that is more holistic and incorporates a dynamic cultural atmosphere and thriving quality of life.

Generate and attract Creative Individuals

Creatives are a critical factor. They constitute the Creative Class. Their function is to create new ideas, technologies, and creative content thus bringing a dynamic economy to the city.



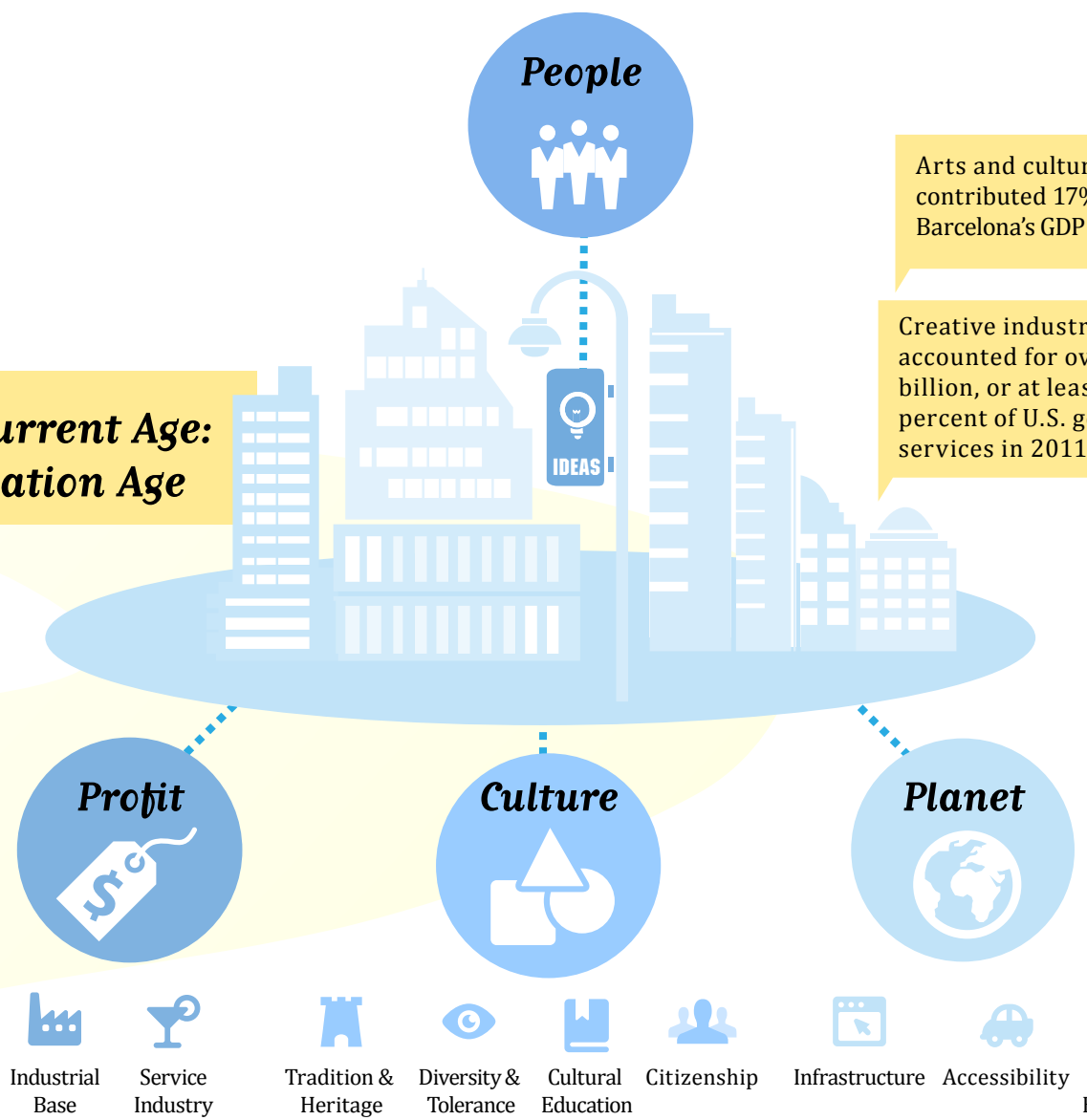
- Musician
- Film & TV
- Technologist
- Architect
- Writer/Journalist
- Educator
- Designer
- Scientist
- Artist

Creative Class

Creative Cluster

Creative Enterprises

The Current Age: Innovation Age



Arts and cultural tourism contributed 17% to Barcelona's GDP in 2004.

Creative industries accounted for over \$500 billion, or at least 3.2 percent of U.S. goods and services in 2011.

A Place Where Synergy Happens

Creative Cities

