The cultural contradictions of the creative city

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Despite the global economic crisis, the world market for creative goods and services enjoyed an unprecedented dynamism during this decade.

While world trade declined 12%, world exports of creative goods and services reached $592 billion in 2008, up from $267 billion in 2002, growing 14% annually during six consecutive years.

This upward trend is likely to continue, due to the firm global demand for most creative goods and services even in turbulent times.

Exports of creative goods reached $407 billion nearly twice as high as the $205 billion in 2002 with an annual growth rate of 11.5%.

Exports of creative services increased faster with an annual growth of 17%, rising from $62 billion in 2002 to $185 billion in 2008.
Growth through recession

- US IP industries 2010
  - 35% of US GDP
  - 27 million jobs
- Growth 1% in overall economy
  - 1.6% growth in IP industries
  - 2.4% in copyright industries
Growth and it's dark side: cultural work and entrepreneurship

- Re-examining the assumptions of the creative city
- Embedded notions of creativity, liberalism and culture
- Problems of universalism
- Beyond consumption, but also production
- The real challenges of actually existing creative cities
- An agenda for policy and analysis
• Pushing the limits of normative models
• FDI and the city
  • Tax breaks
  • Selling cities
  • Buildings
  • Quality of life
  • Creativity (consumption)
• Florida: hard branding with a soft edge.
The creative city: backstory

- Florida and the creative class
  - 3 T’s: technology, tolerance, talent
- Based upon Bell’s ‘coming post industrial society’
- Bell’s later work on the ‘cultural contradictions of capitalism’ – unresolved
Liberalism under stress

- Tolerance as a particular, not universal
- The actually existing challenges of Singapore and the creative city
- What is tolerant?
  - Wealth disparity
  - Moral codes
- Limits to tolerance
  - locally situated tolerance; or
  - tolerance of neo-liberalism?
• Young (1990): social justice situated, imposition of universals may exacerbate inequalities
  • Moral liberalisms
    • Universal or situated?
…The particularities of creative work

• Creatives
  • Romanticism and the C.20\textsuperscript{th} artist
  • Neo-liberalism and the artist/entrepreneur
    • Creativity and ‘freedom’: necessary and sufficient?
• Contemporary debates about creative workers:
  • ‘The new spirit of capitalism’
    • (Boltanski and Chiapello)
  • ‘the Precariat’
    • (Hardt & Negri)
  • Problematise the link of art and neo-liberalism:
    • Sacrificial labour
Consumption

• The implied result of the Florida model
  • This is meant to be the cultural ‘pay off’/gain

• Gentrification
  • Artistic gentrification
  • Displacement

• Urban growth machines (2): retail, experience

• Democracy (cultural democracy) and branding

• Whose city, whose culture?

• Reduction to economic and consumption agendas
• Cultural production is important: jobs and income (in London 3rd largest sector!)
• Its not like other industries
  • Organization: project based firms, heterarchy
• Conditions of employment/jobs
  • Freelancing, jobs pay, discrimination and inequality
  • Informality reinforces structural inequalities
• Work outside work/informality
Women in UK workforce 46% In Audio-visual industries 36%

Women in younger cohort 44% In Audio-visual industries 54%

Ethnic minorities (London) 24% In Audio-visual industries 10%

54% of all news journalists private school education

Of those with degree: 56% attended Oxford or Cambridge

(compulsory) Free labour and unpaid internships

Sources: Skillset, and Sutton Trust (various dates)
Conclusions

• Creative cities
  • Need to be situated
    • Careful exploration of ‘creativity’, avoid elision with neo-liberalism

• Creative cities
  • Consumption
  • Production
    • Both have severe downsides that need careful mitigation, or avoidance.
    • Inequality is not necessary for growth and creativity.
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http://web.me.com/andycpratt/andy_c_pratt/Welcome.html

http://www.kcl.ac.uk/artshums/depts/cmci/index.aspx

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