

CREATIVE CITIES: LOCAL PRODUCTION SYSTEMS AND GLOBAL MARKETS

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CAPITALISM AND URBANIZATION

- 1. The factory system: the classical factory town
- 2. Fordist mass production: the large industrial metropolis
- 3. Post-fordism, the “new” economy, cognitive-cultural capitalism: the creative city.

FEATURES OF COGNITIVE- CULTURAL CAPITALISM

- 1. Digital technologies
- 2. High levels of scientific/technical labor
- 3. Human intermediation of services
- 4. Symbolic outputs
- 5. Aestheticization of commodities
 - DESTANDARDIZATION OF PRODUCTION
 - HTI, neo-artisanal industries, cultural-products industries, business and financial services, personal services, etc.

Specific forms of cognitive-cultural production and work:

- Neoliberal technomanagement
- Innovation-oriented production
- Privatized provision of information/services
- Naturalization of socially-useful ideologies (in educational institutions and the media)
- Commodification of experiences (symbolic products)

- Managerial discourse: flexibility, fast capitalism, human capital, empathy, creativity, adaptability, etc.
- Urban policy discourse: consumer city (Glaeser), entertainment machine (Clark), creative city (Florida, Landry).
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- Elements of authenticity in each discourse but deeply flawed

The driving forces behind urban agglomeration and growth

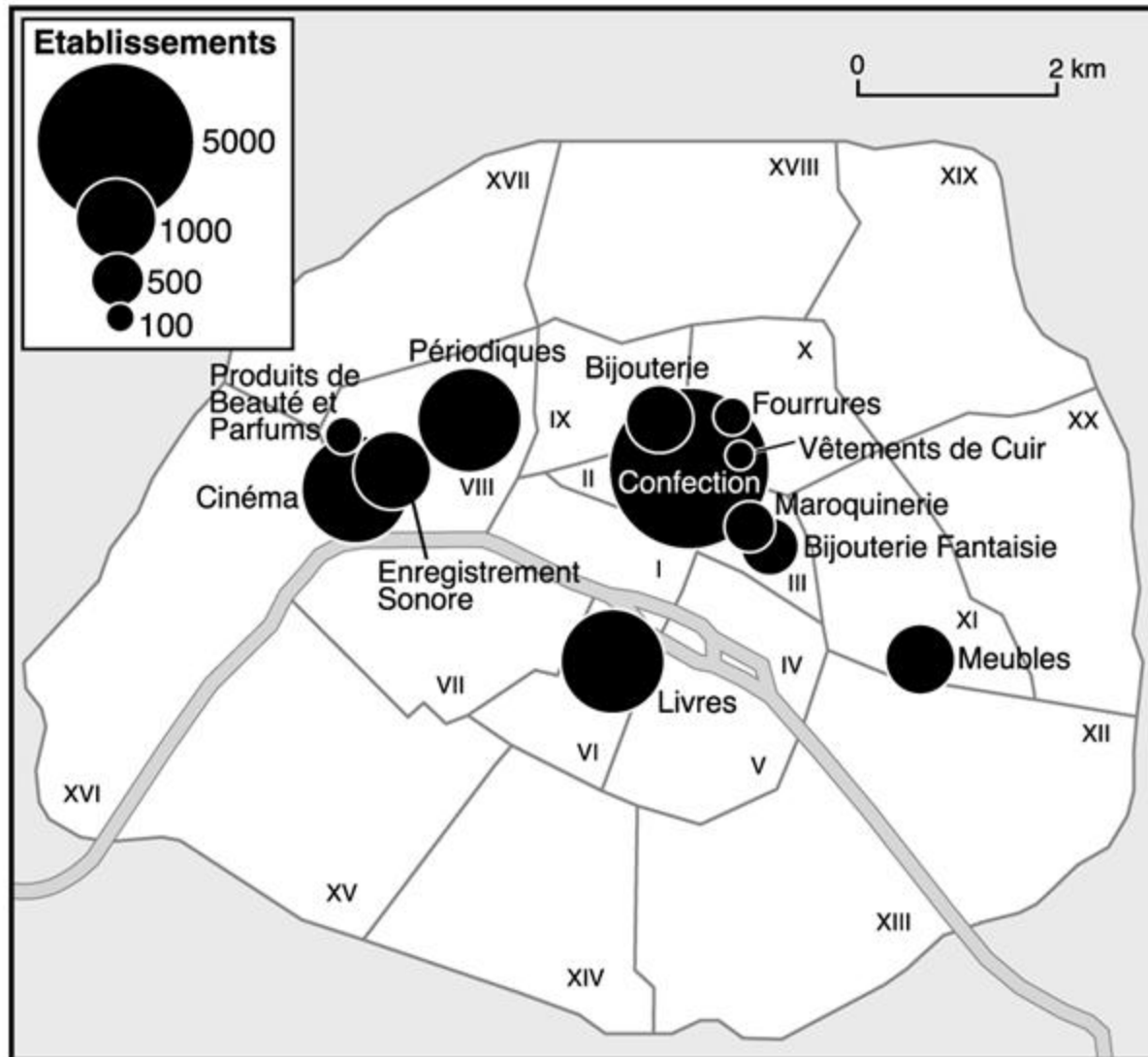
- 1. Networks of specialized but complementary producers
- 2. Local labor markets: skills, socialization
- 3. The creative field: learning and innovation, i.e. creativity is always mobilized in concrete ways (textiles industry, car industry, film industry)

COLLECTIVE EFFECTS OF AGGLOMERATION

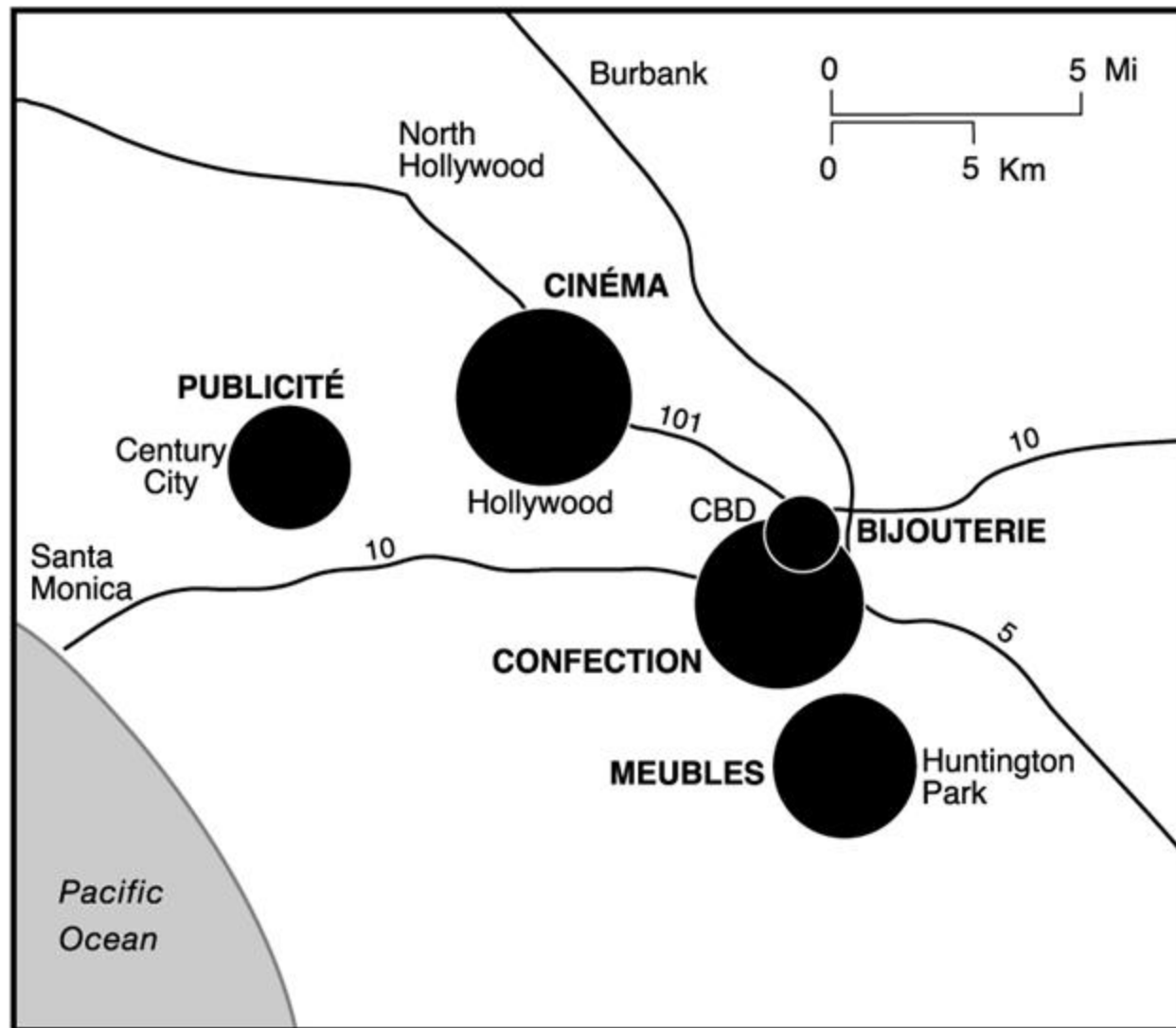
- Increasing returns to scale
- Agglomeration economies
- Competitive advantages
- Monopoly powers of place (product differentiation and branding; Chamberlinian competition)

Clustering is a locational strategy by means of which producers transform latent benefits into concrete agglomeration economies

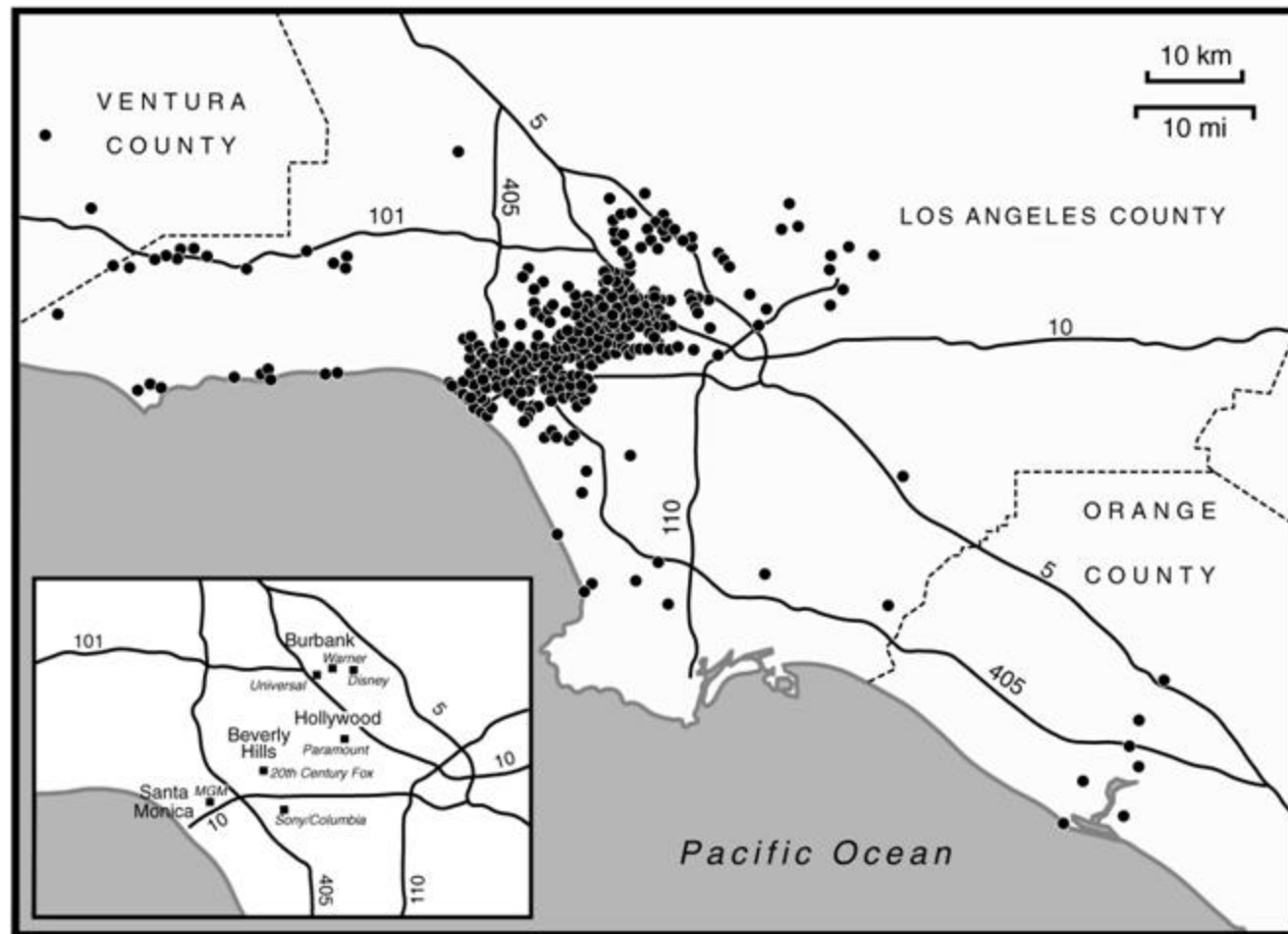
PARIS: CULTURAL PRODUCTS INDUSTRIES



LOS ANGELES: CULTURAL PRODUCTS INDUSTRIES



Motion-picture production companies in Southern California. The inset shows locations of the majors and selected place-names



A new equilibrium between work, life, and leisure in the city

- 1. Upgraded urban milieu (LA Fashion District)
- 2. Interpenetration of production space and social space of the city
- 3. Proliferation of cultural/entertainment facilities
- 4. Iconic architecture and recycling of the built environment: Bilbao Guggenheim, Westergasfabriek, Petronas Towers, Docklands.

DEVELOPMENT STRATEGIES

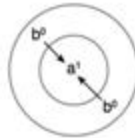
- The Florida formula:
- 1. Invest in amenities
- 2. Attract “creative class”
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- The alternative formula
- 1. The complex production machinery of the city
- 2. The spiral cumulative of causation in city growth

The example of Silicon Valley/Hollywood

- 1. Initial planting of seed.
- 2. Disintegration, spin off.
- 3. In-migration of specialized workers
(NOT undifferentiated creative class)
- 4. Growth of market
- 5. Cumulative causation based on
agglomeration economies



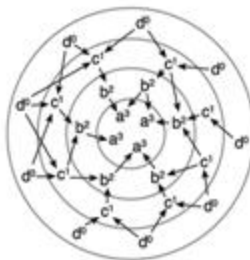
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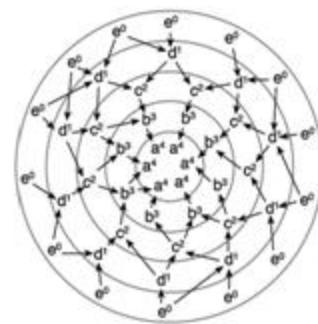
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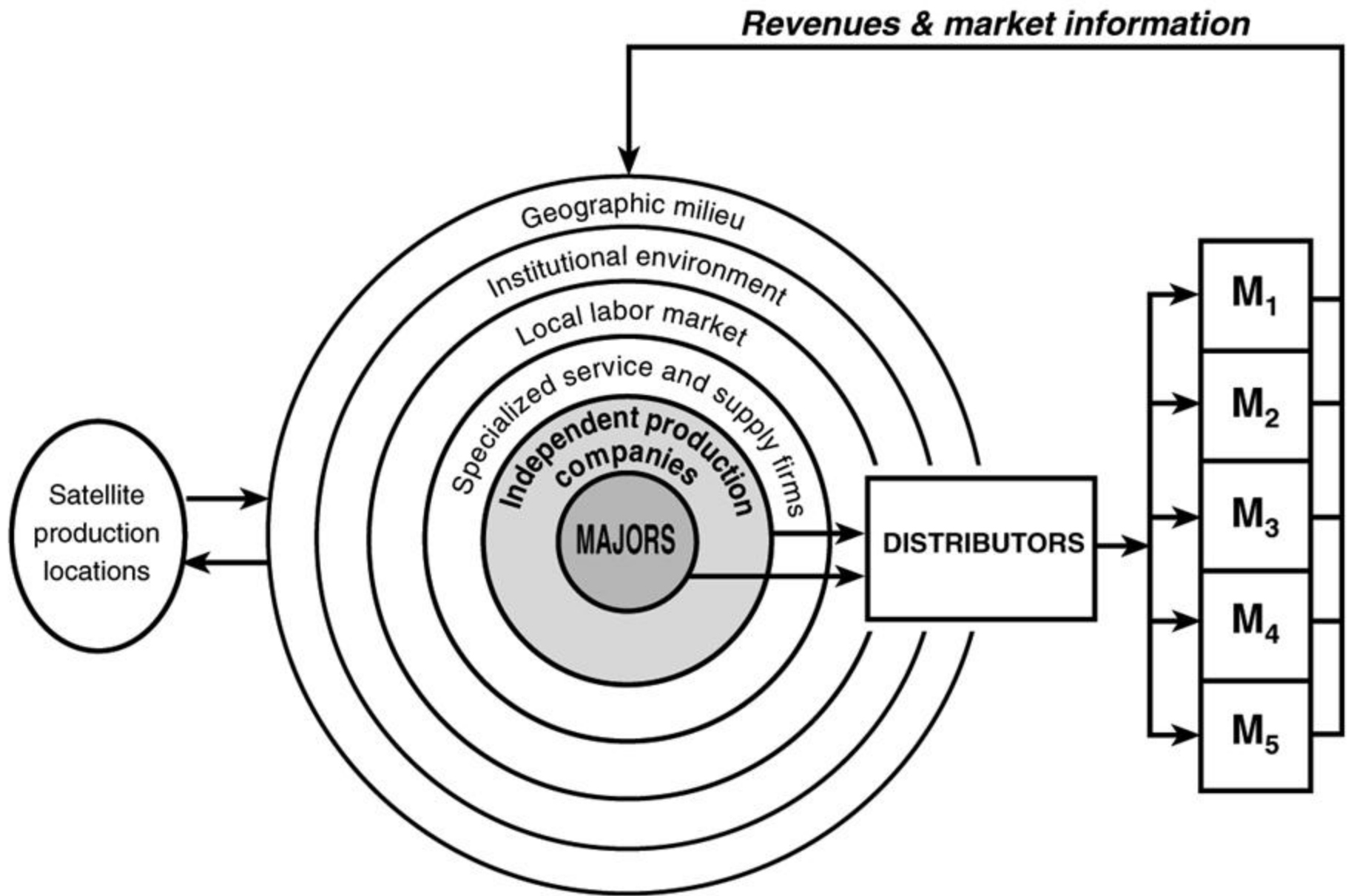
THE POLICY PROBLEM

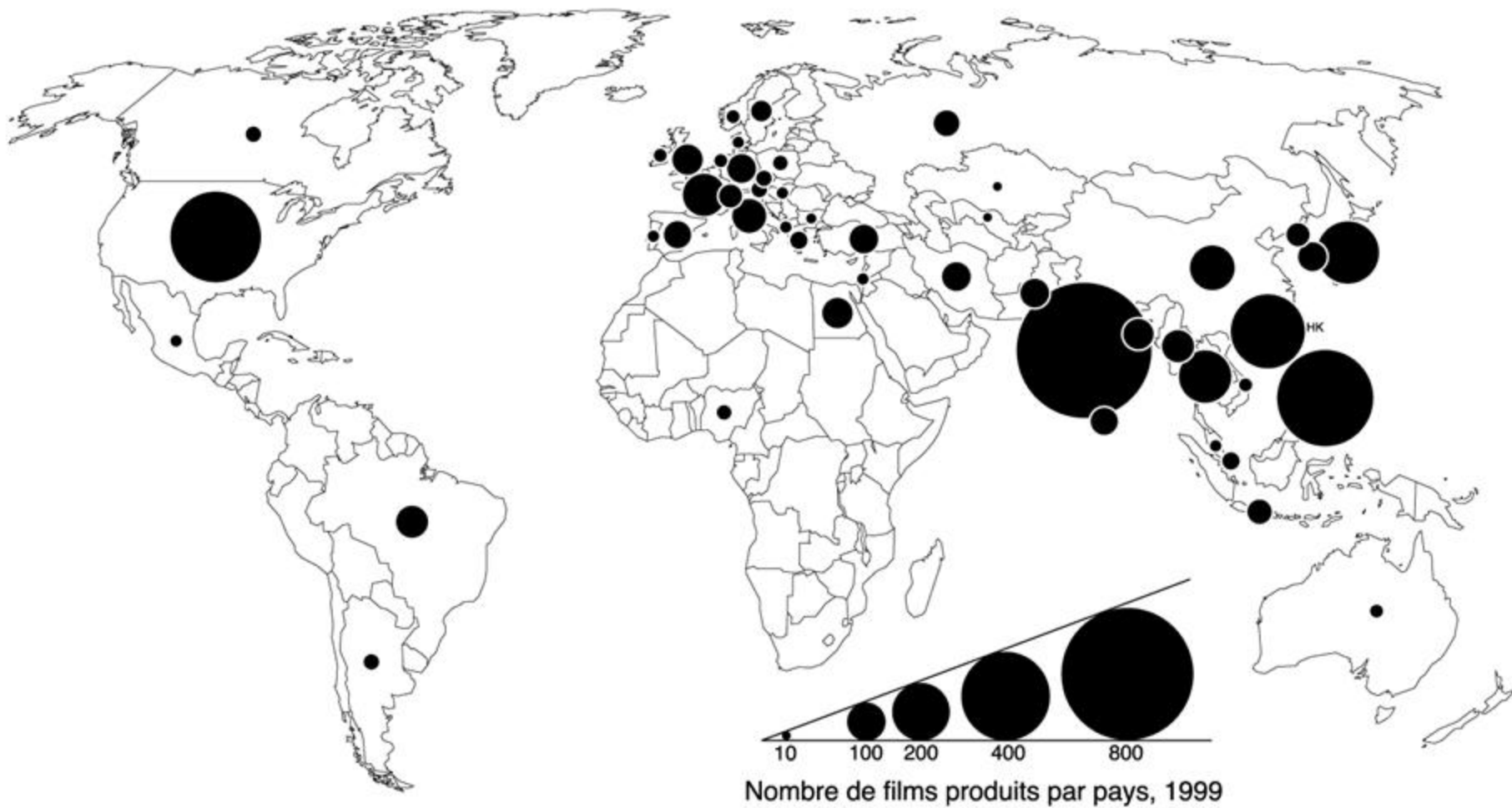
Bottom up

Harvest external economies (networks, labor markets, innovation, etc.)

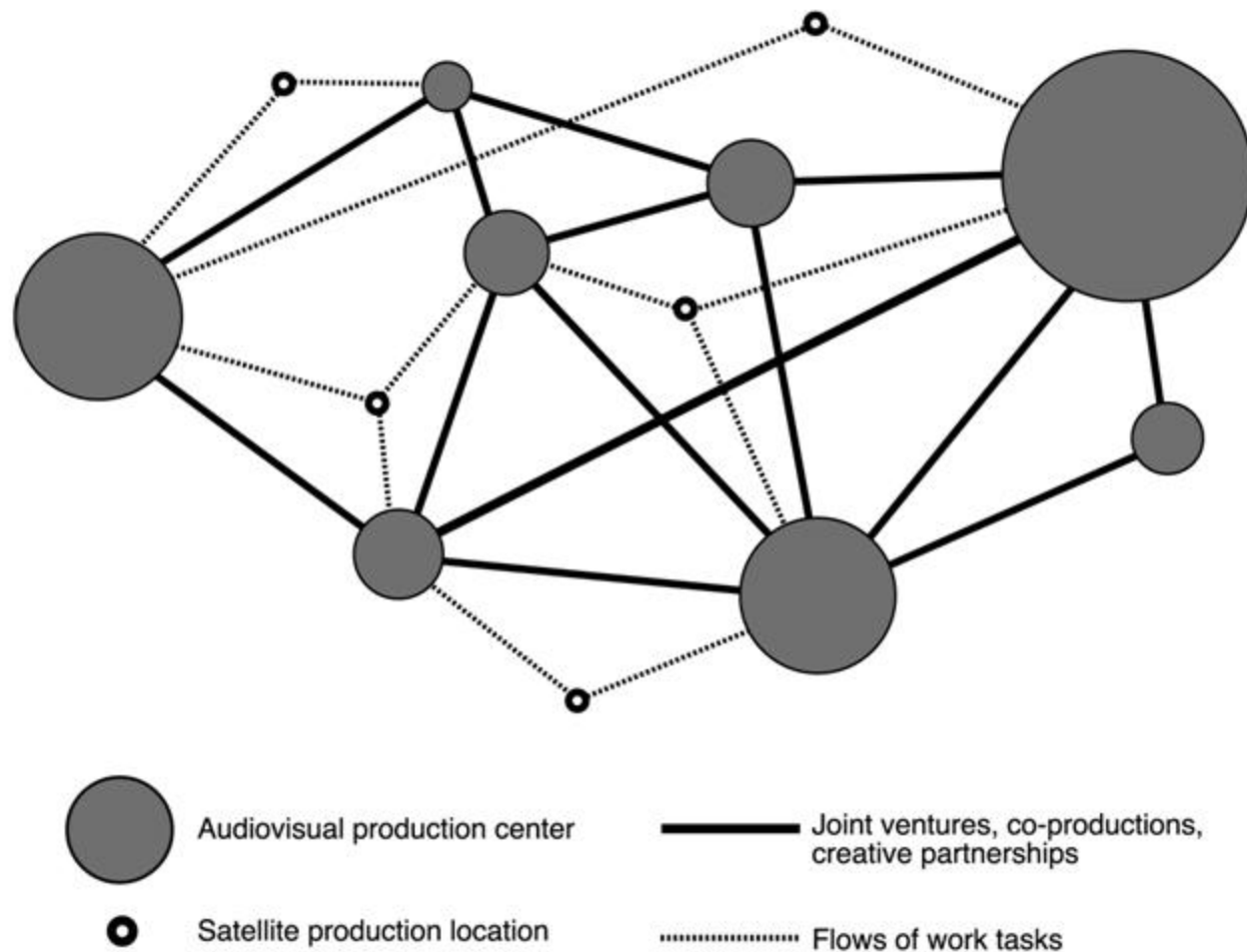
Sustain milieu

Institution-building in the interests of regional coordination: internalizing externalities





Schematic representation of a hypothesized global production landscape in the audiovisual industries



FINALE

Global mosaic of production regions

Polyvocal and polycentric landscape of
global cultural production