

The cultural contradictions of the creative city

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Chapter V: International trade in creative goods & services - Global trends and features

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 Department of Commerce (2012): Intellectual property and the US economy
- 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

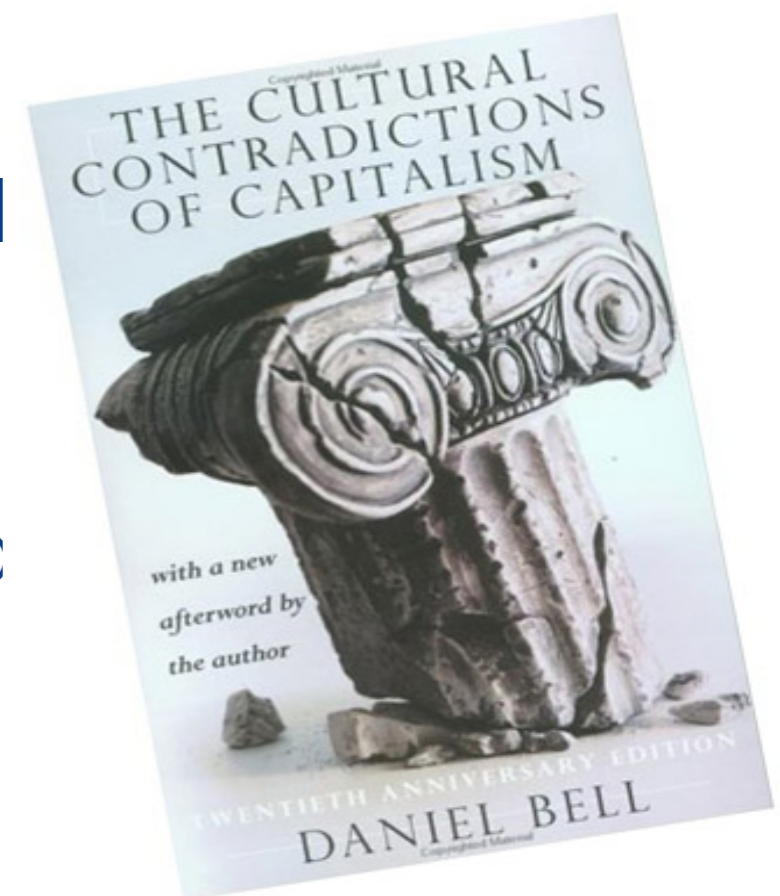
Nice cities

- 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.



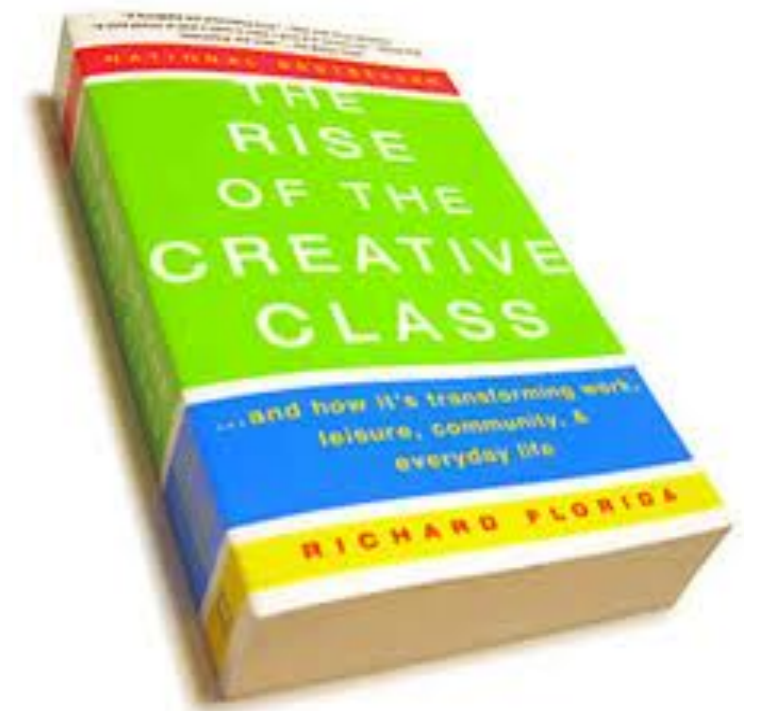
The creative city: backstory

- 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



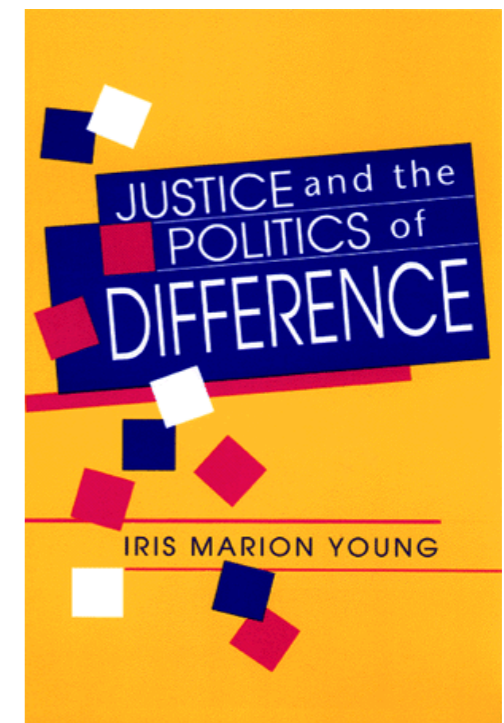
Liberalism under stress

- 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?



From the particularities of Liberalism and Culture to...

- 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.20th 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



Production

- Cultural production is important: jobs and income (in London 3rd largest sector!)
- Its not like other industries
 - Organization: project based firms, heterachy
- Conditions of employment/jobs
 - Freelancing, jobs pay, discrimination and inequality
 - Informality reinforces structural inequalities
 - Work outside work/informality

Is this what we want?

Is this a more equal workforce?

- 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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