

“Experience the Creative Economy”

Martin Prosperity Institute
MaRS Heritage Building, 101 College Street, Suite 420



General ‘rules’ for the conference:

- Be open; be direct; be helpful; be on time; be polite.
- You can quote anything you hear, but you cannot attribute a quote to a specific person.
- Get to know the other people and understand and appreciate what they are doing.
- Have fun!

Day 1: Tuesday, June 23rd

8:30-9:30	Breakfast
9:30-10:00	Welcome & Introduction
10:00-12:30	'Speed Dating'
12:30-1:30	Lunch
1:30-4:15	Session (I)
4:15-4:30	Break
4:30-5:00	Creative Competition (I)
5:00-7:00	Cities Centre
7:00	Dinner and Design Salon

Day 2: Wednesday, June 24th

8:30-9:30	Breakfast
9:30-11:45	Session (2)
11:45-12:00	Break
12:00-12:30	Creative Competition (2)
12:30-1:30	Lunch
1:30-3:00	Career Development
3:00-3:15	Break
4:15-5:00	Session (3)
5:00	Dinner and Toronto Tour

Day 3: Thursday, June 25th

8:30-9:30	Breakfast
9:30-10:00	Creative Competition (3)
10:00-12:15	Session (4)
12:15-1:15	Lunch
1:15-2:00	Creative Competition (4)
2:00-4:15	Session (5)
4:15-4:30	Break
4:30-5:15	Feedback Session
5:15-6:00	Creative Competition (5)
6:00	Closing Reception

Tuesday, Jun 23	Wednesday, Jun 24	Thursday, Jun 25
8:30 AM Breakfast	8:30 AM Breakfast	8:30 AM Breakfast
9:30 AM Welcome & Introduction	9:30 AM Presentation Session (2)	9:30 AM Creative Competition (3)
10:00 AM Speed Dating		10:00 AM Presentation Session (4)
	Break	
	12:00 PM Creative Competition (2)	12:15 PM Lunch
12:30 PM Lunch	12:30 PM Lunch	
		1:15 PM Creative Competition (4)
1:30 PM Presentation Session (1)	1:30 PM Career Development Panel	2:00 PM Presentation Session (5)
	Break	
	3:15 PM Presentation Session (3)	
Break		Break
4:30 PM Creative Competition (1)		4:30 PM Evaluations
5:00 PM Cities Centre	5:00 PM Dinner and Toronto Tour	5:15 PM Creative Competition (5)
		6:00 PM Closing Reception
7:00 PM Salon Camden Design Salon		

List of Regular Sessions

Session (1)

Chair: Tara Vinodrai

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| 1:30-1:45 | <i>Karen King: The Geography of Equilibria: Occupations and Industries across Canada</i> |
| 1:45-1:50 | Discussant: Carol Kiriakos |
| 1:50-2:00 | General Discussion |
| 2:00- 2:15 | <i>Brian Hrac: Beyond Bohemia: Geographies of everyday creativity for musicians in Toronto</i> |
| 2:15-2:20 | Discussant: Elsa Vivant |
| 2:20-2:30 | General Discussion |
| 2:30-2:45 | <i>Agostino Mantegna: Human Capital Assets and Structures of Work in the US Metropolitan Hierarchy (An Analysis Based on the O*NET Information System)</i> |
| 2:45-2:50 | Discussant: Deborah Strumsky |
| 2:50-3:00 | General Discussion |
| 3:00-3:15 | <i>Atle Hauge: Culture Intensive Business Services</i> |
| 3:15-3:20 | Discussant: Doreen Jakob |
| 3:20-3:30 | General Discussion |
| 3:30-3:45 | <i>Nick Clifton: Exploring Competitiveness and Creativity: A Place-Based Perspective</i> |
| 3:45-3:50 | Discussant: Hogni Kalso Hansen |
| 3:50-4:00 | General Discussion |
| 4:00-4:15 | General Discussion: Tara Vinodrai |

Session (2)

Chair: Karen King

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|------------|--|
| 9:30-9:45 | <i>Elsa Vivant: Alternative Artistic Scenes: From Resistance to the Stage of the Creative City</i> |
| 9:45-9:50 | Discussant: Brian Hrac |
| 9:50-10:00 | General Discussion |

10:00-10:15	<i>Dieter Kogler: Evolutionary Geographies of Invention - Spatial and Sectoral Dynamics of Knowledge Flows and Spillovers in the Canadian Economy, 1983-2007</i>
10:15-10:20	Discussant: Tom Kemeny
10:20-10:30	General Discussion
10:30-10:45	<i>Amanda Johnson: Arts Economic Development: Evaluating its Pervasiveness and Performance</i>
10:45-10:50	Discussant: Lydia Kiroff
10:50-11:00	General Discussion
11:00-11:15	<i>Peter Johnson: Experimenting with the drivers of creative class migration: An agent-based modelling approach</i>
11:15-11:20	Discussant: Greg Spencer
11:20-11:30	General Discussion
11:30-11:45	General Discussion: Karen King
Session (3)	Chair: Greg Spencer
3:15-3:30	<i>Hogni Kalso Hansen: Balancing Business Climate and People Climate: Location Dynamics in Sweden</i>
3:30-3:35	Discussant: Nick Clifton
3:35-3:45	General Discussion
3:45-4:00	<i>Lech Suwala: Creative fields: Spatial Origins and Drivers for creative activities</i>
4:00-4:05	Discussant: Kathrine Richardson
4:05-4:15	General Discussion
4:15-4:30	<i>Tom Kemeny: Are international technology gaps growing or shrinking in the age of globalization?</i>
4:30-4:35	Discussant: Dieter Kogler
4:35-4:45	General Discussion

4:45-5:00 General Discussion: Greg Spencer

Session (4) Chair: Brian Hrac

10:00-10:15 *Doreen Jakob: It don't mean a thing, if it ain't got that swing: production and consumption of creative products in an experience culture.*

10:15-10:20 Discussant: Atle Hauge

10:20-10:30 General Discussion

10:30-10:45 Paul Seaborn: Agreeing to agree? Inertia & inequity in cultural regulation

10:45-10:50 Discussant: Florin Vladica

10:50-11:00 General Discussion

11:00-11:15 *Kathrine Richardson: Locating for Potential: An Empirical Study of Company X's Innovation Centre in Vancouver British Columbia*

11:15-11:20 Discussant: Lech Suwala

11:20-11:30 General Discussion

11:30-11:45 Deborah Strumsky: A Transformability Matrix of Human Capital

11:45-11:50 Discussant: Agostino Mantegna

11:50-12:00 General Discussion

12:00-12:15 General Discussion: Brian Hrac

Session (5) Chair: Charlotta Mellander

2:00-2:15 *Greg Spencer: The firm and worker location dance: who leads?*

2:15-2:20 Discussant: Peter Johnson

2:20-2:30 General Discussion

2:30-2:45 Lydia Kiroff: Auckland competing in the amazing creativity race

2:45-2:50 Discussant: Amanda Johnson

2:50-3:00	General Discussion
3:00-3:15	Florin Vladica: Value and Innovation for Entertainment Experience
3:15-3:20	Discussant: Paul Seaborn
3:20-3:30	General Discussion
3:30-3:45	Carol Kiriakos: The World Is My Workplace? The Meaning of Local Place and Interaction across Distance for Finnish Professionals in Silicon Valley
3:45-3:50	Discussant: Karen King
3:50-4:00	General Discussion
4:00-4:15	General Discussion: Charlotta Mellander

What you need to do as a participant

As presenter:

Prepare a good presentation

- Time yourself because you'll only have **15 minutes!**
- Focus on why your topic is so extremely interesting
- Don't be afraid to expose the weakness of your work
- Send your (preliminary) slides and drafts to your discussant, session chair and creativityconference@martinprosperity.org by Friday June 12th

As discussant:

Prepare for your role as a discussant

- Make contact with the person whose work you'll discuss
- Understand their work before arriving at the conference
 - Get their (preliminary) slides
 - Get a draft version of their paper
- Prepare some questions and suggestions
- During the session your job is to facilitate the discussion
 - Not to go through the paper
 - Not necessarily to criticize

As Session Chair:

- Read the abstracts and slides to be presented in your session
- Identify common themes/challenges/ideas so that you can facilitate a group discussion

List of Irregular Sessions

Academic Speed Dating

This session allows you to get to know all of your fellow conference participants and their fields of research in only two hours. Following a clever system everyone is introduced to everyone instantaneously. Prepare a two minute presentation of your research focus and competences – no time for chit chat!

Creative Competition

During the conference participants will be assigned to teams who will do battle in five creative competitions. The scores will be cumulative over the three days and during the last session we will announce the winning team and prizes.

Career Development Panel Discussion

One of the aims of the conference is to encourage the sharing of experiences and strategies related to careers in academia. In this session a panel will answer questions relating to four important themes; finishing your PhD, publishing, getting a job and 'other'. Before the conference begins we will solicit questions from the participants via email and the panel will have an opportunity to prepare short answers in advance. There will also be time for a more general and spontaneous discussion during the session.

Feedback Session

After experiencing the conference we would like to hear your comments on how we might improve the sessions going forward. This session will also serve as a forum to announce future projects and seek out collaborators for conferences, conference sessions, edited books and special issues of journals, for example.

Cities Centre

We will attend the open house to see their new space and meet some of the researchers. For more information see <http://www.citiescentre.utoronto.ca/>

The Salon Camden Design Salon

The salons are modeled on the salons of the past and are meant to bring together thinkers from across Toronto and Ontario in an informal setting. Held at Design within Reach <http://www.dwr.com/> a local modern furniture store, the Design Salon is a series of events jointly produced by the Toronto Design Exchange, Design Industry Advisory Committee, Martin Prosperity Institute, and Salon Camden that bring together the design community of Toronto and many interested others. This Salon features Tara Vinodrai, Professor University of Waterloo talking about "Design in a Downturn".

Tour of Toronto

Experience the Creative Economy of Toronto in the way it was designed to be experienced -- from the seat of an authentic TTC vintage PCC streetcar. Riding the rails of Toronto, we will take in many sites of the city.

Contact List

Nick	Clifton	nclifton@uwic.ac.uk
Richard	Florida	Florida@rotman.utoronto.ca
Atle	Hauge	atle.hauge@ostforsk.no
Brian	Hracs	brian.hracs@utoronto.ca
Doreen	Jakob	doreen.jakob@gmail.com
Amanda	Johnson	gama@design.upenn.edu
Peter	Johnson	peter.a.johnson@gmail.com
Hogni	Kalso Hansen	hogni.kalso_hansen@circle.lu.se
Tom	Kemeny	tomkemeny@gmail.com
Karen	King	Karen.King@Rotman.Utoronto.Ca
Carol	Kiriakos	carol.kiriakos@eui.eu
Lydia	Kiroff	lkiroff@unitec.ac.nz
Dieter	Kogler	dieter.kogler@utoronto.ca
Agostino	Mantegna	amantegna@ucla.edu
Charlotta	Mellander	Charlotta.mellander@ihh.hj.se
Ozge	Oner	eea08onoz@ihh.hj.se
Kathrine	Richardson	Kathrine.Richardson@Rotman.Utoronto.Ca
Kim	Ryan	kim.ryan@Rotman.Utoronto.Ca
Paul	Seaborn	paul.seaborn06@rotman.utoronto.ca
Greg	Spencer	greg.spencer@utoronto.ca
Kevin	Stolarick	kevin.stolarick@rotman.utoronto.ca
Deborah	Strumsky	dstrumsky@uncc.edu
Lech	Suwala	lech.suwala@cms.hu-berlin.de
Tara	Vinodrai	tvinodra@uwaterloo.ca
Elsa	Vivant	elsa.vivant@univ-paris8.fr
Florin	Vladica	florin.vladica@ryerson.ca

Biographies

Nick Clifton is a Senior Research Associate at the Centre for Advanced Studies (CASS), Cardiff University, publishing widely in the fields of regional economics, networks, creativity and innovation. He has recently undertaken research for a wide range of sponsors, including the European Commission (EU), the National Assembly for Wales, the Scottish Executive, the Economic and Social Research Council (including on the 'Creative Class' in Technology, Talent and Tolerance in European Cities: a comparative analysis) and most recently NESTA (National Endowment for

Science Technology and the Arts). He is currently completing work on the EU funded project Corporate Culture and Regional Embeddedness (CURE - <http://www.cure-project.eu/>). The overall goal of CURE is to develop a common framework for better understanding the processes involved in cultural transmission between the region and the corporation. As of mid-April 2009, Nick will be taking up a new position as Senior Lecturer at the Centre for Creative Leadership, Cardiff School of Management, University of Wales Institute, contributing to post-graduate teaching primarily in the area of innovation, and helping drive the regional, economic and management related research agenda of the Centre.

Richard Florida is a professor of Business and Creativity at the Rotman School of Management at the University of Toronto. Prior to joining the Rotman School, he taught for nearly two decades at Carnegie Mellon University and has been a visiting professor at MIT and Harvard University's Kennedy School of Government. His books include three best sellers: *The Rise of the Creative Class* (Basic Books, 2002), *The Flight of the Creative Class* (Harper Collins, 2005), and his newest book, *Who's Your City* (Basic Books).

Atle Hauge: I finished my PhD in Uppsala, Sweden in 2007. After a year as a Post Doctoral Fellow at the University of Toronto, I am now back home in Norway, working as a senior researcher for Eastern Norway Research Institute. I am involved in projects on the sports- and outdoors industry, the creative class theory as a tool for regional development outside urban areas and I am editing a book on clusters and innovation. Other areas of interest are regional and urban development, innovation systems, cultural industries, branding and consumption. When I am not working I like films (American Independent, Sci-Fi, romantic comedies), skiing (Telemark: free your heel - free your mind), fighting decay (running, playing football), reading stuff without references...

Brian J. Hrac is a PhD candidate in the Department of Geography and Planning at the University of Toronto. His dissertation examines the spatial dynamics and working lives of musicians in Toronto. In addition, Brian has investigated several related topics including how technology is restructuring the North American music industry and how indie musicians collaborate with indie fashion designers to create new products and sources of value in the economy. Brian is also interested in how creative sectors develop at different scales. At York University his M.A. thesis examined culturally driven economic development in the rural community of Prince Edward County, Ontario. To stay balanced, Brian expresses his creativity by designing seizure inducing PowerPoint presentations and playing drums in Toronto-based indie bands.

Doreen Jakob studied Geography, Sociology, Economics, and Political Science at Humboldt University Berlin, the CUNY Graduate Center, and New York University. She wrote her PhD thesis (summa cum laude) entitled "Beyond creative production network: The development of intra-metropolitan creative industries clusters in Berlin and New York City" at the Transatlantic Graduate Research College Berlin – New York and was later a research fellow at the Urban Research Program at Griffith University, Brisbane, Australia where she worked on "Smart City" developments. Amongst others, she also held research positions at the Center for an Urban Future in New York City and for the German Research Foundation. Doreen's work is marked by a wide range of international research sites in Europe, North America, Asia, and Australia and driven by the

overarching theme of how urban environments are being reshaped to meet the perceived demands of globalization and regionalization via a transformation into “smart” and “creative” places.

Amanda Johnson: I am a doctoral candidate in City and Regional Planning at the University of Pennsylvania in the School of Design. I received a Bachelor of Arts from North Western University and a Master of Urban and Regional Planning at the University of Minnesota. While at the Humphrey School of Public Affairs, I worked as Professor Ann Markusen's research assistant on the Arts Economy Initiative where I co-authored two publications, *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work* and *Artists' Centers: Evolution and Impact on Careers, Neighborhoods and Economies*. My dissertation examines how cities employ the arts to grow urban economies and will develop and test an evaluation system for arts-based economic development. In 2008, I presented the paper, *The History of Arts Economic Development: an Evolving Strategy for Downtown and Neighborhood Revitalization*, at the American Collegiate Schools of Planning (ACSP) conference and have worked with Penn's Institute of Urban Research on studying arts anchors in urban environments.

Peter A. Johnson is a doctoral candidate in Geography at McGill University, supervised by Dr. Renee Sieber. A graduate of the University of Waterloo (Hons B.A. and M.A.) his research interests include community economic development, geographic information science, complexity science, and social system modeling. His dissertation work was inspired by a trip to Canso, one of Nova Scotia's oldest fishing villages, where he saw first-hand the challenges involved in adapting to economic change. For his doctoral work, Peter developed TourSim, an agent-based model that can be used to provide tourism planning support. Set in Nova Scotia, TourSim is a web-based simulation (www.toursim.wordpress.com) that integrates a range of data to model the individual decision-making and travel patterns of tourists. In parallel to the development of TourSim, his work evaluates the role that technologies such as simulation modeling can play within planning, at local, regional, and provincial scales.

Hogni Kalso Hansen: I am affiliated with CIRCLE at Lund University in Sweden employed on a two year post doc. contract running until ultimo 2010. After finishing my master degree and before I started my PhD, I worked 2½ years as a research assistant at Department of Geography at University of Copenhagen. I am 35 years old, live in Copenhagen, Denmark with my wife and my two children, Karl (3) and Oliva (7) and commute to Lund I Sweden on a daily basis. My research interests are focused towards location dynamics of skills, talent and knowledge intensive production and how concentrations of these are related to regional growth. I do both qualitative and quantitative research primarily focusing on Denmark and Sweden however I have also been working within international projects concerning urban dynamics and the role of technology, talent and tolerance in Europe.

Tom Kemeny recently completed his doctorate in Urban Planning at UCLA, where he studied the economic geography of knowledge at urban, regional and international scales. His dissertation investigates whether international technology gaps have grown or shrunk over the recent period of globalization, and tests the claim that successful upgrading depends upon local capacities to absorb knowledge. Tom is currently conducting research on the determinants of prosperity by contrasting the cases of the Bay Area and Los Angeles regional economies since 1970, as well as on the impact of trade and technology on the occupational structure of U.S. regions. He was an Associate Global

Fellow at the UCLA International Institute, and has won awards from the Institute on Global Conflict and Cooperation and the Dr. Edward Hildebrand Fellowship For Canadian Studies. Tom's research has been presented at conferences for the Association of American Geographers, the North American Regional Science Council and the Danish Research Unit for Industrial Dynamics. Before coming to UCLA, Tom worked in the creative economy as a graphic designer in Toronto.

Karen King: is a postdoctoral research fellow at the Martin Prosperity Institute, Rotman School of Management at the University of Toronto. As a population geographer and economist, Karen's research interests include migration, immigration and aging, focusing on refined spatial scales and nativity differentials. Currently, her research program at the MPI focuses on the examination of the occupation and industry structure of Canada using the 2006 to 1971 Census of Canada Master files at national, provincial and sub-provincial levels. She has held a Social and Economic Dimensions of an Aging Population postdoctoral fellowship at McMaster University where her research program examined aging in place of the older population in Canada. She has a B.A. (Economics) from the University of British Columbia and an M.A. (Economics) from the University of Toronto. Karen completed a Ph.D. (Geography) at McMaster University; her dissertation was comprised of four quantitative research papers examining the international and internal migration dynamics of Canada's foreign-born population.

Carol Kiriakos: I am a Ph.D. candidate in Sociology at the European University Institute in Florence, Italy. During my doctoral studies, I have been a visiting researcher at the University of California, Berkeley on several occasions, both at the Haas School of Business and at the School of Information. I received my Master's degree in Social Psychology from the University of Helsinki. I am Finnish by nationality. My research interests lie broadly in the sociology of innovation and work. Topics of interest include, but are not limited to: identities, motivations and experiences of highly skilled professionals, the meaning of place and locality, interaction across distance, and informational knowledge sharing. I enjoy doing qualitative, inductive research close to people and real-life practices. I am also interested in the study of discourse: how issues are framed and the consequences of framings (for example, the idea of locality in the era of globalization).

Lydia Kiroff: I am a lecturer at the Faculty of Technology and Built Environment, UNITEC Institute of Technology in Auckland, New Zealand. I am a Registered Architect, Member of the New Zealand Institute of Architects and hold two Masters Degrees, both completed with Honours - one in Architecture from School of Architecture and the other one in Design Management from School of Design at UNITEC. I come originally from Eastern Europe, Bulgaria, that my family left in 1992. After working for 3 years as a Senior Architect at Ministry of Public Construction in Harare, Zimbabwe, we moved to New Zealand permanently in 1995. I am currently doing my PhD in Urban Design and Planning at the City Futures Research Centre, University of New South Wales in Sydney, Australia. The focus of my PhD is on the Creative Industries in Auckland and their role in the process of urban regeneration.

Dieter Kogler: I am currently a Ph.D. candidate, in the completion stage of my thesis, in the Department of Geography and Planning at the University of Toronto, studying under the supervision of Meric Gertler and Rick DiFrancesco. My doctoral research focuses on the evolutionary geographies of invention, and in particular the spatial and sectoral dynamics of

knowledge flows and spillovers in the Canadian economy. In addition, I am involved in several multidisciplinary and multi-collaborative research projects concerning the socio-spatial impact of innovation on regional prosperity such as the Innovation Systems Research Network's City-Region Initiative. Presently I am also editing a book together with Maryann Feldman (UNC) and Harald Bathelt (UofT) titled 'the dynamic geographies of knowledge creation and innovation'; which will be published by Routledge under their regions and Cities series in fall 2009.

My name is **Agostino Mantegna**, and I'm currently a graduate student in the Department of Geography at UCLA where my research is supervised by Allen J. Scott and David L. Rigby. My research focuses on the new geography of skill, and its quantification at different spatial scales. In my Master's Thesis I studied the changing patterns of skill in the U.S metropolitan areas between the years of 1980-2000. I presented a synthesis of the research culminated in my Master's Thesis at the 2009 Annual Meeting of the Association of American Geographer held in Las Vegas. I'm in the process of working out the plan of my PhD Dissertation which will focus on rethinking the relationship between skill and agglomeration. In collaboration with Allen J. Scott I just published a paper in the International Regional Science Review (Vol. 32, No. 2, 173-194).

Charlotta Mellander is the research director at the Prosperity Institute of Scandinavia and close collaborator with Professor Richard Florida and Dr Kevin Stolarick at the Prosperity Institute in Toronto. Charlotta earned a Ph.D. in economics at Jönköping International Business School. Her dissertation examines regional attractiveness, the urbanization process, the importance of cities, and the relationship between the service sector and the market. Charlotta began her Ph.D. work in Tema Technology and Social Change, before transferring to Jönköping. She is affiliated with the Martin Prosperity Institute at Rotman School of Management, University of Toronto, and CESIS (Centre of Excellence for Science and Innovation Studies) under the Royal Institute of Technology, Stockholm.

Kathrine Richardson is currently a post doctoral research fellow, working with Dr. Richard Florida, at the Martin Prosperity Institute, Rotman School of Management, University of Toronto. As of August 2009, Dr. Richardson will be taking an Assistant Professorship in the Department of Geography at San Jose State University in San Jose, California. She completed her Ph.D. in Economic Geography at the University of British Columbia in 2006. Dr. Richardson's research work specializes in the mobility of the internationally highly skilled, with a focus on regional migrations within North America and transnational migrations between the Americas and the Asia Pacific. Specifically, Dr. Richardson's dissertation examined the movement of high technology professionals across the Canada-U.S. border under Chapter 16 of NAFTA, and in light of a post 9/11 environment. While finishing her Ph.D. dissertation, Dr. Richardson simultaneously developed and executed a key study for the Government of Canada that examined why the internationally highly skilled were drawn to Vancouver's biotechnology cluster. Outcomes from this study included the development of possible future implications and scenarios regarding foreign human capital needs for Vancouver's biotechnology sector; and the development of ideal Canadian immigration/ labor mobility policies directed at meeting these needs. Before coming to Vancouver as a Canada-U.S. Fulbright Scholar, Dr. Richardson worked as an economic planner for the Governor's Office, state of Oregon. Her work focused primarily on the development of a strategic plan and vision for the state of Oregon, which included helping Oregonians move away from an economy dependent

on forestry, farming, and fishing to an economy based on high value added agriculture and technology.

Paul Seaborn is a PhD Candidate in Strategic Management at the University of Toronto's Rotman School of Management. His research is focused on business-government topics including firm non-market strategy, regulation and privatization. Prior to his PhD studies, Paul worked as a consultant with both Mercer Management Consulting (now Oliver Wyman) and IBM Global Services. He has a BSc in Mathematics from Acadia University and an MBA from the Richard Ivey School of Business and serves on the Advisory Board of Ivey's LEADER Project, a student-driven overseas economic development program. An avid pianist, singer, cyclist and basketball player, he is a native of Corner Brook, Newfoundland.

Greg Spencer is a Post Doctoral research Fellow with the Program on Globalization and Regional Innovation Studies (PROGRIS) at the Munk Centre for International Studies at the University of Toronto. His research broadly deals with the economies of cities in a global context. His dissertation entitled "The creative advantage of diverse city-regions: local context and social networks" (Geography, University of Toronto) examines how the creative process is influenced by differences in local context and how this impacts the economic geography of Canada. Greg has taught undergraduate courses in Social Research Methods and Regional Dynamics in the Department of Geography and a short-course in statistics for Master's students in the Program in Planning at the University of Toronto. Previous to undertaking his doctorate Greg worked at the Local Futures Group, an economic development consultancy based in London, UK. Greg holds a M.Sc.Pl. (Planning) from the University of Toronto and a B.A. in Geography from Bishop's University.

Dubbed the "Official Statistician of the Creative Class", **Kevin Stolarick**, PhD, combines a depth of knowledge with an appreciation of the importance of finding and sharing the knowledge or "pearls of wisdom" gained from his comprehensive understanding of the Creative Class and the Creative Economy. He is the Research Director at The Martin Prosperity Institute at the Rotman School of Management, University of Toronto. He has held faculty positions at the College of Humanities and Social Sciences and the H. John Heinz III School of Public Policy and Management, Carnegie Mellon University, Pittsburgh, Pennsylvania, USA and for over a decade worked with technology in the insurance industry as a manager of strategic projects. He holds a PhD in Business Administration and an MBA from the Tepper School of Management, Carnegie Mellon University and a BS in Honors in Applied Computer Science from Illinois State University. He has taught numerous courses in statistical analysis, Information Systems and Regional Economic Development. His research interests include the relationship between firm performance and information technology and the impacts of technology, tolerance, talent, and quality of place on regional growth and prosperity. Kevin provided quantitative research and analytical support for Richard Florida during the development of his books *The Rise of the Creative Class*, *The Flight of the Creative Class* and *Who's Your City*. He continues in collaboration with Richard and others researchers. This research includes primary development of measures, indicators, and benchmarking approaches with significant impact on the growth and development of the Creative Class theory. He developed all updated indicators and measures for the paperback version of *The Rise of the Creative Class*, and continues to work on theoretical and measurement-based advances associated with the Creative Economy. One of the few statistical analysts who has the complete works of Edward Tufte and Donald Norman on his shelves, Kevin presents informative, accessible and entertaining insights into

the Creative Economy and the role of the Creative Class in increasing regional growth and prosperity.

Deborah Strumsky: I am currently a professor at the University of North Carolina-Charlotte in the Geography and Earth Science Department. I received by PhD in Regional Science from Cornell University and spent 3 years at the Harvard Business School assisting in research on innovation, social networks, private equity, entrepreneurship and intellectual property. I have a long standing interest in how socio-economic, technological, political, institutional, organizational and cultural characteristics of metropolitan areas interact to foster invention and innovation, thereby sustaining long run economic growth. Currently, I am pursuing a variety of research questions related to the explicit identification of the relationship between invention and entrepreneurship in metropolitan areas using patent data and NETS. Another set of research projects involves the development of temporal-spatial social networks, and using them for predictive models of computer hacking via social networking websites and the evolution of inventor networks. Finally, I have undertaken a long term research exploration of innovation in sustainable technologies and diminishing marginal returns to invention. This is a vital relationship to understand as countries seek to technologically innovate a way to avert contemporary environmental challenges.

Lech Suwala is a geographer and economist with working experience in science and industry. As a research fellow at the Humboldt University, Berlin and lecturer at the University of Applied Sciences on Technology and Economics, Berlin his research interests include creative industries, international trade and regional policies. Currently, his research agenda comprises the design of a theoretical socio- institutional framework on creative activities within emerging industries as part of an ongoing PhD thesis. Furthermore, he was Research Associate at the Brandenburg Institute for Entrepreneurship and SME Promotion at the University of Applied Sciences, Potsdam, research fellow and head of international projects of a private policy consulting company conducting manifold projects in the field of innovation and SME. He has a M.A. (Economics) from Free University, Berlin and a M.A. (Geography) from Humboldt University, Berlin and has held the NEURUS Graduate Student fellowship at University of California, Irvine and Los Angeles investigating on networks and clusters of the US motion-picture industry.

Tara Vinodrai: I joined the University of Waterloo in January 2008 where I teach courses in economic geography, local and regional economic development, and environment and business. I am also an affiliate of the Program on Globalization and Regional Innovation Systems (PROGRIS), the Cultural Economy Laboratory and the Martin Prosperity Institute at the University of Toronto. My research focuses on labour market dynamics, innovation and economic development in the creative economy and I use a combination of quantitative and qualitative methods to explore these areas. I have several projects underway that investigate the use of design in advanced economies, the attraction and retention of talent in mid-sized Canadian cities, and the innovation and learning dynamics of emerging clusters in peripheral regions. I live in a converted factory in downtown Kitchener, a mid-sized Canadian city that faces many challenges associated with industrial restructuring in the contemporary economy. My students refer to it as the 'city that fun forgot'. In my spare time, I am a board member for Downtown Soccer Toronto, Toronto's only gay and lesbian recreational summer soccer league.

Elsa Vivant: Since 2007, I have been working as an assistant professor in urban planning at the French Institute of Urban Planning, University of Paris 8,. Educated in urban planning in France, with a PhD in Urban Studies (2006), I completed a post-doctorate at the London School of Economics (2006 – 7). My research aims to develop a comprehensive approach on the role of the creative imagery in the making of urban landscapes. In my PhD thesis, I proposed that underground or alternative cultural activities are an important part of the cultural landscape of a city and, in this way, are becoming an important factor in urban development. Artistic fringes are even being considered by city-makers as competitive advantages in the rise of a creative economy. Since then, I have been working towards developing a critical perspective on the allegedly positive impact of large cultural amenities on urban development. In my free time, I enjoy participating in and attending contemporary circus performances.

Florin Vladica holds an MBA in e-business from the University of New Brunswick, an Executive MBA from ASEBUSS Bucharest & Washington University in Seattle, and an engineering degree in radio navigation. In 2006 he joined the doctoral program of the joint Ryerson-York Program in communication and Culture. His research work is centered on how interactive technologies, digital content, and innovative services establish the next level of entertainment experience for connected consumers. This is at the intersection between communication practices, processes and technologies, and creative institutions, industries, and policy making. Florin has almost 15 years of international experience in business development as well as a teacher, manager, and project developer. While affiliated with the e-Commerce Centre and the Office of Partnerships and Innovation at the University of New Brunswick in Saint John, Florin managed projects that required systematic investigation of the needs and challenges of moving businesses online. As management consultant, Florin provides a unique set of skills knowledge and expertise. Practical experience helps him know what works to expand market share, how to maximize return from marketing efforts at the point of sale, and how can small and big organizations use the Internet and modern information systems to collect, structure, analyze, and disseminate sales and market data.