Canadian Metropolis 2
Last Time

• Issues of the **power and function** of Canadian cities
• The idea of landscapes within the city connecting to the broader space-economy of the city, changing as it changes
This Time

• The role of the city as a centre of creativity and innovation
  – Economic creativity
  – Cultural creativity

• Important to its economy, culture and landscapes
Reading

• Hracs et al (2011) on musical talent in Toronto and Halifax
• Richard Florida et al (2010) on the creative urban economy
• Cummins-Russell & Rantisi (2012) on Montreal’s music industry
Urban Creativity

• Cities generate innovation, generate change
  – The most advanced parts of the economy tend to be found somewhere urban
  – Cities trigger change in their urban fields, their rural hinterlands
Urban Innovation/Creativity

- Example of car-sharing and cycling
- These two emerging forms of transportation emerge first in cities
  - Especially in inner-city Toronto
No truck parking

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Cycling

- Toronto’s inner city has adopted cycling as a major form of transportation
  - Bloor bike lanes
- Suburbs much slower to adopt/adapt
Concerto Café, 89 Bloor St W

- Opens June 1955
- The first coffee house in Toronto to have an espresso machine
- A hit with Yorkville gentrifiers
- Helped launch the coffee house culture of gentrification
- Burned down 3 years later
SHOPPING BASKET

By MARY JUKES

The first shipment of Mandarin oranges to reach Toronto arrived yesterday from Shizuoka, Japan. This small, sweet seedless orange will be selling this week-end in the independent fruit stores.

No definite retail price has been fixed as some merchants will sell them by the box and some by the pound. The wholesale price, however, fluctuated around $1.60 a box of 45 to 55 oranges.

First shipment of California navel oranges to arrive this season is small.

Continuing rainy weather has slowed picking and processing of navel oranges and the prospect for a good supply for the holiday season is not favorable. This could also mean higher prices.

Hot, muggy weather in Florida which ended in rain yesterday may also interfere with Florida Tangerine shipments to Toronto.

As the Tangerine is a perishable fruit, importers buy cautiously when weather conditions are not at their best.

All of this may result in a shortage of eating oranges over the Christmas season. This takes us right back to the grandmother's day when an orange in Canada was a special treat in the toe of a stocking at Christmas. If you are lucky.

Looking into the new Concertino Coffee House from Avenue Rd., overmist Maria Rahmy de Nagay is seen chatting with Claude Dewhurst, Joint owner with Irving Bolger of the recently opened restaurant, in the shadow of the Park Plaza Hotel.

berries are plentiful this year at around 23 cents a package.

Vegetables

Someone complained to us last weekend that cabbage was suddenly very expensive. The green cabbage seen on the market today selling at around 2 pounds for 25 cents, is now, weeks has arrived from California's Imperial Valley and will retail at from 19 to 23 cents a head, depending on size. The quality of Florida tomatoes is good and reasonably priced for this time of year at 19 cents a celiabobe.

Eggs

sumer pays for Grade A Large eggs today, is getting top quality. Besides being pric ed by Government govt. now is the peak laying period. "It would be impossible to get an off-lining egg at the present time," he said yesterday, "unless the eggs had been badly refrigerated, we stored next to a strongly illuminated food."
Claude Dewhurst

Close Contact

With the Soviets in Eastern Germany by Brigadier C.H. DEWHURST O.B.E.
Dewhurst on CBC

• Fighting Words 19 Mar 1961
The Colonnade

- Completed 1963
- 161 Bloor St W., E of Avenue Rd, W of Bay St
- The first Mixed-Use high-rise development in Canada
- 2 floors of commercial, 12-floor office building, 11 floors of high-end rentals
Urban Creativity

- These examples help establish that cities (and Toronto) are centres of innovation
- Toronto-Kitchener tech corridor with its 13000+ tech startups last year
Urban Creativity

• A key figure in this debate is Richard Florida
  – US urbanist and consultant, now based in Toronto

• Argued that the creative side to the city is vital to its economic and cultural survival, prosperity

• How to measure, stimulate urban creativity?
Richard Florida

- Argues that creativity is a key attribute of the urban economy
- Suggested that the more bohemian and cosmopolitan cities are more creative
  - More open to innovation
  - Attempted to gauge urban creativity by looking at a city’s gay bars
Most big North American cities have comparable infrastructure

- Acceptable communications networks
- Adequate education systems and facilities
- Adequate shipping and transportation
Richard Florida

• But to land and keep footloose high-tech industries you need something extra
  – An attractive lifestyle
  – An interesting urban nightlife
  – Fulfilling ways to live
Richard Florida

- This suggests that to build economic creativity you need
  - To build and maintain the ordinary infrastructure which other cities will have too
  - To foster a good quality of life, night-life, lifestyle
Toronto’s Entertainment District
THERE ARE NO SINS BELOW THE EQUATOR.
Premier Mike Harris

• In the 1990s argued that Ontario needed to build the Internet
  – Argued that universities should be turning out engineers, computer geeks
  – Not geographers, philosophers, musicians, etc.,

• Saw no value in creative culture, just engineering
Po Shyt

Do much I sawed my self... and so, my heart.
Richard Florida

- Argues that “creative workers” are becoming key figures in the present-day urban economy, a ‘creative class’
  - Knowledge-workers
  - Artists, musicians, artisans, cartoonists
  - Social scientists, planners, architects
- Suggests we keep these people happy, entertained, productive
The Creative Class

• Toronto’s public intellectuals who now mainly live downtown were keen on the idea of the creative class
  – They belong to it
• Early versions of the thesis saw little creative about Jane & Finch, or Scarborough
The Creative Class

• Christopher Hume in the Toronto Star derides Scarborough as a wasteland
  – Offers nothing creative in his opinion
  – A place were old strip plazas go to die
The Creative Class

• But Scarborough’s strip plazas accommodate
  – Afghan grocers
  – Indian clothing stores
  – Pakistani restaurants

• Vibrant ethnic creativity
  – But Christopher Hume and Richard Florida can’t see it
BREAKFAST AT THE WEXFORD ALL DAY

S.K.T. JEWELLERS & TEXTILES
Jane & Finch

• Has plenty who know how to fill a dance hall with music for youth
  – Another kind of creativity
The Creative Class

- In its original form Richard Florida seemed to mean
  - "Inner-city upper income people who think their jobs are cool"
- Not surprising that Christopher Hume and the city’s public intellectuals often liked Florida’s ideas
- But ‘creative class’ is problematic class-situated language
But more Generally

• Florida is probably right to draw our attention to the creative side of the urban economy
  – Even if he gets some of it wrong
Toronto

• The Creative Economy is vital to Toronto:
  – A world-class role in mining finance and expertise.
  – Important knowledge-based financial, bio-tech, medical, and aerospace industries
  – Big computer animation and mobile-app industries
Toronto

• Has become a major centre for cultural creativity and entertainment
  – The capital of Canada’s Anglophone print and electronic media
  – Huge musical and arts scene with fertile connections to multiculture, major festivals
  – Huge new media scene, games design, mobile App design
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Creative Downsides of Toronto

• Expensive real estate prices artists, musicians out of the market
  – Studio, rehearsal space expensive, difficult to find

• Some evidence of artists, musicians being displaced to Hamilton and elsewhere
  – Will Halifax, St John’s, Thunder Bay benefit?
Creative Downsides of Toronto

- Expensive real estate raising costs of high-tech and creative labour
  - Some of the high-tech relocating to secondary cities: Kitchener-Waterloo-Guelph-Cambridge
Creative Downsides of Toronto

• A tendency for many in Ontario, Toronto to see arts and culture as a frill
  – Nice to have, but not vital
• Quebec better at funding culture and the arts
  – Gives Montreal an advantage over Toronto
Creative Economy Strategies

• There are various ways of putting cultural creativity to work
Thunder Bay ON

• Needs to attract and retain highly-qualified talent despite being a small and somewhat remote city

• **Maintains a symphony orchestra, despite its small population size**
  – Using culture to retain/attract the creative talent
Winnipeg MB

• Trying to revitalise its inner city, and reconfigure its urban economy
• Building a new-media and knowledge economy on its centrality as a communications hub
  – Return of the Winnipeg Jets
  – New museum of Human Rights a showcase of the inner city
Toronto

- Decline in manufacturing created derelict zones along railway corridors
- 1990s Mayor Barbara Hall allowed redevelopment and re-use of these zones
- Rail corridors included two major telephone hubs vital for Internet data centres:
  - King & Parliament
  - King & Strachan
Toronto

• Toronto’s inner city industrial land, grouped around the Two Kings became the basis for a condo-loft-conversion dot-com-new media landscape
  – Distillery District
  – Liberty Village
• Liberty Village, 2000
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Creative Toronto

- Did not invent Nuit Blanche, but probably now defines this festival in Canada
- Toronto produces mobile gaming apps
- Toronto is important for EDM
Critique

• The city as innovator is a well-established concept
• Creativity is part of its economy, culture
  – And the two support each other
• But how powerful is it?
• Bankers and the politicians still control the real power of the urban economy
  – Not the musicians and cartoonists