

IAT 338 week 4

Agglomeration and Innovation

Readings:

- a. Read Ch 2,3,6,7,9 of “Cities and the Creative Class” by Richard Florida.
- b. Read page 6 - 12 of “Territorial Agglomeration as a Local Innovation Environment” (from Agglomeration and the Concept of Innovative Milieu to beginning of the case study). Skim the case study (pg 12 - 23). Read Concluding Remarks (pg 22 - 24).

Both readings can be found here: <http://www.sfu.ca/~heatherc/iat338/>

Goal:

Using what you have learned to create an info model of agglomeration and innovation. You have to combine the content of BOTH materials, creating a model that clearly shows all the factors that contribute, foster, and sustain an innovative city. These factors may include international communication and knowledge sharing, technological advancements, R & D institutions, educational and service institutions, public transportation (airports and train stations), central hubs of technology and communication, regional planning and policy making, the knowledge workers of the city and THE FACTORS THAT ATTRACT CREATIVE WORKERS (or knowledge workers) to a particular city (the quality of life of the city, safety, the diversity, openness, and “greenness” of the environment).

DON'T GET LOST IN THE FACTS. PICK OUT WHAT MAKES A GREAT CITY HAPPEN AND SHOW THEIR RELATIONSHIPS. Concentrate on design, but also technology, new media etc. Use Cities and the Creative Class as your central content and use the article to understand and supplement what is missing from the book. “Cities and the Creative Class” points out how a city attracts creative workers and “Territorial Agglomeration as a Local Innovation Environment” illustrate the importance of R&D, Technological companies, and educational institutions. The case study in the article demonstrates how those factors contribute to the city of Tampere, Finland. Skim through this one as you do not have to model it but it helps to understand their relationships. You will need to analyze a city next week using the concepts you have learned since this class: agglomeration, knowledge economy..

Why Study Agglomeration and Innovation?

WHY do we want to study this? We do this so that you know where and how you fit into the creative economy as a piece of the puzzle, continuing to foster and fuel this global shift. We do it so that when you graduate you know WHERE you want to go work and how this city will allow you as a designer (or whatever profession you choose) to grow. Creativity and innovation is a RECURSIVE AND NON-LINEAR process. An innovative environment will foster more creativity, more innovation and more creative workers.

At the end of this project, you will be able to look at any city around the world, and say “I know why this city is innovative and how it becomes that way.”

Hand in:

The model may be more than one page or model. Synthesize it in the end, but break out parts. Also, all team must provide a solidly written 2 page paper with citation in the text indicating what sources you are referring to to create your synthesis idea. You are to synthesize the various resources into what YOUR team feels is the most useful and productive way of applying these ideas into researching cities and how they are innovative as they relate to design, knowledge work and the creative industries that most of you will be a part of professionally.

Format:

Same as the info model format as before. Use Illustrator to create a PDF (600 px height) for the presentation, including an introduction page (800 x 600) with a problem statement to give some context. Intro page converted to jpeg for the web submission.

Resources:

A short, concise summary of Cities and Regions of Innovation: <http://www.urenio.org/research/>

Italia Design Innovation Topics (look at “Italian Innovation” and “China and Italy”): <http://www.sfu.ca/italiadesign/2006/pretrip/presentation6/index.html>

Fast Cities (innovative cities around the globe and the reasons why they are innovative):

http://www.fastcompany.com/magazine/100/open_fast-cities.html

<http://www.fastcompany.com/magazine/117/features-fast-cities-intro.html>

<http://www.fastcompany.com/cities/2007/>