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## An Innovative Divide

There are many types of cities that prosper in the world, but for various reasons. Some get by with wealth, others with resources, and some with talent.  Talent is the driving force behind innovative cities, but the question is, how do we acquire wells of "talent"? Agglomeration is a result of "generating, retaining, and attracting" talent within a region; however, this major ingredient to creating an innovative city is also the cause of divide between the traditional workers and the creative workers (Florida, R.). Therefore, the advancement in an innovative city must be balanced so that the gap does not worsen.

Before explaining how talent is generated, retained and attracted, the term *agglomeration* must first be explained. It essentially means the gathering of talent (Florida, 2005). In other words, firms and industries gathered in similar regions to increase efficiency and to lure an influx of talented people who could fuel innovative and economic growth (Florida, 2005).  The more appealing the firm is, financially and professionally, the stronger the power to attract talent - creating that "competitive advantage" the firm needs to excel in innovation.  Talent was generated via universities, whose role was to "collect talents" as a region's "engine of innovation" and as a main source for knowledge creation (Florida, 2005).  After generating the talent, there must be ways to retain the talent.  Such ways to keep them include amenities that create a lavish living environment, and also the area's acceptance of new ideas is desirable to the creative worker (Florida, R). As we recall from Drucker's *Post Capitalist Society*, there must be openness to constant change in order to generate innovation (1993).  Finally, to keep innovation going, talent must be attracted from elsewhere so that a larger variety of knowledge can be combined and synthesize.  As Florida (2005) puts it, "talented people attract talented people".  They also look for environments where they have room to move their careers forward through job-hopping since they are highly mobile people (Florida, 2005). Talented people yearn a healthy variety of job opportunities and a high standard of living to complement these opportunities and lifestyle (Florida, 2005).

An innovative city is one that nurtures creativity, innovation and new industries (Simmie, 2001). It is a place that harnesses highly educated and productive people (Simmie, 2001).  Communities near universities must have enough capital to exploit the crème de la crème generated by the universities; otherwise, the knowledge/creative worker will migrate elsewhere where they can better utilize their abilities (Florida, 2005).  Also, for firms to better flourish in an innovative city, they  must invest by funding the university's research to encourage

the production of more creativity (Florida, 2005).  One of the ways we distinguish an innovative city from other cities is the existence of the three T's: Technology, Talent, and Tolerance (Florida, 2005).  Technology emphasizes on innovation and new technologies, talent has to do with higher post-secondary education, and tolerance is openness to *the different* (Florida, 2005).  Also, innovative cities tend to have a lot of active young people, easy access to a variety of outdoor activities, a vibrant music and performance scene, a wide range of nightlife, a healthy natural environment and a youth-friendly lifestyle that thrives on diversity – the creative worker thrives in this place (Simmie, 2001).

Even with the birth of innovative cities and the rise of the creative economy, the side effects of agglomeration are evident as a divide between the traditional and creative workers increasingly forms.  Economically speaking, the creative workers are high in-demand because of their honed skills and knowledge and the ability to *think*.  On the cultural level, the creative workers and traditional workers have contrasting tastes in pop culture, fashion, and recreation.  Socially, cultural workers and traditional workers have relatively different way of self-expression.  The concentration of talent, or "creative workers", is making cliques within a region, as well as creative gaps from region to region. Although the idea of traditional workers and creative workers co-existing isn't an impossible or outrageous concept, they need a way to relate to each other to lessen the gap. The widespread of innovation, higher education, and acceptance to change can possibly reduce the divisions created by innovative cities and agglomeration in the first place. Perhaps the percentage of creative workers in the work force should increase from 30% so that they become the majority instead. If more minds are trained to think critically and synthesize knowledges, then innovation be generated at a fast rate.

Being future creative workers, we must look at what the current trends are for talented people who are already in the industry, in order to gain insight into the professional world. We must understand the problem in order to overcome it.  An innovative city is a great start in advancing towards a more productive world, yet we must find the delicate balance to assist cities that have not yet reached the same level to make equal progress.  However, before that can happen, the innovative city must first be able to handle its own creative economy in order for it to remain stable.

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