

The purpose of this paper is to accompany an information model that has the scope of defining agglomeration within the context of innovative cities, and explore how talent is the driving force behind a creative centre. The creative centre is a powerhouse of talent and knowledge. As these factors work together and build off of each other, creativity can flourish allowing innovation to feed back into the region and pushing it into the classification of an innovation city.

According to Richard Florida, as described in his book "Cities and the Creative Class," talent drives economic growth. But talent alone cannot transform a region into an innovative city. Florida has created the "Three Ts of Economic Growth" that work together to create a region's appeal. The "Three Ts" are a combination of tolerance, talent, and technology. For a region to be able to attract outside talent, it must first have established the "Three Ts." Florida's research has shown that factors, such as a region's diversity and lifestyle, as well as organisations including universities and a high-tech industry, are contributing factors for talented people to live and work in a city.

Universities guarantee a constant renewal of knowledge and collaboration with other organisations that allows for the knowledge to meld with creativity. This collaboration creates a creative centre, where creative workers and knowledge workers generate innovation.

A certain lifestyle is able to exist for the people, of which the majority are creative workers, within the regions that hold creative centres. This lifestyle revolves around knowledge and innovation, and helps to form communities of creative thinkers and designers. It is a lifestyle where diversity is tolerated and allows for combinations of knowledge from peoples that would normally not associate with each other. Talented and diverse people thus are attracted to these regions to live among people with whom they can share ideas and collaborate towards innovation.

Organisations are also attracted to such regions because of the social, economic, and technological infrastructure, the existing talent, the influx of diverse talent and knowledge, and existing organisations.

The talented people are sought after by these organisations in several ways. Two of these ways would be as employees within a business, and as consumers that can provide substantial feedback. The former and the latter are highly concentrated within these regions, and thus increase the level of innovation of companies and organisations. In addition, the influx of organisations within this type of region causes agglomeration, which through communication and collaboration also propel the innovation of creative centres.

Through our processing of the information outlined in "Cities and the Creative Class" and "Territorial Agglomeration as a Local Innovation Environment," we found that agglomeration is a process that intensifies the level of economic growth through innovation within regions that have creative centres. Only when a region is able to attract talent and organisations can agglomeration successfully occur. And once the organisations have clustered together, as long as there is a constant input of talent and knowledge, a creative centre will be capable of producing innovation technologies and economic growth.