

The collapse of the Berlin wall may have created a large impact on the city, but despite their loss, they are turning into a cultural capital of Europe. Berlin's population is made up of 14% immigrants, from 180 nations (Ventures Mansueto, 2007). The city is attracting knowledge workers across the world, where the city has evolved from a broke unemployment society to a city that is drawn by their diversity, research facilities, and the amenities. Berlin has grown to a city where talent and knowledge workers are given space to work with and the trust that these talent workers gain. As Berlin begins to attract outside talents, they continue to grow into an innovative city.

Berlin's ability to attract talents across the world has created a major shift to how the city stands as a cultural capital. Knowledge and talented workers are drawn to the region not only because of the diversity and the amenities that is available to them, but as designers they are given the initiative to work as an independent artist rather than waiting for the clients to come to them. Berlin supports a wide variety of diversity through their research facilities, industries, and their social life styles. For instance Siemens, Osram, ODRK (Open Design Ronen Kadushin), or AEG are corporations that connect the diversity of design, science, and technology together. The Siemens Art Program develops connections that apply towards art and culture within the society, where their projects focus in five areas of: Visual Arts, Performing Arts, Music, Contemporary Culture, and Internal Cultural Communications. They take on innovative cultural approaches and initiate projects that seek to impart new and evolutionary forms of art (Siemens, 2007).

Amenities play a role in Berlin, where they attract people from around the World not only by their corporations but from the events and social life style events that occur within the city. Berlin has a long growing history for being a film industry, where the city itself plays a role in these productions in hosting the International Film Festival (Berlin in Brief, 2005). Being a city that is a home to many studios and several production companies, the city offers creative workers an area of open-mindedness and a place to experience a new life style of contemporary art. Architectural scenes such as the Sony Center (Architect: Helmut Jahn) is another attraction that brings talents into Berlin. Located on Berlin's historic Potsdamer Platz, the Sony Center is grouped by eight other individual buildings that create intimate space (Jahn Helmut, 2007). The Sony Center is an example of architect that portrays talent workers that take on challenges in creating a new form of culture for attracting not just designers but also towards the community (Jahn Helmut, 2007).

Although Berlin seems to be an area that is focused on the film industry, they have one of the most diverse and vibrant nightlife scene and festivals in Europe. To retain skilled workers in an area, being an open-minded community creates an advantage for workers to gain new experiences. Berlin's Nightlife festivals are known for its open-mindedness for several cultural groups. Events such as the gay-lesbian pride event, cultural festival (Berliner Festspiele), or several technology and media art based events make Berlin a city that allows opportunities to grow from different cultural groups.

Despite the amenities and the high end corporations that attract people from moving into Berlin, what about knowledge workers that is mobile on their knowledge based science and technology? From the previous info model of how companies support and give funds to research facilities within the University, Berlin takes a different approach where their talent workers take their knowledge from the University and begin to build their own research facility. Talents from all over the world are drawn to Berlin by their world-class research centers. Research centers, such as the Adlershof (expected to be completed by 2010) is one the world's 15 largest science and technology parks (Berlin in Brief, 2005). The facility gives knowledge workers a place to research and develop *new innovations* without having to be in a University. Knowledge workers are coming together from Freie (Free), Humboldt, and Technical University of Berlin; companies such as WISTA Management GmbH are providing support towards these research centers rather than the University itself.

Berlin may not be compared to innovative cities such as Milan, where companies know they can find a special designer for any task at hand; certain developments are being to be noticeable (Zwirner, H, 2005). Their desire for becoming a diverse economy is slowly growing by the research centers and the open mindedness of the community. According to Richard Florida, as a region starts to attract knowledge workers, companies begin to take notice and become attracted to where the talented people move. Once those companies start to produce economic growth of the region, where the region increases their attraction of creative workers, this cycle is known as the "virtuous circle of economic growth" (Richard Florida, 2005). By attracting new talents all over the world, the city begins to drive their economy growth into becoming an innovative city that is drawn by world-class research centers, amenities, and the diversity within corporations and communities.

## Reference

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