

Innovative Buenos Aires

eva sung, lokteen mak, winni chan

To determine what defines an innovative city, a city must be able to “attract people, generate innovation, and stimulate economic development” (Florida, pg.37). According to Richard Florida, it is essential that a place must have the three basic elements that build up to an innovative city, which are technology, talent and tolerance. Buenos Aires, the capital of Argentina, had experienced a dramatic evolution with its historical background. In order for Buenos Aires to be more competitive with other innovative cities and to develop a stronger economical base, it invokes the society by implementing new educational methods, on going urban city developments, and increase networking. Buenos Aires is progressively renovating itself to a developed innovative city.

Education plays a key role in making Buenos Aires an innovative city. The city is striving for higher quality education on an on-going basis; this creates a constant cycle of flourishing education. In 1999, the international bureau of education decided to change the curriculum for the secondary schools in Buenos Aires. Latin America has been creative and innovative in the past decade regarding educational reforms; the movement then led on to the secondary education. The aim of this curriculum change is to build a higher form of equity in education between the ages twelve to eighteen. At the moment, the ministry of education has declared to achieve quality education for all; this will in return create more knowledge workers and talented people.

Buenos Aires offer a free and public university, the University of Buenos Aires. There are over 14,000 students enrolled in different areas of design, such as clothing and textile, industrial, graphic and sound design. Due to the fact that knowledge and education is easily accessible, it creates a high volume of human resources, which in return sustains a steady growth of well-trained designers who will drive up the productivity in the economy market.

Puerto Madero, a luxurious living in Buenos Aires by the Rio de la Plata River. Puerto Madero was originally an abandoned port and since the year 1990, it has been re-establishing into a new developing neighborhood as an urban city project. New apartments have been constructed, new restaurants, new business has been established with job opportunities, and new experiences are attracting talents to live and settle in Puerto Madero. As it attracts more talents to the neighborhood, it will add additional tolerance to this diverse society.

Palermo Soho is a small neighborhood in Buenos Aires which is where Plaza Serrano is located. Plaza Serrano is where many festival and fairs are held; the plaza is filled with bars and restaurants and at night the streets are filled with young people and tourists drinking and celebrating together. This space allows locals and foreigners to interact, which broadens the diversity and tolerance within the city. Buenos Aires is known as a very open city, where they accept and can adapt to different cultures and religion.

Buenos Aires Metro, also know as the “Subte”, is the first subway in South America. It was constructed since 1913, making it the oldest metro system in Latin America. The first line started off with a private company, Anglo Argentine Tramway Company, and as the city expands, further developments of different lines were built by different companies and by 1930s, all networks has been centralized under the management of Transport Corporation of Buenos Aires. This illustrates that connectivity within the city will provide regional advantage to mobilize and gather the talents that are available in that region. It is the major issue to sustain an innovative city.

The earliest immigration started with Spanish colonization in the 16th century, then large European immigration at 19th century. Then people from the countryside moved into the metropolitan area as the Urban Immigration at the late 19th century. At the late 19th and early 20th century, people from Korea, China, Latin America and from Eastern Europe moved into the city as Economical Migration. The government these days still welcomes any productive immigrant with careers, and it also welcomed European immigrants with no reinforcement who

would improve the economical and technological power. As a result, the city had a strong European influence and absorbed different kind of values from variety of culture. The city's goal was to draw more knowledge people from different place and turn the city into a modern society. Buenos Aires became a city with high diversity and tolerance that was composed of different ethnic group. The city was able to provide different groups an opportunity into a coherent team who share the same goal.

Centro Metropolitano de Diseño (CMD) was a non-profit institution that supported and sponsored any event that was related to design. It created opportunity for public or private organization that had potential for successful projects or product. The institution supported companies, industries, designers, producers, directors, research, cultural events, businessman, managers and any events that are involved cultural and art. The support from the CMD would facilitate competition and enable the organization to attract more people into it. CMD did not only fund organizations, but also support them by promote and conduct research for a managed group. CMD fostered the economical and cultural growth as a city by providing opportunity for raising design related company with potentials and increasing design related activity to its full potential.

With a mixture of conditions which includes the strong devoted force to knowledge development, the geographic advantage of the Buenos Aires Metro, that connects the environment and talented people, and the on-going urban city planning, Puerto Madero, Buenos Aires is rising to a substantial innovative city at an enormous speed. In addition, the city continue to enhance further economic development by attracting more talented individuals from around the world in the near future to increase productivity and maximizing utilize of available resource. Buenos Aires is still a developing innovative city, and all the factors that are essential to foster itself to an innovative city are slowly emerging.