

**CAPITALISM AND URBANIZATION:
THE COGNITIVE-CULTURAL DIMENSION
(Toward and Beyond the Creative City
Hypothesis)**

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ECONOMIC STRUCTURE AND URBANIZATION

- 1. The factory system: the classical factory town
- 2. Fordist mass production: the large industrial metropolis
- 3. Post-fordism and new industrial spaces.

- The shifting terminologies of the latter phase:
- 1. Sunrise industries
- 2. Flexible specialization
- 3. Post-fordism
- 4. The new economy
- 5. The cultural economy.
- 6. The creative economy

THE COGNITIVE-CULTURAL ECONOMY

- DEROUTINIZATION OF LABOR PROCESSES
[New division of labor: Levy and Murnane (2004)]
- 1. Digital technologies
- 2. High levels of scientific/technical labor
- 3. Human intermediation of services
- 4. Symbolic outputs
- 5. Aestheticization of commodities

Specific forms of cognitive-cultural production and work:

- Innovation-oriented research
- Neoliberal technomanagement
- Fashion-oriented production
- Privatized provision of services
- Education and training
- Distillation and diffusion of information
- Commodification of experiences

And:

- Deroutinized low-wage work:
 - Small-batch assembly
 - Flexible machine operation (e.g. vehicle driving)
 - Security and maintenance
 - Hotel and restaurant trades
 - Janitorial work
 - Childcare
-
- Widening divide

Selected attempts to map out social stratification in the new economy

- Bell: Post-industrial society
- Gouldner: The new class
- Reich: Symbolic workers in the information economy
- Sklair: Transnational capitalist class
- Florida: The creative class

(Flawed?) theorizations of the cognitive-cultural order

- Managerial discourse: flexibility, fast capitalism, human capital, empathy, creativity, adaptability, leadership, self-motivation, etc.
- Urban policy discourse: consumer city (Glaeser), entertainment machine (Clark), creative city (Florida, Landry).

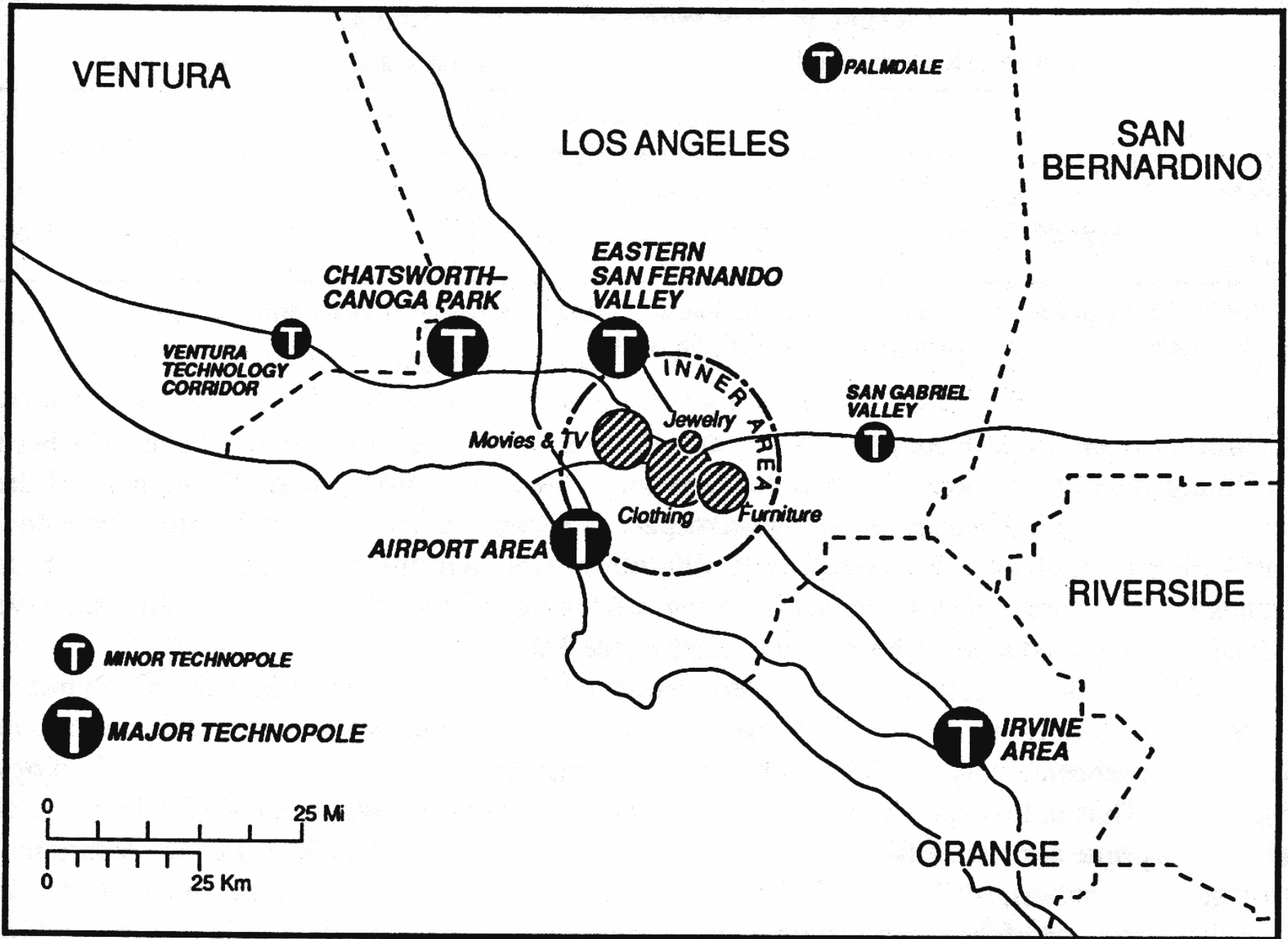
TOWARD – AND BEYOND – THE CREATIVE CITY

The driving forces behind urban agglomeration and growth

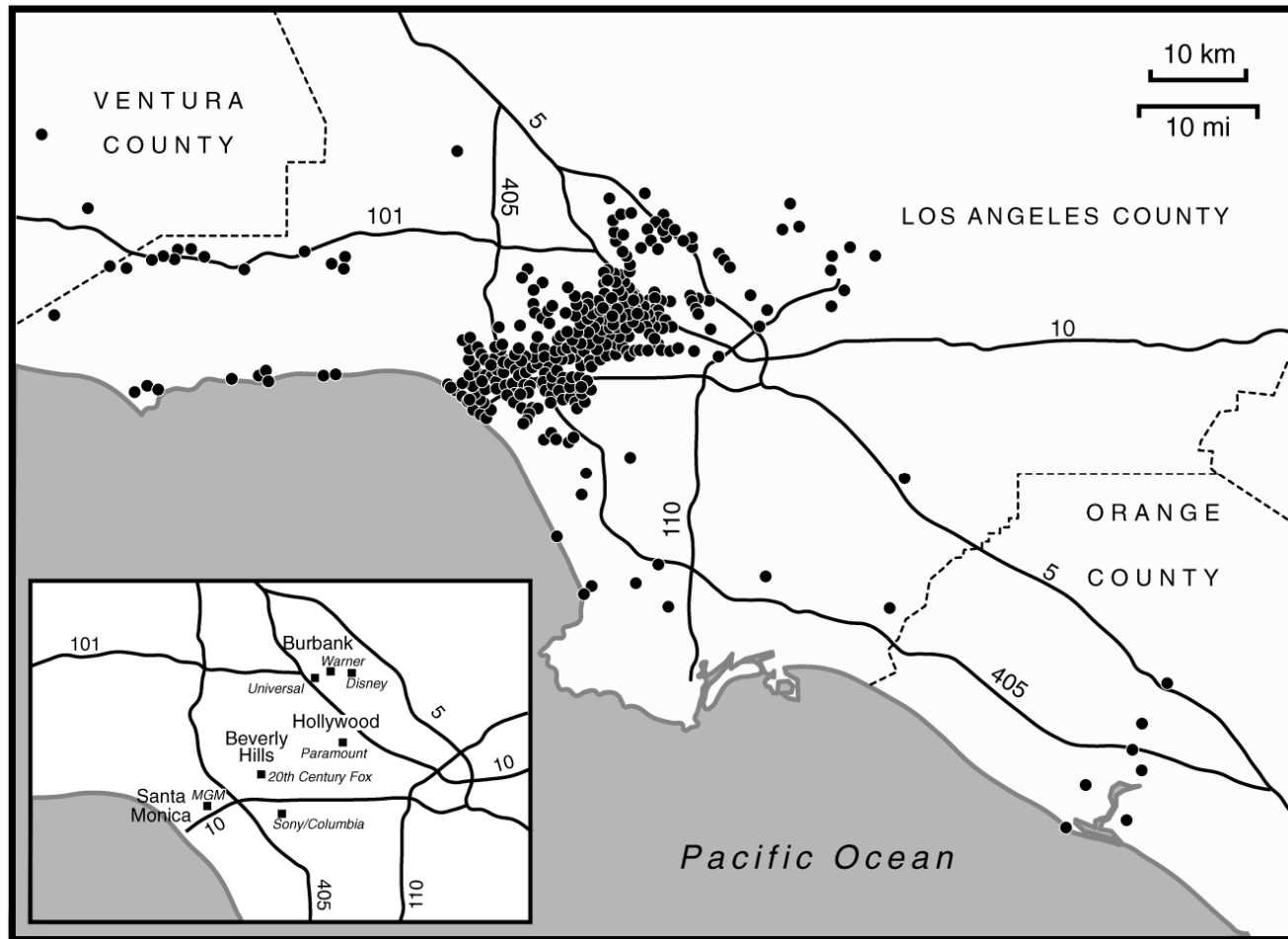
1. Networks of specialized but complementary producers
2. Local labor markets: skills, socialization
3. The creative field: learning and innovation, i.e. creativity is always mobilized in concrete ways (textiles industry, car industry, film industry)

Clustering is a locational strategy by means of which producers transform latent benefits into concrete competitive advantages

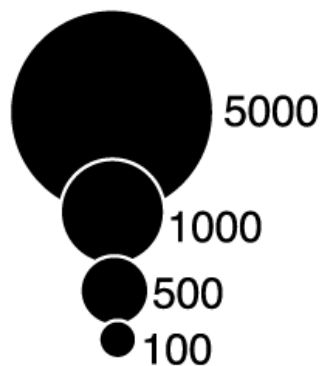
- Increasing returns to scale
- Agglomeration economies
- Monopoly powers of place (product differentiation and branding; Chamberlinian competition)



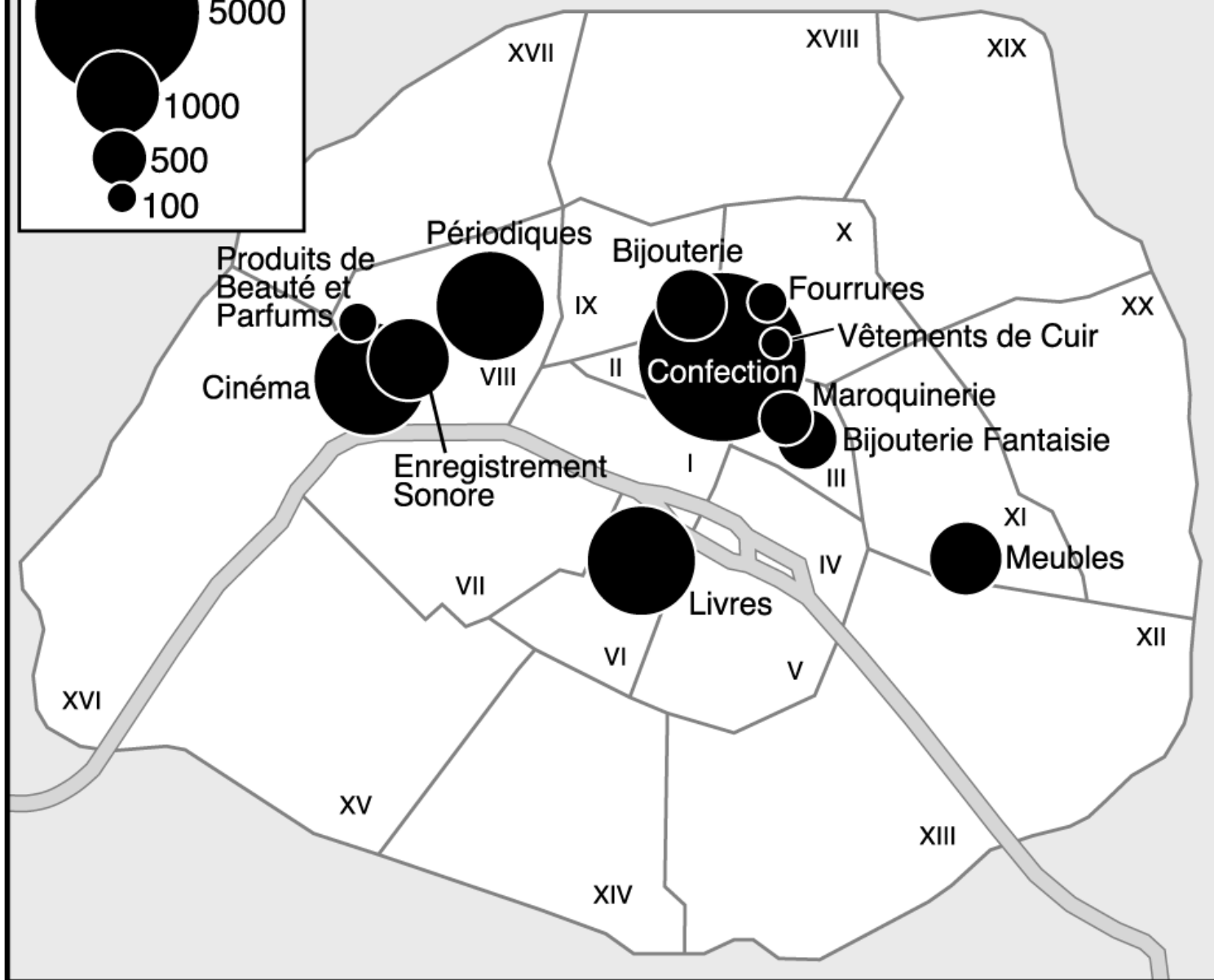
Motion-picture production companies in Southern California. The inset shows locations of the majors and selected place-names

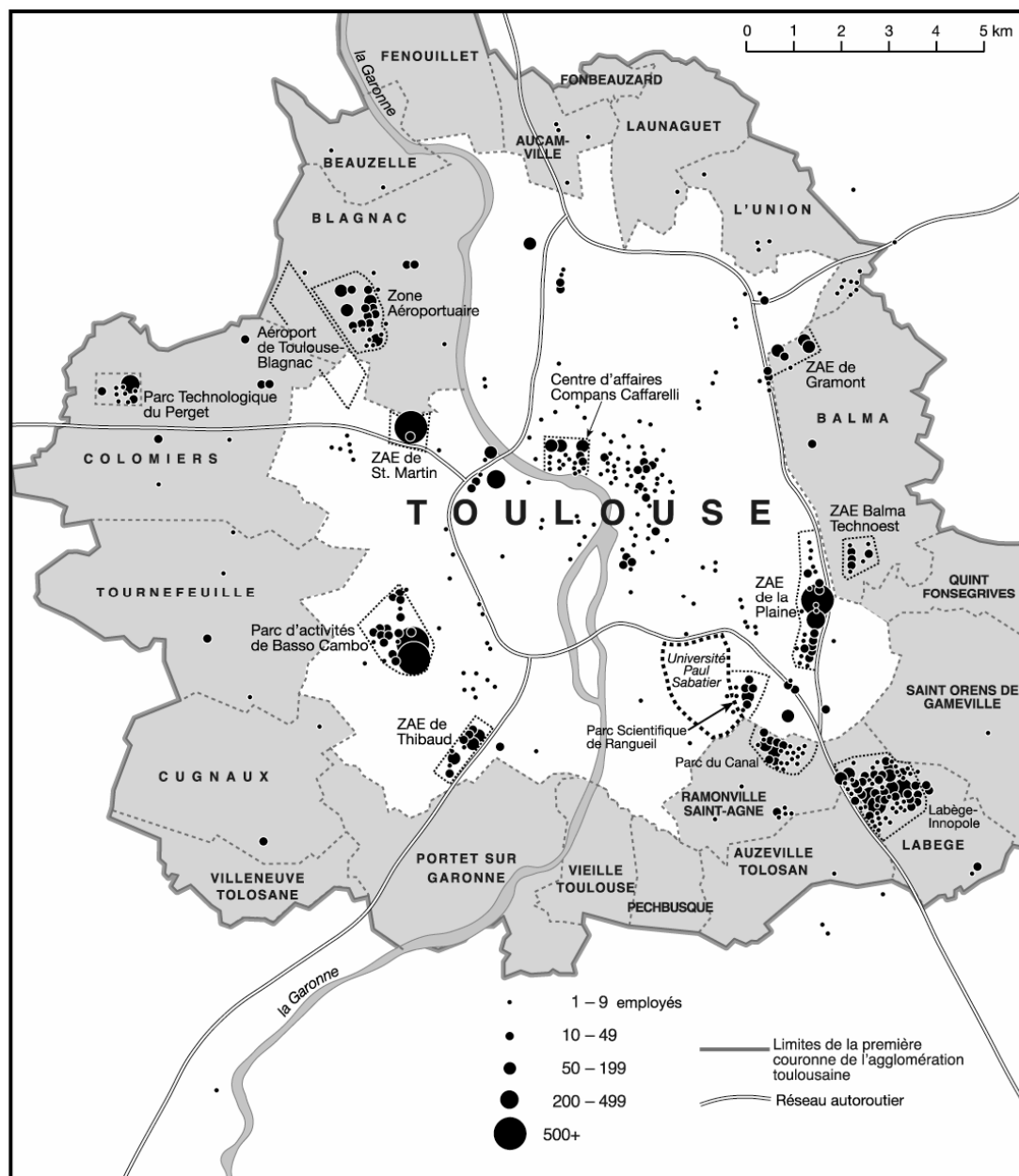


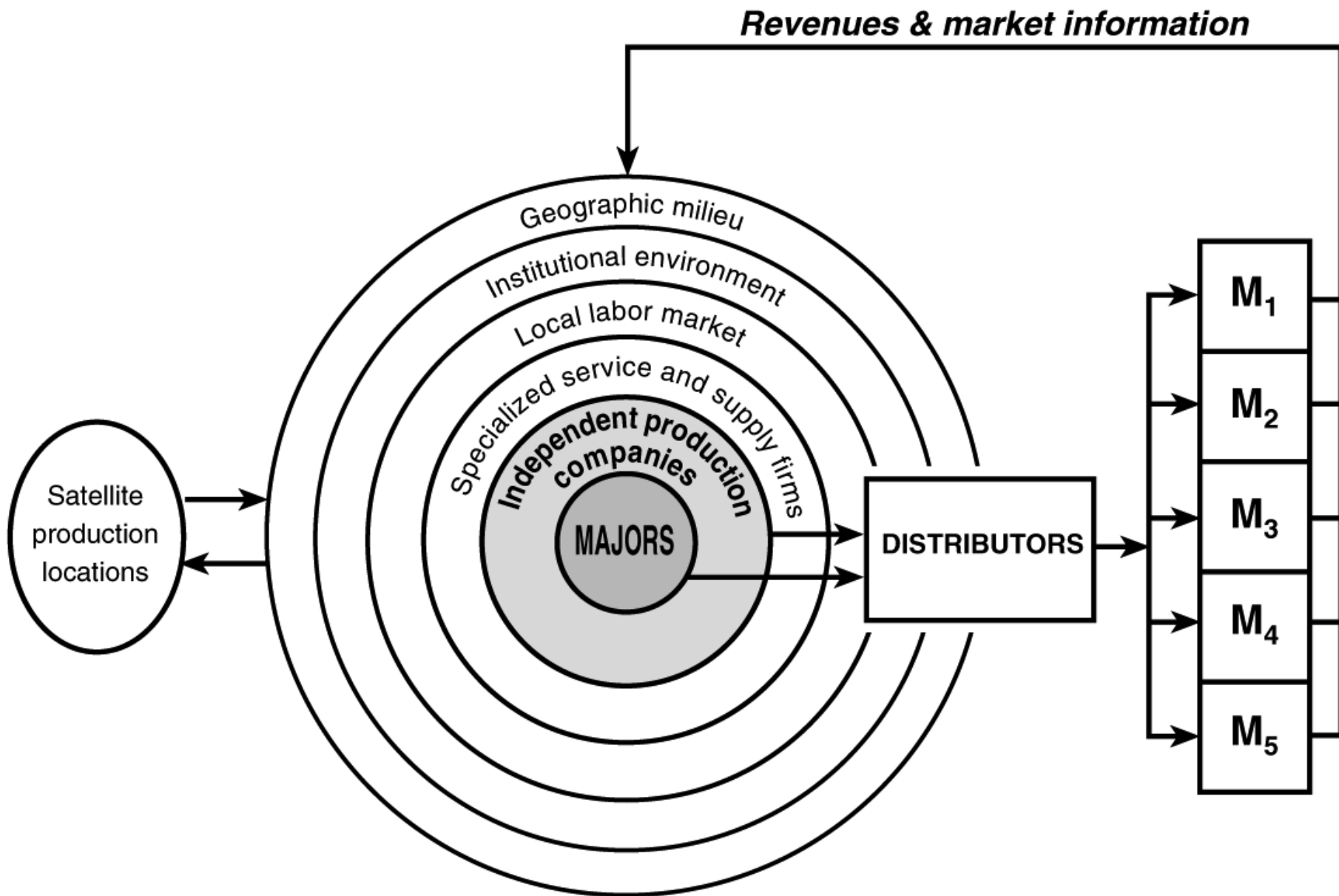
Etablissements



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A new balance between work, life, and leisure in the city

1. Interpenetration of upgraded production space and gentrified social space
2. Proliferation of cultural/entertainment facilities (Clark: “Entertainment machine”)
3. City of the spectacle
4. Iconic architecture and recycling of the built environment: Bilbao Guggenheim, Westergasfabriek, Petronas Towers, London Docklands.

Richard Florida's formula for achieving the creative city

Attract the creative class by:

Investing in amenities

“3Ts” (for infants?): Tolerance, talent, technology.

Pre-policy questions

1. The complex production machinery of the city
2. The spiral of cumulative of causation in city growth
3. The impossibility of sustainable growth in the absence of employment opportunities
4. The privileged role of productive activity in the spiral of interdependencies
5. The endogeneity of cognitive-cultural (“creative”) sensibilities

Generic policy concerns

1. Bottom up
2. Harvest external economies (networks, labor markets, innovation)
3. Sustain milieu
4. Institution-building in the interests of regional coordination: internalizing externalities

The dark side of the dialectic:

- Sweatshops
- Underclass
- Immigrant, often undocumented, labor
- Social segmentation
- Widening divide

- The decline of community
- The withdrawal of public services
- The retreat of the public sphere

Beyond the creative city and the creative class: tasks ahead

- From the neoliberal city to the social democratic city
- Citizenship, community
- Toward solidarity, sociability, political community
- From the “creative city” of consumer capitalism toward the convivial city of the cognitive-cultural world

Global Cinema

