

The Rise of the Creative Class

Richard Florida's book The Rise of the Creative Class is all about the growing need for creativity and the shift in the force behind economic growth. He states that creativity is the major key to economic development. Creativity has always been around in people, but society is now becoming more conscious of it and utilizing it to better itself. The competitive advantage of businesses is all based on the amount of creativity that comes from its employees. Florida does not say that the Creative Class will fix all of the world's problems; he states that basing everything off of creativity without control could potentially cause more problems to arise. Creativity is a wonderful thing, but it must be molded to actually benefit society.

Florida states that the values of the creative class are individuality, meritocracy, diversity, and openness. The creative class looks to these things when deciding if a company will be right for them. Businesses have been changing themselves to appeal to the Creative Class. They are more lenient with rules so that employees can feel that they can utilize every aspect of their creativity and will produce better work causing the business to thrive. They also offer more amenities in their jobs to keep the employees entertained. A very important aspect of the creative class is flexibility. Creative people cannot be restricted, or they could lose their inspiration.

"Creativity comes from people. And it annihilates the social categories we have imposed on ourselves. A Creative Economy requires diversity because every human is creative — creativity cannot be contained by categories of gender, race, ethnicity, or sexual orientation (pg. 6-7)." Florida believes that welfare is not the best fix for people, but that tapping into their creativity and bringing them into the creative economy will benefit society more. He says that knowledge and information are tools of creativity, and that innovation is its product.

With the change in classes, there has also been a change in time. The Creative Class might not work a set eight to five schedule like the older eras, but within their schedules they cram as many things into it as they possibly can. Time is worth more than it used to be; therefore everything that needs to get done seems pressed for time. With the Creative Class, work is not just work. It is also social time and personal time also because of the crunch for time that

they experience. The Creative Class cannot do one thing at a time; they must multitask to make themselves feel that they are getting a lot done during the day.

Community also plays a big role in the Creative Class. People not only look for places with high paying jobs, but they also look for places that have good communities that will stimulate things in their lives other than work. Creative people look for places that are diverse and that will offer many experiences and amenities. "Place has replaced the industrial corporation as the key economic and social organizing unit of our time (Pg. 188)."

There are three major classes in our society: the Creative Class, the Working Class, and the Service Class. Class can determine many things in a person's life; where they work, how much they will pay for living expenses, or how happy or healthy someone is. Nations that contain higher levels of the Creative Class show higher levels of happiness, the Working Class on the other hand shows lower levels of happiness because they are not able to express themselves as much. Fitness is also positively associated with the Creative Class because creative people also squeeze fitness into their workdays. Fitness is negatively associated with the Working Class.

There are two types of skills that are associated with the Creative Class, they are cognitive skill and social intelligence. Cognitive skill is the ability to acquire knowledge, process information, and solve problems. Social intelligence is the ability to communicate, to lead, and to be aware. These skills are what help the Creative Class excel in society and get better results in the workplace.

The Creative Class will continue to grow in size. It is constantly gaining more people and helping to further our society. Though it may not be the most functional right now, with time it can only get better.