



THE MONIESON CENTRE

TRANSFORMING BUSINESS IN THE KNOWLEDGE ECONOMY

CREATIVE ECONOMY SEMINAR SERIES

"THE CREATIVE ECONOMY: FACT AND FICTION"

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Abstract

The Creative Economy is one of the most hotly contested economic development terms in academia today. Despite its widespread use in public policy, the term attracts attention from both naysayers and proponents alike. What exactly is the creative economy? How is it different from the knowledge-intensive, innovative or entrepreneurial economy? What have been some of the methodological, theoretical and public policy critiques? Why has it been separated out from a class (i.e., service, working and creative) and geographic (i.e., urban and rural) perspective?

The purpose of this talk is to introduce the concept but also provide a rigorous analysis of its use in both theoretical and practical terms. To provide context, the talk will also draw upon a five-year empirical study of the Canadian food economy to illustrate and debate the concept in economic development terms. The seminar will lay the foundation for the Monieson Centre winter series on the Creative Economy, assessing its contribution to key conversations about the economic future and sustainability of Canada.