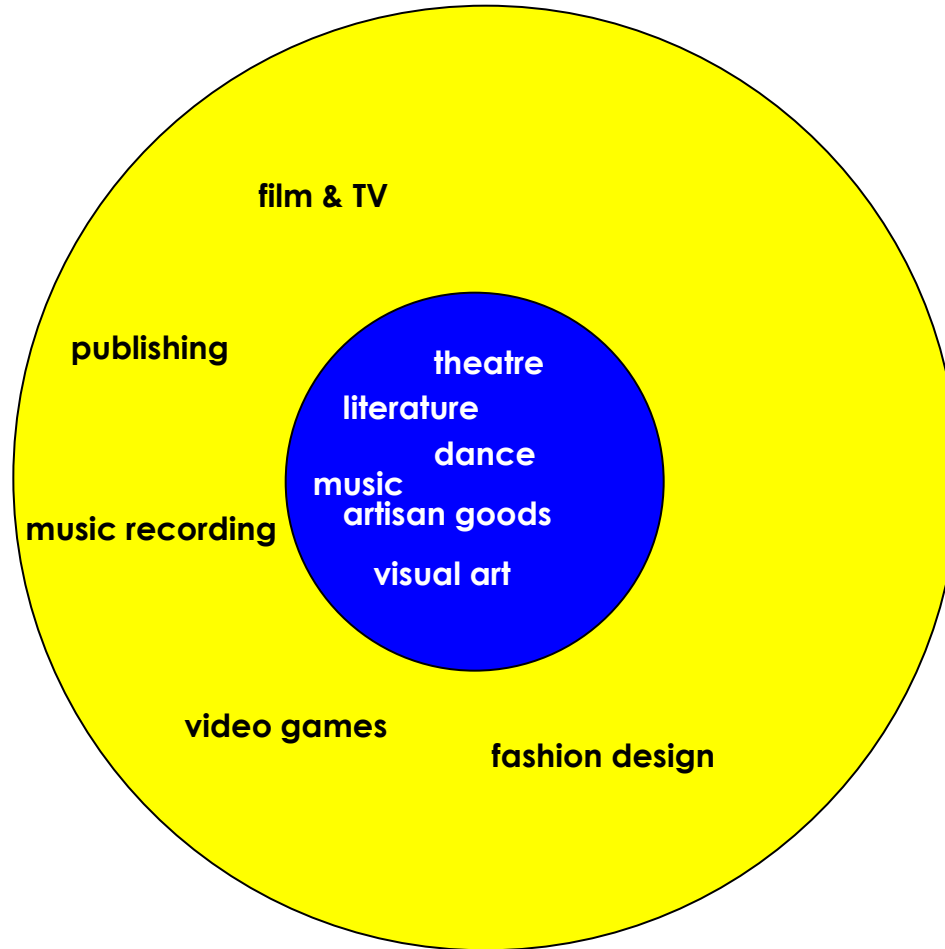


WHO NEEDS ART?



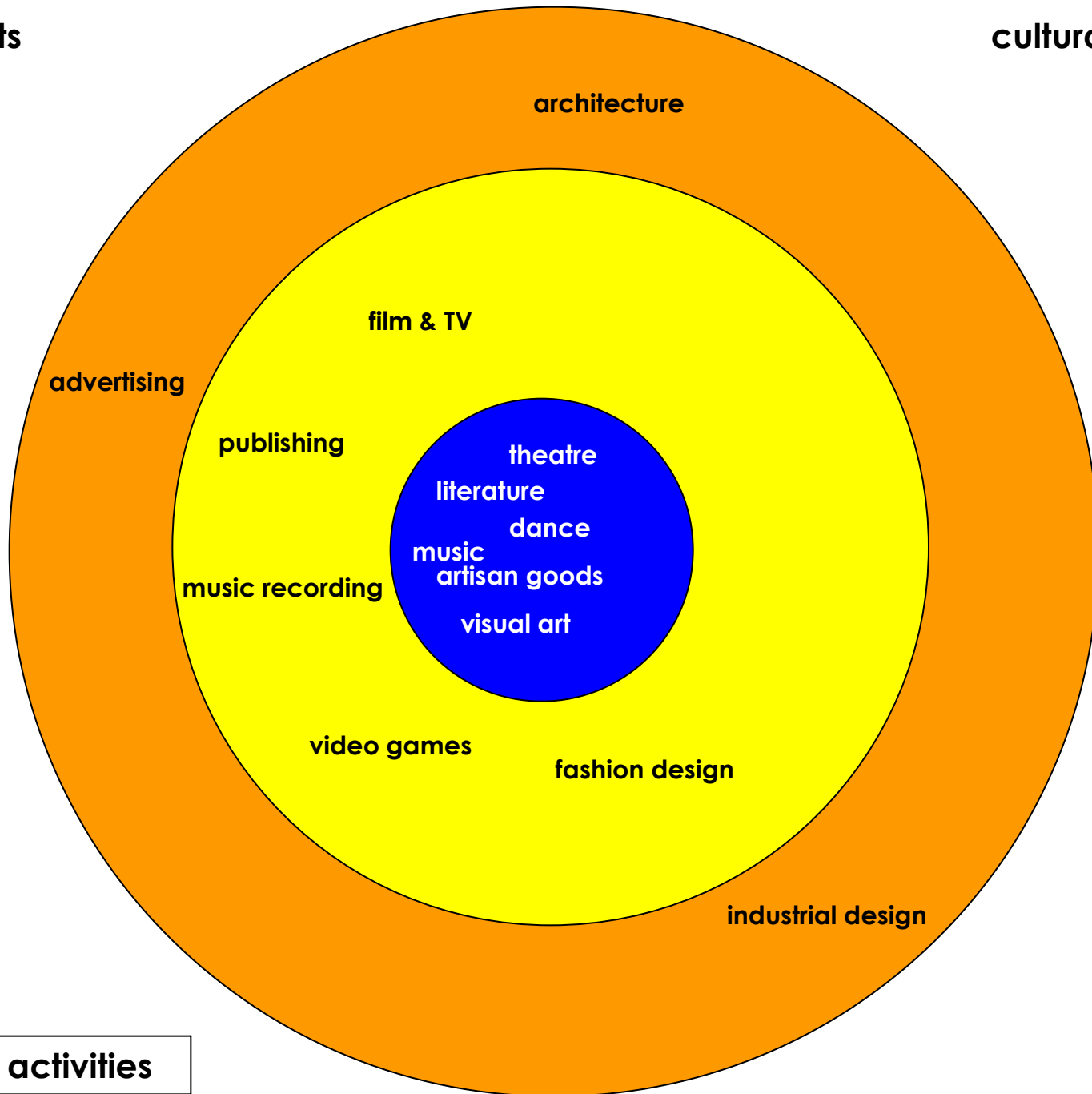
arts & crafts





arts & crafts

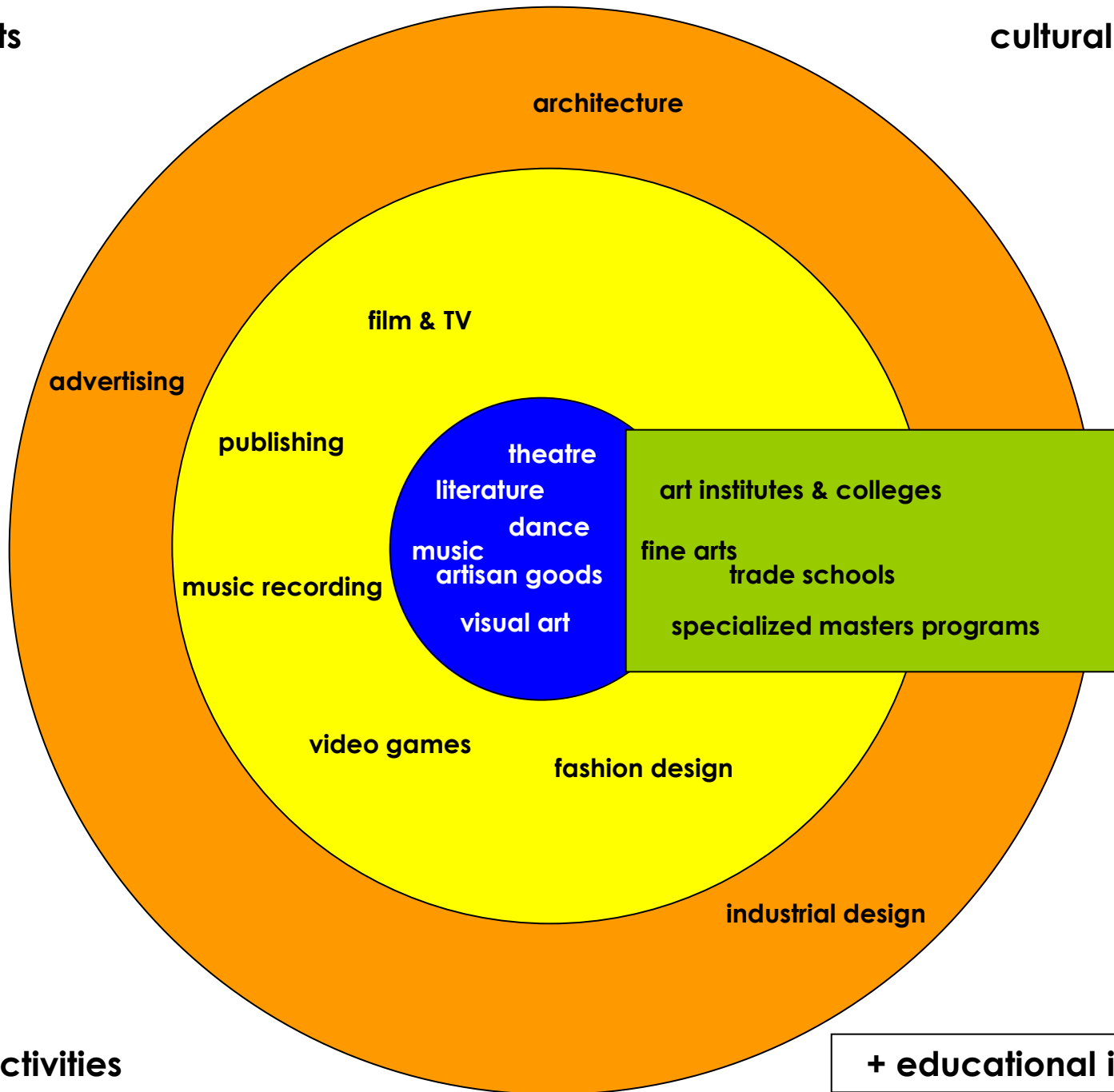
cultural industries



+ creative activities

arts & crafts

cultural industries



creative activities

+ educational institutions

**“To promote innovation,
cross-contamination is mandatory.”**

Pier Luigi Sacco















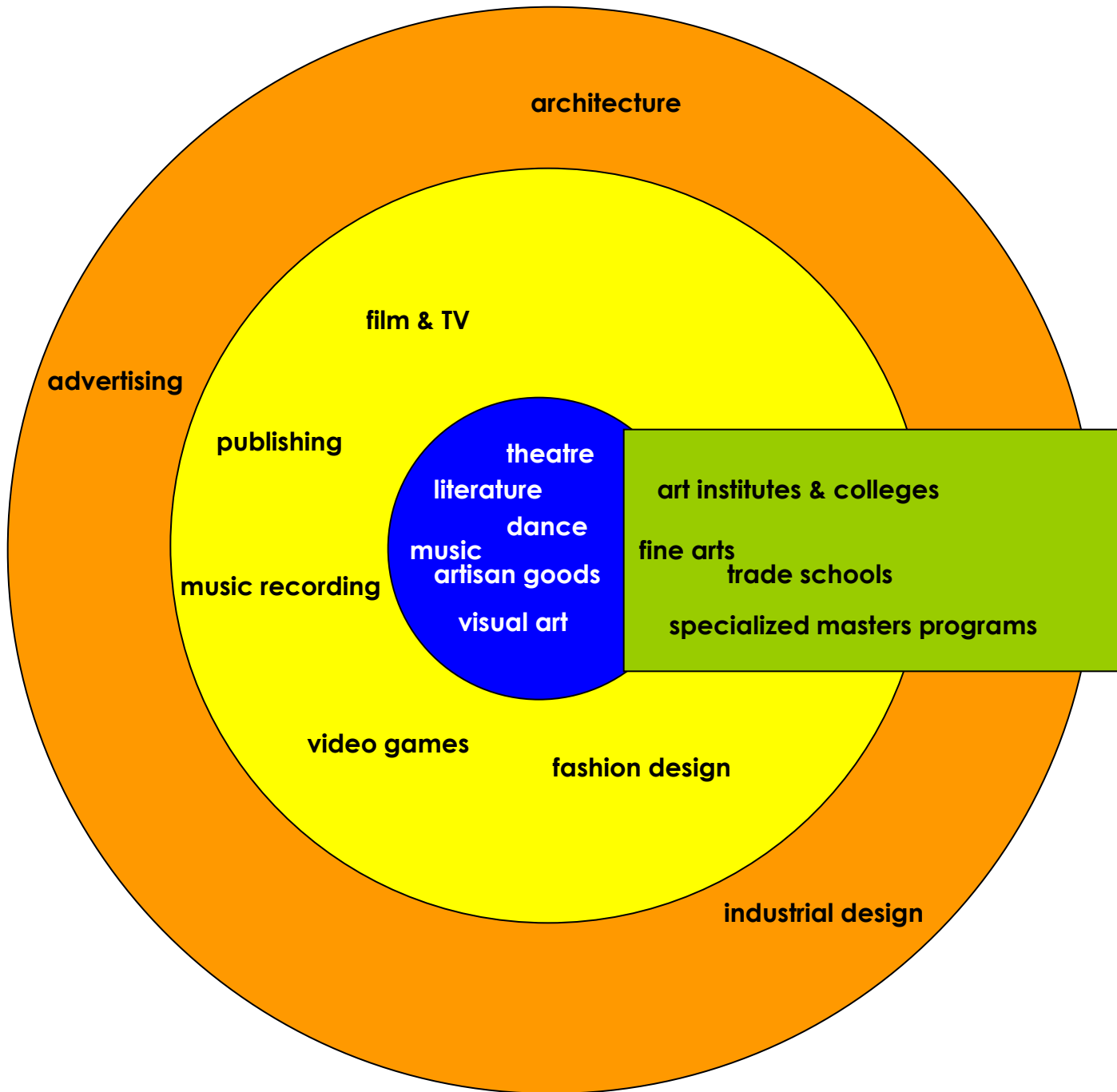




creativity → innovation → value added

“Culture is the social grammar through which the discourse of innovation is spelled out.”

Pier Luigi Sacco



architecture

film & TV

advertising

publishing

theatre

literature

dance

music

artisan goods

visual art

art institutes & colleges

fine arts

trade schools

specialized masters programs

music recording

video games

fashion design

industrial design



theatre

literature

dance

music

artisan goods

visual art

Vancity

The Power of the Arts in Vancouver: Creating a Great City

Professor Pier Luigi Sacco
Consultant

Bob Williams
Senior Research Fellow

Elvy Del Bianco
Research Associate



challenges

Sacco:

“Vancouver does not have a cultural system of interacting actors; instead, it has an astounding collection of isolated players that try to make a living on their own”

a methodology for culture-driven local development

the **Richard Florida** model:

- attraction of external firms
- attraction of external talent
- quality of local governance
- quality of the production of knowledge
- external networking

a methodology for culture-driven local development

the **Michael Porter** model:

- quality of the production of knowledge
- entrepreneurial development
- internal networking
- development of local talent
- capacity building & education

a methodology for culture-driven local development

the **Amartya Sen** model:

- development of local talent
- entrepreneurial development
- management of social criticalities
- participation of the local community
- capacity building & education

Quality	of Cultural Supply						
	of the Production of Knowledge	Green					
	of Local Governance	Blue					
Development	of Entrepreneurial Skills	Orange					
	of Local Talent	Orange					
Attraction	of External Talent	Blue					
	of External Firms	Blue					
Social Inclusion	Capacity Building & Education	Orange					
	Management of Social Criticalities	Red					
	Participation of the Local Community	Red					
Networking	Internal	Yellow					
	External	Blue					

Florida	Blue
Porter	Yellow
Sen	Red
Florida & Porter	Green
Porter & Sen	Orange

a methodology for culture-driven local development

- natural capital
- physical capital
- human capital
- social capital
- symbolic capital

Quality	of Cultural Supply						
	of the Production of Knowledge	Green					
	of Local Governance	Blue					
Development	of Entrepreneurial Skills	Orange					
	of Local Talent	Orange					
Attraction	of External Talent	Blue					
	of External Firms	Blue					
Social Inclusion	Capacity Building & Education	Orange					
	Management of Social Criticalities	Red					
	Participation of the Local Community	Red					
Networking	Internal	Yellow					
	External	Blue					
			Natural Capital	Physical Capital	Human Capital	Social Capital	Symbolic Capital

Florida	Blue
Porter	Yellow
Sen	Red
Florida & Porter	Green
Porter & Sen	Orange

a global strategic matrix

Quality	of Cultural Supply	XX	XX	XX	XX	XX
	of the Production of Knowledge		X	XX	XX	XX
	of Local Governance		X	XX	XX	XX
Development	of Entrepreneurial Skills		X	XX	XX	XX
	of Local Talent		XX	XX	XX	XX
Attraction	of External Talent		X	XX	XX	XX
	of External Firms		X	XX	XX	XX
Social Inclusion	Capacity Building & Education	X	X	XX	XX	XX
	Management of Social Criticalities	X	XX	XX	XX	XX
	Participation of the Local Community	XX	XX	XX	XX	XX
Networking	Internal	XX	XX	XX	XX	XX
	External	X	XX	X	X	XX
		Natural Capital	Physical Capital	Human Capital	Social Capital	Symbolic Capital

elvy del bianco

elvy_del-bianco@vancity.com