

Melbourne 2020

HARNESSING A CREATIVE CITY STRATEGY

2008
CLEMINGER BBDO

The brief

Create a 'creative-city' strategy to explore how a national/international positioning of Melbourne's creative industries can create prosperity.

The world has changed

Revolutions



agriculture

industrial

creative

We are in an era of social & economic transformation, it is not enough for Melbourne to simply reinforce its' creative credentials. We need to take the next step...

There is an urban shift well under way

The way we live & work
The way we organise time
**The nature of family & community
structures**
Role & function of urban centres

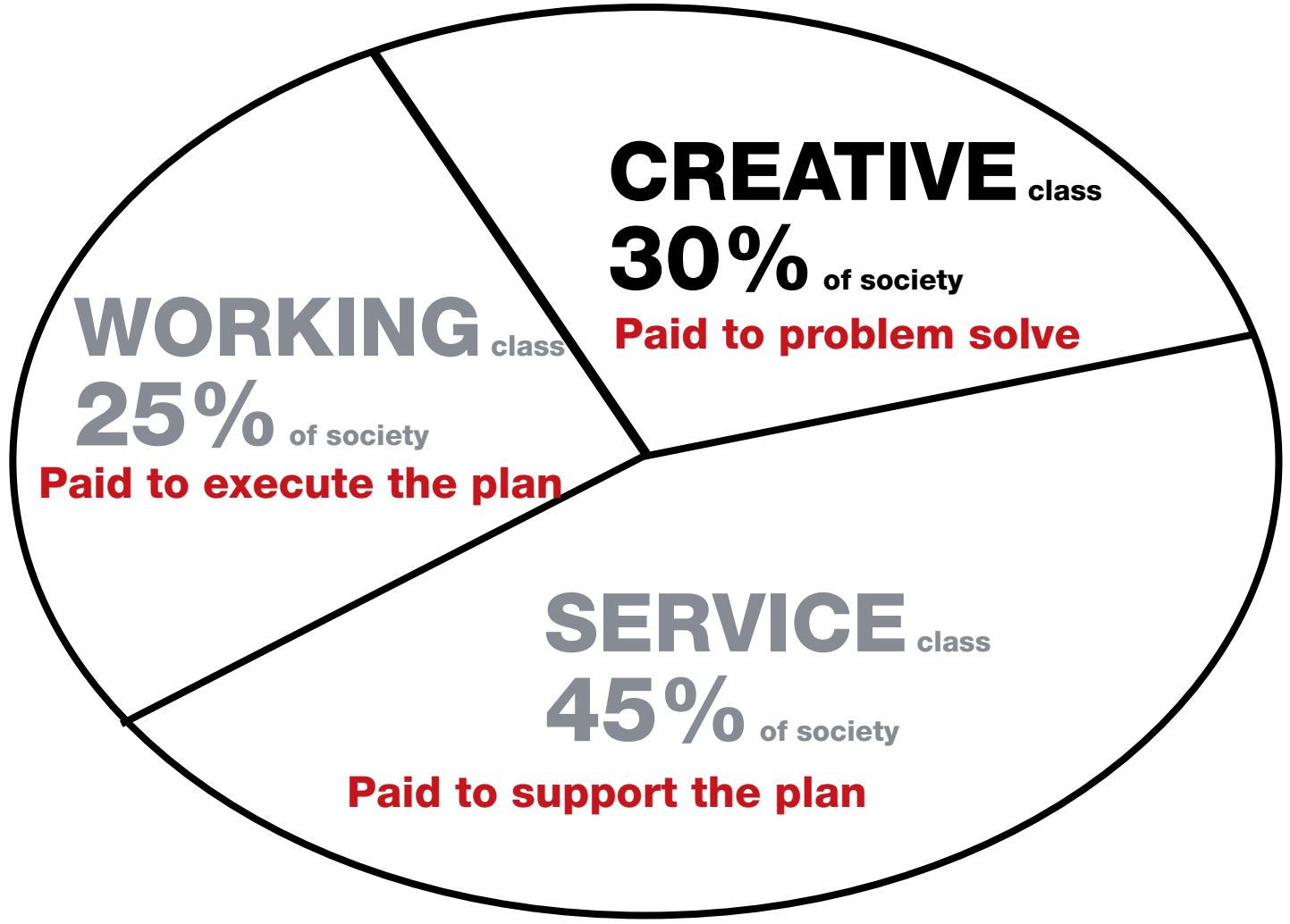
HAVE ALL CHANGED

There is a new class order

‘A class is a cluster of people who have common interests & tend to think, feel and behave similarly, but these similarities are fundamentally determined by economic function - by the kind of work they do for a living. All the other distinctions follow from that. And a key fact of our age is that more of us than ever are doing creative work for a living.’

Richard Florida - ‘The Rise of the Creative Class’

Florida's Class. Since the late 1990's creativity has become the driving force of our economy.



Richard Florida - 'The Rise of the Creative Class'

BUT, creative culture is a richness that should be open to **ALL** and not purely the domain of a **FEW.**

THE CHALLENGE FOR MELBOURNE'S CREATIVITY,

how do we go beyond our societal
bias of encouraging the inventive
talent of a **MINORITY** while
neglecting the creative talent of the
MAJORITY?

Promote a
culture of
FAILURE

or at least a culture of not being
scared to fail.

A culture where;

There is no discrimination.

People aren't forced into boxes/
roles.

Where people are allowed to be
themselves.

Where we validate various forms of
self identification.

We have the raw
INGREDIENTS
to get economic
growth through a
cultural shift

Technology + **Talent** + **Tolerance**
functional enablement human capital cultural tone

If we allow people to be themselves, validate their identities,
they will attract creative energy from all walks of life

We just have to start in the right place & the right place is in the education system

The screenshot shows a browser window with the URL <http://www.ted.com/index.php/talks/view/id/66>. The page features the TED logo and navigation links. The main content area displays a video player for Sir Ken Robinson's talk, "Do schools kill creativity?". The video player includes a play button, a progress bar, and a "Ratings" button. To the right of the video player, there is a section titled "About this talk" with a brief description of the talk. Below that, there is a section titled "About Sir Ken Robinson" with a brief biography. At the bottom of the page, there are links for "Download this talk" and "Share this talk".

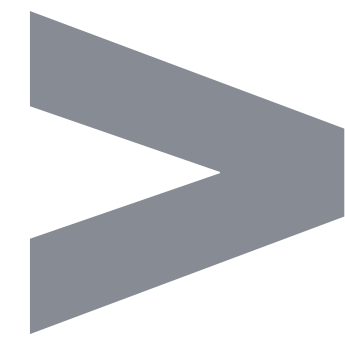
please view the dvd at the back of this book to watch something we think is worth watching.

“If you’re not prepared to be wrong, you won’t come up with anything original.”

“We need to rethink our idea of intelligence. It’s not just about academic ability. It’s more abstract than that.”

We need to
start a **SOCIO
GEOGRAPHICAL
SHIFT**

**away from
traditional
corporate
communities**



**towards natural
resources &
centres of
human capital**

**A new eco
system that's
integrates living
and working**

**>>>democratisation of creativity
through the sustainability of the
imagination**

Necessary drivers for creative communities

A place that enables
people to reflect
and reinforce our
identities as creative
people

stimulation
diversity
richness of experience
innovation
cultural openness

Defining values

Meritocracy

Diversity

Openness

What you imagine is what you get

If the democratisation of creativity is the goal. We need to change the rules by which society is educated.

FAILURE

is natural and healthy if you try to create something.

FAILURE NEEDS TO BE NUTURED

Successful creative cities are at their heart multi-dimensional and diverse, creating stimulation for a populous, not a minority, open to defining their own identities.

A cityscape that's evolved to be non-threatening, safe and where people's vulnerability can be nurtured to openly express ideas and risk-taking behaviours lies at the heart of the opportunity to secure Melbourne's creative-city reputation.

“Creativity is having original ideas that have value. Creativity is important as literacy. If you're not prepared to be wrong you'll never create anything original. Kids lose that innocence as they travel through the education system and life. We are educating people out of their creativity. We need to remain an artist as we grow up. We don't grow into creativity, we grow out of it. We get educated out of it. Creativity is not valued, we need to rethink our idea of intelligence. It's abstract, It's interactive. Don't let education calm you down. We get the gift, and whatever form it comes in we should cherish. Some people have to move to think. Creativity is having original ideas that have value. Creativity is important as literacy. If you're not prepared to be wrong you'll never create anything original. Kids lose that innocence as they travel through the education system and life. We are educating people out of their creativity. We need to remain an artist as we grow up. We don't grow into creativity, we grow out of it. We get educated out of it. Creativity is not valued, we need to rethink our idea of intelligence. It's abstract, It's interactive. Don't let education calm you down. We get the gift, and whatever form it comes in we should cherish. Some people have to move to think. Creativity is having original ideas that have value. Creativity is important as literacy. If you're not prepared to be wrong you'll never create anything original. Kids lose that innocence as they travel through the education system and life. We are educating people out of their creativity. We need to remain an artist as we grow up. We don't grow into creativity, we grow out of it. We get educated out of it. Creativity is not valued, we need to rethink our idea of intelligence. It's abstract, It's interactive. Don't let education calm you down. We get the gift, and whatever form it comes in we should cherish. Some people have to move to think. Creativity is having original ideas that have value. Creativity is important as literacy. If you're not prepared to be wrong you'll never create anything original. Kids lose that innocence as they travel through the education system and life. We are educating people out of their creativity. We need to remain an artist as we grow up. We don't grow into creativity, we grow out of it. We get educated out of it. Creativity is not valued, we need to rethink our idea of intelligence. It's abstract, It's interactive. Don't let education calm you down. We get the gift, and whatever form it comes in we should cherish. Some people have to move to think. We get educated out of it. Creativity is not valued, we need to rethink our idea of intelligence. It's abstract, It's interactive. Don't let education calm you down. We get the gift, lets use it.”

CLEMENGER BBDO