

FORM Contemporary Craft and Design is delighted to invite and your colleagues to join us at a Forum with Richard Florida, renowned scholar and author of the 2002 best-seller *The Rise of the Creative Class*. This is a unique opportunity to hear one of the world's best-known authorities on economic and urban development, in what will be a provocative and inspirational address to Perth's leading business professionals, policy advisors and creatives.



RICHARD FLORIDA FORUM

Richard Florida will be launching the Creative Capital series by presenting his ideas from *The Rise of the Creative Class* and canvassing issues in more recent research which examines the global competition for creative talent.

This catered event will sell-out so please book now to avoid disappointment.

The Rise of the Creative Class received The Washington Monthly's Political Book Award for that year and was later named by Harvard Business Review as one of the top breakthrough ideas of 2004. In this book, Florida relies on extensive research to show how the Creative Class – scientists, architects, engineers and artists – are transforming everyday life in cities that attract them: building community spirit, attracting new investment and transforming the local economy.

"This seminal book should serve as a wake up call for Australian governments, industry and business. It has profound implications for government policies for science and technology, education priorities, urban planning and investment." - Terry Cutler

The 'creative class' incorporates architects, scientists, artists, designers, engineers, writers, filmmakers, musicians and anyone involved in generating creative capital. Arguing that in order for cities to prosper, they have to attract and support these individuals, Florida has highlighted a number of global 'Creative Centres' – cities whose economies are thriving through the efforts of the members of the creative class who live within them, as opposed to traditional economic influences (such as a proximity to valuable natural resources, governments willing to provide incentives to big business, and so on). Florida's "3 T's" of economic development -Technology, Talent and Tolerance – are what mark the various Creative Centres as locations to which the Creative Class gravitates.

In his most recent research Florida asks, How does the movement of talented people across borders affect regional growth? What do tighter immigration, faltering education systems, and strong international competition mean for economic growth? Who are the up-and-comers in the global creative economy? Florida takes on these questions and more as he charts a course for creativity in the 21st century – and explains what the impact will be for countries, cities, and companies the world over.

Richard Florida's ideas have gained traction widely and he has advised governments and corporations throughout the world which have embarked on new creativity strategies based on Florida's ideas.

In Western Australia, the State Government has recently commissioned several reports and released numerous policies to foster WA's knowledge economy. Yet, despite the apparent convergence of opinion among our business and government leaders that Western Australia should invest more into innovation and knowledge creation, a critical inquiry into what 'innovation' and 'creativity' really mean to individuals, organizations and communities is missing in current debates. FORM's Creative Capital series is designed to stimulate such discussion, laying the groundwork for a major international forum in 2006, when some of the world's leading minds will gather to distil policies for stimulating greater creativity and innovation in Perth's economy and society. Perth is on the cusp of becoming a truly creative city, and these dialogues will assist us to form policies that will nurture this potential.

Event Details:

Venue: Parmelia Hilton Perth, Mill Street, Perth

Date: Thursday, February 17, 2005.

Time: 12.30 pm – 2:00 pm
(please arrive by 12:15 pm)

Cost: \$95 FORM non-members; \$65 Members.

Lunch will be served:

two courses (main and dessert),
including wine, soft drinks and juice.

Richard Florida is currently the Hirst Professor in the School of Public Policy at George Mason University and a non-resident Senior Fellow at the Brookings Institution. Previously, he was the Heinz Professor of Economic Development at Carnegie Mellon University, and has been a visiting professor at MIT and Harvard University's Kennedy School of Government. He is the founder and principal of two companies: the Creativity Group, an innovative communications and strategies team; and Catalytix, a strategy-consulting firm.

form.

RICHARD FLORIDA forum booking form

Mr/Mrs/Ms/Dr First Name _____ Surname _____

Address _____

State _____ Postcode _____

Telephone: H: _____ W: _____ M: _____

Fax: _____ Email: _____

FORM Member Ticket: \$65 x _____ = \$ _____

Non-member Ticket: \$95 x _____ = \$ _____

Total: \$ _____

If you are not a member but wish to become a member and purchase a Member Ticket for this event, please fill in the following information:

FORM membership Only 1 Member-priced ticket is allowed per Membership.
For multiple membership forms please contact FORM

FORM is a membership-based incorporated association.

Its membership comprises a diverse range of professional practitioners spanning all design disciplines (including architecture, media etc), business leaders and individuals interested in craft and design. Your membership supports FORM and helps build the creative and financial stability of the developing sector.

Category

Professional Membership \$44.00

Student Membership \$22.00

Students: Tertiary Institution: _____ Student Number: _____

Professionals: Occupation [please circle]:

architecture design – interior/graphic textiles fine wood visual/public artist

jewellery/3D design ceramics advertising glass artist mixed media

furniture design other [please state]: _____

Payment Details: Amount payable based on membership and/or event ticket above.

TOTAL AMOUNT DUE: \$ _____ Cheque enclosed

or please debit my [tick box] Bankcard Mastercard Visa Card

Card Number _____ Expiry Date _____

Signature _____

Send this form and payment to:

FORM Contemporary Craft and Design

357 Murray Street Perth WA 6000.

Fax: 9226 2250 Email: mail@form.net.au

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form.