

The theory behind the Creative Class:
 Professor Richard Florida adduces in 2002 that creativity of people is the ultimate economic resource. The fact is that the worlds most advancing companies are not only fighting about the costumers but first of all the creative employees. Local authorities make their arrangement to retain and attract creative citizens, because they know, that companies go where the creative people have their residence.

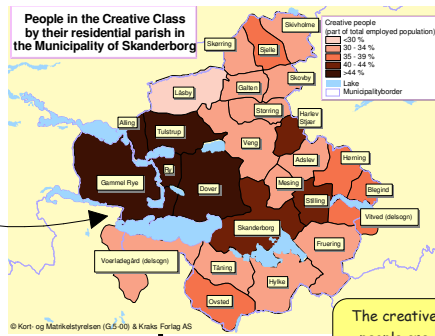
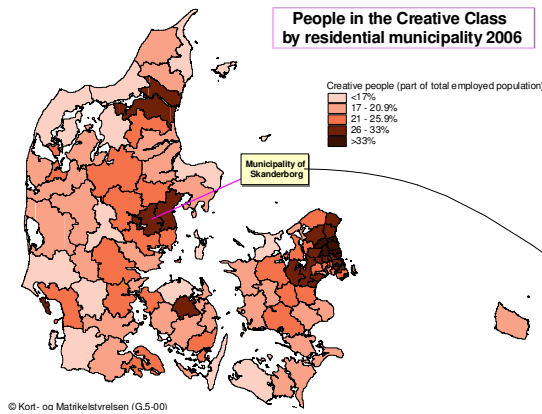
The Creative Class of Denmark - where do we find them?



Creative people are defined by their occupation (ISCO):

- ✕ Designers, architects, engineers, teachers, scientists, artists (= special creative people)
- ✕ Lawyers, businesspeople, advertising-experts, doctors, nurses, educationalists etc. (= professional creative people)

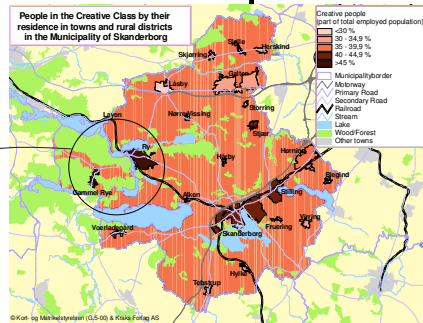
Where do members of the Creative Class then live? How low can you go to find them? Lets try with the Municipality of Skanderborg as a case example:



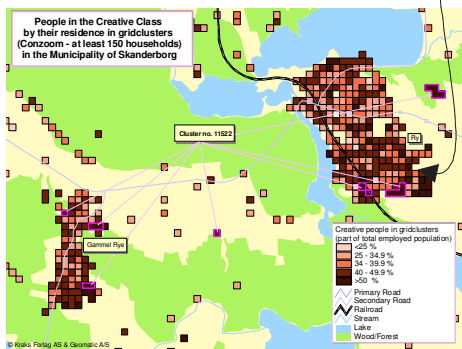
The creative people are obviously living in certain parishes and towns!

Some statistical facts about the Creative Class in Denmark:

- ✕ 36% of the employed population (25 - 64 years old) have a creative occupation
- ✕ People with creative occupation have an income that in average is 70.000 DKK higher than the average income
- ✕ Creative people travel a longer distance to their workplace than the average
- ✕ Århus and Copenhagen are the places, where the biggest part of the working places are creative



What attract members of the Creative Class to the towns of Ry and Gammel Rye? It could be the grandiose nature in the area, the cultural environment around the old folk highschool or the good trafical connections (railroad and motorway) to Århus (second largest town in Denmark) - but probably also because many creative people already are living there! More detailed investigations are needed to answer this question - f.ex. interviewing.



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