



## **Cities Ahead: A Creative Place**

A creative place is one where people can express their hopes, talents and potentials, which are harnessed and promoted for the common good. Things get done. Talents act as catalysts and role models to develop and attract further interesting people. It is a place with myriad, high-quality learning opportunities, formal and informal, with a forward-looking and adaptable curriculum. The physical environment functions well for its inhabitants, it is easy to move around in and to connect with one another. Its urban design inspires, stimulates and generates pride and affection. The architecture, old and new, is well assembled, and the street pattern is diverse and interesting. Interwoven with the ordinary is the occasional extraordinary and remarkable. It is an environment in which creators of all kinds are content and motivated to create and where there are outlets and channels to exploit innovations or to sell their work. It is a natural marketplace where people exchange ideas, develop joint projects, trade their products or work in its advanced industries.

The people in this creative place develop many innovations and are aware that these should suit agendas such as the UN Sustainable Development Goals. They are environmentally conscious; they aspire to become carbon neutral and adopt 'cradle-to-cradle' thinking. They have an ethical outlook and seek to be pioneering in a socially responsible way. They include rather than exclude and aim to create opportunities for all.

A creative place communicates well both internally and to the external world. It offers rich, vibrant experiences through, for example, cuisine, the arts, heritage and its natural surroundings, including thriving mainstream and alternative scenes and a healthy network of third spaces. Opportunities abound: The place is welcoming and encouraging. Its dynamism makes it a magnet and thus generates critical mass that guarantees longevity.

Do you want to live in a creative place like this?

*Charles Landry*