THE CREATIVE CITY INDEX: MEASURING THE PULSE OF THE CITY

BY CHARLES LANDRY & JONATHAN HYAMS

• A concise book on the Creative City Index, an assessment tool for cities
• 39 full-colour photographs

The Creative City Index is both a narrative of what great cities are like and explains a method for assessing cities holistically. This helps measure their creative abilities and potential, a precondition for downstream innovations and economic vigour. This strategic tool provides a rounded framework for thinking, so good policies become easier to achieve.

Cities need to know how well they are doing and evaluating them is becoming a phenomenon. We live in a world of measurement. We measure wealth and poverty, happiness and depression, whole societies, economies and now even cities. This helps position a city and inspires it to do better.

The Index does more than this. Participants join a comparative global dataset. Using a mix of qualitative and quantitative methods, including self-completion online surveys, group sessions, one-to-one interviews and site visits, it combines an internal self-evaluation with a rigorous external assessment.

Cities wishing to participate can choose from options: an interactive and motivational presentation; a bespoke workshop; the complete Creative City Index assessment itself; or an extended study focusing on the specific requirements of the city wanting to be reviewed.

Charles Landry is an authority on city futures and the imaginative use of urban resources. Jonathan Hyams helps creative and knowledge economy businesses with both strategy and technology development.

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Publisher: Comedia
ISBN: 978-1-908777-02-7
Paperback
GB Pounds: 7.95
147mm x 210mm
64pp
Readership: Academic/Specialist
Subject areas: General; Arts, Retail, Geography; Planning; Globalisation.

BIC: AMVD/JFCA/RGC/RPC
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