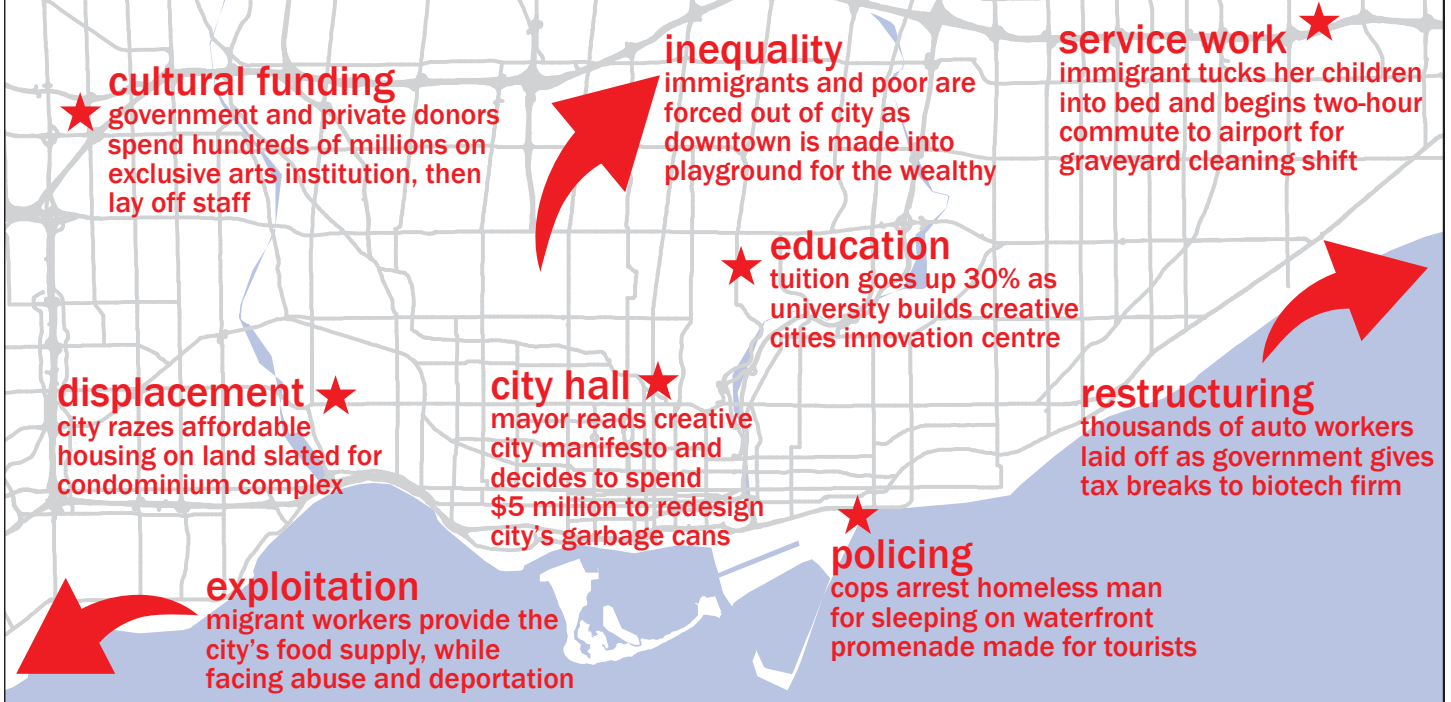
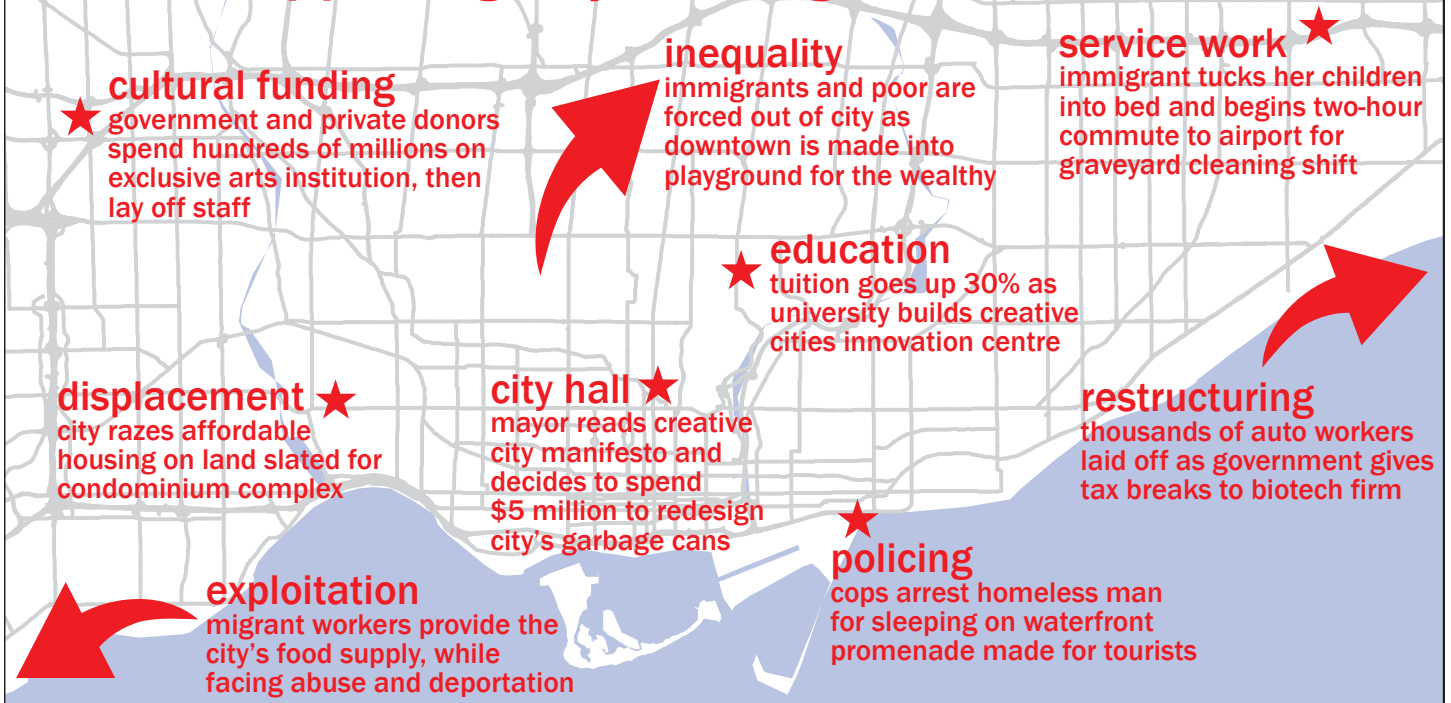


# welcome to the creative city what's happening in your neighbourhood?



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**The story begins...** We are in the 'creative age'. The economy is shifting from manufacturing to 'creative' industries. To keep up, cities must market themselves to mobile, talented professionals seeking the latest cultural hot spot. This theory is spreading around the world as places compete to attract the 'creative class' and its promise of wealth. And Toronto is leading the way.

**But...** 'Creative city' strategies are designed to build money-making cities

The creative city...  
*limiting your potential,  
endangering your  
livelihood, dividing  
your community,  
demanding your  
attention.*

rather than secure livelihoods for real people. They celebrate a society based on inequality, in which a select group of glorified professionals is supported by an invisible army of low-wage service workers. Our cities are turned from places to live into places for sale. In downtowns primed for profit, the poor are policed, affordable housing is razed, people are pushed out. Precarious livelihoods are seen as an asset, rather than a problem. The goal is growth at any cost.

# creative c l a s s struggle

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creativeclasstruggle.wordpress.com  
creativeclasstruggle@gmail.com

**Join us!** *Creative Class Struggle* uses Richard Florida and the creative class theory as a foothold into a set of broader issues. What is the city for? Who gets to live here? Who decides?

We invite you to join us in our effort to reclaim our institutions, our city, and our elected governments from the likes of these narrow ideas. Join the listserv, hold events, spread the word.

# CITY MAP

*The essential guide to  
navigating your city in times  
of crisis, oversimplifications,  
and hidden realities*



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