

**ISISA Conference,
August
2010, Bornholm/DK**

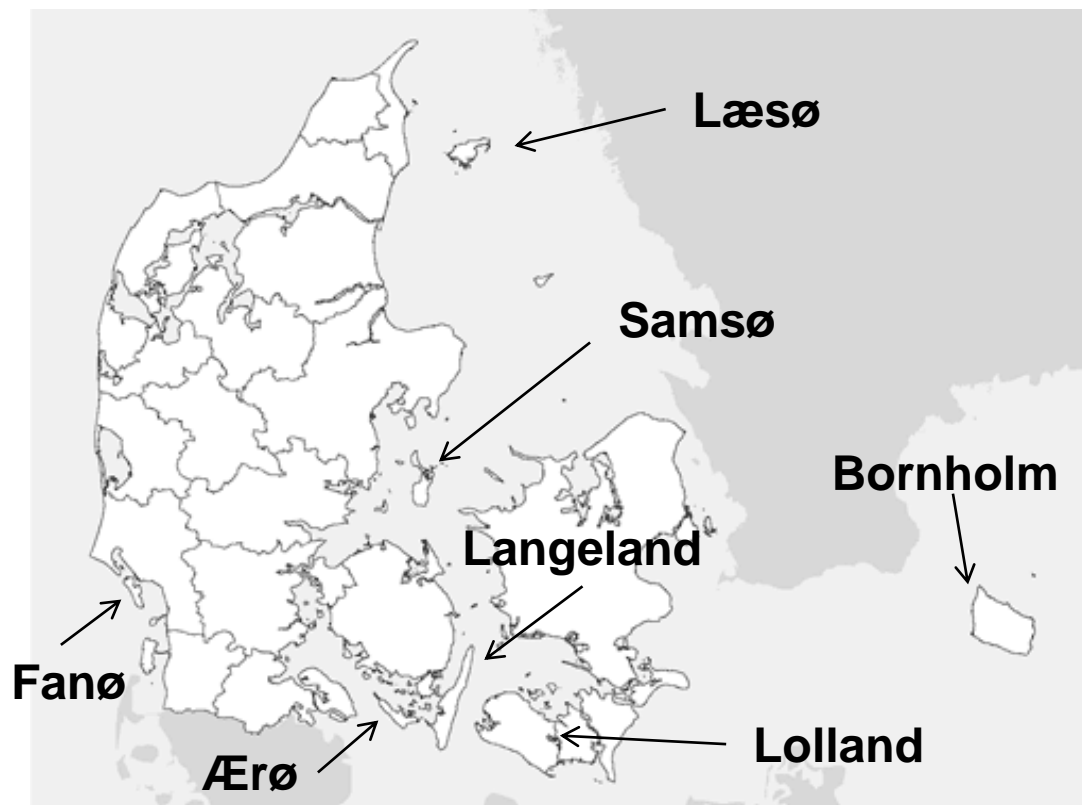
**The Creative Class and
Economic Development on
Danish Islands**

**Jesper Manniche
& Mikkel Toudal**

Introduction

- Two contemporary economic discourses and megatrends:
 1. Growth in cultural industries / the emerging "experience economy" (Pine & Gilmore 1999; 2009)
 2. The growing importance of creative labour / the "Creative Class" (Florida 2002)
- To what extent are these trends observable on Danish islands? Are Danish islands attractive for the "creative class" - and for "experience-based" businesses?

Analysed Danish islands



How to define Experience Economy?

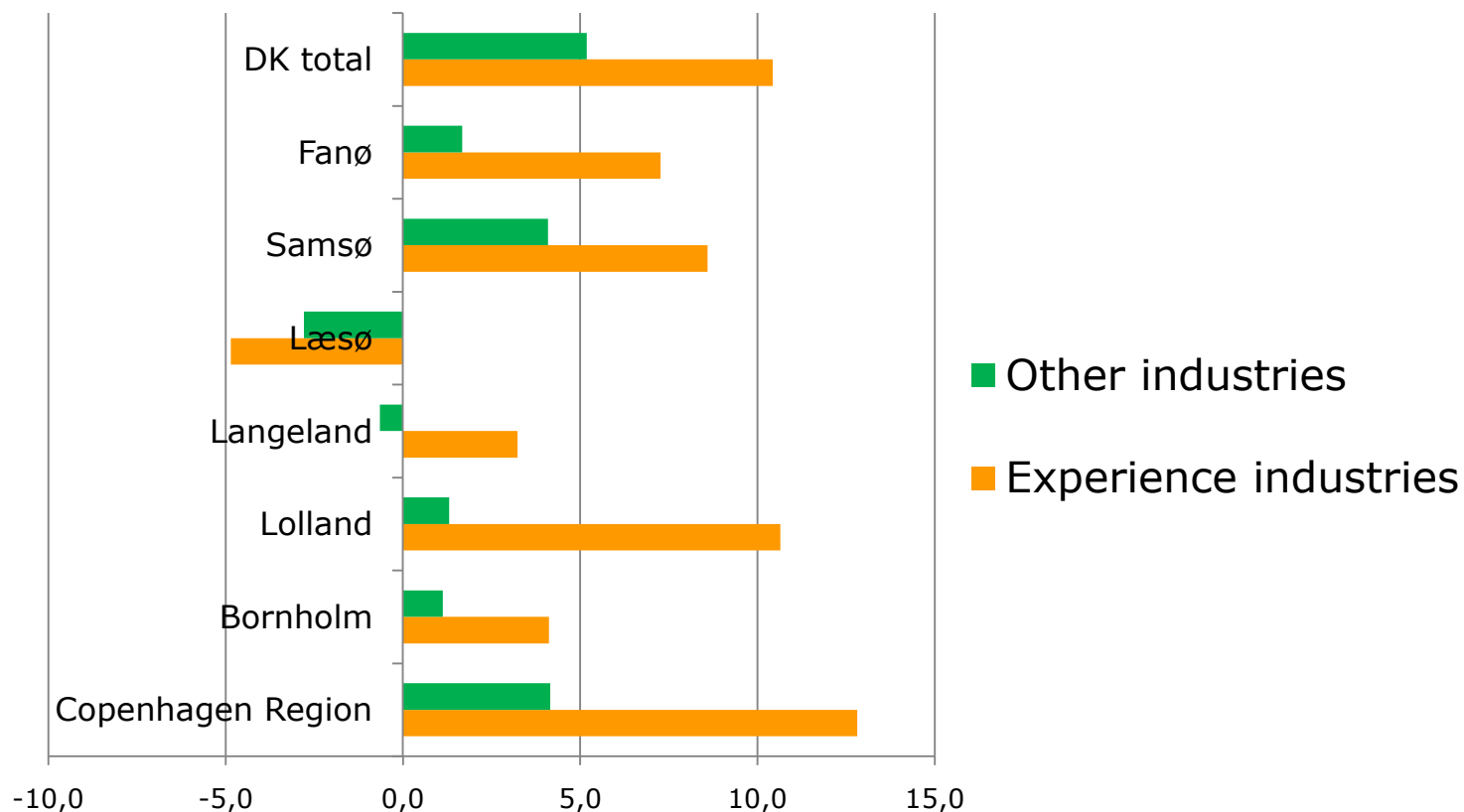
The 13 "experience industries" (EBST 2008):

- Architecture
- Design
- Publishing & press
- Arts, Arts & Crafts
- Radio & tv
- Film & video
- IT content production (incl. computer games & software)
- Music
- Advertising
- Gastronomy & nightlife
- Accommodation & tourism offices
- Amusement parks & events
- Sport & leisure

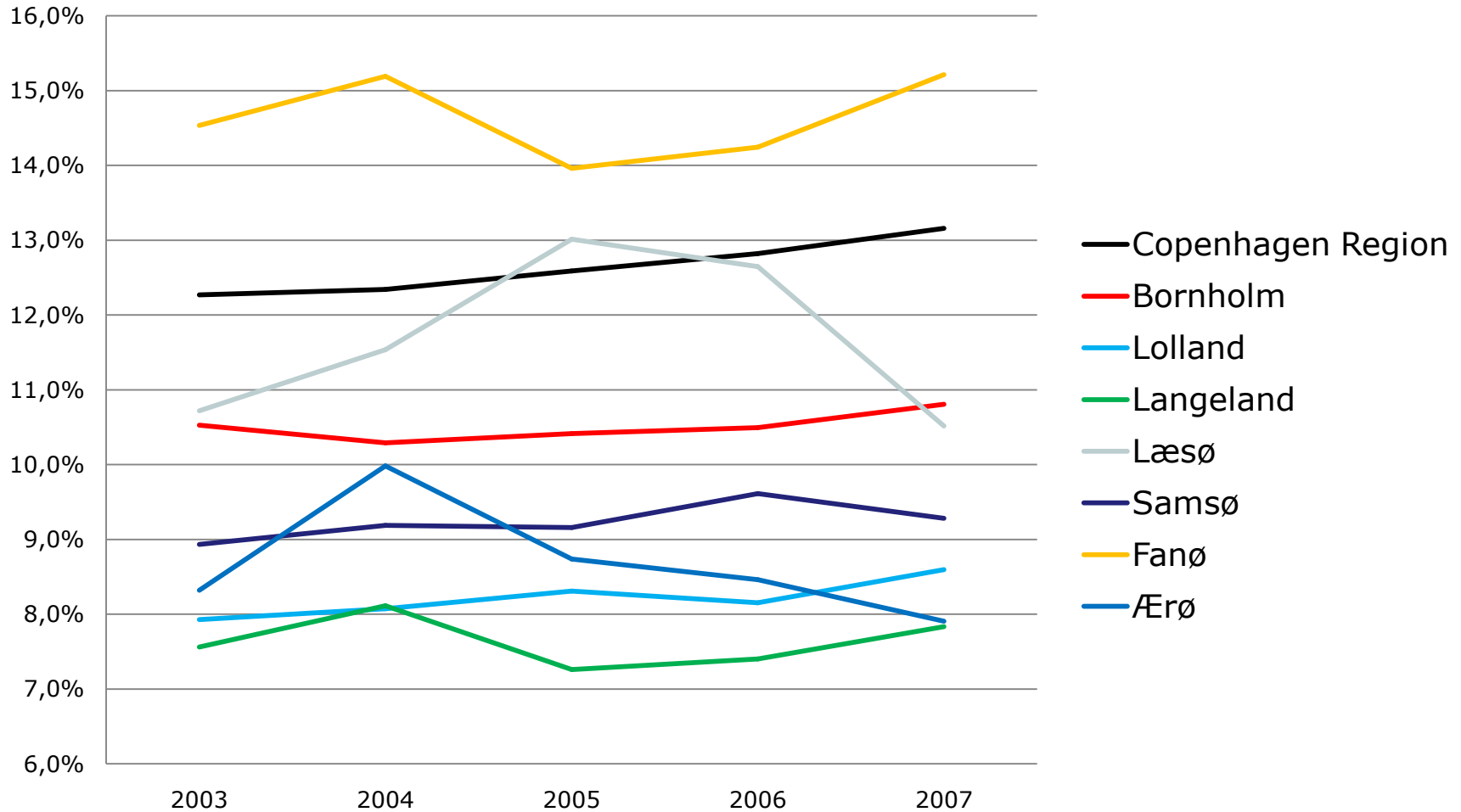


Emerging island Experience Economies?

Employment growth 2003-07



Share of experience industries of total employment, development 2003-07



How to define "Creative"?

Classification of education

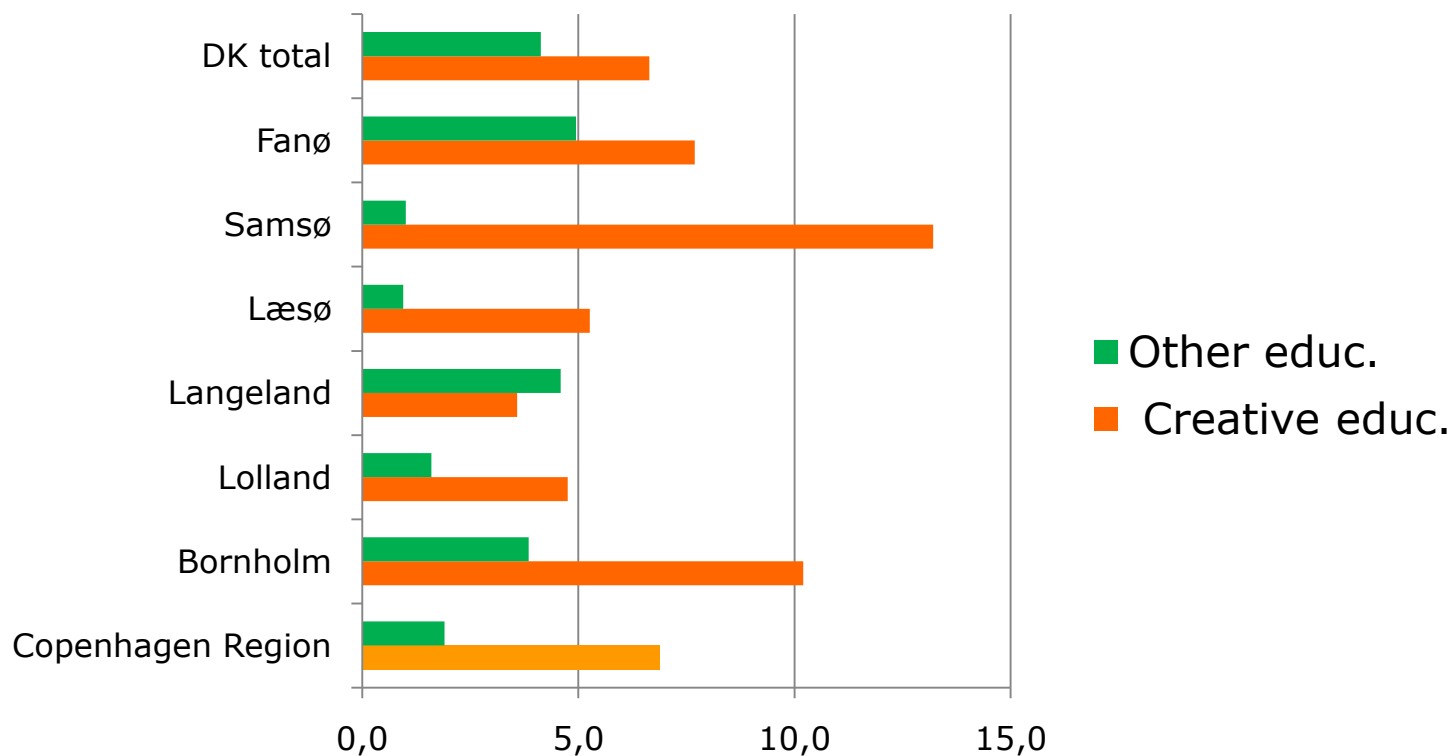
Data 2000–2007 from Danish Statistics

Examples

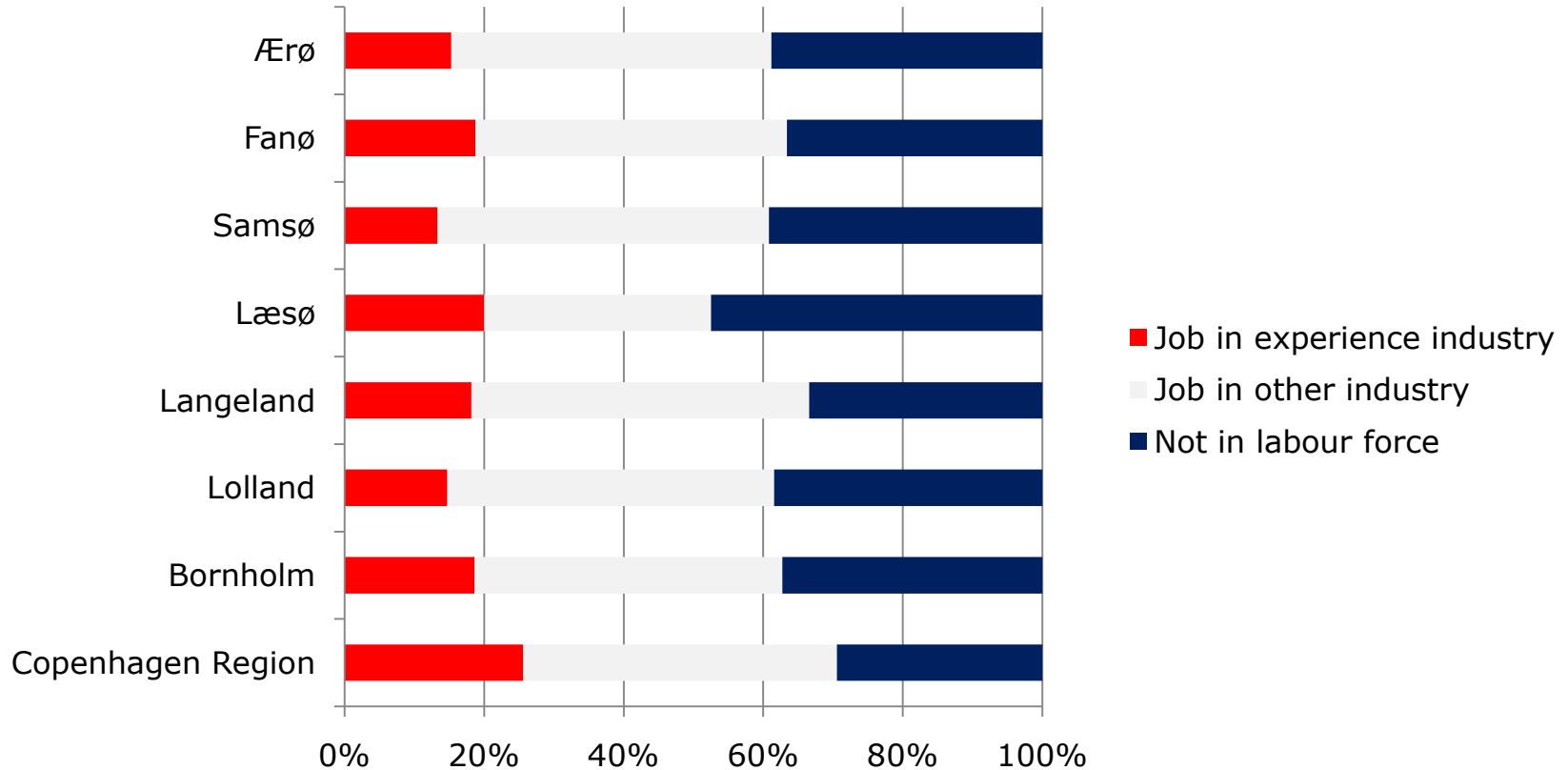
- Architect
- Cook
- Hotel assistant
- Tourism management
- Goldsmith
- Media/Graphical designer
- Photographer
- Radio/TV producers
- Printer
- Journalist
- Musician
- Marketing assistant
- Art and film science

Rising island Creative Classes?

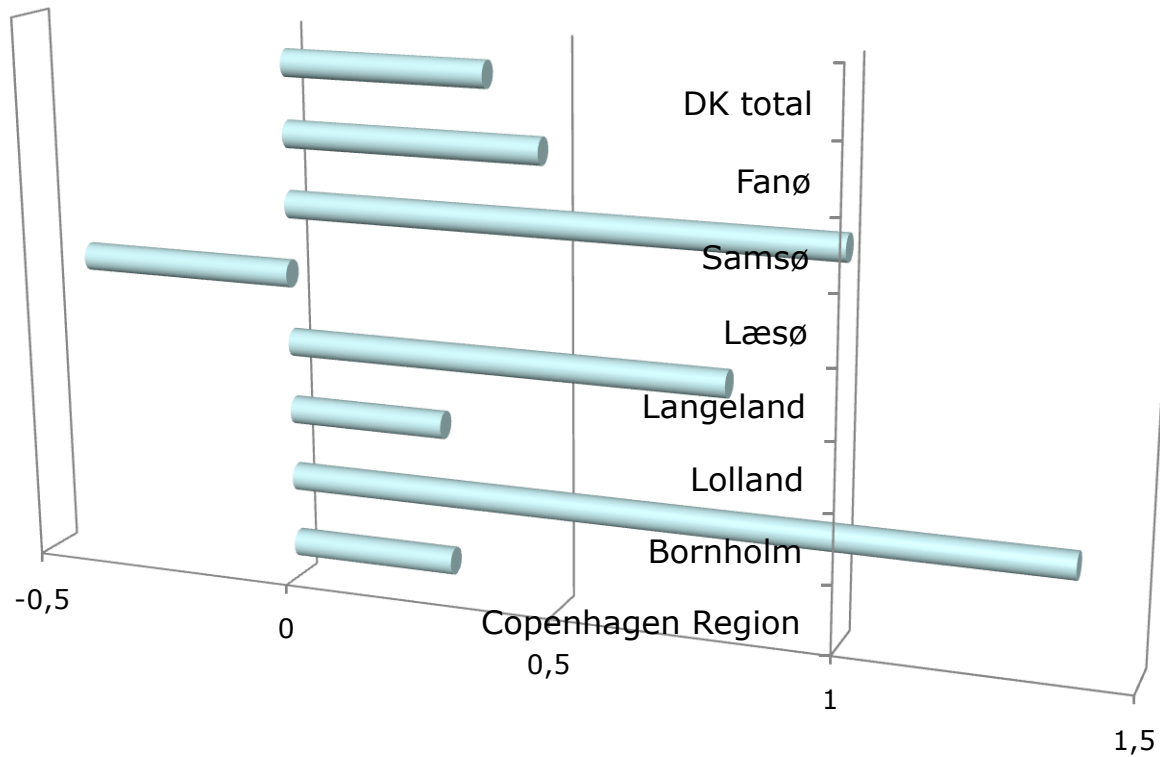
Growth rates 2003-07 of persons with creative educations and with other educations (%)



Population with creative education by occupation (2007)



Growth in creative labour / growth in experience-based employment



Share of population in the areas in 2007 who in-migrated since 2003



Residence 2007	Creative education			Other education		
	With job	Without job	All	With job	Without job	All
Copenhagen Region	6,5	1,4	7,9	6,0	1,5	7,5
Bornholm	8,4	7,8	16,2	6,8	3,3	10,1
Lolland	8,4	6,1	14,5	6,3	3,7	10,0
Langeland	9,3	7,8	17,0	8,0	5,4	13,4
Læsø	-	7,9	7,9	9,9	3,4	13,4
Samsø	17,9	13,2	31,1	12,4	5,8	18,3
Fanø	16,3	5,8	22,1	11,6	5,8	17,5
Ærø	13,9	10,2	24,1	9,8	5,7	15,5

Conclusions and perspectives

- Growing experience economy and (unexploited?) creative labour on Danish islands
- Many persons with a creative education move to islands – despite no employment!
- Florida thesis (jobs move after creative class) confirmed or falsified?



CENTER FOR REGIONAL- OG TURISMEFORSKNING

Thank you for your attention

manniche@crt.dk
toudal@crt.dk

