The Importance of Mobility and Connectedness for Creative Industries in Remote Locations

We are moving...

Brian J. Hracs - University of Southampton
Clustering in Creative Capitals

This Way

Clustering in Creative Capitals
Crowded
Costly
Competitive
Cutthroat

Land Value

Everything Else

Crowded
Costly
Competitive
Cutthroat
Do creatives still need to locate in established clusters?
new object research

Mobilities in the Canadian Fashion System
1) Temporary Mobility
2) Mediated Mobility
3) Virtual Mobility
Key Cities in the Fashion System
HOME IS WHERE ......
Events like Fashion Weeks
Monitoring, Learning, Inspiration, Support

BE AN INSPIRATION

#SHAREYOURSTYLE
Not Ideal
Mediated Mobility

Creating A Multi-Locational Presence

Please Ask For Assistance
Promote and Sell from a Distance
What About Virtual Mobility?
Digital Platforms are Important
‘Friending’ and ‘Following’

LET’S BE SOCIALE
Repositioning Actors in Space
‘Leveraging the Landscape’
Virtual Buzz
Levels the Playing Field
Physical & Virtual Channels

WHERE
Don’t need to permanently be in Toronto
Must understand specificity to develop bespoke policies

Sound good?
Brydges, T. and B. J. Hracs (Submitted to Regional Studies) ‘Here, There and Everywhere: How independent fashion designers mobilise mobility within the Canadian fashion system.’

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