

CREATIVE AND CULTURAL ECONOMY IN THE REGION OF QUEBEC CITY

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INTRODUCTION

- 2 emerging concepts:
 - Creative economy
 - Megaregion
- This study applies these two concepts in the region of Quebec City (*Québec*)



THE 3 GOALS OF THIS STUDY

1. To verify empirically the validity of the concepts of cultural economy and creative economy, with evidence from the case of Quebec City (Do these economies really exist in Quebec City?)
2. To verify how the new cultural and creative economy act as a lever in the megaregional development of the region of Quebec
3. To identify the strengths and weaknesses of this new economy, and the mechanisms applicable to improve its efficiency



METHODOLOGY

- Survey lead with enterprises and organizations of the region, mainly located in the creative district of the region, Saint-Roch
 - 16 enterprises and organizations representing the creative economy
- Meetings with city officials and institutions
- Documentary research



THE PRESENTATION'S FEATURES

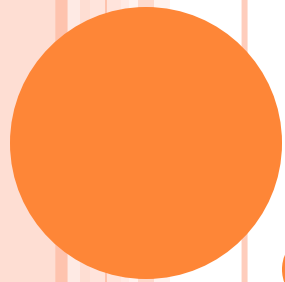
- Three remarkable sectors of the creative economy in Quebec City:
 1. Arts and culture
 2. The New Information and Communication Technologies (NICT)
 3. The “technoculture”, at the junction of the previous two
- One creative and cultural district: Saint-Roch neighborhood (*Quartier Saint-Roch*)
- Additional basic informations:
 - Socioeconomic profile of the region
 - Theoretical framework used



PARTS OF THE PRESENTATION

- I. Socioeconomic profile of the region
- II. Theoretical framework
- III. The creative district, Saint-Roch
- IV. Arts and culture sector
- V. NICT sector
- VI. Synthesis and recommendations





I. SOCIOECONOMIC PROFILE

- 1. Location**
- 2. Demography**
- 3. Economy**

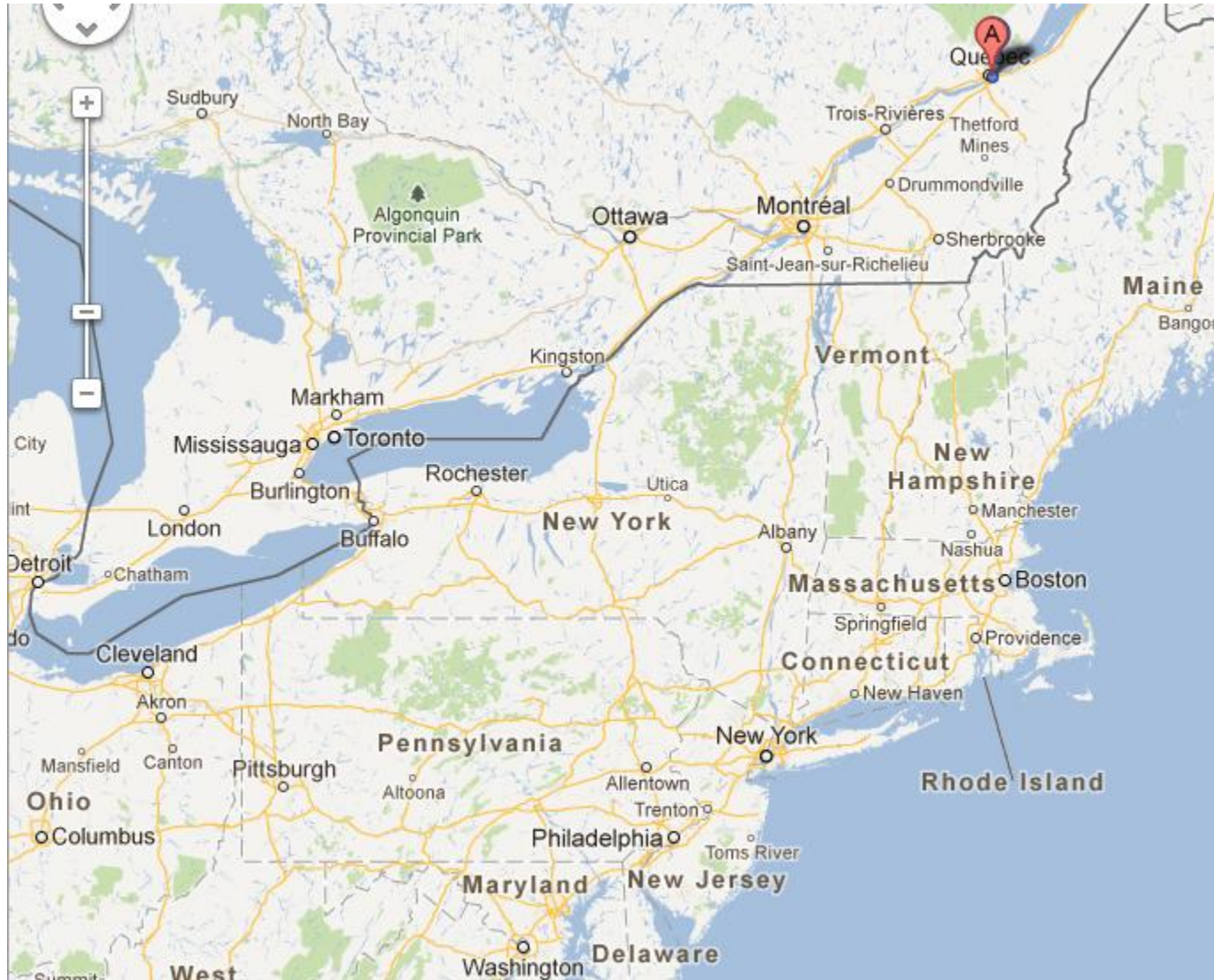
SOCIOECONOMIC PROFILE

1. Location of Quebec City

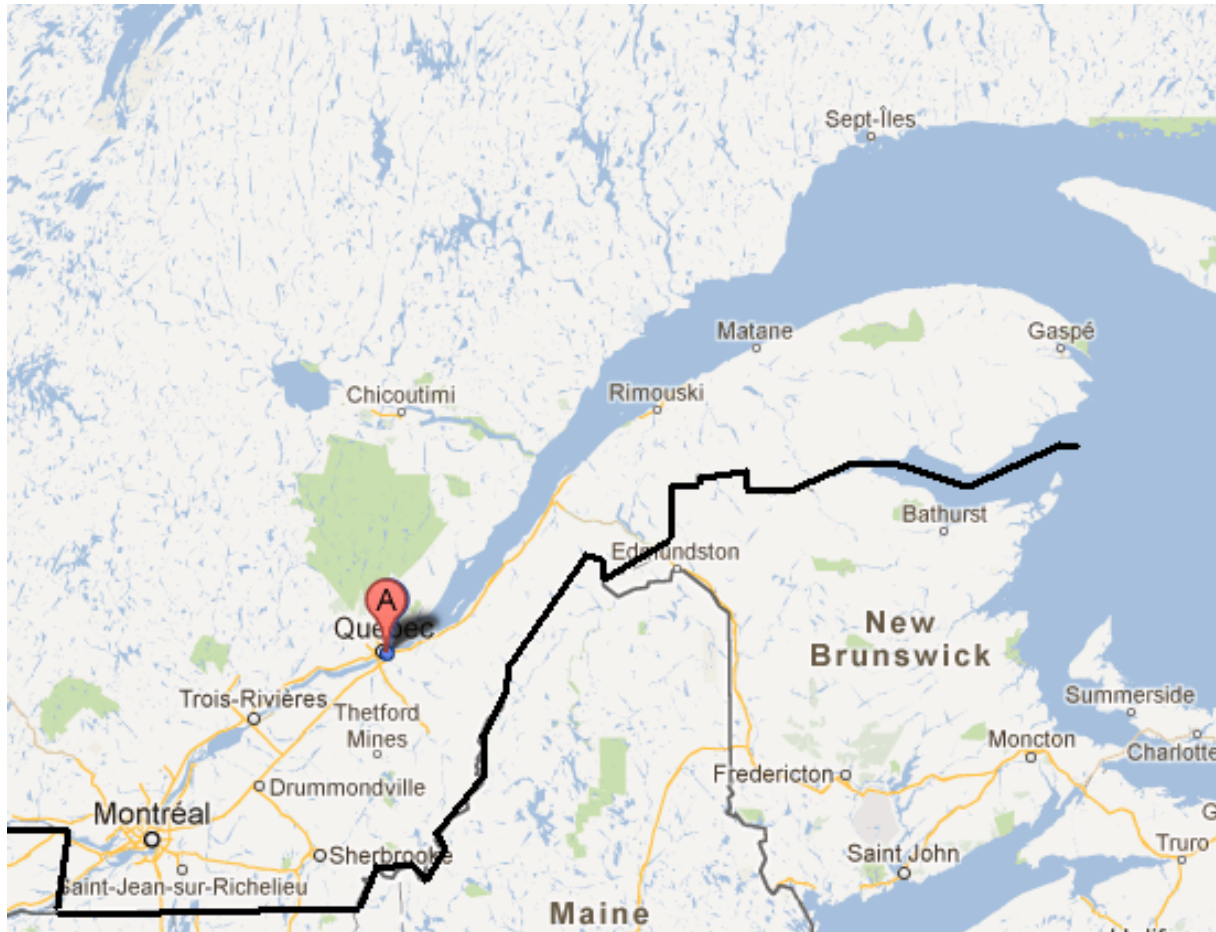
- Halfway between Europe and California



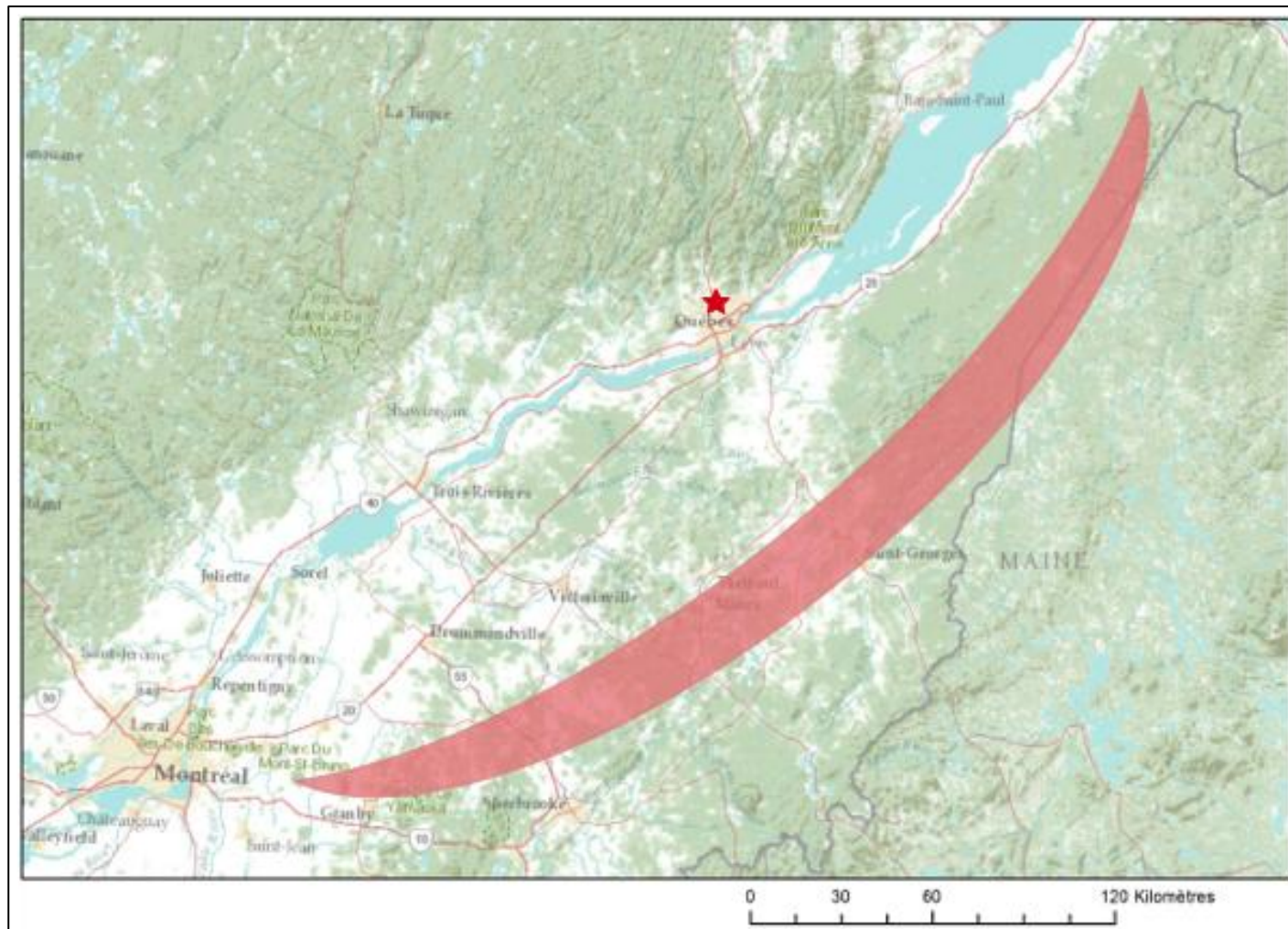
- Northeast of the continent ; near to Montreal and other major Canadian and American cities



- Second city in the province ; Main urban center in Eastern Quebec



- Urban center of the “Quebec Industrial Arc” (Polèse, 2009)



- Depending on the scale, a variety of networks: Quebec Industrial Arc, Eastern Quebec, Canada, Northeastern America, California and Europe



SOCIOECONOMIC PROFILE

2. Demography

- Population of the agglomeration: 765 706
- Recently, an important demographic growth (11.5% since 2001, comparatively to 9,5% for the province)
- Homogeneity:
 - 95% francophone
 - Only 3,7% are immigrants



SOCIOECONOMIC PROFILE

3. Economy

- The region is performing
 - Low unemployment rate (4,6%)
 - Sustained growth (2,3% per year from 2006 to 2011)
- Importance of public administration as an employer, but the proportion of jobs in this sector is declining



- Two Growing sectors
- Manufacturing
 - Growing since 1993, but affected by the recent recession
- 2. Superior services. Ex.:
 - Insurances
 - Real estate
 - Banks and financial services
 - Professionnal services
 - **Informatic and scientific services**
 - **Arts and culture**





II. THEORETICAL FRAMEWORK

1. Megaregions
2. Creative economy
 - a. Creative class
 - b. The creative field

1. MEGAREGIONS

- Megaregions share in common (Contant et Leone de Nie, 2009):
 - Environmental components
 - Infrastructures
 - Economics
 - Land uses
 - Culture and history
- The traditional boundaries expand and become more flexible
- Metropolitan centers become more linked between them (Ross, 2009)
- Regional economies have become more dependent on their position in global network than on traditional powers and investments (Salet and al., 2003)

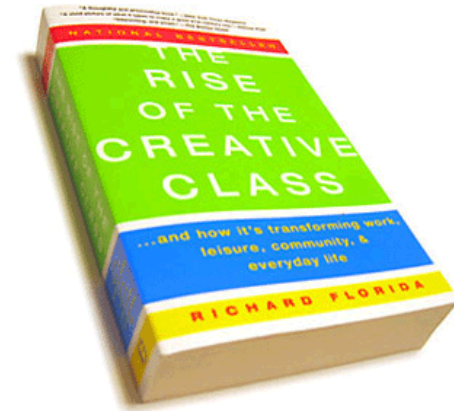


2. CREATIVE ECONOMY

- Emergence of new concepts (knowledge, innovation) in economy and planning since two decades
- The knowledge would have replaced natural resources and physical work as a driving force of economic development



CREATIVE ECONOMY CREATIVE CLASS



○ Richard Florida:

- A particular class of creative people are a key driver for urban and regional growth
- Link between high concentration of members of the creative class and economic performance
- This class would attract companies, specially in sectors of innovation
- 3T: Talent, Tolerance and Technology



CREATIVE ECONOMY

CREATIVE CLASS

- Boschma and Fritsch (2007)
 - Study the distribution of the creative class across 8 European countries
 - They want to verify the Florida's hypothesis
 - High proportion of creative class can be associated with urban and regional growth



CREATIVE ECONOMY

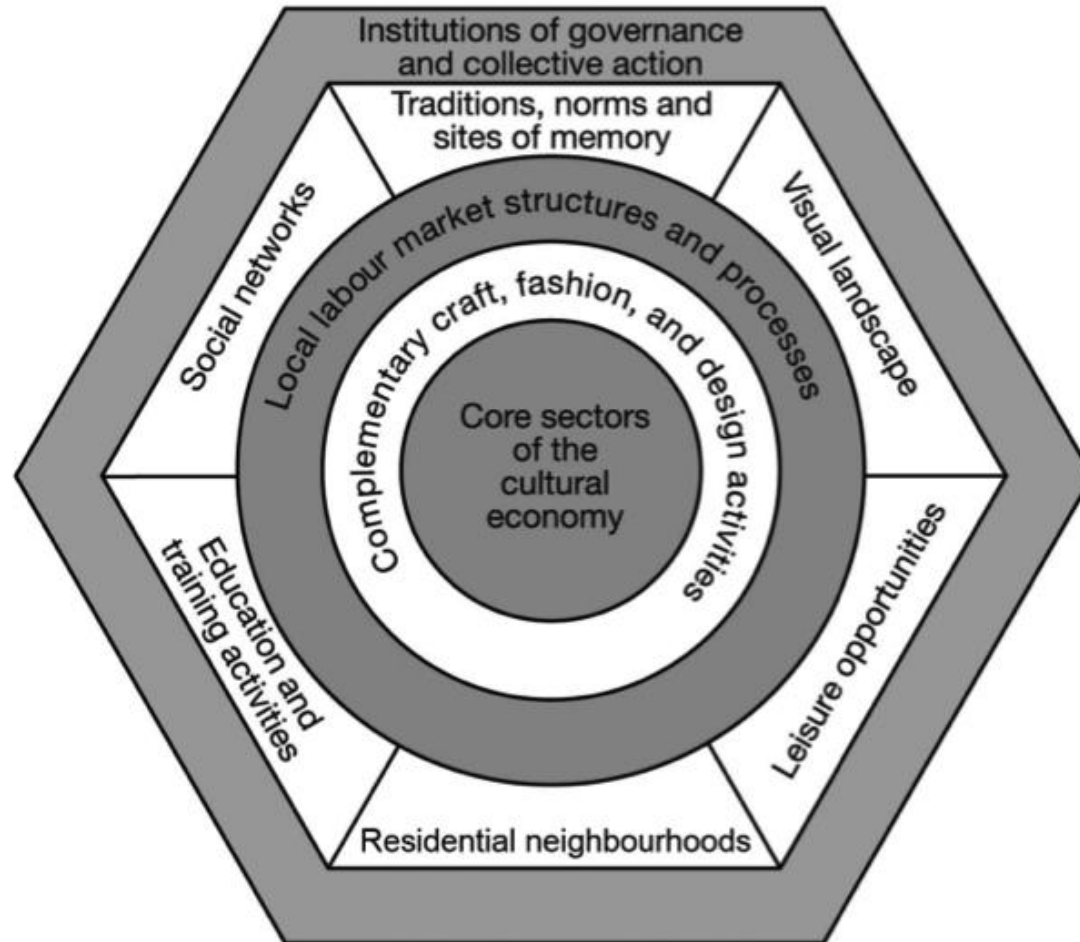
CREATIVE CLASS

- Boschma and Fritsch (2007)
 - Nevertheless
 1. Better indicators should be develop to evaluate tolerant and openness climate
 2. More work need to be done on how tolerant climate affect regional growth
 3. More studies on the creativity concept



CREATIVE ECONOMY

CREATIVE FIELD



Scott (2010)





III. QUEBEC CITY'S CREATIVE DISTRICT: SAINT-ROCH

- 1. Location**
- 2. History**
- 3. The creative field**

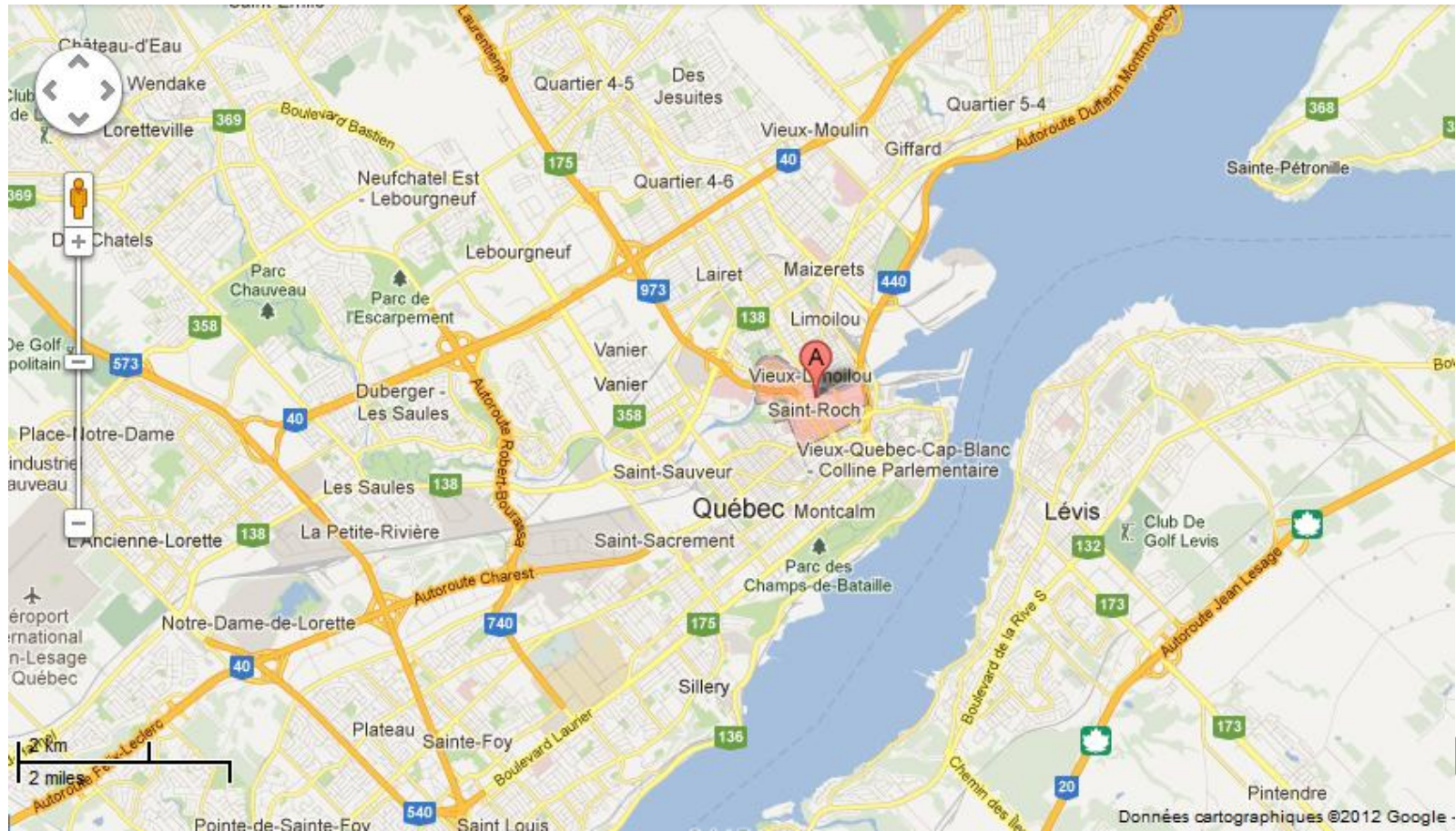
QUARTIER SAINT-ROCH

- Concentration of the creative activities in the center of Quebec city
- Saint-Roch became a creative district since the recent revitalization of the neighborhood



1. LOCATION

- In the center of Quebec City



2. HISTORY OF SAINT-ROCH

1. 19th century and beginning of the 20th : an industrial district
 - 200 industrial establishments
 - Tanneries, Shoe factories
 - Workers' industrial residences
 - A commercial sector on Saint-Joseph Street





A view on Saint-Roch, from Lavigueur Street, around 1930.

Source: Bibliothèque et Archives Nationales du Québec





(Left) Saint-Joseph Street,
1955.

Source: Bibliothèque et Archives
Nationales du Québec

(Below) Magasin Pollack,
around 1950.

Source: www.quebecurbain.com

La ville de Québec est dotée depuis quelque temps d'un magasin à rayons aux lignes modernes et élégantes. Plusieurs facteurs contribuent à attirer la clientèle : apparence moderne, éclairage abondant et discret, décoration intérieure aux couleurs sobres et chaudes. En un mot, les architectes ont réalisé un édifice qui fera époque dans le domaine de la construction de la ville de Québec.



HISTORY OF SAINT-ROCH (CONT.)

2. From the 1950s to the 1990s : a decline
 - Bad image
 - A few major projects
3. Since 1989: revitalization
 - 1989: new municipal administration.
 - A new perspective for the development of the neighborhood
 - Major total investment
 - Several little projects
 - Coordination with the local actors



THE DEVELOPMENT OF THE CREATIVE DISTRICT

The revitalization implied the creative economy:

- The arts and culture. A program was created for the artist workshops
- The NICT. Several financial programs to attract enterprises of this sector



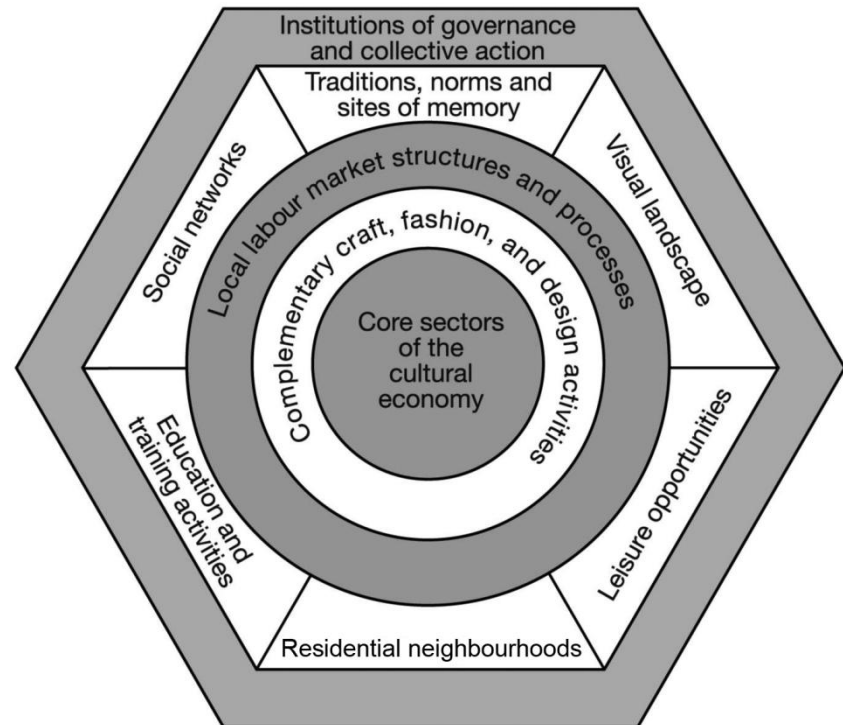
The “La Fabrique” Building, a former corset factory, now hosts the Laval University School of Arts, among other institutions



3. SAINT-ROCH AS A CREATIVE DISTRICT

Several similarities between the neighborhood and the creative field schema

- All the elements of the schema can be found in Saint-Roch



1. CORE SECTORS OF THE CULTURAL AND CREATIVE ECONOMY

- Cultural organizations. Ex.: Coopérative Méduse, Le Lieu, La Chambre Blanche, ...
- 175 artist workshops
- Four large videogame enterprises
- Several small videogame, web and computer enterprises



CORE SECTORS OF THE CULTURAL AND CREATIVE ECONOMY (CONT.)

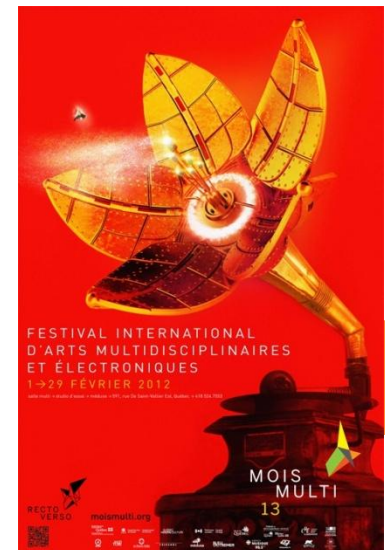
- Cultural and videogame events



INTERNATIONAL
DES MUSIQUES SACRÉES
DE QUÉBEC



ENVOI
MAGADAM



2. LEISURE OPPORTUNITIES

- Presence of numerous bars, cafés and restaurants, specially on Saint-Joseph street, which is the main commercial lane.



La Brûlerie Saint-Roch, on Saint-Joseph Street

3. Social networks

- The numerous commerces and the proximity between the actors create opportunities for the development of social networks
- Various networking activities



4. RESIDENTIAL NEIGHBORHOODS

- During the revitalization, construction and renovation of housing
- Program for the artist workshops



- Les Ateliers du Roulement à Billes, Artist Workshops



5. Education and training activities

- 2 universities
- Training schools in arts and technologies
- École nationale du divertissement interactif (Interactive Entertainment National School)




(Above, Left) Télé-Université du Québec and Université du Québec Headquarters. Source: www.teluq.uquebec.ca



6. TRADITIONS, NORMS AND SITES OF MEMORY

- Former industrial buildings, converted
- Industrial residences

7. Visual landscape

- Unique to Saint-Roch, comparatively to other sectors of the city
 - Industrial architecture
 - Modern architecture in the renovated sections (ex.: Boulevard Charest)
- 

8. INSTITUTIONS OF GOVERNANCE AND COLLECTIVE ACTION

- Local institutions specific to the culture and arts sector:
 - Regional Culture Council
 - Quebec City administration:
 - Cultural Policy (1989, 2005)
 - Culture Service. Administers the financial programs for the arts
 - Cultural Development Agreement (with the Culture Ministry)
- Local institutions specific to the NICT:
 - ACCORD project specific to this
 - Voix des Entrepreneurs en Technologie de l'Information de Québec



- General institutions of governance:
 - Quebec Local Development Center (for small and medium businesses, especially start-ups)
 - Québec International (for larger enterprises, exportations and foreign enterprises)





IV. ARTS AND CULTURE SECTOR

- 1. General description**
- 2. Structure**
- 3. Functioning**

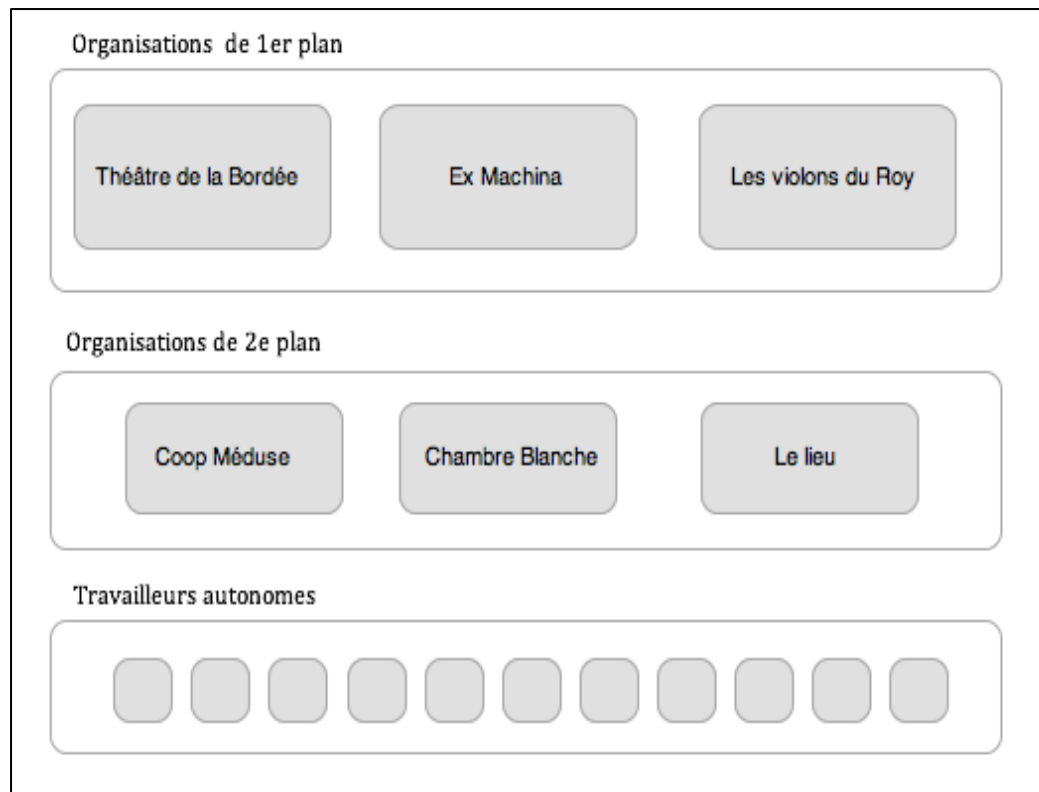
1. GENERAL DESCRIPTION OF THE ARTS AND CULTURE SECTOR

- Workers are employed by a cultural organization (70%) or are independent (30%)
- In Qc City, 4 630 jobs, and growing (14,8% since 2001)
- 3,5% of the active population of Qc City works in this sector
 - More than in the province (3,4%), but less than in Montreal (3,9%)
- Montreal is the center of the province in this sector (62% of the cultural organizations are based there)
- Quebec City is the main center in Eastern Quebec, and the second in the province (14% of the organizations)



2. STRUCTURE OF THE ARTS AND CULTURE SECTOR

- 3 categories of actors: Foreground and background cultural organizations, and independent workers



EX-MACHINA

- A project by Robert Lepage, a local artist known internationally
- Theater, opera, cinema, audio art, etc.



- Le Moulin à Images, a touristic attraction



- Wagner's "Ring", in New York. An example of the internationalization of the organization

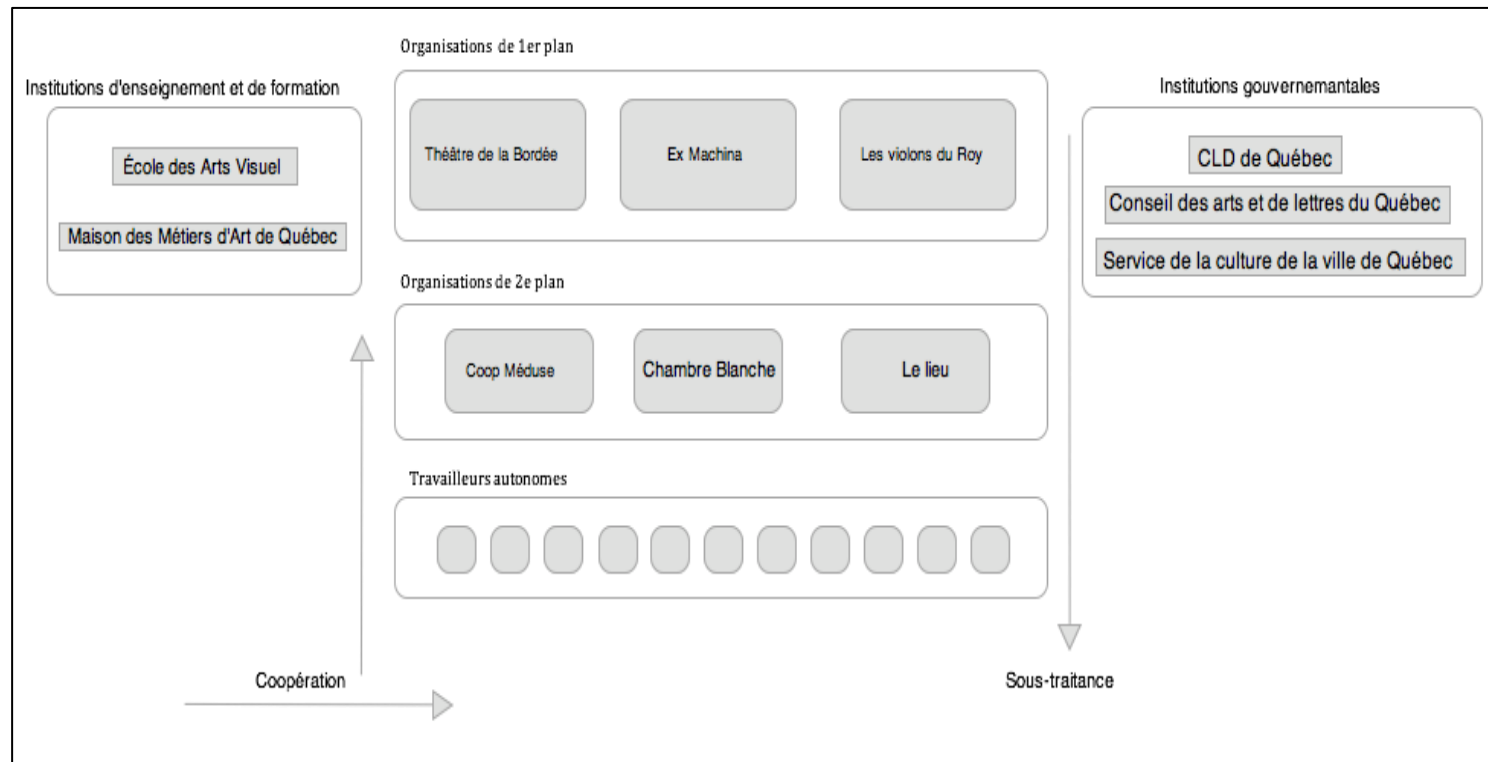
MÉDUSE COOPERATIVE

- Founded in 1993, and acquired its locals in 1995, during the revitalization (part of the City's plans)
- Nine small organizations (less than 10 employees)
- Small budgets, and offently a difficult financial situation (87% of the organizations)
- Instability in the activities



3. HOW THE ARTS AND CULTURE SECTOR FUNCTIONS

- The relations between the actors are structured





**V. NEW INFORMATION AND
COMMUNICATION
TECHNOLOGIES**

NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICT)

In the **province** of Quebec:

- Video games
 - 82 companies, 8 000 workers
 - Quebec is one of the world leader with California, British-Columbia, Japan and China

- Information and communication technologies (ICT)
 - 5,1% of the Quebec's GDP, 131 400 workers, 7 782 companies and 34,5 G\$ of operating incomes
 - → **Information technology services (IT services):**
45,1% of the workers and 68% of the companies

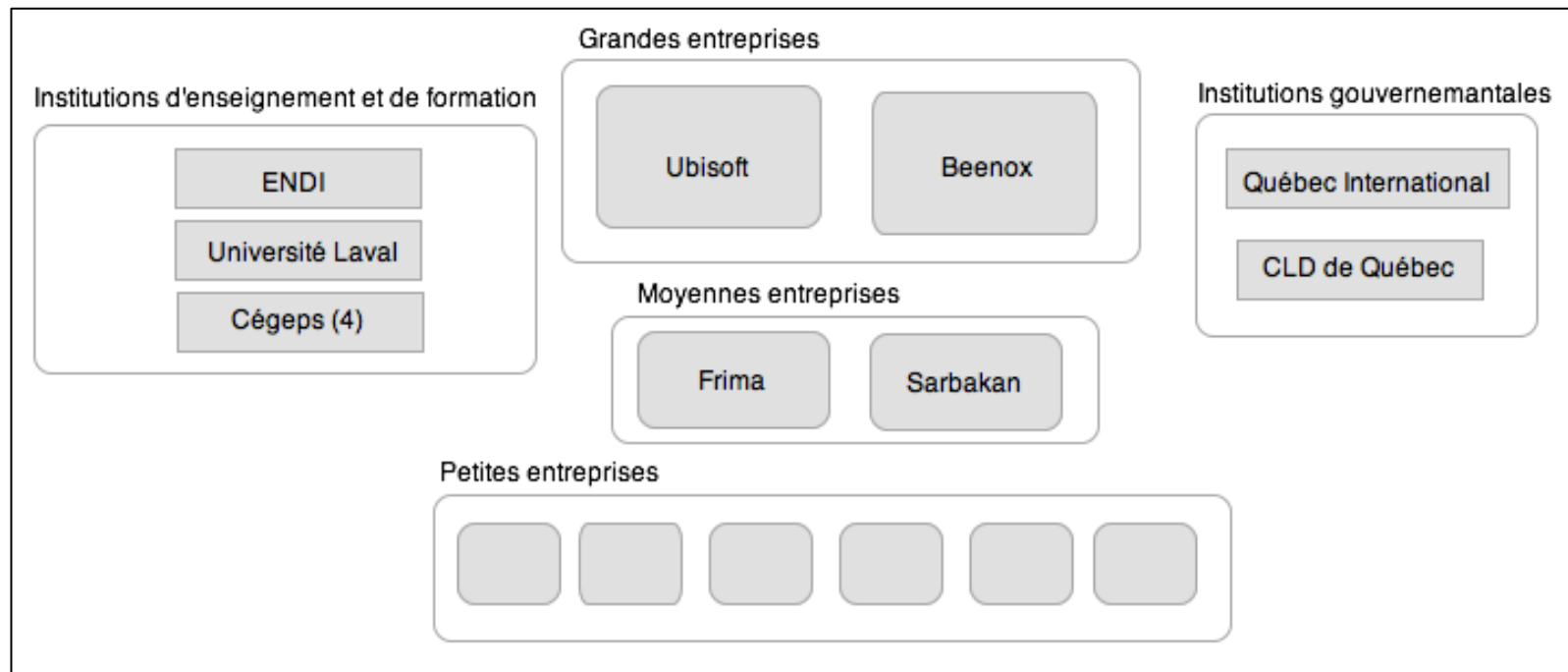


PROGRAMS

- Ways to diversify Quebec's economy
- 1997: setting up CDIT (center of development for information technologies)
- 1999: the CDIT of Quebec: NCNTQ



VIDEO GAMES



VIDEO GAMES

WORLDWIDE COMPANIES

Ubisoft

- 3rd independent publisher worldwide
- 1,038 G Euros
- 1998 in Montréal, 2005 in Quebec city
- 7 000 workers worldwide, 2 100 in Montreal, 300 in Quebec city



Activision Blizzard – Beenox

- Headquarters: Santa Monica, California
- 3,432 G Euros
- 7 750 workers worldwide
- Beenox: established in 2000 (Qc city)



BEENOX

- 370 workers in the Beenox building
(In the middle of St-Roch)
- They are behind:
 - *The amazing Spider-Man*
 - *Transformers, fall of cybertron*
 - *Guitar hero, Smash hits*



VIDEO GAMES

LOCAL COMPAGNIES

Frima studio

- Established in 2003
- 350 workers
- Large part of the production is for web and mobile platform



Sarbakan

- Established in 1998
- 70 workers
- Now specialized in mobile game
- Winner of best downloadable game at the E3 with Motley blocks



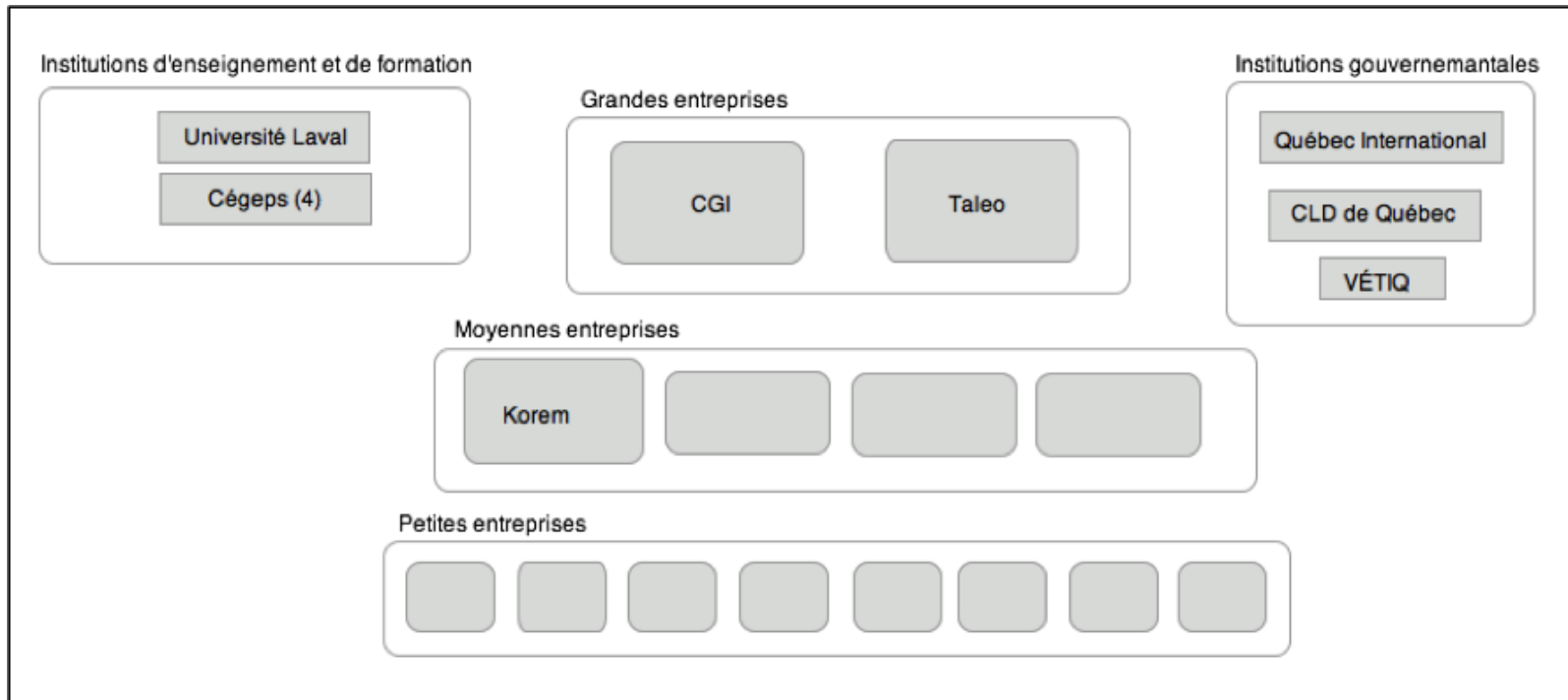
VIDEO GAMES

LOCAL COMPAGNIES

- About 12 small local companies
- Few employees
- Not all have a studio
- Start up by young people



INFORMATION TECHNOLOGY SERVICES (IT SERVICES)



INFORMATION TECHNOLOGY SERVICES INTERNATIONAL COMPAGNIES

CGI

- Integration of computer systems and business management
- Established 1976
- Overtake RIM for the title of the first canadian technology business
- 4,32 G\$
- 125 offices in the world
- 31 000 workers worldwide, 1 000 in Qc city



Taleo

- Creating software for human resources management
- 330 employees in Saint-Roch
- Established in 1996
- Over 5 000 organisations around the world use Taleo services
- Sold to Oracle for 1,9 G\$



INFORMATION TECHNOLOGY SERVICES MEDIUM-LARGE COMPAGNIES

Korem

- Geospatial services
- Established in 1993
- Consolidate his parternership with PBS and Google enterprise
- Offer better services in Europe
- 55 workers

The logo for Korem, featuring the word "Korem" in a bold, blue, sans-serif font.

INFORMATION TECHNOLOGY SERVICES SMALL AND MEDIUM COMPAGNIES

- Have international clients, but most of their customers are in Quebec and Canada
- 15 to 40 employees
- Services specialized in some sectors of IT services (web services, digital edition, digital mapping)



GROUPE
TRIFIDE
GROUP

DeMarque™



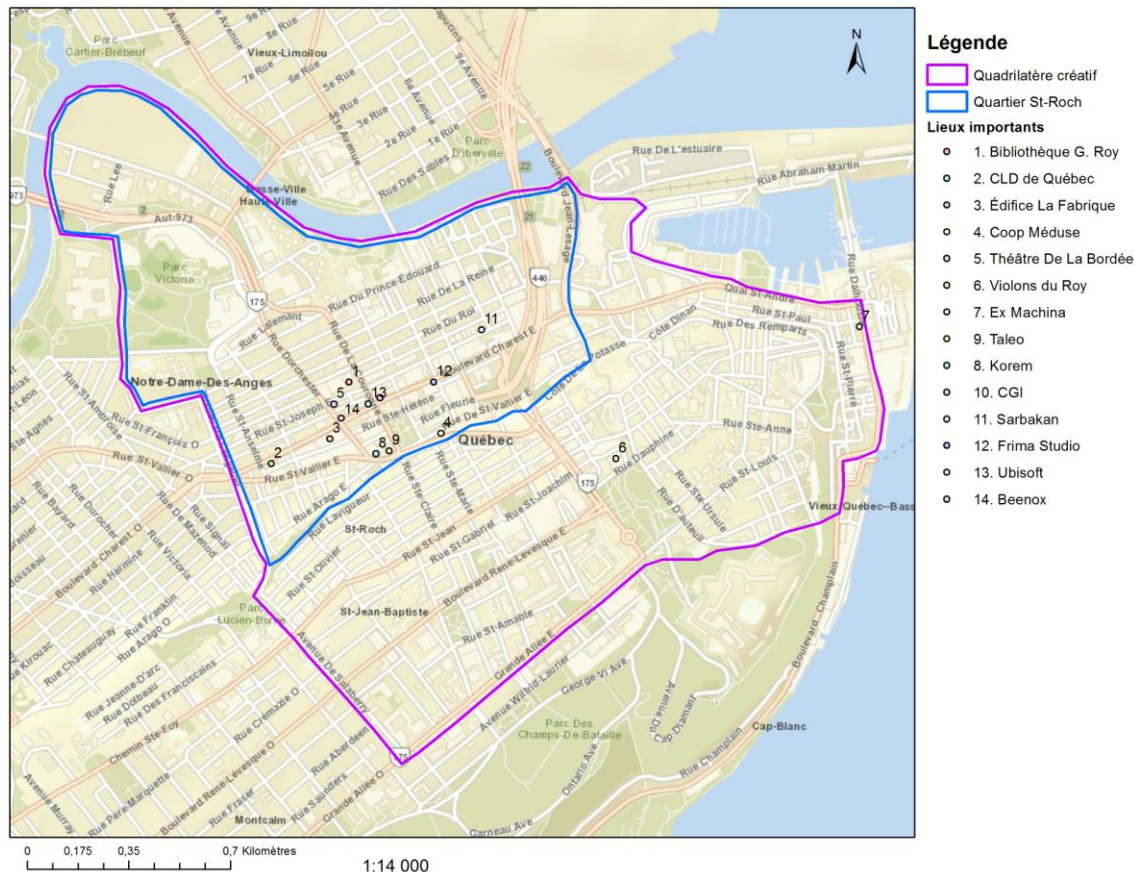
NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICT)

- Important characteristics concerning:
 1. Location
 2. Labor
 3. Networking



NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICT) LOCATION

- *"The main actors are in St-Roch, we need to be there too if we want the credibility, hire good workers and get the contracts."* a respondent



NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICT) LABOR

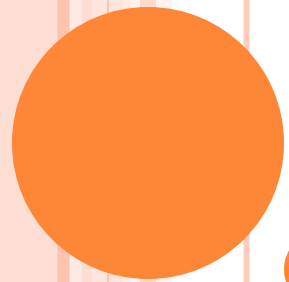
- Well trained labor at competitive cost
- Employers are looking for experienced workforce
- Employees are mostly graduated from collegial and university levels



NEW INFORMATION AND COMMUNICATION TECHNOLOGIES (NICT) NETWORKS AND NETWORKING

- All companies of the NICT are involved in networks and networking
- Local, national, international networks
- Networking activities are very developed

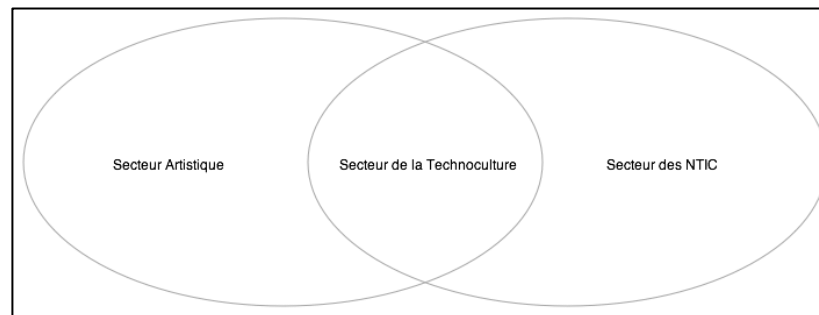




VI. TECHNOCULTURE

TECHNOCULTURE

- Some organisations of the art sector use increasingly digital in their production
- And some companies of the NICT sector integrate artistic dimension in their work
- Endorse by some public institutions and some companies
- Emergence of a new sector "technoculture"

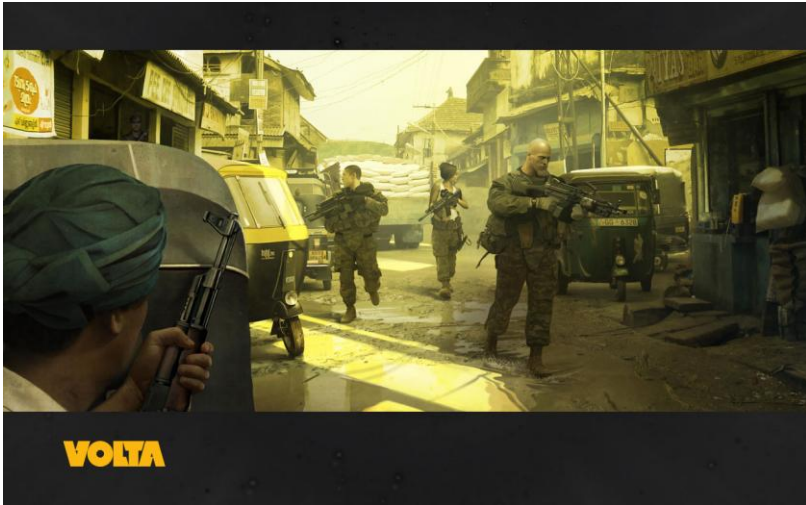


TECHNOCULTURE

- The connexion is made inside the organisations
- It existed since a long time
- It should be interesting to support relationships between those sectors



TECHNOCULTURE





VII. SYNTHESIS AND RECOMMENDATIONS

SYNTHESIS AND RECOMMENDATIONS

- Creation of a creative district in Quebec city
- Megaregions
 1. Local economy of the art and NICT sectors is very influenced by its place in the international network
 2. Strong links between metropolitan centers

It is possible to study medium city (like Quebec) with megaregion theoretical framework



SYNTHESIS AND RECOMMENDATIONS

Creative economy:

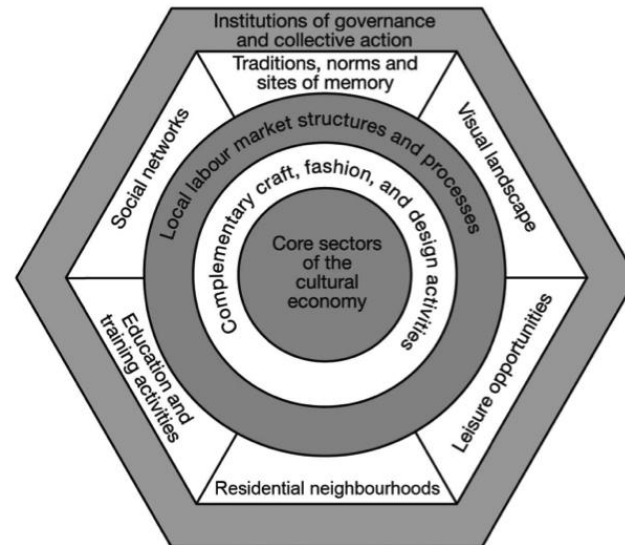
"Do jobs follow people or do people follow jobs?"

- Richard Florida: "An environment with high proportion of the creative class should be economically performant."
- Allen J. Scott: "The creativity can't be induced only by making the city attractive to specific class of people. Creativity emerges from a complex socio-spatial relationship."



SYNTHESIS AND RECOMMENDATIONS

- Concerning the core sectors of the cultural economy: more funding for the cultural organizations
- Concerning the six elements of the fourth circle : Finalize the revitalization
- Concerning the institutions of governance and collective action : More coordination between the institutions



THANKS

- Mario Carrier
- Quebec city institutions
- Provincial institutions
- Responding's compagnies
- University Laval

QUESTIONS?

