

# MARTIN ABOUT THE Prosperity *Institute*

## OUR WORK

The Martin Prosperity Institute (MPI) is the world's leading think-tank on the role of location, place and city-regions in global economic prosperity. Founded in 2007 and led by Director Richard Florida, our team of researchers takes an integrated view of prosperity, looking beyond economic measures to include the importance of quality of place and the development of people's creative potential.

The Institute conducts relevant research to shape debate about economic prosperity and to inform private, public and civic decision-making at the highest levels.

Our goal is to develop a deeper understanding of economic prosperity, foster global dialogue about it, and create new tools and solutions to promote it. We recognize that true prosperity is more than economic growth and competitiveness. We also recognize that cities and regions have replaced nation-states as the driving forces of the global economy.

In addition to conducting research, the MPI strives to communicate and to disseminate its findings to broad audiences and to develop real-world insights and tools for use by the business and creative communities as well as provincial, state, regional and city leaders.

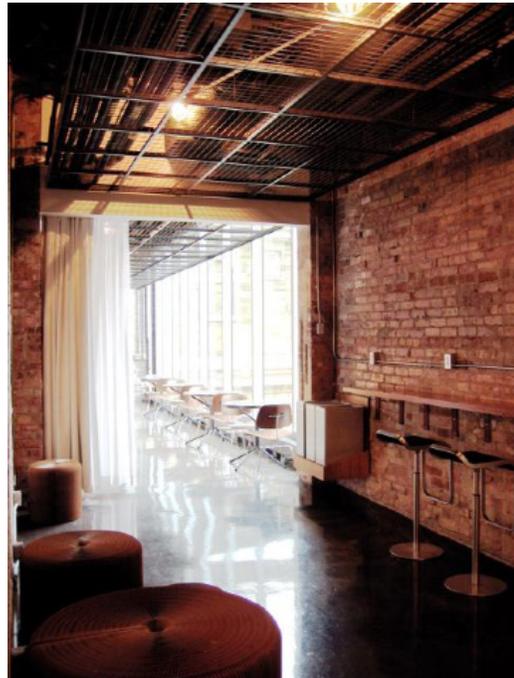
## OUR SPACE

The MPI moved into this 4300 sq ft space in March 2008. Our office is located in the Heritage Building of the MaRS Centre, originally the Toronto General Hospital which opened in 1913. The bricks came from the Don Valley Brickworks. The cupola above the library is still intact. This part of the building housed the doctor's quarters; no surgeries were done here, so we have no ghosts.

Our office space was designed by Detroit-area architect Christian Unverzagt of M1/dtw in collaboration with Richard Florida and Kevin Stolarick. All materials in the office (bamboo, cork, glass) are renewable. It was conceived as a creative, open space where we can write on many surfaces, and where the spaces are flexible in terms of how they can be used. Most of the furniture comes from Design Within Reach, located on King Street in Toronto.

The library consists of just under 2,000 volumes and is a private, non-circulating collection. The majority of the books are derived from Richard and Kevin's personal collection, and the library continues to grow as we develop our streams of research.

*For more information about the Institute, and to sign up for our e-mailing list, please visit our web site at: [martinprosperity.org](http://martinprosperity.org)*



## MPI BLOGS:

- [blog.martinprosperity.org](http://blog.martinprosperity.org)
- [research.martinprosperity.org](http://research.martinprosperity.org)
- [music.martinprosperity.org](http://music.martinprosperity.org)
- [strengthinservices.org](http://strengthinservices.org)
- [placingcreativity.org](http://placingcreativity.org)

Twitter: [twitter.com/martinprosperity](https://twitter.com/martinprosperity)

Facebook: <http://www.facebook.com/pages/Martin-Prosperity-Institute/48450244854>

# A SAMPLE OF OUR RESEARCH PROJECT

## SERVICE CLASS PROJECT

This project is a continuation of the ideas raised at the Strength in Services summit, held in November, 2009, in Toronto. The summit challenged participants, including a diverse audience representing the service sector, public sector and academia, to think creatively about what can be done to foster a world class service culture and transform low-paying service jobs in Toronto and across Ontario. The growing importance of the service class to Ontario's economy was highlighted in the recommendations made by the *Ontario in the Creative Age Report*, strongly urging the province to focus on routine-oriented service jobs, "which employ the largest number of Ontarians, and where there is a big need and an opportunity to improve the wages as well as the content of their work". Work on the project focuses on the nature of service work, employers who succeed by providing world class service, and the need to better understand the career paths of service class workers. For more information, visit: [strengthinservices.org](http://strengthinservices.org)

## MUSIC & THE ENTERTAINMENT ECONOMY PROJECT

While much attention is paid to high-tech industries, we believe the study of entertainment industries also provides insight into what make the idea-driven creative economy tick. This project includes an effort to develop data and research on the organization and geography of the music business in the 20th and 21st centuries. The end result will be a scholarly examination of the economic, geographic, and social history of popular music.

MARTIN  
**Prosperity***Insights*

Martin Prosperity Insights are brief bulletins describing our latest research. To sign up for our weekly Insights, join the MPI email list at: <http://martinprosperity.org/insights>.

## CREATIVE TORONTO: MAPPING JOBS AND BUSINESSES IN THE CREATIVE AND CULTURAL ECONOMY PROJECT

The report will lay out new mapping methods for visualizing jobs and business data in the creative and cultural economy in a large urban context. The project is being undertaken with our partners, the OCAD University and the University of Waterloo Geography Department, to analyze, combine and integrate separate streams of research into a coherent document.

**ECE** Experience the  
Creative Economy

Experience the Creative Economy is a unique conference which allows scholars new in their careers to experience notions of the creative economy in a small and focused setting. This conference will bring together up to 25 individuals with similar research interests to share their work, receive feedback, foster the development of effective research methods and to establish an ongoing framework of collaborative learning and mutual exchange for years to come.

For more information on these projects and others, visit: [martinprosperity.org/projects](http://martinprosperity.org/projects)

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