Creativity, Community, & Growth: A Social Geography of Urban Craft Beer

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Abstract
To better understand the non-economic drivers of growth in emerging industries, this paper examines the craft beer industry. Specifically, the paper will review two examples—the Black Cloister Brewing Company in Toledo, OH and 3rd Turn Brewery, Louisville, KY—to understand how the values of entrepreneurs and local firms that are situated at the nexus of work, place, and creativity promote growth. Further, the paper will consider the socio-cultural meaning of creativity relative to the craft beer industry and the many ways in which the concept of innovation traditionally used by economic geographers to understand growth can be better understood within the context of creativity in some industries. In doing so, the paper represents a conceptual shift away from innovation towards creativity, as well as community.

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Urban geography, a part of the human geography discipline, is the study of spatial processes that create patterns in cities. To do this, they study the site, evolution and growth, and classification of villages, towns, and cities as well as their location and importance in relation to different regions and cities. Economic, political and social aspects within cities are also important in urban geography. In order to fully understand each of these aspects of a city, urban geography represents a combination of many other fields within geography. Physical geography, for example, is important in understanding why a city is located in a specific area as site and environmental conditions play a large role in whether or no The creative city. The urban crisis and the role of creativity in cities. Both geography and planning – the disciplines concerned with the description, management and transformation of places – are dominated by the analysis and manipulation of data expressed in a quantifiable form, so that ‘scientific’ decisions can be arrived at. This approach has tended to leave out other descriptions of reality, which are subjective and not quantifiable: memory, emotions, passions, senses, desires, all of which engender motivations and loyalties. An example of creative urban development going against the grain of narrowly commercial logic is that of Rotterdam in the second half of the 1970s. Information about the open-access article ‘Creativity, Community, & Growth: A Social Geography of Urban Craft Beer’ in DOAJ. DOAJ is an online directory that indexes and provides access to quality open access, peer-reviewed journals. In doing so, the paper represents a conceptual shift away from innovation towards creativity, as well as community.