



# CREATIVE ECONOMY

## Design & Create in Philadelphia

### SMART LOCATION

- 5th fastest growing creative sector in the country
- 70% stronger creative sector than the national baseline
- DesignPhiladelphia—largest annual design festival in the country
- Old City—Philadelphia's design district

### SMART PEOPLE

- 11,700 degrees related to creative economy occupations awarded annually in the Philadelphia region
- City Office of Arts, Culture and the Creative Economy
- The University of the Arts Corzo Center for the Creative Economy
- Moore College of Art and Design  
The 1st and only woman's visual art college in the US
- Philadelphia University  
School of Design and Engineering
- Temple University  
Tyler School of Art
- University of Pennsylvania  
School of Design

### SMART COMPANY

- Independents Hall— a co-working space for creative entrepreneurs
- I-SITE—an interactive design and marketing firm
- Neiman Group—a full service advertising agency
- The Olin Studio—a landscape architecture and planning firm
- Red Tettemer—a branding, design and multi-media marketing firm
- Shooters Post & Transfer—a creative post-production facility
- Urban Outfitters, Inc.—specialty retail company
- WXPN/World Cafe Live—a non-profit radio station and a for-profit concert and dining venue



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Credit: Photo by R. Kennedy for GPTMC

Philadelphia is the smart choice for companies to develop creative products, plans and ideas. We are home to a vast network of creative sector talent, employing almost 18,000 workers in fields such as public relations, architecture, fine arts and graphic design. In 2008, according to a study commissioned by the City's Office of Arts, Culture and the Creative Economy, our creative sector rating was 70% stronger than national benchmarks.

In addition to one of the most vibrant art, theatre, music and museum scenes in the country, private creative firms thrive in Philadelphia. Enterprises large and small, from nationally known to individual innovators, feed off of Philadelphia's creative spirit. **Urban Outfitters Inc.**, the trend-setting international retailer, now employs 1,200 at their Philadelphia corporate headquarters and was founded here in 1970 as a single storefront. World-renowned landscape design and planning firm **The Olin Studios** has called Philadelphia home for over 30 years.

Leading the way in business innovation, **Independents Hall** is a community of entrepreneurs who develop their individual business ideas and benefit from a communal workspace conducive to inspiration. In another example of Philadelphia encouraging innovation in the creative sector, we are home to **World Cafe Live and WXPN**, the most successful for-profit/nonprofit live music venue and radio studio in the country. It has become the model for future relationships between public broadcasters and private enterprise. Philadelphia is a smart city for business success doing what you love.

"The confluence of conditions here—economic, social and a vibrant music community—made an ideal environment for creating our innovative and sustainable model for the entertainment industry."

- Hal Real and Roger LaMay,  
for-profit/nonprofit partners,  
World Cafe Live and WXPN