The Attributes of Culture in a Creative and Sustainable City: Culture and Cultural Policy in Montreal, 2004-2012

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This paper explores the relationship between cultural policy and economic development in the city of Montréal in the early twenty-first century. All urban policies in the cities of this era must be studied in the context of the effects of globalization and the rise of the knowledge economy. Urban cultural policy is no exception. More than ever, cities are turning to culture and creativity as a route towards re-discovery and re-creation in the post-industrial era. Increasingly, pressures have been felt to enlist creativity and cultural development in the interests of sustainable economic growth and competitiveness. This has resulted in a complex renegotiation of the relationship between culture and economics. No longer is cultural policy purely for the arts and, furthermore, culture and economics are now understood as necessary, if frequently uncomfortable, partners. Through the case study of Montréal, the paper explores this evolving relationship. Discourse analysis of cultural policy and economic development documentation supports an analysis of the roles that culture plays in the city between 2004 and 2012 and how these roles interact to produce sustainable economic growth. The identification of these roles is followed by an interrogation of the data through the lenses of "culture-centric" and "econo-centric" approaches to cultural policy, in order further to delineate the relationship between culture and economics in creative cities. It is proposed that the binary between "econo-centric" and "culture-centric" that is found in the creative city literature must be set aside in favour of a modified "ecological" interpretation of the relationship between culture and economics, in order to account for the interwoven relationship of culture and economics in cultural and economic development policies in Montréal from 2004 to 2012.

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