



Press Release

Office of Economic Development

FOR IMMEDIATE RELEASE

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**Great Cities Speaker Series Presents Ann Markusen
Discussing “Crafting The Distinctive City”**

*Evening talk to look at how cities and regions must plan strategically for
their economic futures*

*Presentation to be followed by Q&A with John Loomis, new director of San
Jose State University School of Art and Design*

SAN JOSE, CALIF. (September 3, 2008)— Ann Markusen, professor, Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, will be featured at the *2008 Great Cities Speakers Series*, 6-7 p.m., Monday, September 15, at the San Jose Repertory Theatre, 101 Paseo De San Antonio. A reception will follow at 7 p.m. to encourage further discussion. This presentation and reception are free to the public. However due to capacity limitations, reservations are strongly recommended and can be made email to info@1stACT.org or at

http://tickets.commonwealthclub.org/auto_choose_ga.asp?area=77.

The evening presentation, “Crafting the Distinctive City,” will look at how cities around the globe are creating a collection of distinctive activities as a hedge against growing competition and how human and cultural capital are becoming central to this project.

According to Markusen, San Jose hosts the most diversified "left brain" high tech economy in the world, but its "right brain" labor force should be further developed to help the City maintain its own distinctive niche within the global market.

“Artists and designers are under-represented in San Jose for the size of its workforce, yet they contribute directly to the local economy through the self-employed income they earn and by providing area employers with the visual, performance and writing skills that make their products successful,” Markusen said. “They also make cities more attractive places to live and work, helping to retain and attract other entrepreneurs and skilled workers. Savvy cities around the world are investing strategically in artist live/work and studio buildings, artist's centers, designated arts districts, smaller scale and neighborhood artistic spaces, festivals, grants and technical assistance program to shore up and diversify their arts and cultural talent pool.”

Before joining the Humphrey Institute, Markusen was State of New Jersey professor of Urban Planning and Policy Development at Rutgers University. She has held faculty positions at Northwestern, the University of California at Berkeley, and the University of Colorado. Markusen has been an economic policy fellow with the Brookings Institution. She was a Fulbright Lecturer in regional development economics in Brazil and has written on European, Korean, and Japanese regional economies as well as on North American cities and regions. Currently Markusen is serving as the

Harvey Perloff Chair in the Urban Studies Department at UCLA and an A. D. White Professor-at-large at Cornell University.

John Loomis, director of the San Jose State School of Art and Design, will facilitate questions and answers following Markusen's talk. An architect, educator and author, he was director of development and communications for CyArk, which brings laser scanning and other advanced geospatial technologies to the preservation of world heritage sites. He holds a bachelor's in art history from Stanford University and a master's in architecture from Columbia University.

Produced by the San Jose's Office of Cultural Affairs, 1st ACT Silicon Valley and the Commonwealth Club of California, the *Great Cities Speakers Series* engages residents, and business and civic leaders as well as those who will be directly impacted by the evolution of the *Envision San Jose General Plan 2040*—the key planning document that will guide San Jose's growth, character, and service ambitions over the next 10-30 years. This series of monthly public lectures is designed to provoke thought, discussion and imagination about the city of the future and to bring important outside perspectives to local and regional efforts on civic planning, culture, art and design. The lectures are free.

The *Great Cities Speaker Series* is also supported by the American Institute of Architects-Santa Clara Valley Chapter, the American Planning Association (APA) California Chapter - Northern Section, the Fairmont Hotel San Jose, the San Jose Repertory Theater and the San Jose State University Department of Urban and Regional Planning.

ABOUT THE SAN JOSE OFFICE OF CULTURAL AFFAIRS

The Office of Cultural Affairs is part of the City's Office of Economic Development. Together, they foster cultural and economic development as related strategies for building San Jose as the creative center of Silicon Valley. The Office of Cultural Affairs coordinates services for outdoor events and festivals, offers financial support for arts and culture providers, supports arts education, and leads the development of public art works throughout the city. For more information, please visit

www.sanjoseculture.org

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov

ABOUT 1ST ACT SILICON VALLEY

1stACT Silicon Valley is a broad network of regional civic, cultural, and business leaders working to catalyze participation and investment at the intersection of art, creativity, and technology. 1stACT strives to create an authentic sense of place in Silicon Valley that fuels community pride, broad participation, and philanthropic investment. Please visit, www.1stact.org

ABOUT THE COMMONWEALTH CLUB OF CALIFORNIA

The Commonwealth Club of California is the nation's oldest and largest public affairs forum, bringing together its more than 18,000 members for over 400 annual events on topics ranging across politics, culture, society and

the economy. The Club has offices in San Francisco and San Jose, with regular events in both cities, as well as programs in the East and North Bay.

Please visit, www.commonwealthclub.org

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