

## Creating and capturing demand in the knowledge economy: Marketing products and producing market

*Organizer(s):*

[Josephine Rekers](#) - University of Toronto

[Brian Hracz](#) - University of Toronto

In this session we seek to explore the processes by which innovative and creative outputs reach a market. Highly knowledge-intensive and cultural industries in particular, depend on originality and novelty for their success. However, it is not always straightforward to navigate existing channels to reach a market. While one of the most active research areas in economic geography over the past two decades has concentrated on understanding the factors that support the development of new products, the process and mechanisms of establishing these outputs in the (local and global) marketplace, is less well understood.

In other words, in this session we concentrate on the gap between creating new products and selling new products in the knowledge economy: the path-to-market. A critical junction in the innovation process is the transition from experimental to accepted technology; likewise, new artistic works must engage audiences by making the unfamiliar approachable. Creating and capturing demand for these innovative and creative outputs is therefore of critical importance, not only for firms in these industries, but also for the creative potential of the city.

**8:00 AM Author(s):** \*Atle Hauge - Eastern Norway Research Institute

Abstract Title: [Reading the black box - the user's role in innovation, production and marketing](#)

**8:20 AM Author(s):** \*Doreen Jakob - Humboldt University Berlin

Abstract Title: [Festivalization and eventification: Creating demand, selling creative products and re-imagining urban space.](#)

**8:40 AM Author(s):** \*Shauna Brail - University of Toronto  
Deborah Leslie - University of Toronto

Abstract Title: [Fashion's endurance as a cultural industry in Toronto: Attracting consumers in an age of globalization and fast fashion](#)

**9:00 AM Author(s):** \*Brian J. Hracs - University of Toronto

Abstract Title: [The New Market for Music: Competing against free MP3s with new exclusive and locally rooted music products](#)

**10:10 AM Author(s):** \*Josephine V. Rekers - University of Toronto

Abstract Title: [Beta-cities in the knowledge economy: market qualities for art and science](#)

**10:30 AM Author(s):** \*Clare Wasteneys - Queen's University  
Betsy Donald - Queen's University

Abstract Title: [To Market To Market without Leaving the Farm: Linking small-scale farmers with big city buyers to grow the Creative Food Economy of Prince Edward County](#)

**10:50 AM Author(s):** \*Matthew Talsma - University of Toronto

Abstract Title: [Reconnecting production and consumption in the clothing industry: Grassroots and niche strategies for local economic development](#)

**11:10 AM Discussant:** [Norma Rantisi](#)