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COLLECTOR'S DOUBLE EDITION

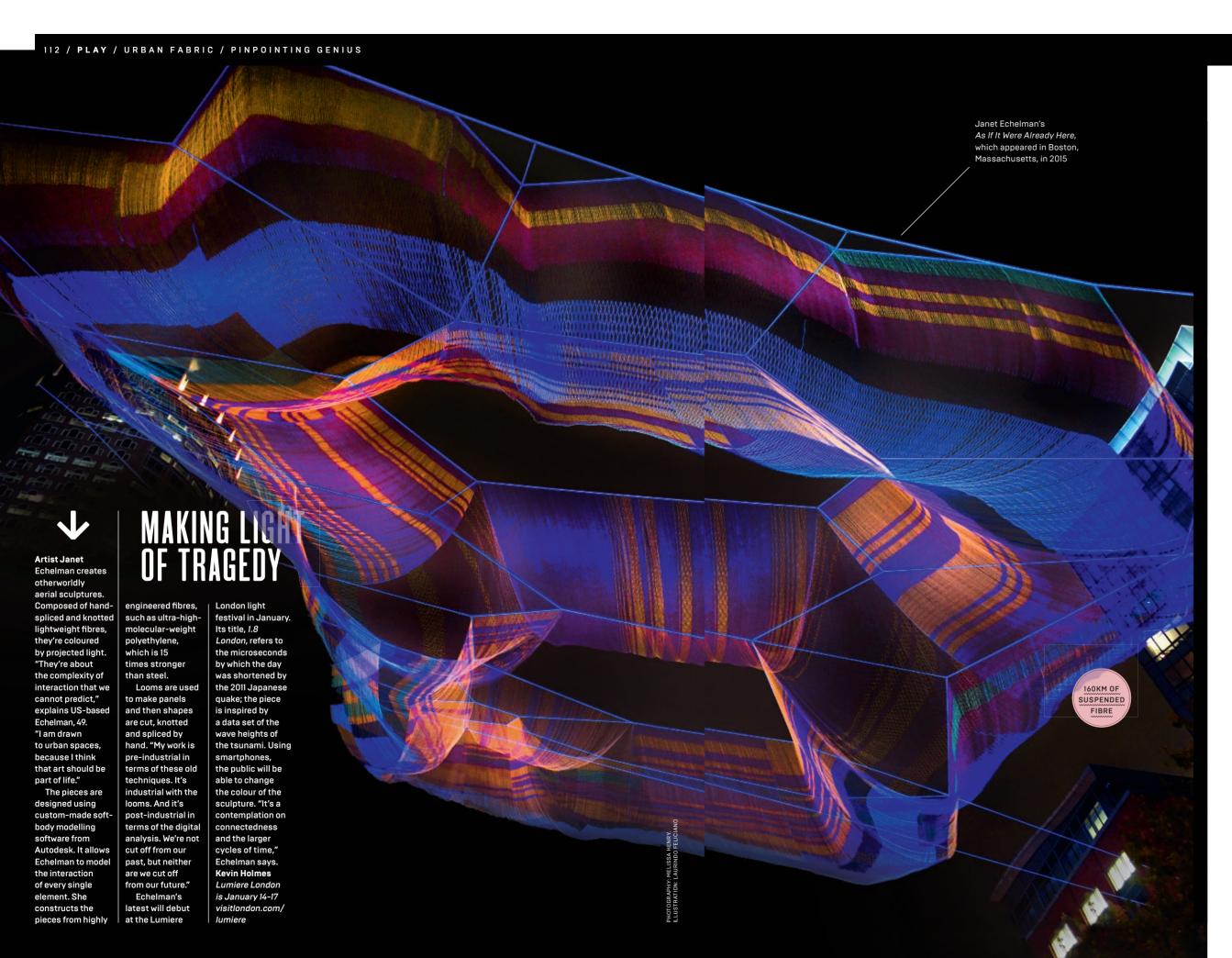
FINALLY: LAB-GROWN BLOOD

24 HOURS IN THE SHARING ECONOMY

IDEAS | TECHNOLOGY

J.J. ABRAMS on REBOOTING AN Entire Universe

DESIGN | BUSINESS



BRIGHT PLACE, BRIGHT TIME

What makes a city innovative? Location, location, location. In The Geography of Genius (Simon & Schuster), out January 5, Eric Weiner examines history's most creative locales. Here are three smart cities. GV



ANCIENT ATHENS

great: Openness

"The willingness to borrow, steal and embellish distinguished Athens from its neighbours. writes Weiner. "Athenians were open to foreign ideas."



RENAISSANCE FLORENCE

What made it great: Rich investors

The city thrived under the wealthy Medicis, who invested in art and science - key factors in brewing revolutionary ideas. "Florence is about money and genius," says Weiner.



great: First-starter advantage

Its success may just be about being the quickest at creating new tech, says Weiner. "First starters become magnets and, once magnetised, momentum takes hold."