

## Chapter 7 – Creative industries

### **Creativity in question**

- Seltzer and Bentley: 4 core characteristics of creativity – creative problem solving
  - Formulate new problems instead of depending on others to define them
  - Transfer what one learns across different contexts
  - Recognize that learning is incremental and involves making mistakes
  - Capacity to focus one’s attention in pursuit of a goal

### **Rise of creative industries**

- **Creative industries** – industries with a heavy emphasis on creativity
  - Architecture, filmmaking, fashion, music, theatre, information technology
- **Creative cities** – cities that attract and retain a specific kind of creative people (the creative class) and prosper in a world where intellectual property is highly valued
  - Eg. Silicon Valley for tech, New York for fashion, Los Angeles for entertainment

### **Is “creative industries” still a useful organizing concept?**

- Cunningham and Potts (2007) proposed 4 models of the creative industries:
  - **Welfare model** – creative industries are a **net drain** on the economy (ie consume more resources than they produce) but receive public subsidy based on their non-economic public good benefits
  - **Competitive model** – creative industries are like other industries and have a **neutral** effect on overall economy
  - **Growth model** – creative industries experiencing **above-average growth** in the economy, are growth drivers in the way that manufacturing was in the 1950s and 60s and ICTs were in the 1980s and 90s
  - **Creative economy model** – **more than just above-average growth**, they change national and international innovation systems
- Significant implications for thinking about the creative industries
  - Culture as mediated symbolic communication, or interaction between systems of mass-mediated representation of social reality and the everyday reality
  - Culture as a resource or tendency for culture to be “increasingly wielded as a resource for both socio-political and economic amelioration” across a range of fields (Yudice, 2003)
  - Culture as policy discourse – mechanism for intersecting governmental priorities into everyday conduct, which have historically revolved around citizenship and the cultural sense of belonging to a nation

### **Economic drivers of creative industries**

- 3 key economic drivers of creative industries
  - Rise of service industry sectors (eg banking, insurance, telecommunications, retail)
  - Emergence of knowledge-based economy
  - Culturalization of the economy as services become increasingly central