

Applied Creativity: Arts, Education and the Cultural Economy

TALES FROM THE NORTH 2012

INARI

Stuart MacDonald

APPLIED CREATIVITY Scotland's Cultural Economy

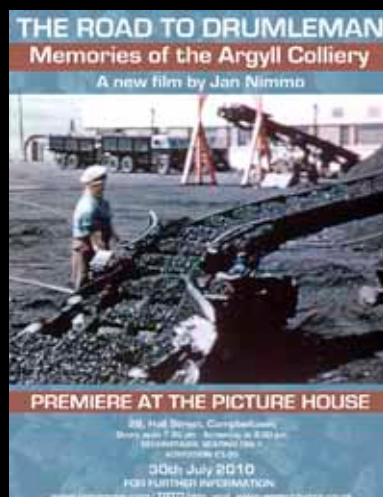


APPLIED CREATIVITY

Scotland's Cultural Economy



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Cultural (Creative) Economy - Definition

NESTA suggest 4 groups:

- **Creative Service Providers** – advertising, architecture or design consultancies
- **Creative Content Producers** – games, film production companies or fashion designers
- **Creative Experience Providers** – festival promoters, dance companies
- **Creative Originals Producers** – craft-makers, visual artists, fashion + accessories

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Scotland's Creative Ecology

Creative Case-studies:

- Nation - Scotland
- City - Glasgow
- Project - The Lighthouse
- Region - Highlands and Islands
- Place as the Venue

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Scotland's Creative Ecology

Themes:

- * Partnership
- * Economy? Ecology?
- * Growth - Project Economy
- * Infrastructure - Hubs/Networks
- * Skills
- * "Spill-overs"
- * Applied Creativity: Design as Connective Tissue
- * Creative Entrepreneurs

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Creative Scotland



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Creative Scotland

OUR MISSION

**TO INVEST IN
SCOTLAND'S
CREATIVE FUTURE**

OUR VISION

That Scotland is recognised as a leading creative nation – one that attracts, develops and retains talent, where the arts and the creative industries are supported and celebrated and their economic contribution fully captured; a nation where the arts and creativity play a central part in the lives, education and well-being of our population.

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Creative Scotland - Partnership



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Creative Scotland – Partnership/Skills

Creative Industries Action Plan



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Creative Scotland – Partnership/Skills



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Creative Scotland – Issues

- Sector is dominated by micro-businesses
- CIs have higher percentage of high-growth firms than across the whole economy (7.5% opposed to 6% of all UK companies). But the whole UK rate includes industries in long-term decline. Given CIs seen as a success, that the percentage of high growth firms is only marginally higher is surprising.

Work Foundation (2007)

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Creative Scotland – 2 Questions

- 1) What does **growth** mean in terms of Creative Industries and the Creative Rural Economy?
- 2) How can we develop a more entrepreneurial culture within the creative sector – essential for on-going commercial and cultural success.

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Creative Scotland – Festivals



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Creative Nation – 6 Cities Design Festival



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Creative Nation



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Creative City – Glasgow – Cultural Regeneration



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Creative City – Glasgow – Creative Industries

- £1.5 billion Turnover
- 30,000 people
- 2000 creative businesses
- £½ billion infrastructure investment since 1990
- The UK's Creative/Cultural Capital

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Creative City – Glasgow - Infrastructure



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Creative City – Glasgow - European City of Culture 1990



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Creative City – Glasgow



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Creative City – Glasgow - Lighthouse



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Creative City – Glasgow – New Infrastructure



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Creative City — Glasgow — New Infrastructure



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Creative City — Glasgow — New Infrastructure



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Creative City – Glasgow – New Infrastructure

Film City

Film City Glasgow is a unique project developed and spearheaded by Sigma Films.



PCO build/studio space in full swing

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Creative City – Glasgow – New Infrastructure



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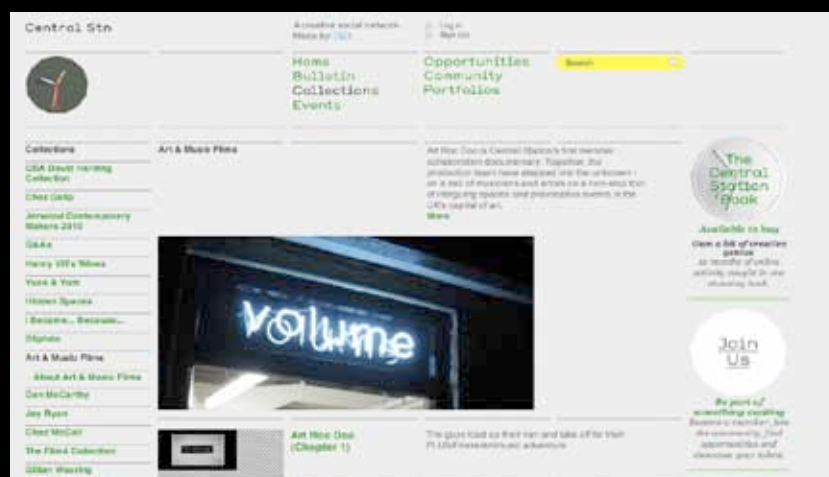
Creative City – **Glasgow** – Cultural Enterprise Office

- Business support to pre-starts/individuals.
- Central Hub based in the CCA in Glasgow.
- Rolled out to three other cities in 2005 – Edinburgh, Dundee and Aberdeen.
- Links to Highlands – Hi Arts.
- Support for all CCIs.
- Links to FE/HE.
- Feeder to SE Business Gateway – start ups/growing companies.
- 1:1 advice.
- Events and workshops.

CULTURAL ENTERPRISE OFFICE

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Creative City – **Glasgow** - Central Station



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Creative Project – Lighthouse

"The Lighthouse is about Design and debate on where cities are going. It is the museum most in conversation with the city"



Stuart Cosgrove - Channel 4

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The Lighthouse – Education and Community



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The Lighthouse – Education and Community



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The Lighthouse – Education and Community

Outlook 0141 429 7070
Email: info@glasgowpartners.co.uk
Website: www.glasgowpartners.co.uk

**ISSUE TEN
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COMMUNITY NEWSPAPER FROM THE COMMUNITY PLANNING PARTNERSHIP IN GLASGOW EAST

**WATER
TOWER
LIGHTS UP
CRANHILL
SKYLINE
ONCE MORE**

ONE OF THE MOST DISTINCTIVE FEATURES OF THE GLASGOW SKYLINE WAS REALLY BROUGHT TO LIFE WHEN THE STUNNING NEW LIGHTING OF THE CRANHILL WATER STORAGE TOWER WAS SWITCHED ON BY LORD PROVOST BOB WINTER, COUNCILLOR FRANK DOCHERTY AND LOCAL SCHOOLCHILDREN.



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Creative Project – Lighthouse



APPLIED CREATIVITY

Creative Project– Lighthouse



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Creative Project – Lighthouse



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Creative Project – Lighthouse



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Creative Region – Highlands & Islands

SCOTLAND'S HOUSING EXPO

THE SINGLE MOST IMPORTANT ARCHITECTURE AND DESIGN EVENT TO TAKE PLACE IN SCOTLAND OVER THE PAST DECADE

TAMHÈADHAIS NA H-ALBA

HOWE ABOUT US HOUSES GARDENS WHAT'S ON OFFERS PARTNERS NEWS GETTING HERE HIGHLANDS CONTACT US

BUY OR RENT A HOME

LATEST NEWS

EXPO BLOG

REMODELLING HOMEQ

RETURN TO ALONG

FLAT & NORD

THE STONE HOUSE

HOUSE 1798

INTERNAL FLOOR AREA

NUMBER OF BEDROOMS

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Creative Region – Highlands & Islands



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Creative Region – Shetland Islands



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Creative Region – Shetland Islands

Mareel:

- 52 full time jobs
- positive effects on population,
- retention of young people
- raising profile of Shetland and the Highlands and Islands internationally
- music and sound engineering courses
- multi-media production suite for film, TV, web design and digital arts.

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Creative Region – Mareel Centre



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Place as the Venue



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Place as the Venue



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Place as the Venue



Priya Ravish Mehra

Making the Invisible Visible

with Intekhab Ahmad and Zakir Hussain

*"If there's a hole in a' your coats
I rede you tent it;"*
B. Burns

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Place as the Venue



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Place as the Venue



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Conclusion – this is what I said

- Geography is important
- Creative Entrepreneurship is central
- Skills crucial
- Infrastructure essential
- Tailored support needed
- Tools required
- Joined up Creativity is key

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Conclusion – this is what I said

- the importance of an awareness of symbolic value
- the significance of meaning within place
- belief in the effectiveness of the small action
- an emphasis on local distinctiveness and values
- an interdisciplinary approach that maximises local cultural assets and capabilities