

AISRE 2018 – Bolzano 17-19 Settembre

Session Proposal

Title: Creative and culture industries: a socio-economic perspective

Language: Italian and English

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F. Benessere, cultura, turismo

18. Creatività e distretti culturali

Keywords:

- *Cultural and creative industries
- *creative workers careers
- * Vulnerability of creative workers
- *Cultural policies.

Short description

The so-called cultural/creative sector since at least 20 years is very much in the debate especially in Europe, where there is great expectations on its potential role for driving the overall EU and each member state's economy out of the crisis. The cultural and creative industries (CCI) are seen as an important contributor to the European innovation dynamic, economic growth and overall development, participating in its "industrial renaissance" and as such should be supported both at the European level but also locally, regionally and nationally. European institutions have started associating the word creative to the then so called cultural sectors – which became the cultural and creative sectors – giving more focus to their direct economic contribution.

While the term creative economy is an umbrella word, as well as in other economies the notion is far from being univocal. Rather, it corresponds to a broad idea that creatives affect the economy, and society, across different sectors with crossover effects. "Creative", then, is an "umbrella" term under which different professional figures, and industries, can be found. As stressed in a UNESCO Report on the creative economy, a shared definition of such phenomenon does not exist, and it arguably easier to identify the "prevailing models to suit the reality of their local context, culture and markets".

The sector comprises a large variety of creative fields, from those heavily industrialised such as advertising and marketing, broadcasting, film industries, Internet and mobile content industry, music industries, print and electronic publishing, video and computer games to those less industrialised like the traditional fields of visual arts (painting, sculpture), performing arts

(theatre, opera, concerts, and dance), museums and library services. Other creative activities include the crafts, fashion, design industry and household objects, architecture, cultural tourism, and even sport. They are knowledge-based and labour-intensive, creating employment and wealth.

This session will gather both theoretical and empirical contributions – even from different disciplinary perspectives– that deal with the analysis of the creative industry (in its various forms) applying different methodological approaches (from comparative macro analysis to single case studies).

The session expects contributes in both languages, Italian and English, exploring the following main areas of research:

*the creative and cultural industries: how are located ICC? Do they prefer the urban or the rural environment? Do they form creative clusters or districts according to the agglomeration economy paradigm? Case and country studies are welcome to analyze the different patterns of localization and the eco-systemic environment, which better suits the development of the sector.

*working conditions and vulnerability of creatives: Even though the creative workers are mainly identified as an indistinct group, the so-called creative class, they are a highly and internally differentiated heterogeneous group. The salary dynamic ranges from the high wages of workers employed in large enterprises with good employment conditions, to project-based labour market of those workers who contract out their skills to various organizations,, straddling between self-employment and economically dependent condition, with medium-low wages and a professional environment characterised by a high level of uncertainty.

*Cultural Policies and governance to support the ICC sector: Creativity plays a central role in stimulating economic growth in cities, regions and advanced capitalist economies in general, but also in their rural counterparts. If it is to lead to economic growth, creativity has to induce market value via innovation. The economic, social and cultural contributions of the creative industries are essential elements of many societies and their governments' policies. These are a significant factor of government innovation strategies

Number of expected papers: 5