

## Sessione 5

**Cultural and creative sectors in times of emergency, between urban and rural areas: from the new food economy to the performing arts**

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Abstract

The debate over cultural and creative sectors, as developed in the last two decades, has highlighted their pivotal role within contemporary capitalist societies, pointing to their generative and propelling potential in the labour market and in territorial development, especially with reference to the creation of new services linked to multimedia convergence. Those sectors encompass a wide range of production and distribution activities, which are not limited to traditional artistic and creative activities, but rather extend to new forms of sectorial combinations and hybridizations, from which material and immaterial contents are developed, craft or industrially made, capable of generating culture, knowledge, emotions and networks of relations, together with new economic transactions.

The heterogeneity and fragmentation of these areas requires an in-depth study able to focus, also comparatively, on their specificities, strengths and vulnerabilities, especially with reference to the current emergency after the COVID 19 pandemic.

The session applies the general theme of the SISEC 2021 Conference to the sectors of culture and creativity, focusing in particular on two thematic areas:

- the hybridization between traditional and creative sectors, in rural and non-rural areas, with high cross-fertilization potential in new creative-driven entrepreneurial forms combining the enhancement of local knowledge, multifunctionality and propensity to innovation (for instance, in terms of co-production/collaboration with customers, or the use of ICT). Types of these contaminations are given by the new food economy, experiential tourism, craft production;
- the ongoing changes within the field of performing arts and entertainment, more often linked to urban contexts, characterised by a workforce engaged in non-routine activities, with flexible and diversified 'portfolio careers', poorly protected in terms of social security and with limited access to welfare services. Grounded on the 'live dimension' of production, this field is severely affected by the emergency, as highlighted by the mobilization of multiple actors, individual and collective, asking the government specific measures for the field, while claiming its socio-economic relevance for the Country.

Within these two thematic focus contributions are welcomed, both theoretical and empirical, in Italian or English, based on individual case studies or with a comparative perspective.