

Cultural and Creative Industries as Dynamic Sectors: Looking Under the Hood

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Over the last decade, the cultural and creative industries (CCI) have enjoyed increased attention from academics and policy makers. The reason for this is twofold. First, rising average incomes have increased demand for the cultural industries spurring employment growth and the agglomeration of cultural workers into industrial districts (Florida 2002, EY 2014). Secondly, value creation in many sectors of the economy rests increasingly on intangible assets, such as ideas, know-how, creativity and imagination, which are cultivated in the CCI. As Lash and Urry (1993) suggest, today's economies produce, circulate and consume cultural commodities, and this points to an increasing convergence between the economic order on the one hand and systems of cultural expression on the other. Although value creation in traditional sectors of the economy increasingly rests on intangible assets, most research has tended to focus on the cultural industries as distinct and less has been said about how they might act as engines to broad economic development.

In this session we explore the role CCI plays in the dynamic process of economic development. CCI is not just a receptacle for higher disposable incomes generated elsewhere but a motor of development in the Schumpeterian sense, where symbolic, organizational and material innovations first emerge. The transformation in CCI of goods-production business models into service production ones (Bryson & Daniels 2015, EY 2014, Jenkins 2006), is but one instance where CCI resides at the economy's technological edge. This session will explore how and when culturally-intensive work is also innovative work.

Topics may include, but are not restricted to:

CCI houses expertise on aesthetics and symbolic manipulation, how does this expertise travel to the wider economy? Does it rely on communities of practice? How important are labor market spillovers?

Music has gone from manufacturing tangible LPS and CDs to providing streaming services, reorienting its business model entirely. Can we see similar trends in the 'trivial economy'? Do CCI tend to enrich their content with services?

Which practices are transmitted from CCI to the rest of the economy and why? Does transmission have an evolutionary character?

What is it about CCI that lends itself to some types of innovations? What role does consumer demand and participation play in the sector's technological dynamism?
Do digital production tools and networked communications provide new constellation of CCI producers and other parts of the economy?

How is cultural value produced in a digital world?

Is there a cross-sectoral process of innovation between the different industries in CCI? How would this cross pollination of innovative ideas in the CCI materialize?

Where in physical space do CCI innovations diffuse into the conventional economy?

What is the role of CCI as commercial service providers?

Please write Patrick Adler (patrickadler@ucla.edu) with questions and requests. Requests will be considered until October 1, 2015.

References

Bryson, J. R., and P. W. Daniels. (2015) "1. Service business: growth, innovation, competitiveness." Handbook of Service Business: Management, Marketing, Innovation and Internationalisation: 1.

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Florida, R. L. (2002). *The rise of the creative class: and how it's transforming work, leisure, community and everyday life*. Basic books.

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