



Creative Production

Introductory Notes

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Culture and economy: convergene

- Culture
 - Market driven sectors: media, entertainment, design
 - Arts ideology less market adverse, cultural entrepreneurship
 - Digitisation and *e-culture*
- Econmy
 - An asset not as a waste of money
 - Magnet for talent
 - Creative competencies for the knowledge economy
 - Climate for creative class
 - Creative industries as an economic sector
 - Cultural tourism
 - 'All production is cultural
- Arts and innovation
 - Consonance: inventing the future



Capital

- Physical Capital
- Natural Capital
- *Human Capital*
- *Cultural Capital*

- ***Creative economy***
 - Combining human capital and cultural capital in creative production and innovation



Production process

- Nobody knows
- **Art for art's sake**
- **Motley crew**
- Infinite variety
- A list/B list
- Ars Longa



Questions

- Is there a tendency towards convergence?
- Is the economy capable of managing creative assets?
- Is there a clash of creative ambitions and economic motives?