

Aarhus2017 & RethinkIMPACTS2017: Creative industries, entrepreneurship and regional development

Indledende møde 5 november 2013

Hvor: lokale ADA 333, It-byen Katrinebjerg, Aarhus Universitet

Helsingforsgade 15, 8200 Aarhus N

Tid: kl. 12-14 (inkl. let frokost)

Mødeledere: Iris Rittenhofer & Anne Marit Waade

Formål

Som en del af AU's kulturbyforskning ønsker vi at samle forskere der har interesse i 'kreative erhverv og regional udvikling' (se nærmere beskrivelse af indsatsområdet under). Idéen er at orientere om kulturbyforskning, videnudveksle og etablere kontakter på tværs af kulturerhverv og forskning, samt udvikle idéer til evalueringsbehov & nye forskningsinitiativer i kulturby-sammenhæng.

Dagsorden for mødet:

- a) Kort præsentation af
 - a. NYX-rapporten *Kreative erhverv*, RM/Aarhus 2017 inkl. Lene Østers forslag til evalueringsudfordringer
 - b. RM initiativer: *More Creative*
 - c. Smart City (RM + AU + internationalt netværk + evalueringsinitiativ)
 - d. Shareplay
- b) Orientering om div. initiativer og projekter ift. kreativt erhverv, entreprenørskab og regional udvikling på AU
 - a. RethinkIMPACTS2017 + indsatsområde 1 (se under) (IH&AMW)
 - b. Evaluerings-projektet i RethinkIMPACTS2017 (HPD&LEH)
 - c. Seed money grant (ansøgningsfrist ca. januar 2013)
- c) Runde med deltagernes idéer & initiativer til mulige forskningsopgaver
 - a. Evalueringsbehov (hvad vil vi gerne at kulturbyevalueringen undersøger for/sammen med os?)

Deltagere fra RethinkIMPACTS2017

Hans-Peter Degn (kulturbyevaluering)

Louise Ejgod Hansen (kulturbyevaluering)

Iris Rittenhofer (temakoordinator tema 1, se under)

Anne Marit Waade (temakoordinator tema 1, se under)

Steffen Korsgaard (entreprenørskab, business administration)

Forskere fra AU der har bekræftet deltagelse i mødet:

Ditte Amund Basballe (digital design)

Ida Krøgholt (teaterproduktion)

Katrine Broe Sørensen (medieproduktion)

Mette Volf (kunsthistorie/Arkitektskolen Aarhus)

Rune Veersawmy Nielsen (design/sports event)

Afventer svar fra: (pr. 28okt13)

Martin Brynskov (digital design)

Peter Dalsgård (digital design)
Div. kollegaer på BSS

Andre inviterede – og interesserede – men som ikke kan deltage den 5 nov.:

Mads Krogh (musikproduktion)
Thomas Rosendal (teaterproduktion)
Søren Pold (digital æstetik)
Morten Breinbjerg (digital æstetik)
Christian Ulrik Andersen (digital kunst)
Richard Raskin (medieproduktion)
Jakob Isak Nielsen (medieproduktion)
Rachel Smith (digital design, skole/museum)
Kim Halskov (digital design)

Andre mulige kollegaer der kan inviteres på sigt:

Michael Mose Biskjær (digital design)
Andre? (kom gerne med forslag)

For uddybende information, se også:

a) RM's rapport ifm Aarhus2017 ansøgning: **Kreativt erhverv i Region Midt** (NYX), 2010 (hovedrapporten), vedhæftet

b) Kulturbyforskningsprojektet **RethinkIMFACTS2017**,
Hjemmeside: <http://projects.au.dk/2017/>
Beskrivelse af tema 1:

Creative industries, entrepreneurship and regional development

Theme coordinators: Iris Rittenhofer, Associate professor, Business Communication, Aarhus University and Anne Marit Waade, Associate Professor, Media Studies, Aarhus University.

The general European cultural capital project is based on the idea that cultural industries are crucial to develop regions, attract investors and settlements, give economic growth and identity. The grand challenge in relation to this research theme is to study the impact of *Aarhus2017* as cultural economy and event, its employment, visitors, trends and investment in regard to the regions' policy and development. Cultural production in this context includes creative industry as film, TV and computer games production, art projects, museum, sport events, cultural events and festivals, as well as tourism, enterprises and education industries. The aim is to study their impacts on regional development. By 'impacts' we do refer to the economic dimensions of cultural practices such as the marketization of the public sector or investments, but also the impact on values, international and regional collaborations, creativity and how 'cultural fireballs and passionate participants influence the processes and the cultural vibrancy. In particular we invite research projects that focus on those aspects in the context of the development of *Region Midt*, but also projects dealing with local communities (e.g. a city) in a regional or in European context.

Central research topics and approaches:

- What are the significant characteristics of the creative industry sector within the Nordic region, and what are the challenges for this sector?
- What are the economic impacts of cultural productions such as *Aarhus2017*?
- How can culture production be incubator and catalyst for regional regeneration?
- What are the impacts of fireballs and individuals engagement within the sector?
- How can we rethink the role of the museums?
- How do we understand creativity, entrepreneurship, professionalism, career and employment within culture industry, and what are the main challenges?
- How can we develop comparative studies between branches, between regions and/or countries?
- How do we understand the encounters of the international and the local?

Specific research projects could address issues and topics related to:

- *Specific fields or creative industry as a field in itself*, including e.g.:
 - Film- and media production; production, history and education
 - Art institutions, art schools and museums
 - Sport events, cultural events and festivals
 - Tourism, experience industry and cultural entrepreneurs
 - Collaborative projects and productions across branches and nations

For more information about **RethinkIMPACTS2017** see the website

<http://projects.au.dk/2017/>