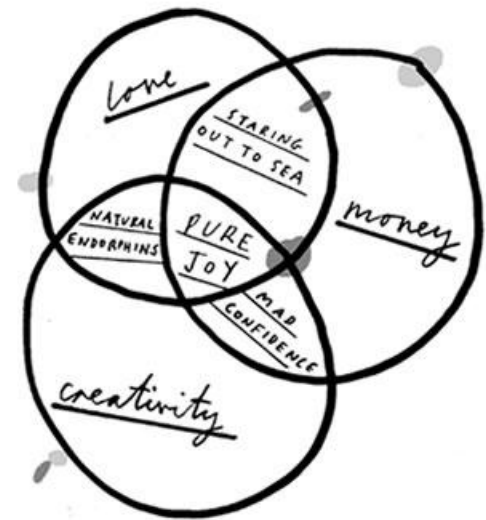


Creativity·Money·Love

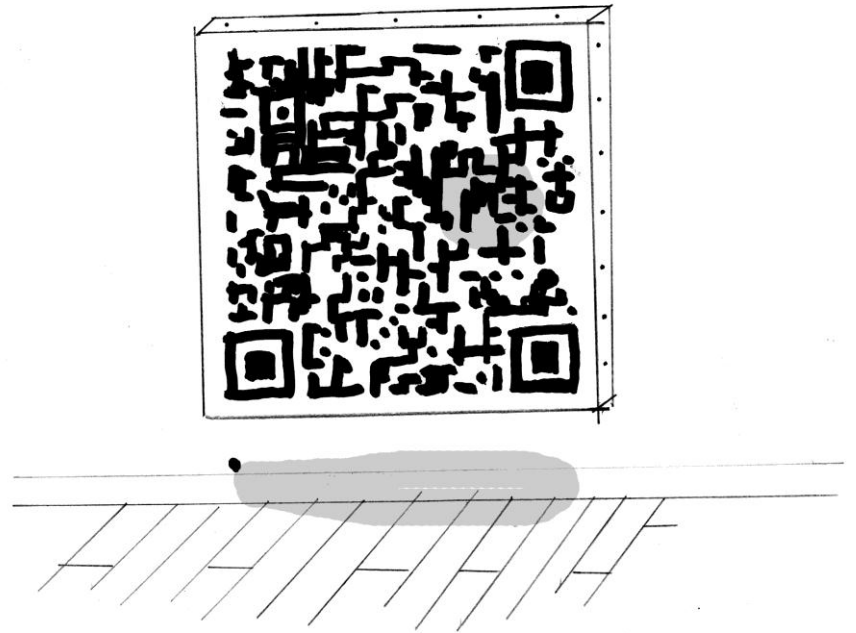
John Kieffer
Chair
A New Direction



Creative Entrepreneurship in Schools
January 2013

Issues
Observations
Provocations

CORUSCATING CREATIVE
THRIVE-OSITY ©
OIL ON CANVAS, 2011



Where are we?

Midst of a transition

Public funding for the arts has peaked

The creative industries continue to grow but only in line with the rest of the economy

Transforming technologies

Learning by producing

Growing understanding of creative entrepreneurship and social enterprise



Policy Issues

Creative economy has arrived
but....

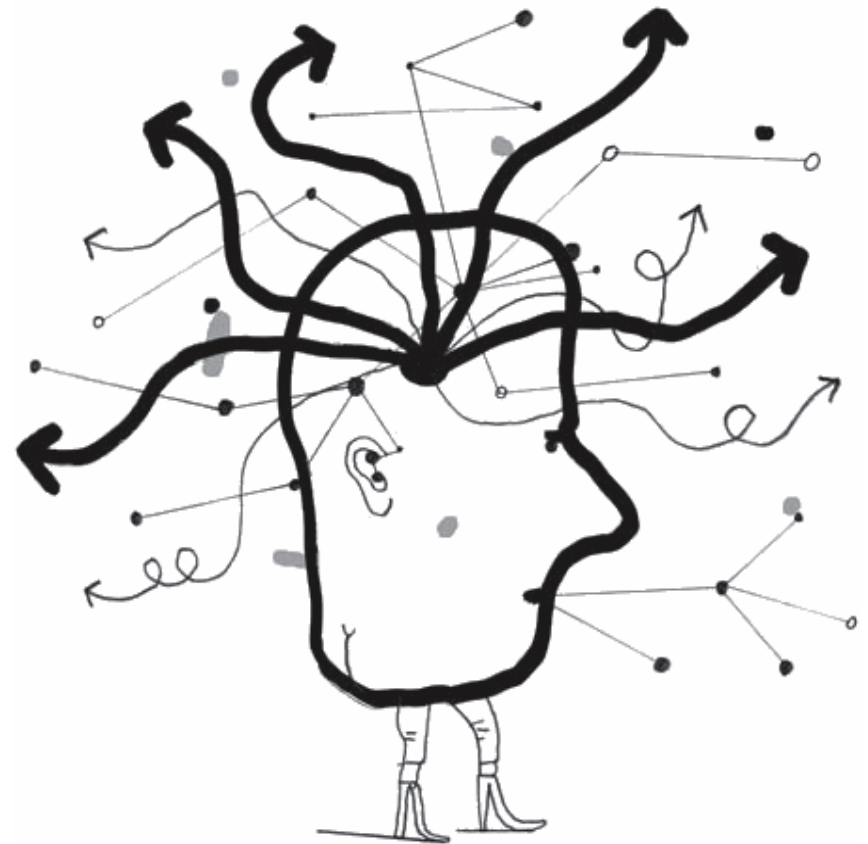
Lack of co-ordinated and joined
up policies

Education is the building block

Too much advocacy and not
enough research

Need for cross-sectoral alliances

Barriers to finance remain



Opportunities for young people to take jobs will be limited

Need to make jobs increases in significance



Making a job?

Skills+Attitude

“Applied Passion”

The relationship between what
you like and what you do

Make sure that you have a market

Have a real idea

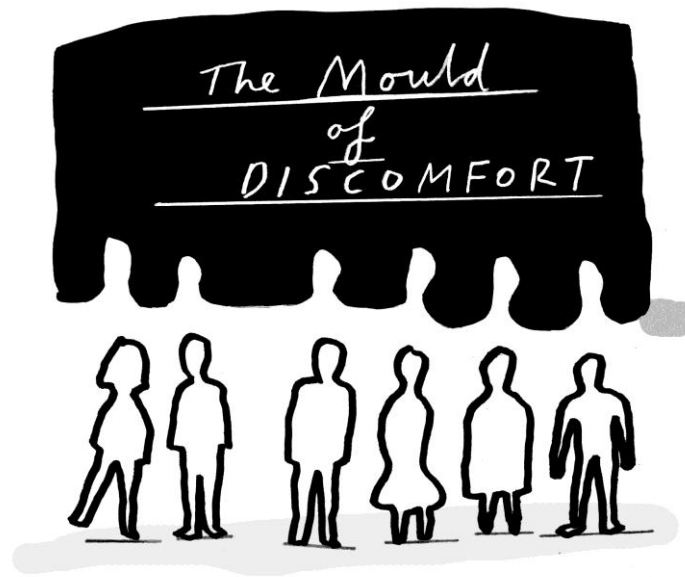
Prototyping

The world is in beta

Where are the engineers?

Experiment with structure





Some concerns

Lack of social mobility and diversity in the creative and cultural sector

Questions about the legitimacy of government support for the arts

The dangers of being cool

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Illustrations by Paul Davis