

How Creative Industries Contribute to and Shape Peripheral Region Societies and Economies?

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Taibhdhearc na Gaillimhe, Galway
<http://antaibhdhearc.com/>

Judged in terms of global exports and imports the last decade has seen an average annual rise for Creative Goods of over 10% per annum, while Creative Services have seen a global year on year rise of over 13% for the 10 years up to 2011 (UNCTAD, 2013). Any number of metrics from the performance of individual industries (the games industry has doubled its sales in the past seven years) to changing consumption patterns (increased household expenditure on culture and recreation) point to the fact that the contemporary Creative Economy is booming.

The Creative Edge project has set about investigating how individuals and industries across the European periphery are taking advantage of the Creative Economy. We find a notable presence of vibrant and diverse creative industries located in rural areas. Many of these industries view their location as competitive benefit rather than a hindrance. For these creative industries Place is intricately linked to culture and tradition while they see their Authentic offerings as that which is increasingly demanded by consumers who are weary of mass produced goods.

Over the course of this half-day conference we will explore the key findings of a project that has attempted to put creativity at the centre of the social and economic development of four of Europe's most peripheral regions.

Conference Programme

- 11.00 **Opening Introductions**
Dr. James Cunningham, Director, Whitaker Institute, National University of Ireland Galway
- 11.10 Keynote Address:
Defining Creative Industries and the Importance of Place
Dr. Patrick Collins, School of Geography and Archeology and the Whitaker Institute
- Interactive Sessions**
- 11.40 **Opening up New International Opportunities - MyCreativeEdge**
Ian Brannigan, Head of Regional Development, Western Development Commission
Pauline White, Policy Analyst Western Development Commission
Alan Rowe, Managing Director, Áro Digital Strategy
- 12.25 Lunch
- 13.15 **Developing Effective Infrastructure and Supports**
Creative Hubs, Paul Kavanagh, Economic Officer, Economic Development Officer
Craigavon Borough Council, Northern Ireland
Creative industry policy needs: the peripheral perspective, Aisling Murtagh, Research Fellow, Whitaker Institute, NUI Galway
Listening to Engaged Artist-Entrepreneurs in the West of Ireland, Susan Monagan, Fulbright Scholar and Manager of Audience Development, Ithaca College, USA
- 14.00 **Nurturing Creative Talent**
Creative Education: Some Insights from Ireland, Dr. Jenny Dagg, Research Fellow, Whitaker Institute, NUI Galway
Mentoring and Creating Communities of Practice, Simon Österhof
Project Officer Creative Edge Film i Västerbotten, Sweden
Creative Steps, Anitra Arkko-Saukkonen, Senior Lecturer, Cultural and Media Arts, Kemi Tornion, University of Applied Sciences, Finland
- 14.45 -15.15 **Summary and Next Steps**
Dr. Patrick Collins, School of Geography and Archeology and the Whitaker Institute and Ian Brannigan, Head of Regional Development, Western Development Commission
- 15.15-15:30 **Closing Performance**
An Excerpt from Mark O'Halloran's 'The Head of the Red O'Brien'



WHAT IS CREATIVE EDGE?

Creative Edge is a project funded by the Northern Periphery Programme (NPP). The main objective of the project is to promote the active participation of local creative organisations and businesses in global markets, while also aiding them in their ability to attract and utilise local emerging creative talent in these markets. The activities of the project enable the further commercialisation, and support the sustainable development, of the creative economy.

CREATIVE EDGE addresses three pillars of the creative economy: PEOPLE, PRODUCTION and PLACE.

CREATIVE PEOPLE generate and develop ideas that evolve into CREATIVE PRODUCTION of creative goods and services. The interaction of creatives in CREATIVE PLACES enhances creativity and innovation.

Creative Edge brings together universities, development agencies and industry bodies from Ireland, Northern Ireland, Finland and Sweden. The project involves five partners, the Whitaker Institute, National University of Ireland, Galway and the Western Development Commission in the west of Ireland, Craigavon Borough Council, member of South East Economic Development, in Northern Ireland, Kemi-Tornio University of Applied Sciences in northern Finland and Film i Vasterbotten in northern Sweden

For more information about the Creative Edge Project see <http://www.creative-edge.eu/>

A creative directory with a difference see <http://www.mycreativeedge.eu/>



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