

Creative Entrepreneurship and Education in Cultural Life Chicago, July 15-18, 2009

Wednesday, July 15th

6:00pm- 8:00pm

Welcoming Reception at the University Center
(525 South State Street, Chicago, IL 60605)

Thursday, July 16th *Creative Entrepreneurship Theory and Practice*

7:45am-8:45am Registration. Continental Breakfast

8:45am-9:00am Opening remarks, program for the day

9:00am-9:30am **Plenary Session**

Lake Room **Keynote address**

9:30am-10:30am **Plenary Session**

Lake Room **PANEL**
Entrepreneurship and Its Role in Building an Economically Viable Cultural Sector: Is It Possible to Balance Financial Profitability, Creativity and Social Need?

Moderator: **J. Dennis Rich**, Chairman, Arts, Entertainment and Media Management Department, Columbia College Chicago (USA)

Panelists:

David Karlsson, President of the Board of Nätverkstan, Göteborg (Sweden)
Siân Prime, Director, MA Creative and Cultural Entrepreneurship, Goldsmiths College, London University (UK)
Additional Panelists TBA

It is a basic assumption of American cultural management that profitability and aesthetic and social need can be served at the same time. However it may not be given in different socio-cultural contexts. Several points of view will be presented.

10:30am-10:45am Coffee

10:45am-11:45am **Parallel Sessions**

Park Room

PANEL
What's in a Name? Understanding Creative Entrepreneurship

Moderator: **Joseph Roberts**, Coleman Foundation Professor, Arts Entrepreneurship Program/Concentration, Columbia College Chicago (USA)

Panelists:

Fountain Room

PANEL
Creative Entrepreneurship and Economic Development

Moderator: **Thomas Aageson**, Director, Global Center for Cultural Entrepreneurship, Santa Fe, New Mexico (USA)

Panelists TBA

Gokce Dervisoglu, Associate Professor, Faculty of Communication, Istanbul Bilgi University (Turkey)

Harold Welsch, Professor of Management and Coleman Chair in Entrepreneurship, DePaul University, Chicago (USA)

Gerald Lidstone, Director of the Institute of Creative and Cultural Entrepreneurship (ICCE) at Goldsmiths College, University of London (UK)

Cases of cultural entrepreneurs will be presented to demonstrate how cultural enterprises contribute to the well being of a community, sustain cultural traditions and contribute to the well being of the cultural economy.

Despite the growing popularity of the subject of creative entrepreneurship, there is still some ambiguity in understanding the terms “creative entrepreneurship” and “creative entrepreneur.” What constitutes creative entrepreneurship and what it means to be a creative entrepreneur? What factors affect our understanding and how the definition varies in different socio-cultural contexts? The session will offer participants an opportunity to share their understanding of the subject.

12:00pm-12:45pm Plenary Session

Lake Room

PANEL

Cultural Policy and Creative Entrepreneurship. A Comparative Perspective.

Moderator: **Philippe Ravanas**, Associate Professor, Arts, Entertainment and Media Management Department, Columbia College Chicago

Panelists TBA

As Montesquieu asserted that geography and climate determine the government system of a region, could we argue that the policy framework of a particular culture influences the entrepreneurial spirit of its institutions?

This panel session will explore the question by comparing the governing, financing and support systems for the arts in the EU and the US.

12:45pm-1:45pm Lunch

2:00pm-2:45pm Plenary Session

Lake Room

PAPER PRESENTATION

“More of Less Governance inside Cultural Organizations and in Territories in France?”

Fabrice Thuriot, CRDT-University of Reims, Associate Researcher, BEM-Bordeaux Management School (France)

The paper explores how the extension of public-private partnerships into the cultural sector affects governance of cultural organizations and local cultural authorities in

France.

3:00pm-6:30pm	STUDY VISIT to The National Museum of Mexican Art
7:00pm	Evening program

Friday, July 17th *Education and Pedagogy*

7:45am-8:45am	Registration. Continental Breakfast
8:45am-9:00am	Opening remarks, program for the day

9:00am-10:30am **Plenary Session**

Lake Room

PANEL
Entrepreneurship education for Artists and Creative Professionals: a Burden or a Must?

Gerald Lidstone, Director of the Institute of Creative and Cultural Entrepreneurship (ICCE) at Goldsmiths College, London University (UK)

Lotta Lekvall, Director of Nätverkstan, Göteborg (Sweden)

Sherri Helwig, Program Supervisor for the Arts Management and Humanities Co-op programs at the University of Toronto Scarborough (Canada)

Maria Naimark, Associate Professor, Interstudio, S-Petersburg (Russia)

The trend of integrating entrepreneurship components into academic curricula outside business schools has become increasingly popular. The perception is that if young artists can learn to think like an entrepreneur and gain basic management skills in addition to their artistic training, their chances of being more financially successful and self-supporting would greatly increase. This panel will attempt to identify and discuss opportunities and challenges related to the changes in traditional arts curricula.

10:30am-10:45am	Coffee
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10:45am-11:45pm **Parallel Sessions**

Park Room

PANEL
Program Design in Cultural Entrepreneurship

Florence Morel, NACRe Regional Cultural Agency, Villeurbanne, France

Joseph Roberts, Coleman Foundation Professor, Arts Entrepreneurship Program/Concentration, Columbia College Chicago (USA)
Additional panelists TBA

Fountain Room

WORKSHOP
Teaching Value Creation, not Business Approaches

Gerald Lidstone and **Sian Prime**, Institute for Creative and Cultural Entrepreneurship Goldsmiths College, Goldsmiths College, London University (UK)

This session will review various approaches to curriculum design in cultural entrepreneurship. Selected

programs will be presented and discussed.

12:00pm-12:45pm Plenary Session

Lake Room

PAPER PRESENTATION

Mark Evans, Associate Dean, Coventry School of Art and Design
Coventry University (UK)

“A Mapping Survey of Entrepreneurship Education in the Theatre Sector.”

The paper will present a mapping survey of entrepreneurship education in the UK higher education theatre sector. The survey aims to identify the various pedagogies and curriculum designs used to deliver entrepreneurship in theatre courses, and to explore some key case studies in detail.

1:00pm-2:00pm Lunch

2:30pm-6:30pm STUDY VISIT to The Hyde Park Art Center and Little Black Pearl

7:00pm Evening program

Saturday, July 18th Promoting Creativity and Entrepreneurship

7:45am-8:45am Registration/Breakfast

8:45am-9:00am Opening remarks, program for the day

9:00am-10:00am Plenary Session

Lake Room

Discussion and Q and A session with arts entrepreneurs

Arts Entrepreneurship: from music business to performing arts and beyond. Different fields, similar challenges?

10:00am-10:15am Coffee

10:15am-11:30am Parallel Sessions

Park Room

PANEL
Frameworks that Work

Anna Grega, International Arts Consultant, Brisbane (Australia)
Marian Donnelly, Director, Inner Circle Management, Regina (Canada)
Nissan Wasfie, Academic Manager, Arts, Entertainment and Media Management Department, Columbia College Chicago (US)

This session will introduce participants to

Fountain Room

WORKSHOP
From Dream to Reality: Managing Entrepreneurial Arts Projects

Angela Myles Beeching
Director, Career Services Center
New England Conservatory of Music
Boston, MA (US)

What does it take to succeed as an arts entrepreneur? What prevents artists from achieving their goals? How can arts

resources and initiatives designed to help future entrepreneurs succeed in their creative endeavors

schools and mentors help? This interactive workshop will focus on the practicalities and essential strategies needed to successfully launch an entrepreneurial venture.

11:30am-12:30pm

Plenary Session

Lake Room

PAPER PRESENTATION

Lisa W. Kelly, Research Assistant, Centre for Cultural Policy Research
University of Glasgow (UK)

“Representations of Entrepreneurship on the Small Screen with programmes such as *The Apprentice* work to normalise and encourage entrepreneurial activity in society.”

This paper considers the impact that programmes such as *The Apprentice* have on helping to construct patterns of knowledge and levels of understanding among audiences about entrepreneurship and the role of the entrepreneur in society.

12:30pm-12:45pm

Closing remarks

12:45pm-2:30pm

Discussion of co-op opportunities and Lunch

2:30pm-5:00pm

Study visit to the Chicago Shakespeare Theater on Navy Pier

5:30pm

Farewell Drink at the Hancock Tower