

# Shaping a Space for Disruption: The REACT Project, Higher Education and the Creative economy

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# Overview

- What is REACT?
- Arts and Humanities, Knowledge Exchange and the creative economy
- Challenges
  - Ambiguity around creativity
  - Geographical scales
  - Working practices
  - Value
- Interventions



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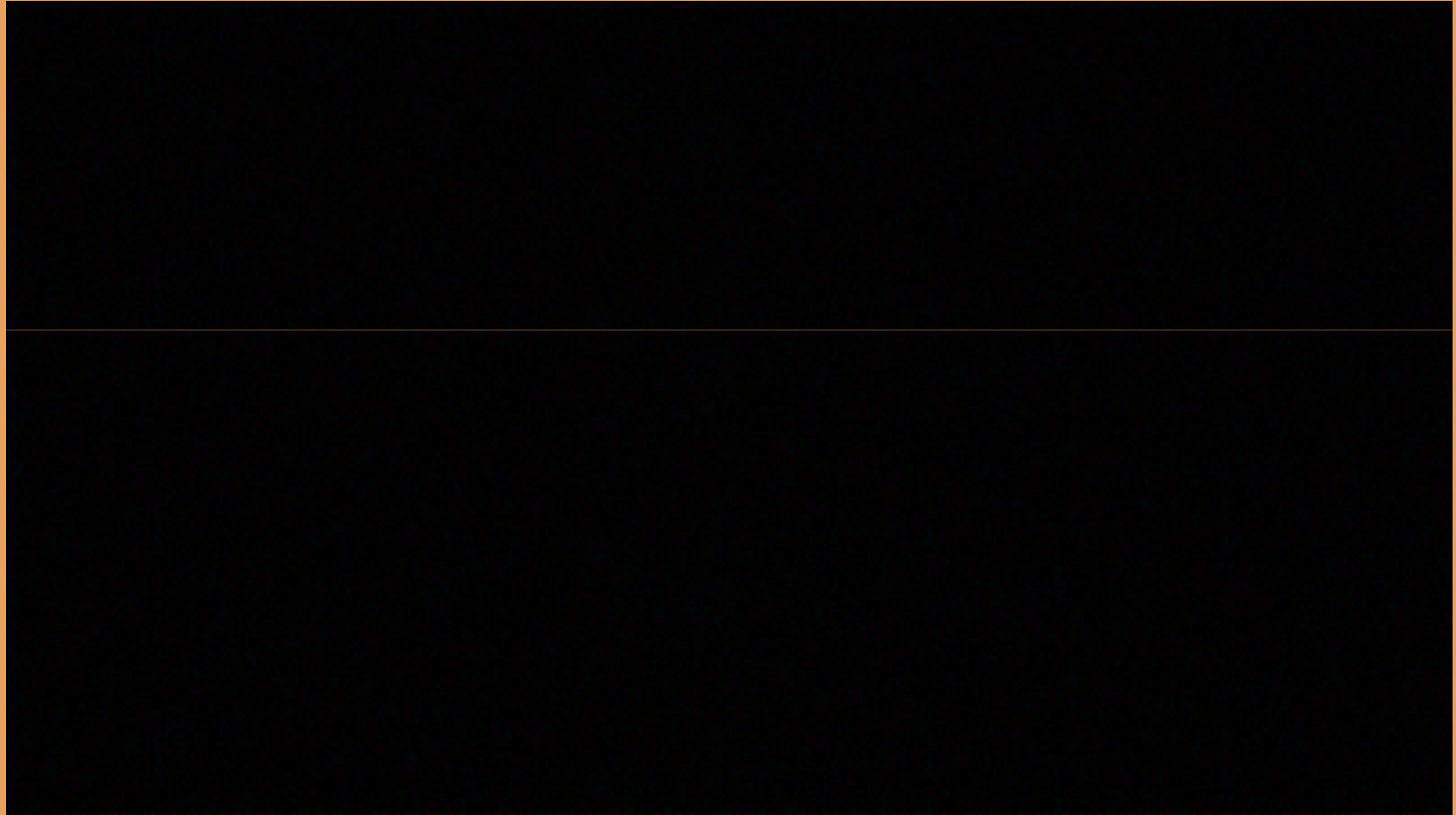
# What is REACT?

REACT funds collaborations between arts and humanities researchers and creative companies. These collaborations champion knowledge exchange, cultural experimentation and the development of innovative digital technologies in the creative economy.



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# Project example: Future Cemetery



# Arts, Humanities and KE

- Knowledge economy and knowledge exchange as a political project
- A history of interactions between cultural economy and academia
- Constituting new relations



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# Challenges

- Competing definitions around creativity and knowledge economies.
- Geographical scales
- Working practices
- Understanding value



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# Interventions

- Critical account of the formation of initiatives in relation to creativity discourse
- (re)constitution of value/knowledge production
- Governmentality of creative ideas
- New economies?



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# Thank you

<http://react-hub.org.uk>



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