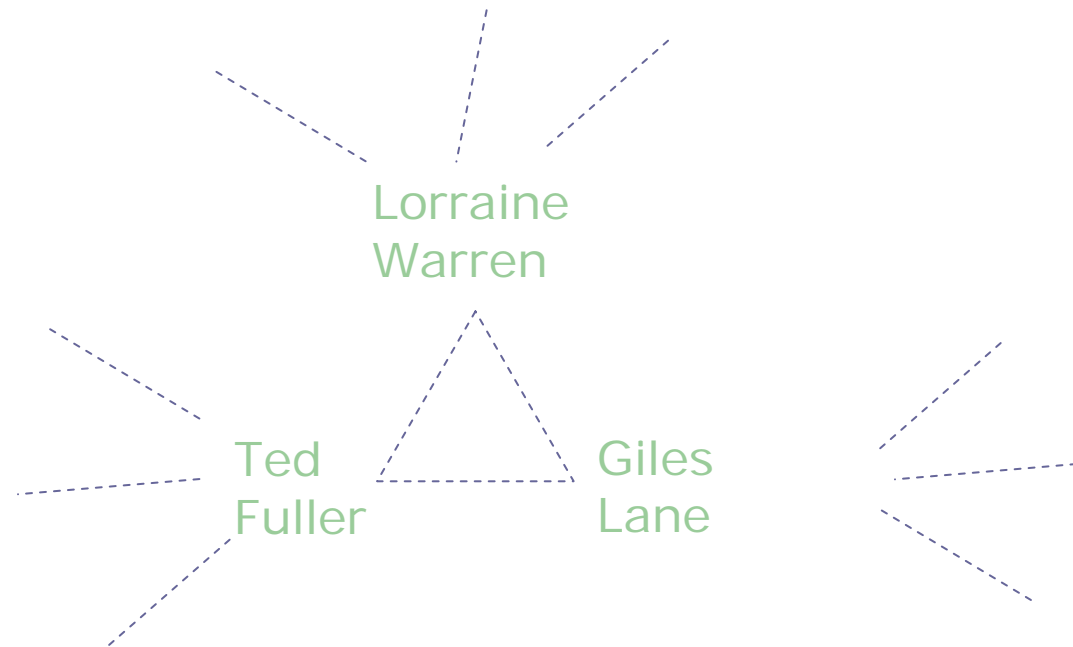


# Universities and the Creation and Articulation of Value in the Creative Industries

Higher Education and the Creative Industries, Southampton March  
22-23



# Creative industries as engines of innovation

- Major source of innovative ideas for new products and services
- Offer services that may be inputs to innovative activities of other endeavours
- Intensive users of technology, often demand and create adaptations and new developments, takes technology forward
  - Muller et al 2009

## Reputational ecosystems (Lessig, 2008)

- entirely new ideas, support for existing R&D
- often closely linked to academia, where knowledge is produced exchanged and circulated, often around one-off project based activities

# Data: Creative industries within EPSRC CREATOR Project

- Empirical research: Tracking co-creation in projects between groups of technologists and artists
- Proboscis' Sensory Threads project (people, their health, the local geographic context ...)
- <http://socialtapestries.net/sensorythreads/index.html>
- Gesture and Embodied Interaction workshops at Newcastle and Cambridge
- <http://www.creatorproject.org/partners/129.html>
- IT-Innovation, a company involved in developing a new business model for a portal in the post-production rendering industries in Soho
- <http://www.it-innovation.soton.ac.uk/>

# Key questions

- How can we conceptualise the deeper dynamics underlying the anticipation of value in creative technological processes
- How can the 'value spectrum' be articulated so that the contribution of small creative arts groups is recognised and rewarded

# Sensory threads

- Proboscis: publicly authored work where events and installations are designed to enable people to use emerging technologies in new and exciting ways, creating and sharing knowledge that is often location-based (IRO)
- Group expedition through a city using wearable sensors and real-time audio feedback
- The 'Rumbler' a gallery-based interactive soundscape 'player'
- Queen Mary, Nottingham, Birkbeck

# Purpose

- Engender new behaviours
- Seek new business models in Digital Economy
- Disruptive industry change -> how might this emerge? How might we capture emergent value [or increase likelihood of capturing emergent value]

# Emerging value

- Do we know what future 'value' might look like?
- Relationship between co-produced knowledge (novelty of ideas/concepts) and 'value' (exchangeable value within an ecology of actors)
- Relationship between human and social capital <-> symbolic and economic capital
- How do relationships maintain their generative power -> communities of practice?



# Methodology

- Participant observation during team meetings
- Analysis of the Basecamp project archive (which included specific reflections on value emerging from creative and technological discourse )
- Informal *ad hoc* conversations with project participants

# Value

- Individual – personal research strengths, , new connections, levels of trust (high-level gains)
- Project team – manage complex collaborations, reputational ecosystem, articulate the value of arts/academic projects in research in bridging research cultures \*not\* just adding a bit of stimulus
- Temporal dimension -> technical/creative->academic->economic and wider societal impact

# Business model challenges

- Innovation takes place across distributed networks [poor correspondence with linear 'business plan' models]
- New network configurations present challenges to traditional modes of monetisation and value capture
- High uncertainty
- Values issues regarding interchange of artistic, cultural, social capitals, particularly where creative output is critical of powerful groupings

# Conclusion:3 types of model..

- The first is a model that creates the conditions for creativity and reputation by establishing attractors; typically resources for co-operation.
- The second is a model that stabilises the emergent properties of the first; typically the creation of codified knowledge.
- The third is one that enables the exchange of monetary value for this codified knowledge, and is more recognisable as a business model by investors
- Attract <-> stabilise <-> realise value
- ROLE OF HEIs
- (Fuller, Warren et al, 2009)