

Ministry of Education and Culture
Ministère de l'Éducation et de la culture

An overview of creative industries field in Finland



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PhD

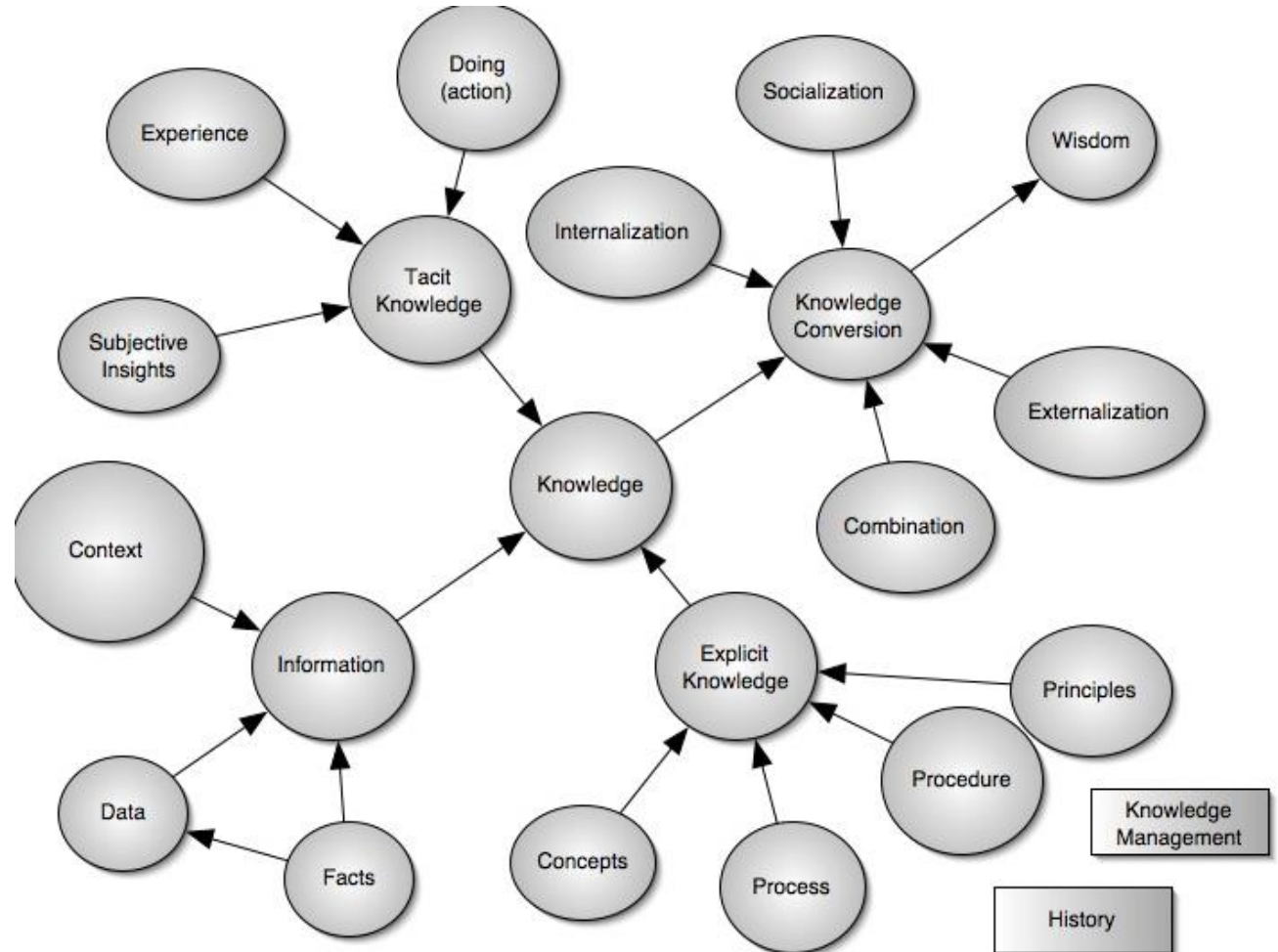
Counsellor for Cultural Affairs

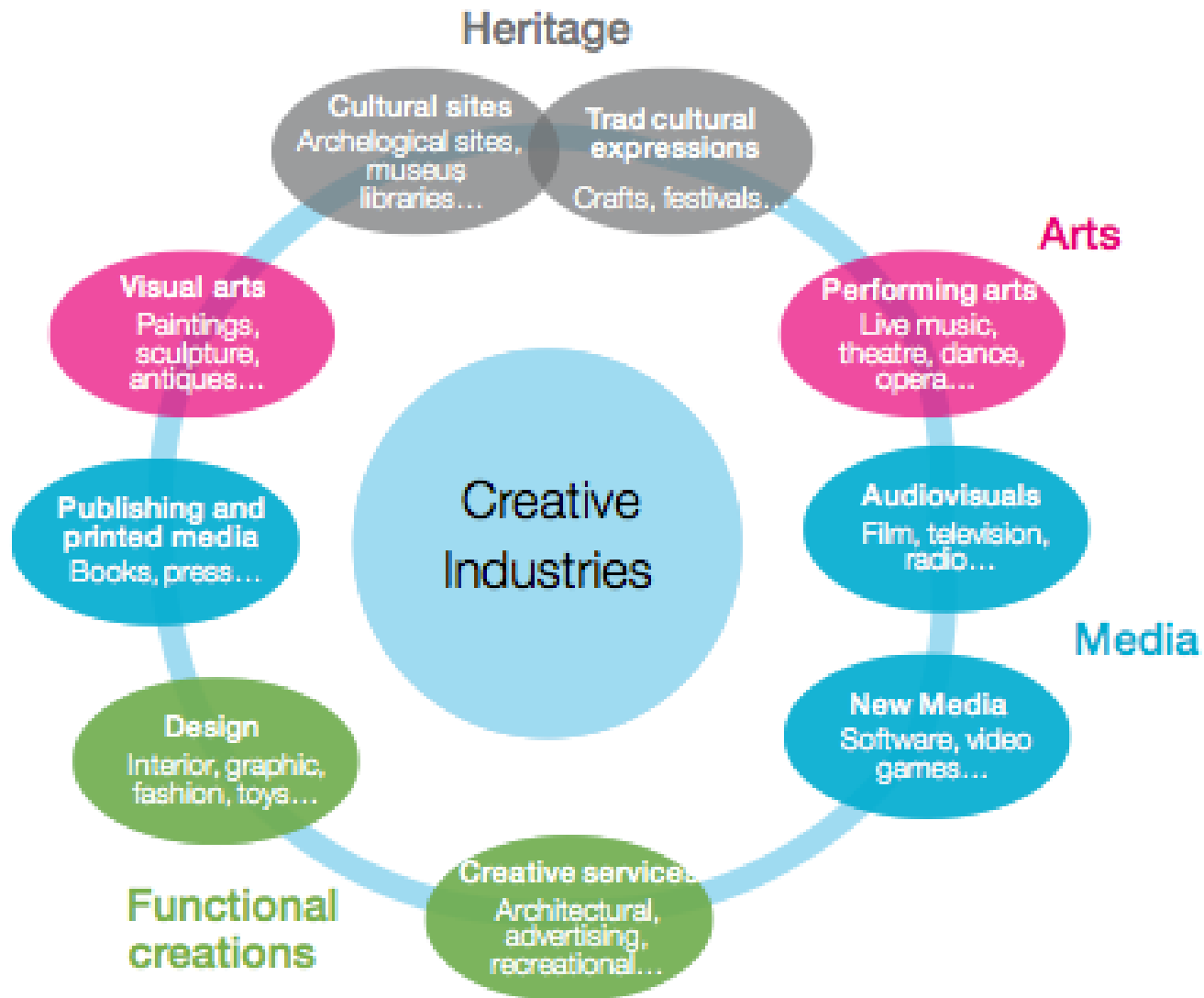
Ministry of Education and Culture Finland

Division of Art Policy

Creativity?

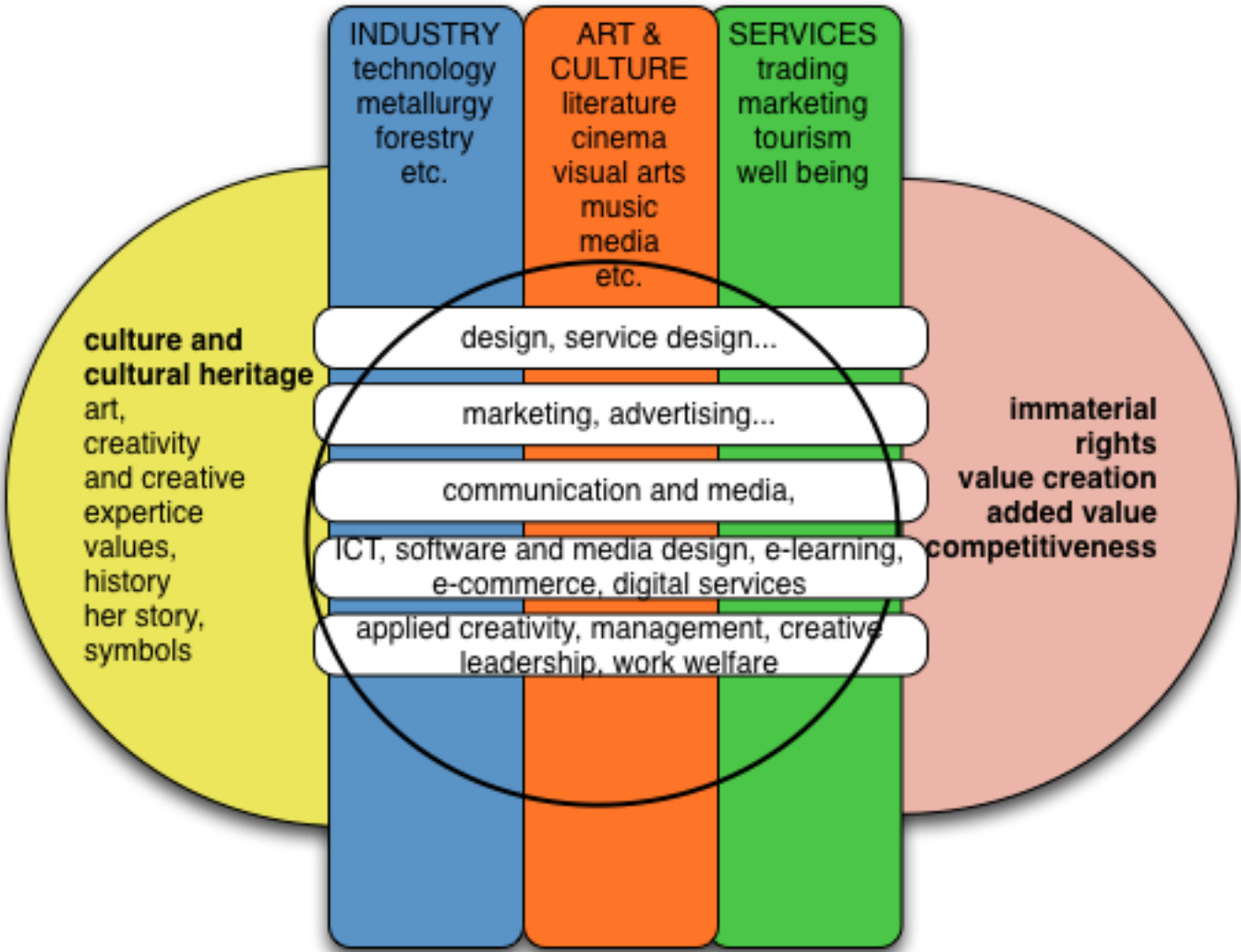
Knowledge
Creative process
Learning
Associations
Reasoning

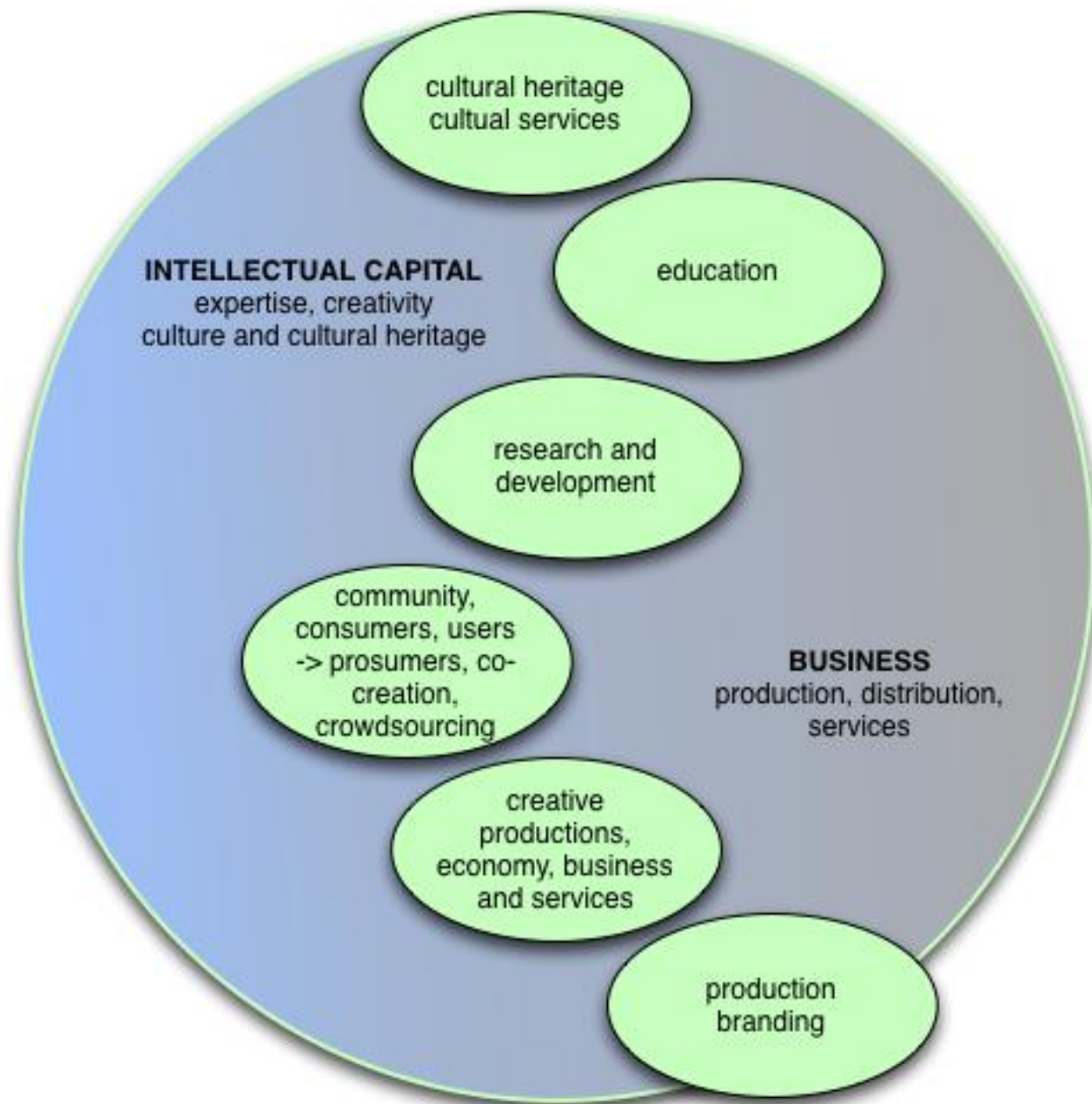




Creative Economy Report 2010: Creative Economy – A Feasible Development Option.
UNCTAD.

Julkinen rahoitus luovien alojen yrityksissä, TEM –julkaisuja 26/2013





Creative Economy

When models and patterns of **creative processes** are used to improve product and services of any kind of industry

When **creative processes** are bringing added value for industry

The economic added value / immaterial surplus comes from new business models and innovative processes

business innovations are born in between the different branches of industry



Creative process & artistic knowledge

Applied art, applying art in society

- Business
- Health care
- Leadership

Bourdieu: The economy in business vs the artistic economy

Creative Economy and the Conditions of Creativity

Local concepts – need to collaborate globally

How are governments acknowledging the reality of creative class?

The basic thing is creative expertise, art, culture and cultural heritage

- the importance of creativity in immaterial value creation is increasing
- creative economy demands creative individuals, communities, networks
- well-being, quality of life, equality foster competitiveness in creative business
- values are as well as economic as ethical, responsible and sustainable

The change of ownership

The possibility to use is more important than ownership

The productions does not base only the control and ownership or recourses

Immaterial recourses creates economic added value / surplus:

- patens, source codes, trade marks, copyrights, brands
- the models of knowledge and information systems
- the right for use of immaterial productions
- efficient ways to utilize immaterial recourses

Educating the Creative Class

The machines and apparatus are more often immaterial or even hidden into the memory and experience of the employee.

The organizational and productive features of machines are moved to the human body

The one and only human creature is at the same time

- a machine with all the knowledge of work done and a build and well invested apparatus
- a living force who uses that machine and creates value and property

The maintaining of this human creature is complex

- need to be more efficient, docile, in better physical condition, multitalented, healthier, more innovative
- necessity to produce better knowledge and processes in shorter time

Pedagogy is the best way to change the world

Need for education that could focus on

- managing innovative media process and projects
- managing fuzzy, creative, agile projects
- knowledge management
- managing immaterial productions
- managing immaterial recourses & rights
- master, understand and lead creativity

Thank You

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