

JOURNÉE DU TERRITOIRE 2018

Nouvelles formes de gouvernance pour le secteur culturel

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CREATIVE ECONOMIES RESEARCH VENTURE

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RESEARCH VENTURE


CreativeEconomies is a research venture by ZHdK in collaboration with RISE Management Innovation Lab, University of St. Gallen. This research venture curates experiments, projects and initiatives that design and investigate new opportunities for value creation across global networks. Thereby, this not for profit venture develops and debates valuation devices for cultural, technological and economic performance.

NEWS

19 06 2018
3rd Creative Economies Report Switzerland 2018
The 3rd Creative Economies Report Switzerland – Entrepreneurial Strategies for a “Positive Economy” – was published on 19 June 2018.
[Read more](#)

[News Archive](#)

PUBLICATIONS



Creative Economy Report 2018


Which strategies do artists and designers pursue in search of a “positive economy”? How do they interlink contents and contexts in different entrepreneurial settings? What characterises the creative economies in Switzerland? How are the country’s creative industry submarkets developing? This report explores the dynamics of Switzerland’s creative economies. Based on analyses, facts and figures, portraits and mappings, it presents a multi-faceted picture of this industry complex beyond buzzwords like “business” and

EVENTS

Critical Thinking: The Future of Judgment

Symposium on the power of judgment in the age of digital networks

EVENTS



London Panel 2016

Set up as a collaboration between Central Saint Martins College of Art and Design London and Zurich University of the Arts ZHdK, this Panel will discuss the particularities of the Cultural and

Chronology

- 19 06 2018 [Order the Creative Economy Report 2018](#)
- 15 06 2018 [Research Agenda](#)
- 15 06 2018 [Research Concept](#)
- 11 06 2018 [Introduction](#)
- 11 06 2018 [Creative Industries Switzerland](#)
- 11 06 2018 [Creative Economy Switzerland](#)
- 11 06 2018 [Focus: The Architecture Market](#)
- 11 06 2018 [Focus: The Design Industry](#)
- 11 06 2018 [Focus: The Music Industry](#)
- 10 06 2018 [“Positive Economy” – A living chart](#)
- 14 12 2017 [In the Eye of the Storm](#)
- 05 10 2017 [Critical Thinking: The Future of Judgment](#)
- 17 10 2016 [Sensory Hacking](#)
- 17 10 2016 [Press Review Creative Economy Report 2016](#)
- 04 09 2016 [E-publication: Reframing the Cultural and Creative Industries](#)
- 31 07 2016 [Routines, Strategies and Management Engaging for Recurrent Creation “At the Edge”](#)
- 23 06 2016 [Curating Culture: What can higher art education do?](#)
- 23 06 2016 [Curating Culture: Places & Practices](#)
- 23 06 2016 [Curating Culture: What was this panel?](#)

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RESEARCH PRINCIPLES

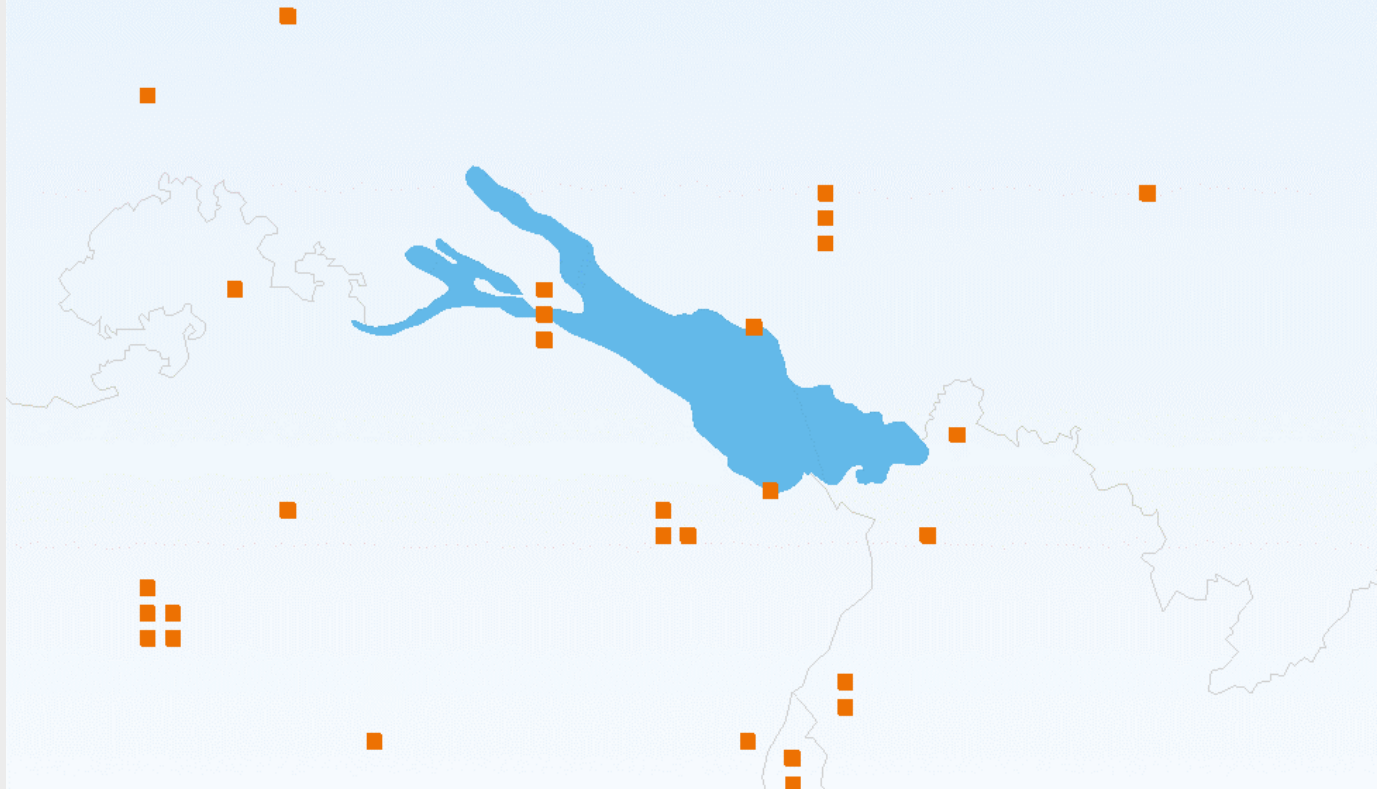
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...research implies **processes and practices** of creation and experimentation, curation and entrepreneurial engagement.

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...enable the description and interpretation of the important **dynamics, strategies and transformations**.

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...research as being **involved** in the fields of action of the creative economies.

LA RÉGION DU LAC DE CONSTANCE

- ■ ■ Internationale
- ■ ■ Bodensee
- ■ ■ Hochschule



NOMENCLATURE DES UNITÉS TERRITORIALES STATISTIQUES



ÉTUDES DE CAS

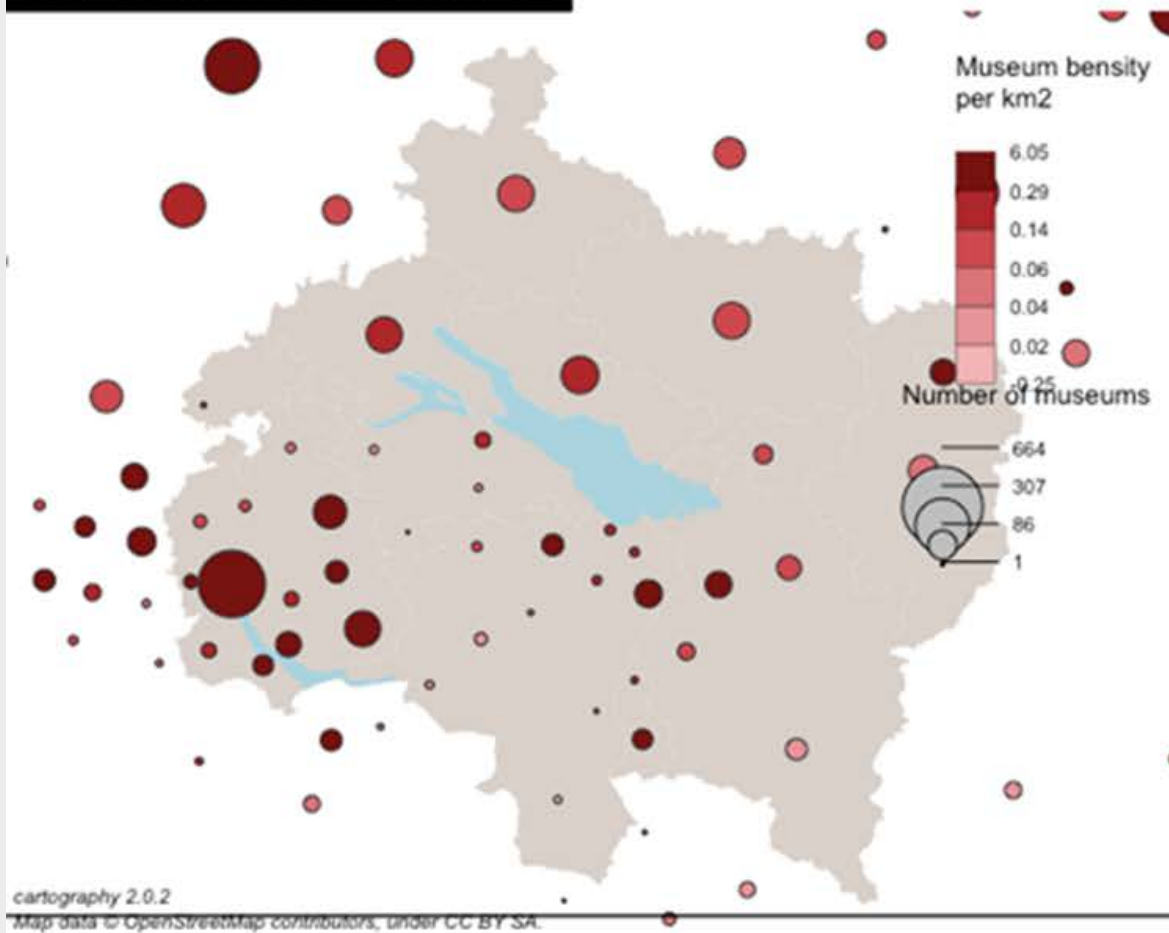


ANALYSE DES MÉDIAS DE LA RÉGION

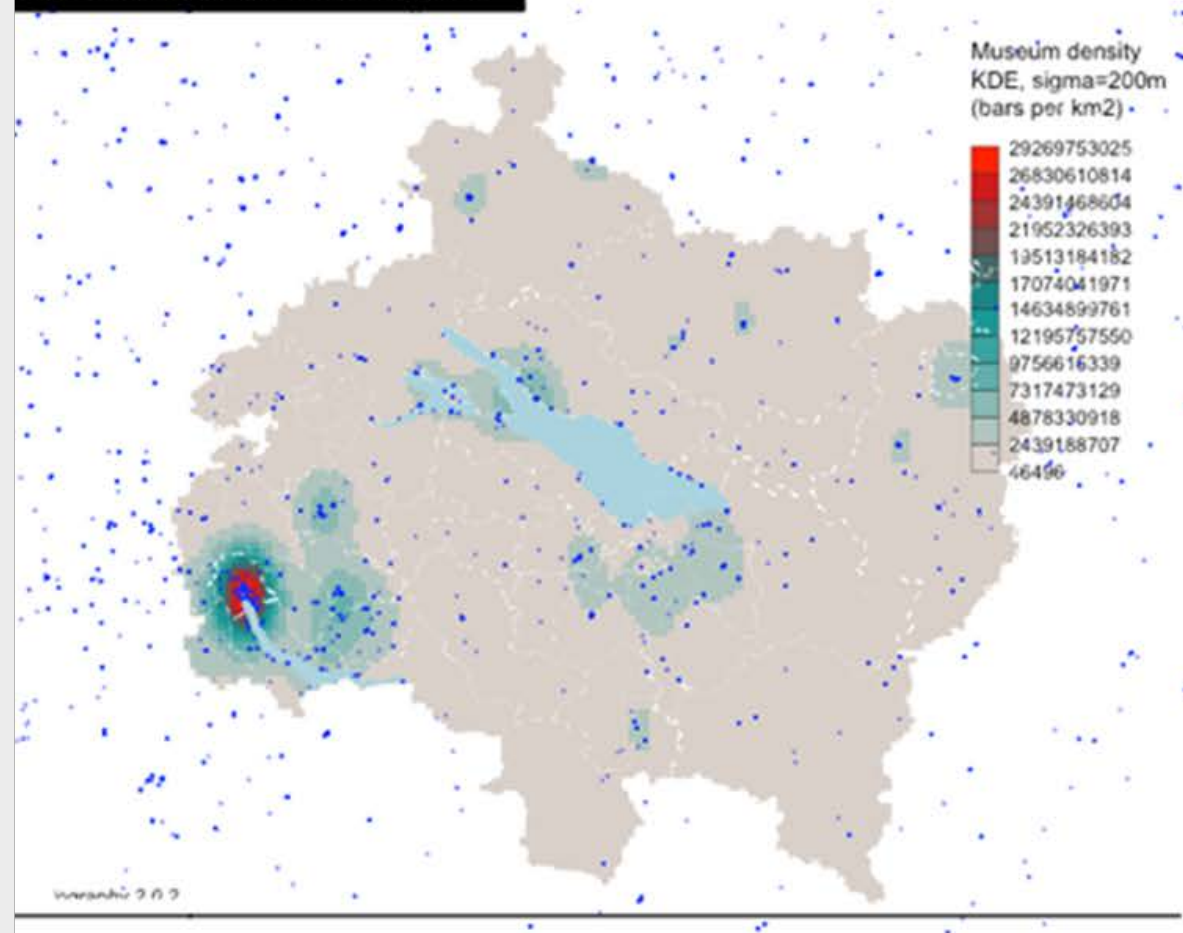


OPEN STREET MAP

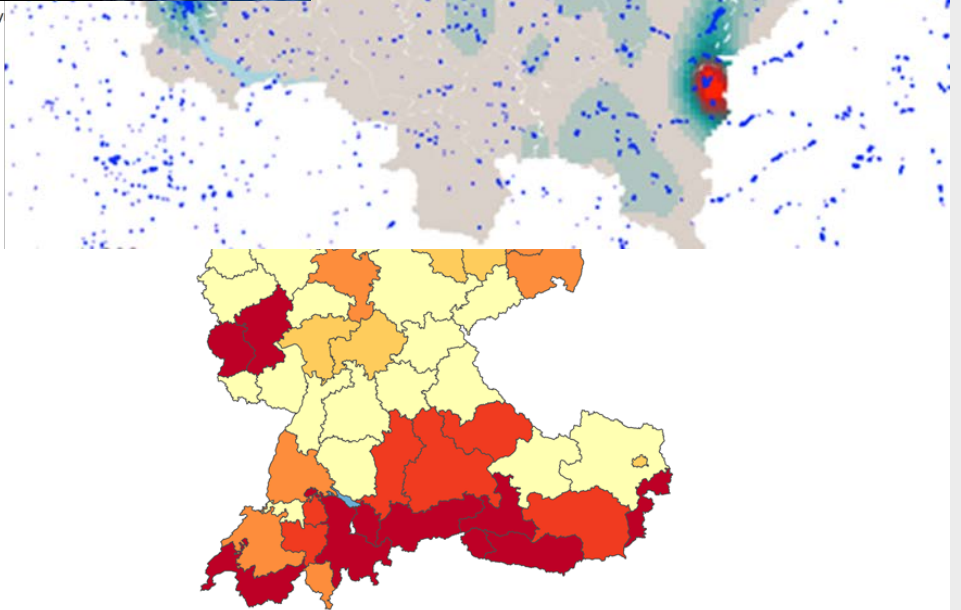
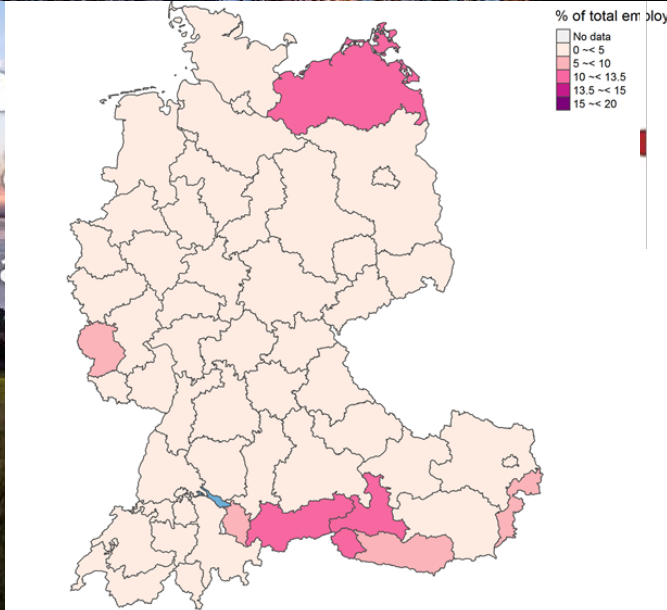
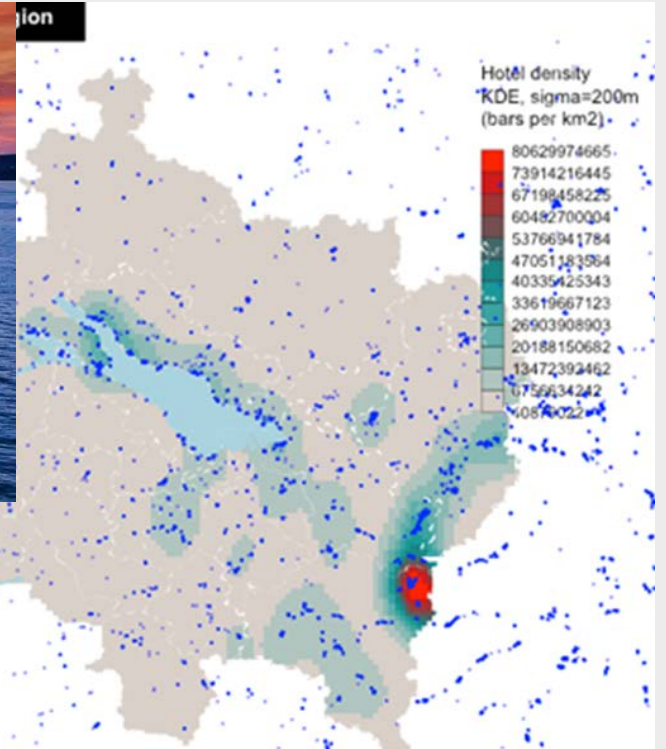
How Many Museum in the Neighbourhood?



Museum Density in Bodenseeregion



LES NARRATIVES DU TOURISME



Source: Eurostat, SBS; own calculations Statistical Office Canton of Zurich and Zurich University of the Arts
CreativeEconomies research venture, www.creativeeconomies.com

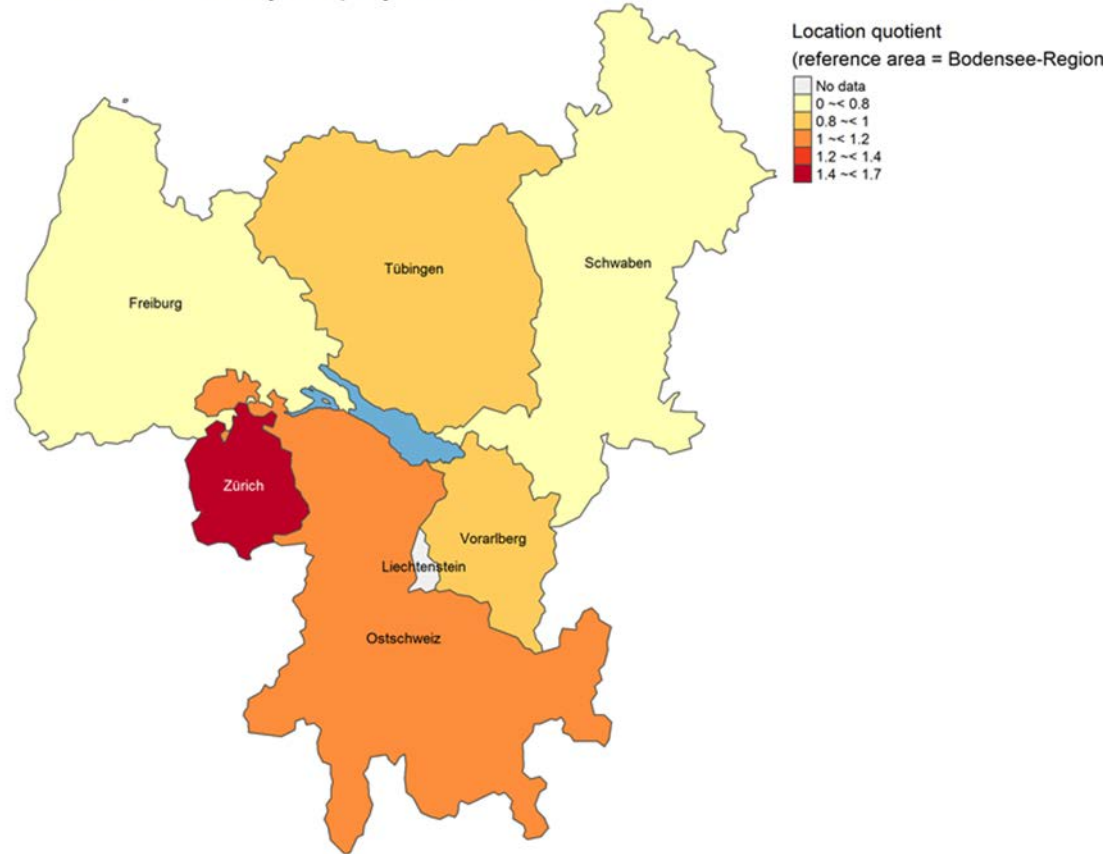
Source: Eurostat, SBS; own calculations Statistical Office Canton of Zurich and Zurich University of the Arts
CreativeEconomies research venture, www.creativeeconomies.com

CREATIVE ECONOMY (NESTA, DCMS)

	Creative Industries	Non-Creative Industries	All Industries
Creative Occupations	Specialists 98 000	Embedded 187 000	Creatively-occupied jobs 271 000
Non-Creative Occupations	Non-Specialists 187 000	Non-Creative 4 275 000	Non creatively-occupied jobs 4 4765 000
All Occupations	Working in the Creative Industries 284 000	Working outside the Creative Industries 4 462 000	Workforce 4 746 000

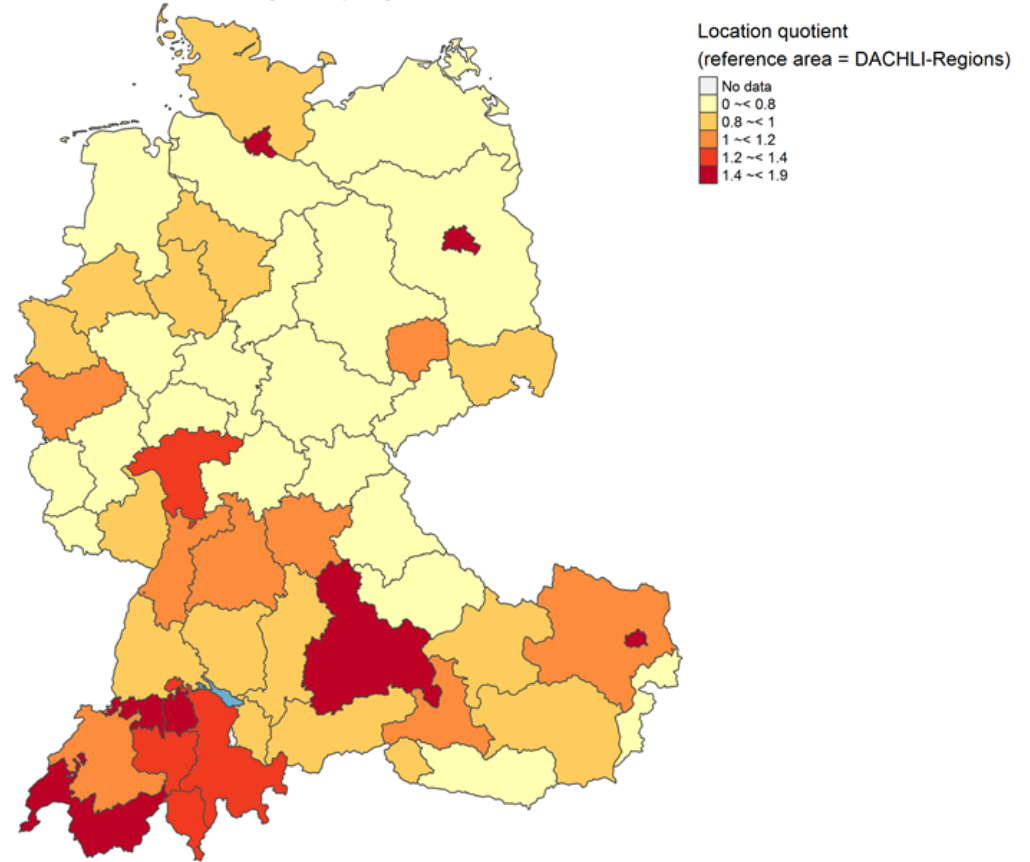
CREATIVE ECONOMY: LAC DE CONSTANCE VS. «DACHLI»

Creative Economy Employment, 2015



Source: Eurostat, EU-LFS; own calculations Statistical Office Canton of Zurich and Zurich University of the Arts

Creative Economy Employment, 2015



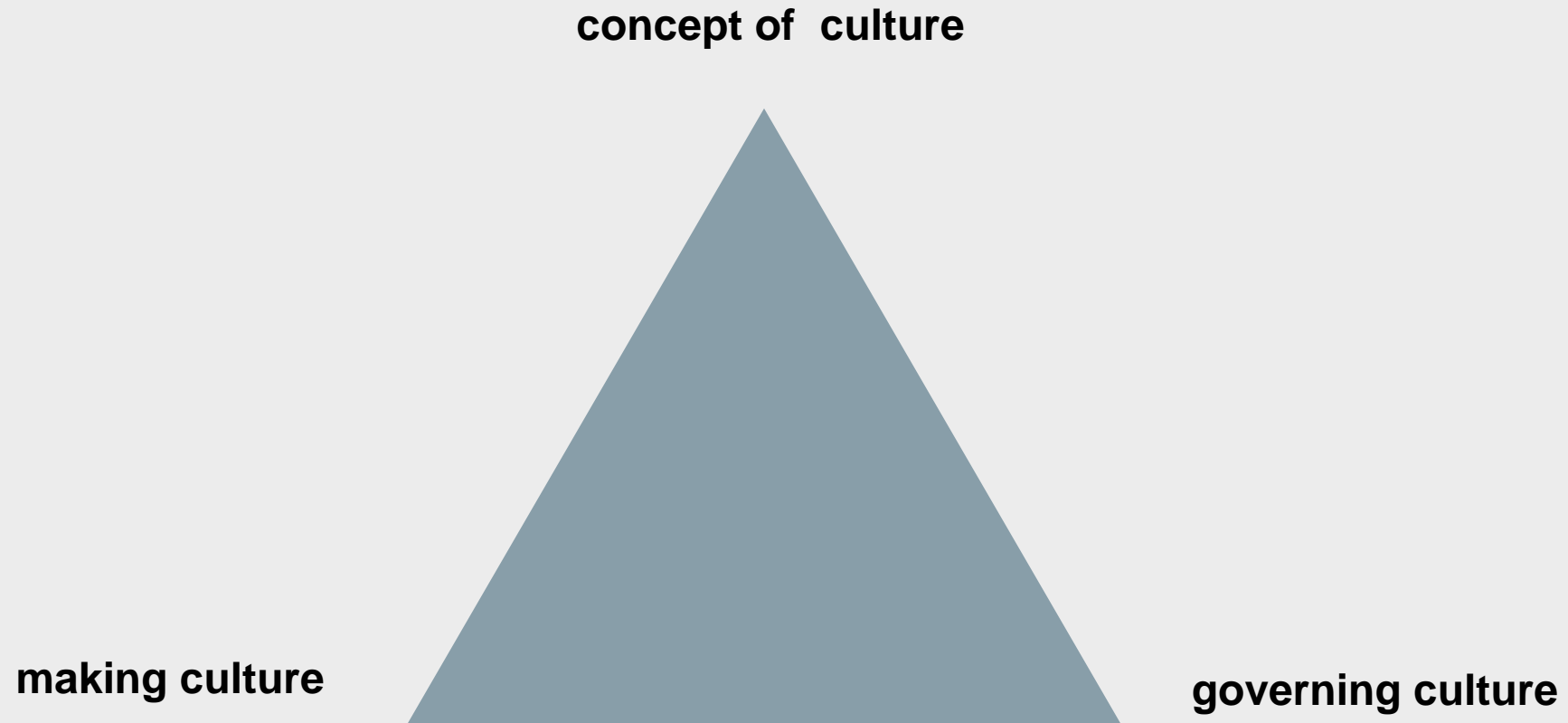
Source: Eurostat, EU-LFS; own calculations Statistical Office Canton of Zurich and Zurich University of the Arts

ET MAINTENANT?

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So what?

DIMENSIONS DE LA GOUVERNANCE DE LA CULTURE



OUVRIR LA «BLACK BOX» DE LA GOUVERNANCE

