

HIGHER EDUCATION & the CREATIVE ECONOMY CONFERENCE

22-23 March 2010
University of Southampton (UK)

www.creative-campus.org.uk

Aims of the conference

The conference aims to address the role of Higher Education Institutions (HEIs) within the creative economy and to establish a network of research and collaboration around this theme. While the literature recognises the role of HEIs in local and regional development and their importance in reference to human capital, very little attention has been devoted to the way HEIs contribute to the cultural and creative economy locally and nationally. The seminar will provide a platform to debate the knowledge and research available in this field and discuss the potential development of the role of HEIs as the creative economy becomes central to the UK economic development.

Who should attend?

Academics, researchers, students, practitioners and policy makers are invited to attend this two-day conference and contribute to the debate.

Registration

To register for the conference complete the Registration Form available from the website (www.creative-campus.org.uk) and send it via post with enclosed payment (cheque*) to: Dr. R Comunian, School of Geography, University of Southampton, Highfield Campus, SO17 1BJ. Attendance fees include conference materials, coffee breaks over the two days, conference dinner (22nd of March) and lunch on the 23rd of March:

£ 80 Full fees

£ 40 Reduced fees (for students, early career researchers and members of staff of the organising universities**)

* International speakers and attendees, please contact R.Comunian@soton.ac.uk for further information on payment.

** Proof of status might be required



Monday 22nd of March 2010

Turner Sims Concert Hall

1.00- 1.20 Registration – Lobby area Turner Sims Concert Hall (Building 52)

1.20 – 1.30 Welcome and conference programme

1.30 – 2.10 Keynote speaker: Margaret Wyszomirski, The Ohio State University
Five Skill-Sets for Creative Industries Professionals: Assembling the Portfolio from Across the Campus

2.10 – 3.10 Session 1 **Creative graduates careers**

- **Challenges for creative careers in the 21st century** Linda Ball, Senior Research Fellow, University of the Arts London, Centre for Learning and Teaching (CLTAD) and Emma Pollard, Senior Research Fellow, Institute for Employment Studies (IES)
 - **Targeting Creative Industries? Career Strategies Of Creative Graduates**, Prof. Claus Noppeney, Bern University of the Arts & Section Business & Administration, Bern University of Applied Sciences
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3.10 - 3.40 Coffee break

3.40 - 4.20 Keynote speaker: Lucinda Lavelli, University of Florida College of Fine Arts.
Envisioning a Creative Campus or Minding the Gap

4.20 – 5.20 Session 2 **Building bridges between HEIs and the creative economy**

- **ICE Cool: a case study on the university and the creative industries**, Christine Hamilton Director Institute for Creative Enterprise, Coventry University
 - **Researching creative media work: Media Studies in/and the Creative Economy**, Dr Daniel Ashton, Department of Film and Media Production, School of Humanities and Cultural Industries, Bath Spa University
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5.30 -6.30 Welcome reception – John Hansard Gallery

- Welcome from Stephen Foster, Director of the John Hansard Gallery
- Welcome from Simon Higman, University of Southampton
- Welcome from Simon Eden, PUSH (Partnership for Urban South Hampshire)
- Welcome from University of Portsmouth
- Welcome from University of Winchester
- Welcome from Solent University

7.30 Conference Dinner – La Margherita Restaurant Town Quays

Tuesday 23rd of March 2010

Nuffield Theatre Building – Lecture Theatre A&C

8.45 -9.15 Welcome coffee in Nuffield Foyer

9.15 - 10.15 Session 3 **Higher Education contribution to the creative economy**

- ***Activating Connections between the Creative Heart of Cities and Universities***, Peter Quinn Davis Marca, School of Architecture and Design, Faculty of Arts, University of Plymouth
 - ***Higher Education contribution to the creative economy***, Universities UK
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10.15 - 10.45 coffee break

10.45 - 11.30 Keynote Speaker: Kevin Stolarick, University of Toronto
The University and the Creative Economy: Is This Thing On?

11.30 -13.00 Session 4 **Talent, places and Human Capital**

- ***Life is short, art is long: from bohemian graduates to the creative class***, Dr Maria Abreu, Faculty of Spatial Sciences, University of Groningen, The Netherlands
 - ***Higher Education, Creativity and Economic Growth In Spain***, Prof. Miguel Ángel Pesquera, High Technical School of Civil Engineer, Santander-España
 - ***Creative Graduates in the UK: Mapping Location Choices for Studying and Entering the Creative Economy***, Dr Cher Li, Research Associate, Imperial College Business School
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13.00 - 2.00 lunch

2.00 - 2.45 Keynote Speaker: Scott Bridges, University of Alabama
The Creative Campus and the Role of the Academic Entrepreneur

2.45- 3.45 Session 5 A & B

<p>Creative Clustering and Higher Education</p> <ul style="list-style-type: none"> ▪ <i>The creative clustering effect of qualified human capital in France</i>, Daniel Sanchez-Serra, Autonomous University of Barcelona and Economist, Organisation for Economic Co-operation and Development (OECD), Paris ▪ <i>Emergence and clustering of Creative HEIs for the development of the Nord-Pas-de Calais Region</i>, Dr Christine Liefoghe, Department of Geography and Urban Planning, Lille 1 University 	<p>Entrepreneurial Education & the teacher-practitioner</p> <ul style="list-style-type: none"> ▪ <i>The Currency of Our Time: The strong entrepreneurial orientation of an art and design curriculum and the contribution of creative graduates to the needs of the UK economy</i>, Emma Hunt, Faculty of Art, Design and Architecture, University of Huddersfield ▪ <i>The teacher-practitioner: particular perspectives on professional development.</i> Antonia Clews, Bath Spa University and David Clews, University of Brighton
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3.40 - 4.00 coffee break

4.00 - 5.00 Session 6 A & B

<p>Creative graduates careers & learning</p> <ul style="list-style-type: none"> ▪ <i>21st Century Creativity and the HE Curriculum</i>, Angela Partington, Head of Art & Design University of the West of England ▪ <i>Towards Creative Entrepreneurship: An Erasmus Intensive Programme under the Life Long Learning Programme</i>, Mark Gaynor, Principal Lecturer Visual Art, Southampton Solent University 	<p>Partnership & knowledge transfer</p> <ul style="list-style-type: none"> ▪ <i>The collaborative Print studio within an Higher Educational Institution and its relationship to the art marketplace</i>, Paul Laidler, Research Associate, Centre for Fine Print Research Centre for Fine Print Research, UWE Bristol ▪ <i>Universities and the Creation and Articulation of Value in Creative Industries</i>, Dr Lorraine Warren, School of Management University of Southampton
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5.00 - 5.30 Concluding remarks / discussion