

HIGHER EDUCATION & the CREATIVE ECONOMY CONFERENCE

22-23 March 2010
University of Southampton (UK)

www.creative-campus.org.uk

Conference programme

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**

Chair: Bill Brooks, University of Southampton

- **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

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**

Chair: Mark Gaynor, Southampton Solent University

- ***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 Rod Pilling, Southampton Solent University
 - Welcome from David Arrell, University of Portsmouth
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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**

Chair: Stephen Foster, J Hansard Gallery, University of Southampton

- ***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 and the Creative City***, Dr Alessandra Faggian, School of Geography, University of Southampton

10.15 - 10.45 Coffee break – Hartley Suite

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

11.30 -12.30 Session 4 **Talent, places and Human Capital**

Chair: Bill Brooks, University of Southampton

- ***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

12.30 - 1.45 Lunch – Hartley Suite

1.45 - 2.30 Keynote Speaker: Scott Bridges, University of Alabama
The Creative Campus and the Role of the Academic Entrepreneur

2.30- 3.30 Session 5 A & B

Entrepreneurial Education & the teacher-practitioner

Lecture Theatre A

Chair: Alan Schechner
Southampton Solent University

- ***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***, Emma Hunt, Faculty of Art, Design and Architecture, University of Huddersfield
- ***The teacher-practitioner: particular perspectives on professional development.*** Antonia Clews, Bath Spa University and David Clews, University of Brighton

Creative Clustering and Higher Education

Lecture Theatre C

Chair: Lorraine Warren,
University of Southampton

- ***The creative clustering effect of qualified human capital in France***, Daniel Sanchez-Serra, Autonomous University of Barcelona and Economist, Organisation for Economic Co-operation and Development (OECD), Paris
- ***Emergence and clustering of Creative HEIs for the development of the Nord-Pas-de Calais Region***, Dr Christine Liefoghe, Department of Geography and Urban Planning, Lille 1 University

3.30 - 4.00 Coffee break – Hartley Suite

4.00 - 5.00 Session 6 A & B

Creative graduates careers & learning

Lecture Theatre A

Chair: Roberta Comunian,
University of Southampton

- ***Towards Creative Entrepreneurship: An Erasmus Intensive Programme under the Life Long Learning Programme***, Mark Gaynor, Principal Lecturer Visual Art, Southampton Solent University
- ***21st Century Creativity and the HE Curriculum***, Angela Partington, Head of Art & Design University of the West of England

Partnership & knowledge transfer

Lecture Theatre C

Chair: Peter Smith,
University of Southampton

- ***The collaborative Print studio within an Higher Educational Institution and its relationship to the art marketplace***, Paul Laidler, Research Associate, Centre for Fine Print Research Centre for Fine Print Research, UWE Bristol
- ***Universities and the Creation and Articulation of Value in Creative Industries***, Dr Lorraine Warren, School of Management University of Southampton

5.00 - 5.30 Concluding remarks / discussion