Unexpected partnerships: New spaces for creation and creativity How do we support them?

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Key points

“To all creative and entrepreneurial individuals
Who believe in the impossible
And devote their life to change the world for the better through the arts”

BOOK CHAPTERS:
1. Entrepreneurship in the Arts: Contextual Framework
2. Entrepreneurship and Innovation in the Arts: International Dimensions
3. Starting Up an International Arts Enterprise
4. International Expansion and Growth of an Arts Enterprise
5. Managing an International Arts Enterprise in a Sustainable Mode

Find the book here:

+ 23 cases
+ over 50 examples
+ Many tables and figures
How I wrote the book?

- Review and analysis of over 400 theoretical resources
- Online survey (95 people from 25 countries answered)
- Targeted online survey sent to the members of the International Federation of Arts Councils and Culture Agencies (IFACCA)
- Targeted interviews with arts entrepreneurs
- Desk research of documents and materials
The Cases: 6 types

1. **Single artists** (Cara Carmina, Montreal; Joe Kaltyrnik, Winnipeg)

2. **Reputable arts organization** (George Camille Studio, Seychelles; Akram Khan Company, UK).

3. **Ongoing innovation** (FutureEverything, UK; Ariel Zuckerman, Israel)

4. **Cases in turbulent political and economic environment** (Lavr Berzhanin, Belarus; Arand Dashtaray, Iran)

5. **Using online technologies** (National Cooperative Anou, Morocco; MUTEK Festival, Montreal)

6. **Revitalisation of a city, promotion abroad** (George Town Festival, Malaysia; Cambodian Living Arts, Phnom Penh)
Types of Entrepreneurs

- International entrepreneurs
- Creative entrepreneurs
- Business Entrepreneurs
- Social Entrepreneurs
- Intrapreneur (Organizational entrepreneurship)
- Artpreneurs (musicpreneurs)
Entrepreneurship in the Arts

- "Entrepreneurs in the arts utilize creative and innovative artistic ideas and transform them into sustainable business models by seeking and organizing resources beyond their disposal and implementing diverse innovative approaches while undertaking certain amount of risk (not only financial but related to reputation)."

- "Entrepreneurship in the arts is an economic, as well as socio-cultural activity. It is based on having:
  - a strong passion for the arts
  - leadership abilities and
  - strategic vision for sustainable business development while understanding well the contemporary context in which arts operate."
Partnership strategies & tools

- Partnership within the cultural sector and between creative industry branches
- Strategic alliances & collaborative projects
- Partnership between cultural sector and others
- Horizontal and vertical integration
- Incubators & Accelerators
- Co-working spaces
- Creative clusters
- Networks
- Creative city and creative placemaking

Partnership strategies: “Crossovers”

INNOVATION!
Opportunities & Trends in New Partnership Models

- Reflecting global issues
- Using digital technologies
- Using crowdfunding platforms
- Increased cross-border traffic of creative capital in some world regions, and lack (or absence) of connectivity others
- Greater choices of audiences, consumers, buyers
- Using art & culture as catalysts for change—economic and social
- Connecting with hospitality industry, health care, environment, education, tourism and other industries: “crossovers” & “spillovers” effects
1. Café Kultura: Aleksei Shinkarenko, BELARUS

UNIQUENESS:

- Combination of museum, cafe and art laboratory
- Exhibition or installation is a context for discussion among visitors and barista–mediator
- Always in progress, interior changes with a new installation and objects give a new food for thoughts
- Barista is a mediator. Artists, journalists, people from creative sector work there

PARTNERSHIP WITH MUSEUMS

- Involving new partner and its audience for every new exposition
- Bringing museum objects closer to the public
- Creating contemporary context for historical objects
- All exhibitions are based on audience participation (museums get feedback from the audience)
Café Kultura: BELARUS
2. “Street Capture”: furniture industry and graffiti art: Ariel Zuckerman, ISRAEL

- An Israel-based design studio has created Street Capture, which turns wood that’s been painted on by anonymous graffiti artists into contemporary furniture.
- The project first fixes wooden boards to locations that are frequented by street artists.
- The boards are left to be scrawled and painted on before being returned to the studio.
- They're then cut up, treated and reassembled as pieces of furniture that feature genuine art from the streets of Israel.

Website: www.ariel-design.com
3. Raw Almond: Joe Kalturnyk, CANADA

- Concept “Movable mobile events spaces”–getting things out of the buildings
- Festival of gourmet food on the river
- First year–sold 1 386 tickets (85$ each)
- In 2015–2 646 tickets
- Raw gallery has now 1080 members–because they have priority to buy tickets for the festival

http://www.raw-almond.com/
Raw Almond: CANADA
4. Motionhouse, Louise Richards

- Established in 1988 by Louise and Kevin Finnan

**Competitive advantage:**
- Innovation in the product
- Diverse portfolio—from small to large productions
- Responsive repertoire
- Constant communication with audiences
- Multiple skills of dancers (communicators, teachers)
- Efficiency in international touring
5. Nova Iskra, Belgrade

- Network for design and creative professionals
- Co-working space for creative projects – pioneer on the Balkans
- Innovation platform, includes educational programs
- Matchmaking agency: connecting creative businesses with creative young professionals
Julie Church's artisan manufacturing company, Ocean Sole, turned about 50 tonnes of dirty, discarded and damaged flip-flops into animal ornaments and jewellery.

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I'M AN ARTIST

I'M A NONPROFIT
8. The Piano Guys: USA

- Purpose – to make a positive impact in the lives of people all over the world through music videos.
- Mix up: a marketing genius that does video, a studio engineer that writes music, a pianist that had a successful solo career, and a cellist that does pretty much everything.
9. Quartier de l’Innovation

- Born in 2008 under the leadership of Ecole de technologie superieure (ETC) and later – McGill University

- A non-profit organization was formed in 2013 with a strong board of 12 members that enables the QI to be independent.

- Located in the heart of the city, the QI intends to be a creative, dynamic platform dedicated to the needs of innovative players in Montreal, Quebec and the rest of Canada.

- The QI is designed to be a unifying force by promoting an active partnership between players in the economic development sector and district residents.
Support System for Partnership and Crossover Strategies and Projects

1. **Individual artists & innovators**: travel grants, loans, prizes
2. **Specialised organisations**: incubators, accelerators, start-up networks, artists-run centres, hubs, laboratories
3. **City level support**: innovative districts, “creative city”, “creative placemaking” strategies, culture as part of revitalization strategies
4. **Government support**: legislative mechanisms, promotional activities for art events and organisations to expand abroad
TIPS for partnership schemes going global

- Focus!
- Convey a message that everyone can understand
- Take the risk to do unusual things
- Create and disseminate a personal story
- Use diverse forms of art and mix them in an innovative way
- Emphasize on talent and professionalism
- Make your art accessible & interactive
- Make fun, entertain: audiences love it!
TIPS for arts entrepreneurs going global

Farooq Chaudhry (Akkram Khan Company, UK): “The beautiful thing about being an entrepreneur is that no one is the same as the other. Each entrepreneur follows up its own ambitions and goals that are very unique. One of the similar things among entrepreneurs is that they are playful personalities.”

Damian Siqueiros, Montreal: “Arts entrepreneurs take the limitations as a challenge and deal with it.”

Ariel Zuckerman, Israel: “As an international entrepreneur in the arts, you need to have a high level of energy, to work hard and to be patient”.

Lavr Berzhanin, Belarus: “Being an entrepreneur in the arts is always an individual story. Do not compare yourself with others, just do it your way and believe in it.”
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• *International Entrepreneurship in the Arts* (Routledge, 2016):
• *Strategic Management in the Arts* (Routledge, 2012):