



KEA study calls on Europe to mainstream “culture-based creativity” into policies aimed at stimulating innovation and creativity

Press Release - Brussels, 16 July 2009 - A KEA study carried out for the European Commission reveals the contribution of “culture-based creativity” to innovation.

There is clearly an extraordinary creative potential in Europe. Indeed, Europe boasts a remarkable cultural heritage, some of the best art and design schools, extraordinary artists, the most innovative museums, incredible festivals and art galleries, the best luxury brands, some of the most innovative cultural industries (music, cinema, publishing, computer animation) and creative professionals (architects, designers, advertisers) in the world. Is Europe making the most of this creative potential?

The study illustrates the impact of culture in the development of new products, services and processes, driving technological innovation, stimulating research, optimising human resources, branding and communicating values, inspiring people to learn and building communities. It develops the concept of culture-based creativity to characterise creativity that stems from art and cultural production activities.

Because arts education fosters imagination, intuition and divergent thinking which nurture creativity the report also stresses the importance of education through the art in shaping a creative environment.

The report calls for policies on innovation to recognise the cross-sectoral and multi-disciplinary aspect of creativity which mixes element of “culture-based creativity”, “economic” as well as “technological innovation.”

To increase its innovation potential in a changing economy Europe should become a central place in the meeting of influences and ideas. Europe’s multiculturalism is a chance to stimulate creativity. Art and culture can make a vital contribution to the achievement of objectives that reconcile wealth creation with sustainability.

The study follows KEA’s landmark study on the Economy of Culture in Europe.

The full report and the executive summary (German, French and English) can be downloaded from KEA’s website: www.keanet.eu

KEA is a Brussels-based strategic consultancy specialised in providing advice, support and research in relation to creative industries, cultural, entertainment, media and sport sectors since 1999. For further information on this press release please contact KEA at mduijvestein@keanet.eu Tel : +32 2 289 26 00 - Fax : +32 2 289 26 06 - www.keanet.eu

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