

VERN' University

Institute of Economics, Zagreb

Croatian Cluster of Creative and Cultural Industries

Creative Future Insights 2021 – Creative Industries and Experience Economy

VERN' University, Zagreb

13 – 14 September 2021

CALL FOR PARTICIPATION AT THE INTERNATIONAL SCIENTIFIC CONFERENCE

According to John Hartley, created as a result of the amalgamation of two older intellectual concepts – “creative arts” and “cultural industry”, since its beginnings in the 90s of the last century the concept of creative industries has often been connected with and examined in the context of social and economic transformations which gave rise to the so called “new economy” as a new post-industrial economic paradigm. IT and information revolution as a major force of the “new economy” has enabled the development of information infrastructure and telecommunication “connectivity” thus shaping the digital basis of media technologies connected and wired at a global level. The development of this new global communication environment has gradually opened up innumerable opportunities for the production, distribution and consumption of different cultural content and products while in this way, giving the individual creativity tools for servicing its creative impulses as well as the space for entrepreneurial initiative oriented towards commercial exploitation and monetization of those very universal characteristics of human creativity.

On the one hand, relying on the dynamic development of information and communication technologies and the increasing importance of knowledge, research and innovation, a dominant shift towards information processing and the production/consumption of “symbolic goods” ,and on the other, connecting the use of human creative, artistic capacity (talent, imagination, inspiration) and its monetisation potential, creative industries established themselves as an unavoidable part of different cultural, economic and political strategies for the 21st century as well as the legitimate theme of different cognitive practices.

At the European Union policy level, creative and cultural industries have been recognised as one of the most dynamic economic sectors, which significantly contributes to cultural diversity, social and territorial cohesion, creative use of technologies and innovation development, creating a positive effect of “spilling over” into the rest of the economy and society in general. In the spirit of such views, in the end of 2012, the European Commission proposed a new programme for culture and media for the financial period from 2014 to 2020 under the name *Creative Europe 2014-2020* replacing the previous programme Culture 2007-2013, giving a clear institutional impulse to the treatment and development of creative industries in Europe. In the global context, creative industries have been recognized as one of the economic answers to the current issues of social inequality and environmental crisis. The United Nations Conference on Trade and Development (UNCTAD) points out the exceptional role creative industries play in the

implementation of the concept of sustainable development, especially because they are based on using ideas and creativity and not on the exploitation of natural resources, which has led to the environmental crisis, the global climate change threat and uneven economic and social development.

In the Croatian context, one of the pioneering attempts of positioning in the sector and creating larger public awareness of creative industries was the establishment of the Croatian Cluster of Creative and Cultural Industries (HKKKI) in 2013, as well as the research (Mapping creative and cultural industries in the Republic of Croatia) conducted in 2015 by the Institute of Economics for the needs of the Cluster. As a result of this research the Cluster mapped its members into 12 creative and cultural industry sectors that mostly correspond to widely accepted foreign classifications of creative industries – architecture, audio visual arts (film, video), heritage (museums, libraries, archives), design (fashion design, graphic design, interior design, product design), music, performance arts (theatre, ballet, dance), books and publishing, media (TV, radio, print media and web), advertising and marketing communications, applied arts (glass, pottery, jewellery, and other applied arts and crafts), computer games and new media as well as visual arts (painting, sculpture, graphic arts, photography, new media

Taking into consideration the increasing social significance of creative industries, the focus of the International Biannual Scientific Conference **Creative Future Insights** will create an incentive for and presenting contemporary interdisciplinary research that deals with different segments of creative industries, their features, recent trends and contributions to the society, culture and the economy. We also expect that the conference will contribute to instigating and intensifying the public discourse on the role and impact of creative industries in motivating smart and sustainable development as well as their position in the framework of inspiring industrial and cultural policies.

The topics of the conference include the following areas (as well as other potential topics related to the context of creative industries and experience economy):

- The social significance of creative industries
- The relationship between culture and creative industries
- Political strategies and creative industries
- The role of creative industries in the economic development
- Design in creative industries
- Heritage in creative industries
- Arts (visual, audio-visual, performance, applied, literary, etc.) in creative industries
- Media creative industries
- Video games creative industries
- IT and creative industries
- Experience economy and creative industries
- The impact of the pandemic on the creative industries sector

Official conference language is English.

Key information and dates:

- Conference registration deadline – 30 June 2021
- Registration and submission of abstracts can be done through the official web page <http://creativefutureinsights.vern.hr/> by the stated date
- Abstract in English – 300 - 500 words
- Presentation abstract acceptance confirmation – 15 July 2021
- Presentation schedule and conference programme– 15 August 2021
- Conference date and venue – 13 – 14 September 2021 at VERN' University
- Due to the pandemic circumstances the presentations will take place in person or online
- Submission of full papers in English for publication in the conference book of proceeding – 30 October 2021
- Review procedure and paper acceptance confirmation – 30 November 2021
- Accepted and reviewed papers will be published in the conference book of proceedings
- Selected papers will be considered for publication in the journal Croatian Economic Survey (ESCI WoS, SCOPUS).
- Contact: creativefutureinsights.vern.hr/ or creative@vern.hr

We are looking forward to your registrations and papers!

Organisational and Programme Committee