

Creativeworks London:

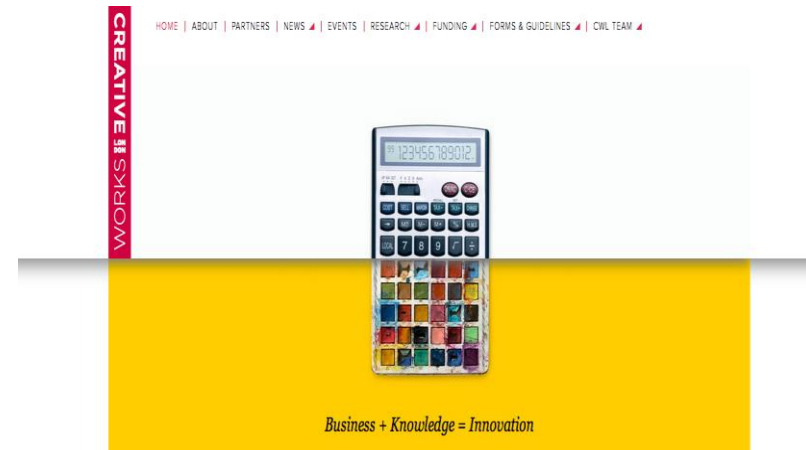
Collaborative research & innovative knowledge exchange between Arts and Humanities researchers and the creative economy in London and in São Paulo

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Arts & Humanities
Research Council



Creativeworks London will fuse the capital's creative economy with some of the finest academic institutions in the world. We aim to create a stimulating environment where conversations can lead to competitive advantage and outstanding innovation.

Teaming academics with creative minds enables Creativeworks London to deliver on its mission to further showcase our capital as a centre for creative excellence.

What is Creativeworks London?

Creativeworks London is a Knowledge Exchange Hub for the creative economy, funded since 2012 by over £4 million from the UK Arts and Humanities Research Council. It is led by Queen Mary University of London.

Creativeworks London brings together London's creative industries with its arts and humanities research community.

Creativeworks London established a partnership involving more than 20 research organisations and a wide range of SMEs in the creative economy of London.

Creativeworks London was also a partner in the ERDF-funded project, London Creative and Digital Fusion.



Creativeworks London's Research Partners

- Birkbeck, University of London
- Central School of Speech and Drama
- City University
- Courtauld Institute of Art
- Guildhall School of Music and Drama
- Goldsmiths, University of London
- King's College London
- Institute of Education
- Kingston University
- Queen Mary University of London (**Lead Partner**)
- Roehampton University
- Royal Holloway, University of London
- School of Oriental and African Studies
- Trinity Laban
- University of London
- University of the Arts
- British Library
- British Museum
- National Archives
- Tate
- Victoria and Albert Museum

Creativeworks London's CCI Partners

Arts Council England

Barbican

BBC

Belle Media

British Film Institute

Creative & Cultural Skills Council

Digital Shoreditch

Furtherfield

Geffrye Museum

Greater London Authority

IBM

Kingston Museum

Lion Television

London First

London Sinfonietta

Mediaclarity

Playgen

Royal Geographical Society

Scenepool

Tech City Investment Organisation

The Audience Agency

The Culture Capital Exchange (**Knowledge
Exchange Delivery Partner**)

The Core Mission of Creativeworks London

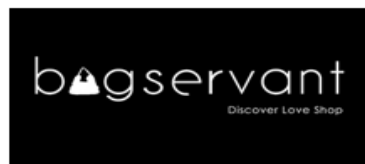
- To enable the development of significant and sustainable relationships between research institutions and SMEs in London, and to provide incentives that support the most significant collaborative research projects.
- To benefit businesses within the creative economy in London
- To undertake original research on key aspects of the creative economy, focused on : the digital economy; social geographies of innovation; London's audiences
- To provide policy advice based on this research.



Supporting Collaborative Research



CREATIVE VOUCHER SCHEME



Prospector Media Ltd And Kingston University London

This project investigates the optimal user experience for consumers to customise [...]

CREATIVE VOUCHER ROUND 7 ▼

CREATIVE VOUCHER ROUND 6 ▼

CREATIVE VOUCHER ROUND 5 ▼

CREATIVE VOUCHER ROUND 4 ▼

CREATIVE VOUCHER ROUND 3 ▼

CREATIVE VOUCHER ROUND 2 ▼

CREATIVE VOUCHER ROUND 1 ▼



RESEARCHERS-IN-RESIDENCE



Corey Baker Dance And Daniel Strutt From Goldsmiths University Of London

With evidence in the form of video, written, and voice recording [...]

ROUND 3 PHD PLACEMENTS ▼

ROUND 2 PHD PLACEMENTS ▼

ROUND 1 PHD PLACEMENTS ▼



ENTREPRENEUR-IN-RESIDENCE SCHEME



Alice Cicolini And London College Of Fashion

In my continuing work as a curator, I am currently collaborating [...]

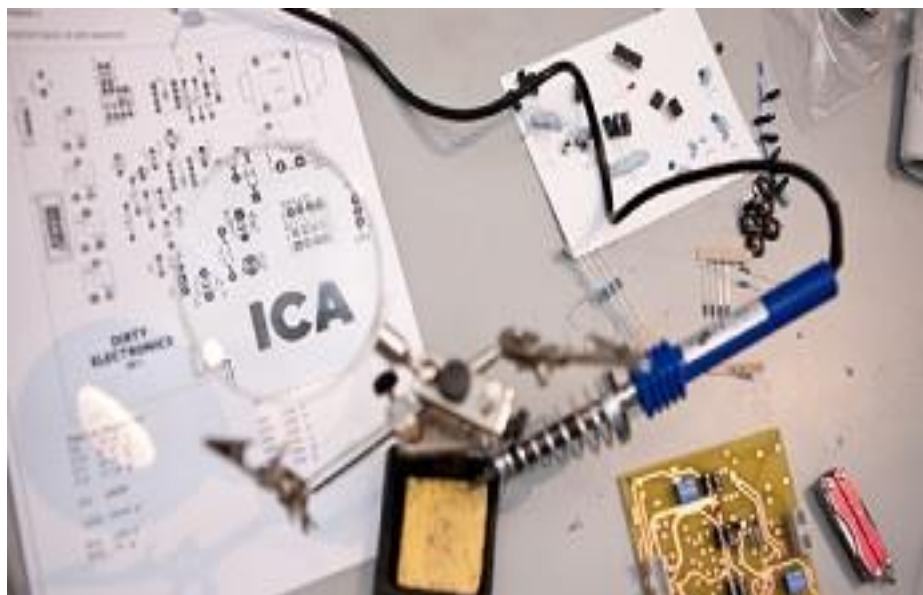
ROUND 2 ENTREPRENEUR AWARDS ▼

ROUND 1 ENTREPRENEUR AWARDS ▼

Researchers in Residence

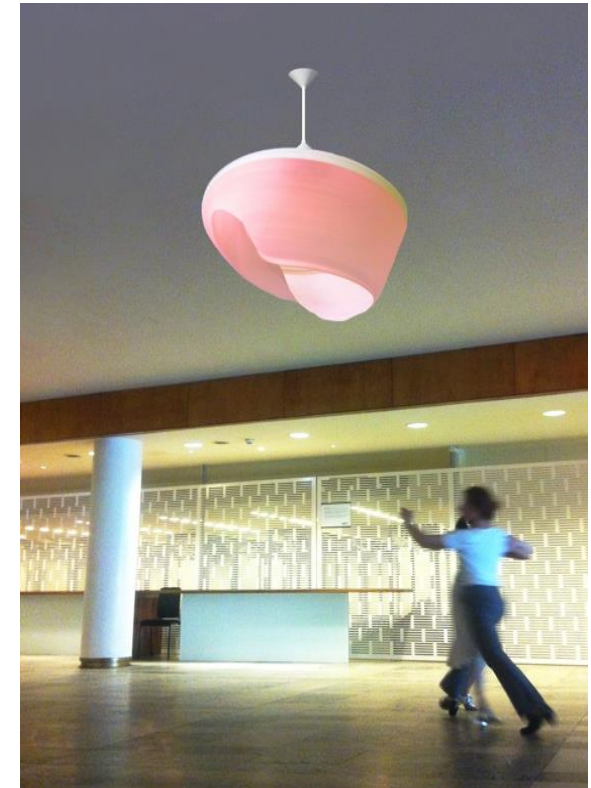
[Institute of Contemporary Arts and Will Dutta from Trinity Laban Conservatoire of Music and Dance](#)

In 2015, the ICA presented a Reading Room exhibition entitled 'Shout Out! UK Pirate Radio in the 1980s', a display that documents the early tower block pirate radio movement that emerged around the UK during the 1980s. Will Dutta worked closely with the ICA's creative team to identify archive material relating to experimental music and sound projects that took place at the ICA in the 1980s to be incorporated into the exhibition or related public programme.



Creative Entrepreneurs in Residence

Patrick Laing collaborated on a networked version of his Flying Skirt light-shade during his time as an Entrepreneur-in-Residence. Devised for locations such as hotel receptions, bars and airports to encourage interaction, the Flying Skirt was originally exhibited at Tent London as a manual edition. The light-shade is a limp skirt that rotates, opening out just like a dancer's skirt as the light is switched on. In full spin, the skirt can then be sculpted by hand, just like a ceramic pot on a wheel.

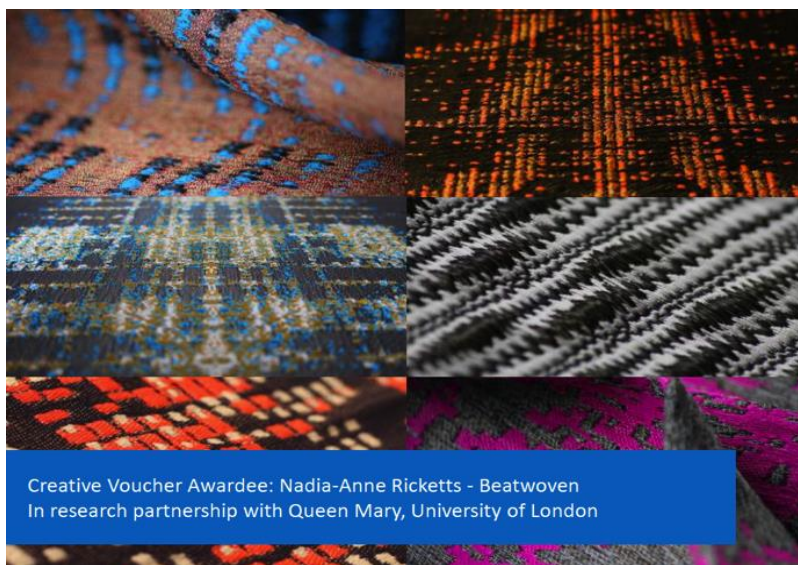


*The Flying Skirt
light-shade, developed
by Patrick Laing while CWL
Entrepreneur-in-Residence
at the University of the Arts*



Creative Vouchers

BeatWoven® is one of the first businesses to use the visualization of sound & music combined with craft & design to create revenue that can benefit a variety of UK-based industries. This project draws on research in design, music, digital technologies, and intellectual property & regulation. The research examined the legal and technological obstacles and challenges that have evolved from the development of BeatWoven's new design approaches.



Beatwoven®
Creative
Voucher
Project
←

Heart n Soul, a leading cultural production company with a long track-record in changing attitudes towards learning disabilities, gained a Creative Voucher to support work with Goldsmiths' Embodied Audio-Visual Interaction (EAVI) research team to develop, test and launch a new accessible app drawing creative inspiration from the band The Fish Police's music. The collaboration led to a successful application to the Digital R&D fund for £120K for further development.

Outputs 2012-2016

Total Projects: 109

Total participants: 218

Creative Vouchers: 51

CEIR: 31

RIR: 22

Boost: 5

Publications: 73 – of which half are REF-able. More being written as we speak.

Proto: 12

Market products: 4

New tech: 5

Apps: 9

Processes: 18

Total outputs: 420

Vouchers total outputs: 191

www.creativeworkslondon.org.uk

Please see evaluation section of website

Creativeworks London

Our strengths are methodological. New Tools and Methods to:

1. Broker and sustain successful collaborations between Arts and Humanities researchers and SMEs in the creative and digital economies using tools like Voucher Schemes.
2. Generate significant business benefits for SMEs, drawing on the expertise and insights of London's research base.
3. Enhance the entrepreneurial capacity of London's creative economy.
4. Make collaborative research with SMEs attractive and exciting for Arts and Humanities Researchers (incentivisation)
5. Fuse creative, cultural and digital expertise in SMEs and in universities.

Creativeworks London

Has Developed New Tools and Methods to:

7. We were able to provide the right points of access to acquire knowledge provision. Now many SME networks in London know about how to access CWL through Queen Mary University (reputation) – outside of aggressive TTO culture (chasing IP).
8. We know how to work in the interstices of funding structures. In between being a micro and being a small business. The gap between an Innovate UK application and simply getting business support to survive for another year.
9. Affecting the literature on clusters by focusing on scale and creative hubs .
10. Importance of Knowledge Intermediaries – Brokering, translation and network building.
11. HEIs as communities of practice

Creative Hubs, Urban Development and the Creative Economy (UK/Brazil) – Pilot project (Follow on Funding AHRC)

PI: Morag Shiach (QMUL)

CI: Davi Nakano (USP)

Research Fellow: Tarek Virani



Partners: University of São Paulo, State Government of São Paulo (Technology and Urban Services Directorate), Impact Hub SP, Vanzolini Foundation, People's Palace Projects.

October 2016- May 2017



Pilot Project Aims and Objectives (1):

1. To draw on CWL's research insights into 'creative and cultural hubs' in London to support the State of São Paulo's social and economic development objectives. Focus on Hubs (formal and informal), and creative SMEs.
2. To map the activities and social and economic impacts of two existing Hubs in São Paulo. This will demonstrate the broader impacts of creative hubs on their local economy and surrounding communities.

Pilot Project Aims and objectives (2)



3. To facilitate co-created research involving creative economy companies and entrepreneurs, and academic researchers from the USP Design and Engineering and Communications Schools. This is being enabled through the use of innovation vouchers, and 5 projects are currently being piloted. (3 app developers, one social network, one cultural hub).
4. To establish a network to support future collaborative work with creative economy businesses, focused on economic development of peripheral communities. Partners to include the State Government of São Paulo, the University of São Paulo, People's Palace Projects, creative SMEs and a range of hubs.

Thoughts – local outcomes (Sao Paulo)

- Fostering collaborations between SMEs and USP has the potential for local development capacity building.
- Tools like voucher schemes are adapted to local contexts. The local and hyper-local environment changes approaches.
- The importance of qualitative methodologies – deep ethnographic research in order to gain deeper knowledge of the informal sector.
- Methods of facilitating collaborations between government, HEIs, entrepreneurs – and how this speaks to local community development in Brazil.
- Not ‘bottom up’ or ‘top down’ but ‘on the ground’.
- Prioritising south by south collaborations. E.g How can Sao Paulo work with Luanda and Maputo?



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