



DIPARTIMENTO  
DI SCIENZE ECONOMICHE  
MARCO FANNO

dell'Università degli Studi di Padova

Thank you for your participation!



*The workshop is supported by:*

*Dipartimento di Scienze Economiche M. Fanno*

*Uppsala Universitet*

*and sponsored by:*



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**WORKSHOP ON**

**“CREATIVE INDUSTRIES:  
EMERGING ISSUES”**

**5-6 DECEMBER 2011**

**DEPARTMENT OF ECONOMICS AND  
MANAGEMENT M. FANNO**

**SALA CDE - 1ST FLOOR  
VIA DEL SANTO 22**



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## Introduction

Creative industries are considered one of the most important element for supporting economic growth and social integration. Jan Figel (2006) reports that cultural and creative industries have reached 2.6% of the European GDP and 3.1% of the employment, and more importantly with a faster growth than the average of the economy. In the white book on creativity, Walter Santagata estimates that in Italy creative industries (Fashion, Furniture and Food) have a very important role in the economy and account 5% of value added and 5,7% of employment. Although the increasing relevance of creative industries in the economy has been pointed out by several studies, many research questions are still unsolved: How does creativity develop in local territories? How to foster competitiveness through networks of creativity? Are places still relevant for creativity?

## Objectives

The workshop has two main objectives:

- to encourage the discussion about emerging research issues related to creative industries and, on this subject,
- to develop an European network of researchers coming from different disciplines: economic geography, business and management, sociology, etc.

The workshop aims at sharing up-to-date research results and helping researchers to build a common agenda for future research programs.

## Monday, 5th December 2011

10.00-10.15 Introduction by Marco Bettiol and Dominic Power

10.30-11.15 Community of creatives and local development by Marco Bettiol and Silvia R. Sedita, University of Padova

11.30-12.15 Knowledge Intensive Business Services in the creative industries by Marco Bettiol and Eleonora Di Maria, University of Padova

12.30 -13.15 Entrepreneurship and creativity by Vladi Flnotto, Ca' Foscari University of Venice

*13.30– 14.15 Lunch*

14.30 – 15.15 Title to be defined by Gernot Grabher, HCU Hamburg

15.30 -16.15 The impact of digital technologies on music and publishing by Brian Hrac, Uppsala University

*16.30 – 16.45 Coffee Break*

17.00 – 18.15 Geographies of knowledge in making art work, Jenny Sjöholm, Uppsala University

18.30-19.15 Craftsmanship and creativity in the age of the global economy, Jasna Sersic, Uppsala University

## Tuesday, 6th December

9.30-10.15 Cultural festivals and local value: an exploration of medium-sized Italian cities Roberto Grandinetti and Marco Paiola, University of Padova

10.30-11.15 Quality, creativity and regional competitiveness, Johan Jansson, Uppsala University

*11.30 -11.45 Coffee Break*

12.00 – 13.15 Culture, creativity and difference as drivers of firm and regional competitiveness by Dominic Power, Uppsala University

(open lecture)

*13.30-14.15 Lunch*

14.30-17.30 Discussion aimed at developing a shared research agenda.

*17.30 Refreshments*

## Invited speakers

Fiorenza Belussi, University of Padova

Roberto Grandinetti, University of Padova

Luciana Lazzeretti, University of Firenze