

'Polifonia' WG4**Site Visit to Oslo, January 2013****Intensive Programme 'Towards Creative Entrepreneurship'****Reporting:** Mark Lambrecht, Raffaele Longo**Participating Schools:** Cork Institute of Technology, University of Applied Sciences Utrecht, Lahti University of Applied Sciences, The Norwegian Academy of Music, Solent Southampton*Participants/ teachers interviewed : Andreas Sønning, Gerard O' Donovan, Aljan de Boer, Morten Halle***Synopsis:** A 10-day project involving *app.* 45 students from 5 European art/ business schools : development of 8 team-based entrepreneurial creative projects, presentation, assessment by representatives of partner institutions**General Course Outline**

- Role of creative industries in the workplace
- Understanding start-ups in the creative industries
- Interdisciplinary business clusters as potential for business innovation
- Self-employment as option in Career Plans
- Importance of cross-cultural, inter- and multi-disciplinary/cross-arts collaboration : Music, Art, Marketing, Management, ICT, Business, Multimedia, Communication
- Practice based 'Learning by Doing': business simulations, industry speakers, role playing, reflective learning, etc.
- Knowing new markets and developments within creative industries :
 - o Programs aimed at aging populations,
 - o Role and impact of information and communications technology
 - o Growth of multi-cultural communication in the local communities
 - o international clusters

Structuring the Project

- Team approach : defining clear roles and responsibilities
- Project definition, mission statement, "product"
- Timeline
- Know current trends, the context and the competition
- Know your markets : develop appropriate promotional tools
- Know your costs, estimate your potential revenue
- Evaluation (SWOT/ Strengths/weaknesses/opportunities/threats)

Expected outcomes

- Development of entrepreneurial "mindset" (interdisciplinary approaches, creative/business clusters, collaborative problem-solving, enhanced commercial know-how...)
- Ability to create strong, innovative entrepreneurial projects using clear communication, negotiation and international networking skills
- Integrating creativity and innovation : towards the market place of the future

Projects

INN CORE: fair trade for the Artist, promotion of bands

THE TIKI TORCHES: to bring music to bus stops in London by means of apps.

THE ORANGE POTATOES: the Music Tie, a platform for music and business.

HUB: a gallery for unknown artists connecting visual arts and music

COLLABRA: a seasonal theatre production in Oslo. (clear and attractive presentation)

KAIUN: the Art of Sound. Young artists design and produce high quality speakers. Innovative artistic creations. (competition winner)

RE-INVENT: a Summer Festival in Holland. (excellent business plan.)

FAB: Fast Access Backup (high tech solutions to safely organize photographs).

Jury Evaluation

Coherence of artistic project

Realistic business plan and costs

Respect for project structure (cf. above)

The moral value of the project

Feedback, areas of potential improvement

Development of clear, coherent communication skills (declamation, structuring of content)

Need for concise, clear project definition

Student feedback

Importance of inter-disciplinary, team (“choral”) approach

“Practice-based”

Andreas Sönnings : Key Knowledge and Skills for Musicians

- Knowledge of context (different needs for different markets)
- Communication skills appropriate for different audiences
- Flexibility
- Appropriate communication skills for different audiences
- Develop a “dramaturgy” (methodology, approach, prospects, theoretical fundamentals, context)
- What message(s) or values ?
- Understanding and facilitating cooperation between business and cultural sector