



University of
South Australia

School of
Creative
Industries

CP3: Creative People, Products and Places Symposium

'Creative Industries': What's in a Name?

Panellists:

Prof Mark Banks, Prof Kate Oakley, Prof Jason Bainbridge, Prof Adrian Franklin, Prof Susan Luckman (Chair)



Event details

Thursday 28 June 2018
2.00pm - 4.00pm

University of South Australia
C1-60, Building C
Magill Campus

Register:
CILResearch@unisa.edu.au

This roundtable discussion invites panellists to offer their expert insights into the advent of 'creative industries' as a scholarly debate, policy fetish, and marketing brand.

Each panellist has been asked to speak briefly to the questions:

- If you had to give a 2 minute dinner party overview of the history of the emergence of 'creative industries' as a concept what would it be?
- What does the term 'creative industries' mean to you? What is your preferred terminology and why?
- Moving forward, what is the future of the concept (does it have one?), and how best can those of us in the newly re-named School of Creative Industries work with it and position ourselves moving forward?

Panellist Biographies

Mark Banks is Professor and Director of the CAMEo Research Institute for Cultural and Media Economies at the University of Leicester, UK. His research focuses on cultural industries, cultural policy, work and employment, and cities and urban culture. He is the author of *The Politics of Cultural Work* (2007) and *Creative Justice: Cultural Industries, Work and Inequality* (2017). He is currently writing about cultural industries, time and work and a critique of growth in the creative economy.

Kate Oakley is Professor of Cultural Policy at the School of Media and Communication, University of Leeds, UK. Her research interests include the politics of cultural policy, labour in the cultural industries, and inequality. Recent books include *Cultural Policy* with David Bell (Routledge, 2015) and *Culture, Economy and Politics: the case of New Labour*, with David Hesmondhalgh, David Lee and Melissa Nisbett (Palgrave, 2015). She is currently researching the role of arts and culture in sustainable prosperity as part of the CUSP Project (<http://www.cusp.ac.uk/>) and working on inequality and cultural work with <https://culturalworkersorganize.org>.

Jason Bainbridge is Professor of Media and Communication and Head of the School of Creative Industries at the University of South Australia. Jason is a nationally and internationally recognised researcher in popular representations and understandings of law; superheroes, justice and comic book culture; the functioning of popular culture as vernacular theory; and the study of merchandising and material culture in relation to media convergence, particularly the function of toys and play in mainstreaming fan culture. He has also written widely on the relationship between media and journalism, chequebook journalism and risk communication. He has published over seventy book chapters and peer-reviewed articles.

Adrian Franklin is trained in social anthropology and sociology and has held Professorial positions at the University of Bristol; The Institute of Social Anthropology, University of Oslo; the University of Tasmania and the University of South Australia. His current research interests include the ethnographic analysis of festivals, rituals, travels and 'events'; art museums and art publics; art tourism; culture-led urban regeneration, urban anthropology and human-animal studies. He leads the ARC funded project: *Creating the Bilbao Effect: MONA and the Social and Cultural Coordinates of Urban Regeneration Through Art Tourism*. Recent books include: *The Making of MONA* (Penguin 2014); *Retro: A Guide to the Mid-Twentieth Century Design Revival* (Bloomsbury 2013); *City Life* (Sage 2012). New book projects include *Anti-Museum* for Routledge; *Evolving MONA* for Penguin; *Animal Theory* for Sydney University Press.

Susan Luckman is Professor: Cultural Studies in the School of Creative Industries and Research Director, Creative Work Mobilities Research Node, Hawke EU Centre. She is also Cheney Fellow at the University of Leeds, 2017-2018. Susan is an interdisciplinary cultural studies scholar whose work is concerned with the intersections of culture, place and creativity. Her research explores these relationships in relation to work in the cultural and creative industries, digital media, and grassroots innovation. Susan is the author of *Craft and the Creative Economy* (Palgrave Macmillan 2015), *Locating Cultural Work: The Politics and Poetics of Rural, Regional and Remote Creativity* (Palgrave Macmillan 2012), co-editor of *The 'New Normal' of Working Lives: Critical Studies in Contemporary Work and Employment* (Dynamics of Virtual Work Series, Palgrave 2018), *Craft Economies* (Bloomsbury 2018), *Craft Communities* (Bloomsbury 2018), and *Sonic Synergies: Music, Identity, Technology and Community* (Ashgate 2008).