



# Barcelona's Creative Industry

Nov 2014

# Table of content

- Dimension of the sector
- Overview of the last years creative industry
- Effects/results of the past policy
- Challenges for the period 2011-2015
- Current policy and main projects

# CI sector in 2013

- 88.800 workers 11% of city workforce
  - 9,3% in 2007
  - Increase of 20% since 2001
  - 35.000 workers BMA (decreasing since 2001)
- 10,5% Barcelona's enterprises are CI
  - 7.320 companies
  - 45% of Catalan CI is in Barcelona

# Priorities before 2007

- Barcelona as a Capital City
- Local communities, community development and social cohesion: districts and neighbourhoods

# Policies before 2007

- 22@ District of Innovation for new-generation activities (education, creativity and innovation)
- Creation of the Barcelona Plató Film Commission, to promote the city for film production
- New-generation cultural facilities:
  - Borne Cultural Centre (8,000m2 of space recovering the historic memory of the city)
  - Cultural Centre for Design (new facilities measuring 20,000 m2)
- A commitment to self-expression, creativity and innovation:
  - Centre for Movement Arts (Mercat de les Flors) as a space for specialised dance creation and co-production;
  - Barcelona's Grec Festival
  - BAM Urban Music Festival
  - Programmes closer to the civic centres, presenting a decentralised cultural offer
- Risk Capital Funds for cultural projects: audiovisual, multimedia, publishing, performing arts, plastic arts.
- The Fundació Barcelona Cultura to creating complicity between business and the social dimension of culture.

# Policies for 2007-2011

## Priorities:

1. Place art and cultural production in the focus of Barcelona's cultural project proposing new resources and funding mechanisms for creativity and for artists.
2. Increase opportunities for all to create and consume culture.
3. Foster quality cultural facilities, remodeling or adapting their infrastructures in order to expand the network of services and resources.
4. Highlight the urban heritage and spread out the knowledge of the historical memory of the city.

# Actions in 2007-2011

## Visual Arts

- New facilities for visual arts
- Aids to foster creativity in visual arts
- Promote visual arts in the city

## Music

- Support to the musical creativity
- Support to new music festivals
- Renew musical facilities and concert halls

## Multimedia

- Cinema festivals
- Barcelona Plató film commission
- Strategic projects for audiovisual industry

## Design

- DHUB New design centre and museum
- Support to private projects

## Theatre, dance and circus

- Renew theatre, dance and circus facilities
- New facilities for creation and production of new performances
- Support to artistic projects and creativity in theatre, dance and circus
- Identify and promote special projects of creativity
- Attract new publics

## Science

- New museum of science
- Specific program for science dissemination

# Diagnostic (Foord, 2008)

- The creative sector is no bigger than other European cities (though high for Spain) accounting for 5% of all employment.
- The city's cultural plan promotes Barcelona as one cultural project, bringing together civic, creative enterprise and territorial initiatives.
- The knowledge economy, defined by the city as cultural, communication, professional and design services, has been identified as the driver of considerable employment growth in Barcelona.
- Dominant sectors are audio-visual and publishing, with the largest growth claimed for film and TV (post-liberalization) and the visual arts (albeit from a very low base).
- Most growth has been based in the wider Barcelona Metropolitan Area (BMA). 75% of Catalonia's ICT, professional design and arts and entertainment employment is in the BMA.
- Clustering. Particular districts have their own creative specializations. There are largely aspirational creative clusters with low levels of enterprise activity but strong links with distinctive neighbourhood cultures.



# Weaknesses (Foord, 2008)

- Not diversified and over-concentrated in architecture, art and design. Film, TV, radio and live theatre are re-emerging.
- High-risk infrastructure investment strategies are being pursued, albeit with private-sector partners, in highly competitive sectors in which the city neither has established strengths nor, as yet, a critical mass.
- Economic growth is taking place in the metropolitan region.
- No multicultural approach or strategy. Transition from a culturally autonomous to a cosmopolitan city is a political challenge.
- Scarcity of professional creative intermediaries with networks to support creative enterprise.
- The city takes a municipal rather than an enabling role, although recent initiatives have recognized the need for arms-length intervention and greater industry-led activity in cluster development.
- Lack of statistical data collection and measurement methodologies integrated across the tiers of government, and identified with a measurable creative production chain.

# Challenges for 2011-2015

- Improving the viability of viewing culture as a quinary sector
- Intensifying cooperative strategies between public and private initiatives for creative industries and universities
- Creating a wider acceptance for the new creative industries (design, architecture, advertising, multimedia, fashion...)
- Promoting laboratories for innovation and creativity
- Designing better strategies to strengthen the production and distribution of the creative industries for international markets

# Challenges for 2011-2015

- Improving the integration of new inhabitants into a shared civic culture
- Increasing culture consumption bridging the gaps between cultural creation and its social impact.
- Promote hybridisation of
  - science and technology
  - synthetic innovation
  - symbolic innovation
- The metropolitan region as a whole city

# Creative Industries & Innovation Policies 2011-14

Directorate for Creativity and Innovation

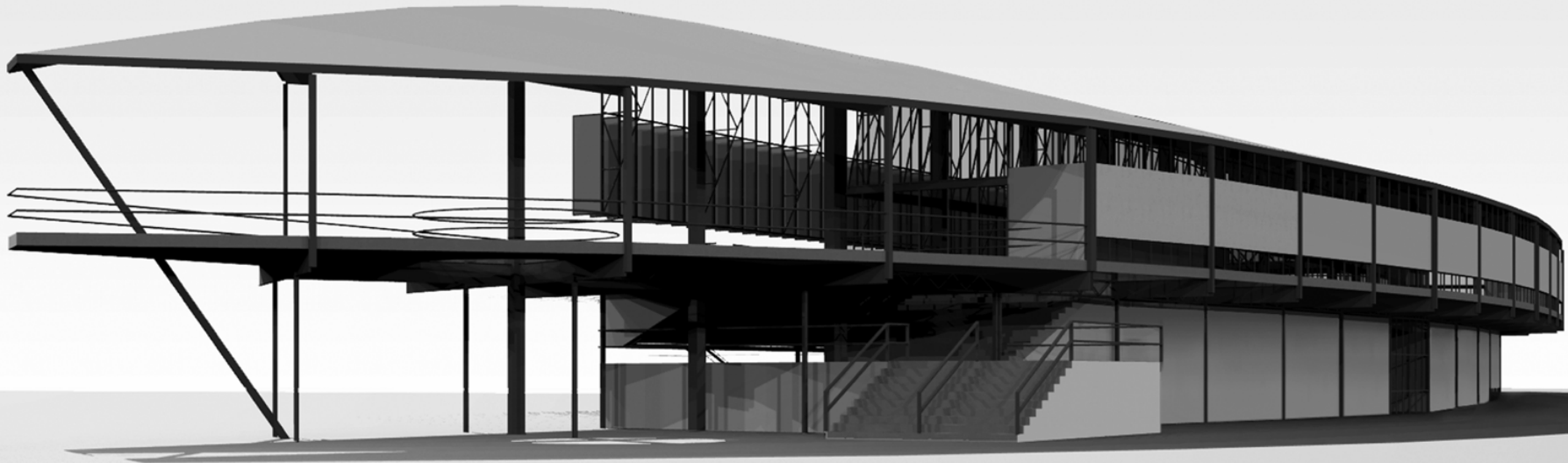
Priorities:

- Emergent sectors & hybridisation with cultural sector
- Digital culture & citizen's innovation
- Transform the concept of Culture and Introduce the concept of Cultural Industry
- Internationalisation



# Canodrom

A talent hub for creative industry  
Synthetic and symbolic innovation



# Disseny HUB Barcelona

Design Museum

Association of Design Industry

Association of Design Professionals

Hub of the design cluster

Dissemination

Promotion

Experimentation

A common program





# Barcelona Laboratori

The city as a laboratory. Experimentation

City Innovation ecosystem: The Quadruple Helix model, Creative Industry and Citizens



# Thank you!

On behalf

Ms Inés Garriga

Director of Creativity and Innovation

Institute of Culture

Barcelona City Council