



Call for contributions

3rd International Cultural Trade Forum

**Sustaining Creative Economies: East and West Perspectives in
Creativity, Entrepreneurialism, Social Renewal and Trade**

June 18-19 2012

Newcastle University Business School





Global
Urban
Research
Unit

School of
Geography,
Politics and
Sociology

Background

The creative industries and the creative business sector are increasingly recognized by policy makers and governments around the world as vitally important to regional social regeneration and national economic development strategies. Business-led entrepreneurialism and government investment contribute enormously to the regeneration of formerly industrialized societies but also to the economic well being of countries seeking to entrench economic success through diversification. But creative industries require their own forms of knowledge, expertise, strategy, legislation, economic and social policy, and forms of government intervention the development and understanding of which are one focus of this forum.

The creative industries also strongly influence the production of contemporary culture and cultural artefacts of many kinds from films and electronic games to tourism and leisure, landscape, urban design and heritage management to imagined futures and packaged pasts. They have and will continue to produce their own crises of identity, spatial challenges, and domains of political and social contestation. As such, strategists, policy makers, managers, and entrepreneurs all need to better understand creativity's core ingredients to recognise both its rewards and its limitations in promoting social renewal and regeneration.

The forum aims to bring together a range of different individuals and organizations from across the North East of England and into discussion with our partners from Groningen University and Beijing International Studies University to explore the role the creative industries play in social renewal here and to foster and mediate new international partnerships.

We warmly invite expressions of interest in participating from creative industries practitioners and entrepreneurs, from all areas of the creative business sector, from academics, from local government and non-government organisations, from designers, artists, and culture producers of all sorts. We welcome expressions of interest and proposals for presentations, panel discussions, papers and contributions of other kinds in areas including (but not limited to):

Artefacts and Mediums of Renewal: Arts, Popular Culture and Design

Anxieties of Renewal: Imagined Utopias

Creative and Cultural Industries in Regionalism and Social Renewal

Creativity and Cultural Trade: Key Factors in Bolstering the Industry

Creativity, Passion and Entrepreneurship

Cultural Heritage as a Driver of the Creative Economy

Impact of Globalisation on Creative Industries: Case Studies

Local, Regional and National Governments and Universities in Social Renewal and the Creative Clusters

Projecting Change: Branding, Soft Power and the Post-Industrial Future of North East England

Reform within the culture industry in China: key challenges and issues

Rise of Digital Industries: Entrepreneurialism in the New Creative Industries

During the forum, presentations will be assessed for suitability for publication in a collection to be edited by the organisers and published as part of a Routledge series. At the conclusion of the forum, selected presenters will be invited to submit their papers and presentations to the editors for further review.

Please send us a 250 word outline of your contribution, including reference to which of the themes (if any) it relates to, no later than May the 14th to

jenny.hasenfuss@ncl.ac.uk

Contributors will be notified within five working days as to whether their proposal has been accepted.

Fees for conference

Academic Fees for conference

Conference fee: £ 150

Practitioner fees for conference

conference fee: £75

Postgraduate and undergraduate fees

Conference fee: £ 50

Jointly sponsored by the Faculty of Humanities and Social Sciences, (HASS) the School of Architecture, Planning and Landscape and the School of Geography, Politics and Sociology.