



Creative Industries Research
global perspectives

CONFERENCE INVITATION
One-day conference on the 1st of October
at the University of Iceland in Reykjavik

Creative Industries

Their role in growth and well being of Iceland

There has been much talk about creative industries, the creative class and the entertainment economy – but the definitions for these have not always been clear. The conference will focus on the implications of combining art with industry: What does this mean for the public support for arts? Does it mean that the policies aimed at other industries can simply be adopted/adapted to the creative industries? Where are the growth possibilities for creative industries in Iceland? What can be done to enhance this growth?

The conference invites both business practitioners and academics to join the debate and discuss problems and solutions. Keynotes from Iceland, Denmark and England will address the creative industries and invite to a joint debate.

The conference is organized by
Faculty of Economics and Business Administration of the University of Iceland (UI)
Copenhagen Business School (CBS)
Iceland Academy of the Arts (IAA)
Technological Institute of Iceland (IceTec)

Conference venue is Oddi 101 at the University of Iceland in Reykjavik.

The conference will be held in English – no registration or fee needed.

Contact academic organizer Margrét Sigrún Sigurðardóttir: E-mail: mss.iys@cbs.dk

Program
Creative Industries
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09:30-11:00 Opening: Mrs. Valgerður Sverrisdóttir, Minister of Industry and Commerce

Associate prof. Mark Lorenzen (CBS): "Creative industries"
Finance and Quality Manager Smári S. Sigurðsson (IceTec): "Nordic Innovation Center"
Ása Richardsdóttir (Icelandic Dance Company) – there is no business like show business
Chair: Prof. Agust Einarsson (UI)

11:15-12:45 Creative industries

Prof. Andy Pratt (LSE): "Advertising and creativity, a governance approach: a case study of creative agencies in London".
Prof. Ágúst Einarsson (UI): "Creative industries and economic impact of cultural activities in Iceland"
Prof. Kjartan Ólafsson (IAA): "Job creation of music production"

Lunch

13:30-15:00 Design industry

Nicholas O’Keeffe (UI): "Icelandic Design Industry mapped out"
Prof. Tina Brand Husman (CBS): "The Danish Design Industry"
Margrét Sigrún Sigurðardóttir (CBS/UI): "Fashion Design in Iceland"
Guðbjörg Gissurardóttir (IceTec): "The Icelandic Design Forum"

15:15-16:00 Discussion Panel

The panel will discuss the question – Do creative industries matter for the growth and well being of Iceland?

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Prof. Mark Lorenzen (CBS)
Prof. Andy Pratt (LSE)
Prof. Ágúst Einarsson (UI)
Rector Hjálmar H. Ragnarsson (IAA)
Director Hallgrímur Jónasson (IceTec)
Chair: Margrét Sigurðardóttir (CBS/UI)