



Vivid Contributor



## Curator's statement

The arts and creative industries are by default, collaborative and by choice, values and principle driven. Contemporary cities, technology and innovation have created new challenges for creative industries. The arts is the vanguard for creativity but what are the opportunities for shared wealth in the “new sharing economy”?

Uber, Airbnb, Spotify, Go Get, et al have challenged traditional business models and government regulation by optimisation of resources through redistribution and sharing access to products or services, but ownership remains with a few rather than the many who are providing the service. The “new shared economy” entrepreneurs ride on a wave of IT innovation while concurrently Corporate Social Responsibility, Crowd Sourced Equity Funding (CSEF) and Community (Share) Investment are indicative of rising in interest in the general community to personally invest in social, cultural and cause-related enterprises.

Cooperatives have a long and rich history in the arts where artists and producers have banded together to achieve creative outcomes, services and facilities. Cooperatives are built on shared values and collaborative principles – creative industries rely on the labour and ingenuity of artists. The creative industries face challenges of funding, the cost of facilities and technological change. Creativity is the base of innovation and the challenge for the sector is both why a collaborative platform approach is needed and how to structure entities within the cultural sector to build and share resources.

Just as the “new economy” advocates a call for a more flexible approach, these consecutive Vivid Ideas forum/summit events challenge the creative industries sector along with government (Federal/State/Local) policy-makers to embrace shared ownership of arts community assets and management of markets. Embracing the collaborative/cooperative business model is a key to economic sustainability and ownership of creative assets, intellectual property and skilled creative labour in a new shared economy.

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