Balancing in artistic entrepreneurship

Secum Bootcamp Gent, 11 October 2021

Frans Brouwer

Overview

- what is (artistic/cultural) entrepreneurship?
- (impact of) historical artistic entrepreneurship
- various examples
- arts meet business
- dreaming session
- plenary discussion

Cultural Entrepreneurship

- Misunderstandings:
  - only business, earning money
  - adding a new management layer
  - adapting your artistic offer to the audience's wishes
  - something new

… entrepreneurship is …

- creating to innovate,
- innovating to add value,
- realising the almost impossible,
- thus taking risks and
- convincing others,
- also being alert on opportunities,
- establishing sustainability

Entrepreneurship

- "Creative destruction"

 (Joseph Schumpeter)

- "A kind of fun to do the impossible"

 (Walt Disney)

- "I never have done this before, so I can do it."

 (Pippi Langström)

Artistic entrepreneurship in the 17/18th and 21st century

- EXORDIUM – ex ordium – get off the beaten track – stylus fantasticus

- Joh. Seb. Bach: Fantasia in G Minor, BWV 542

https://www.youtube.com/watch?v=tgDE3klkmtQ&t=1s

- Which characteristics of entrepreneurship do you recognise?
  - the composer's
  - the performer's
  - the instrument makers'

Fantasia and Fugue in G Minor
BWV 542
Johann Sebastian Bach
Praeludium (Fantasia).
Manuale.
Pedale.
B.W. XV.

Examples of 'artistic entrepreneurship'

- El Sistema   social engineering

https://www.youtube.com/watch?v=43tqQhOTCgQ

- War Child   social engineering
- West-Eastern Divan Orchestra   diversity & inclusion

https://www.youtube.com/watch?v=HljSXSm6v9M

- Maskavas cultural tram (Riga)   diversity & inclusion
- East meets West   diversity & inclusion

https://www.youtube.com/watch?v=GRb8dv-8ioI

- Itay Talgam's Ted Talk on Leadership   education, team building

https://www.ted.com/talks/itay_talgam_lead_like_the_great_conductors#t-4994
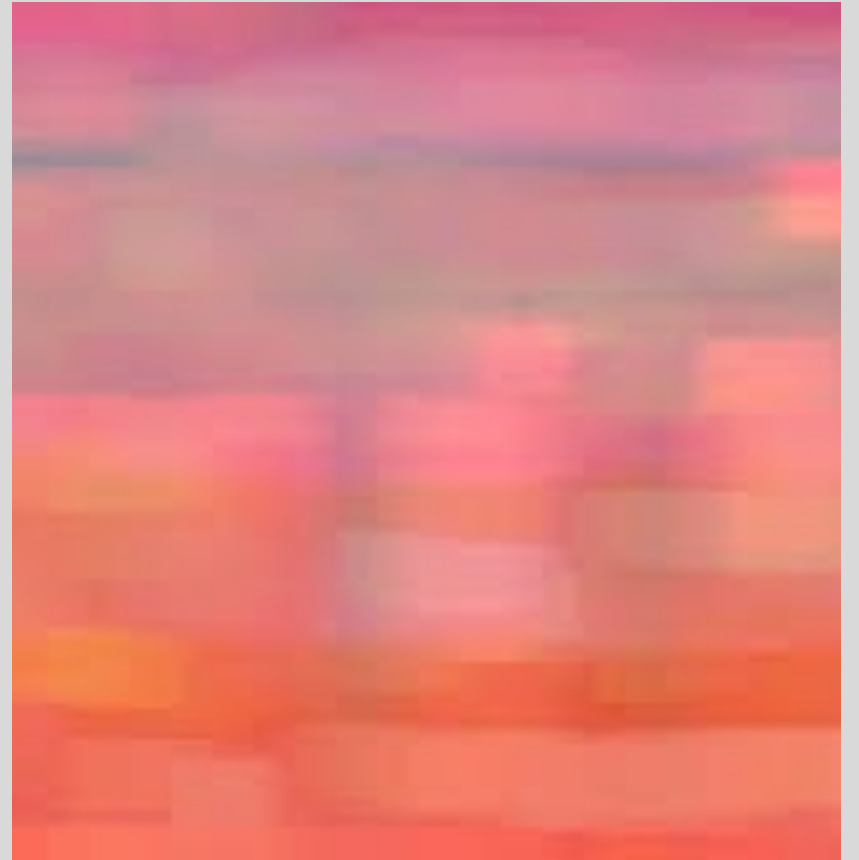
Arts meet business

- Hans van Maanen   public works and choreography

- Innovation becomes more important than mass production
- The main currency within the creative industry is ideas and intellectual property
- Arts-based learning (jamming) & good-buy to hierarchic models:
  - listening to each other
  - creative teamwork

Dreaming session

- How can I get off the beaten track?

- 4 participants per group

- 20'

Plenary discussion