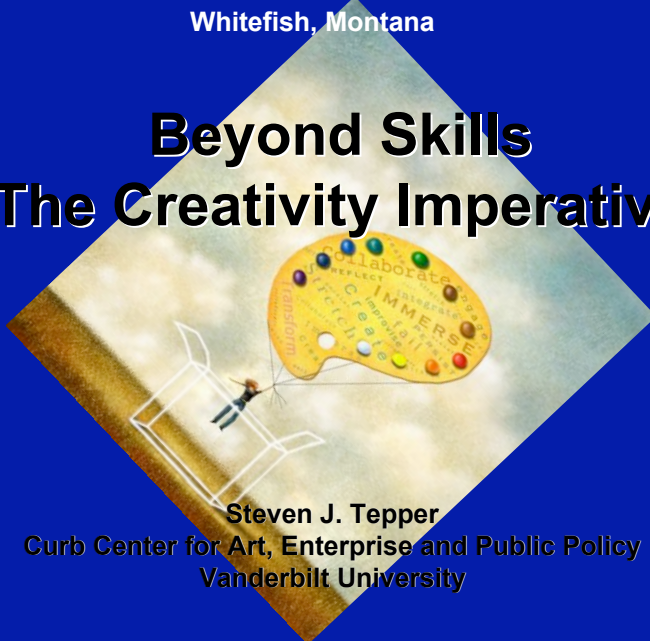


TA3 Symposium  
October 23, 2006  
Whitefish, Montana

# Beyond Skills The Creativity Imperative



Steven J. Tepper  
Curb Center for Art, Enterprise and Public Policy  
Vanderbilt University



*"We did find a creative bone in your body, but,  
unfortunately, it was very untalented."*

## Changing Faces of Economic Capital



18<sup>th</sup> Century



19<sup>th</sup>/20<sup>th</sup> Century



21<sup>st</sup> Century



## Contrasting Values

“Individual insight is an impediment in the industrial age...”

Frederick Taylor

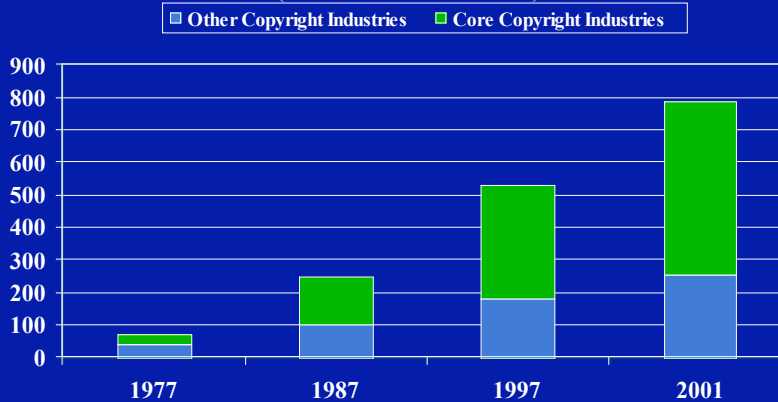
“Human creativity is a virtually limitless resource that can be turned to valuable economic ends...”

Richard Florida

## The Creative Economy

### The Copyright Industries are a Growing Part of GDP

Copyright Industries: Value Added Contribution to GDP Nominal Values  
(in billions of 2001 dollars)



**9 % = Growth Rate of the Creative Economy**

**3 % = Growth Rate for the Rest of the Economy**

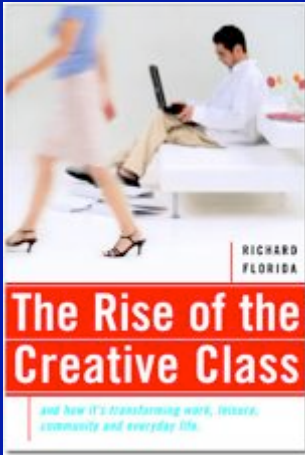
## The Creative Economy

### Copyright Industries Comprise a Greater Volume of U.S. Exports than Auto Manufacturing, Electronics, and Agriculture

Foreign Sales/Exports for Selected Industries 2000 and 2001  
(in billions of dollars)

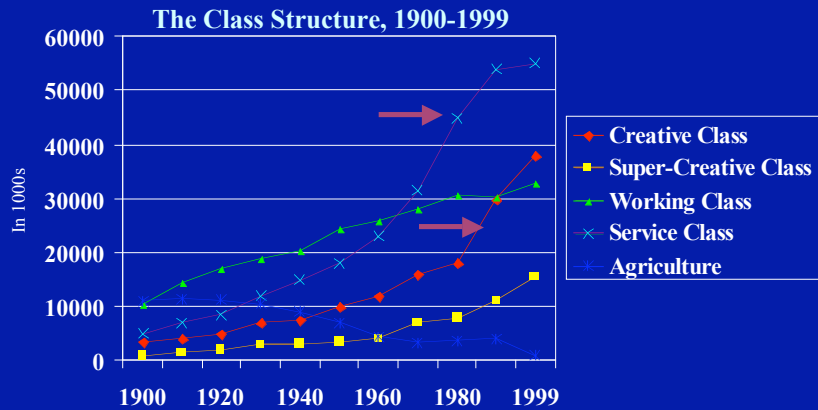
INDUSTRY	FOREIGN SALES/EXPORTS	
	2000	2001
→ Core Copyright Industries	85.46	88.97
Chemicals and Allied Products	74.43	74.68
Motor Vehicles, Equipment & Parts	59.81	56.52
Aircraft and Aircraft Parts	51.52	55.31
Agricultural Sector	50.90	53.00
Electronic Components & Accessories	63.34	48.26
Computer & Peripherals	44.19	36.99

Source: Stephen Siwek, *Copyright Industries in the US Economy: The 2002 Report*, Washington DC: Economists Incorporated and the International Intellectual Property Alliance, 2002.



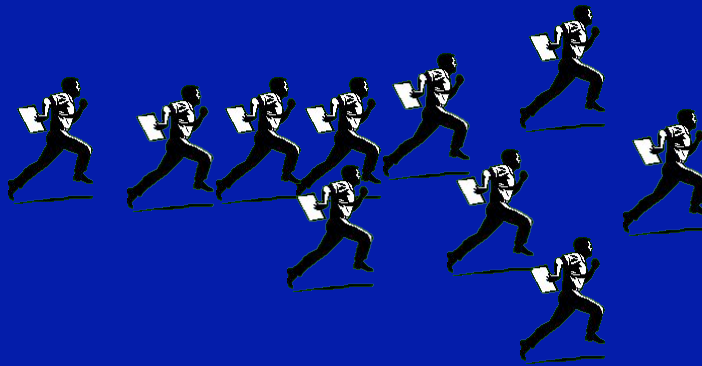
## Urban Growth and Development

Richard Florida argues that The Creative Class Is Growing....



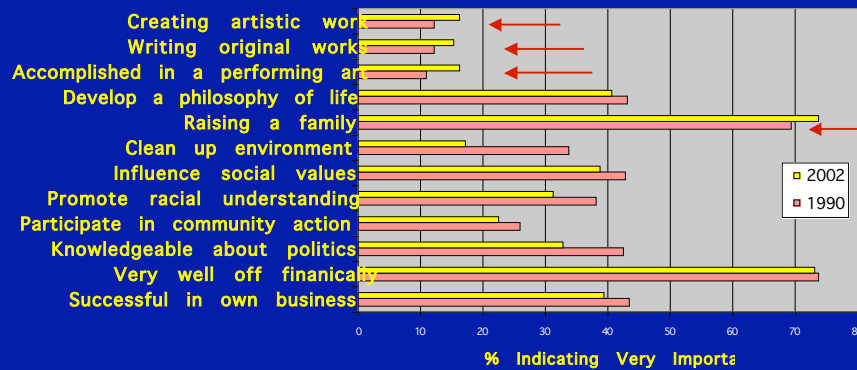
Source: Richard Florida, *The Rise of the Creative Class*, New York: Basic Books, 2002.

## Creative Class Workers are Footloose



## The Creative Ethos Survey of College Freshman – Life Goals

### Freshman Aspirations



Source: UCLA Freshman Survey

## The Creative Economy

“The British, Americans and Japanese spend more on entertaining themselves than on clothing or health care....”

John Howkins,  
The Creative Economy (2001)

And... they sleep in well-designed  
beds

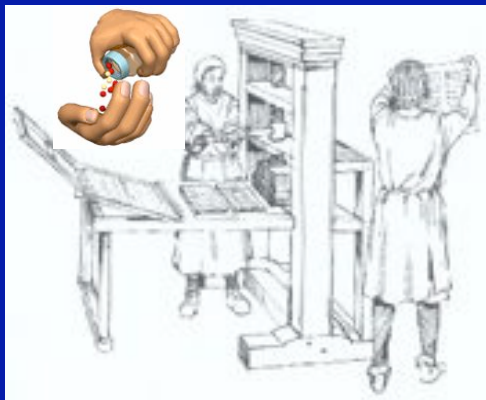
IKEA claims that one in 10 British citizens are conceived in one of its beds and seven million people visit one of its stores each Sunday, compared with the 4.5 million who go to church.



## Identity and Authentic Experience



## Post-industrial craft economy for the digital age



## Bifurcated world of post-industrial craft production

### Creative Economy

#### Routine Craft Production

- Technical expertise
- Analytical skills
- Ability to process and analyze information

#### Non-Routine Craft Production

- Creativity
- Customization
- Entrepreneurialism
- Expressiveness

## Commuting in Shanghai Hyper Capitalism







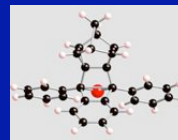
## Finding our Competitive Advantage



# Axial Principles of Creativity

- Collaboration
- interdisciplinary exchange
- entrepreneurialism
- linking abstract and practical ideas
- risk taking.

## Cyril Smith – Art-inspired Technological Advances



## Axial Principles of Creativity

- Collaboration
- interdisciplinary exchange
- entrepreneurialism
- linking abstract and practical ideas
- risk taking.

## Institutional Sclerosis



“The relationship between education and the world we actually live in is being stretched to the breaking point.”

Ken Robinson, author of *Out of Our Minds*

## Georgia Tech Tubas and Test Tubes



# The Creative Campus Movement



## Poised to Lead: Community Colleges and the Creative Campus

- Integrate creative education and entrepreneurship with traditional craft training
- Create incubation centers
- Unleash the creative capacities of students
- Become a credible portal through which baccalaureates enter the creative economy
- Take advantage of non-traditional students
- Institutionalize creative campus efforts across institutions

