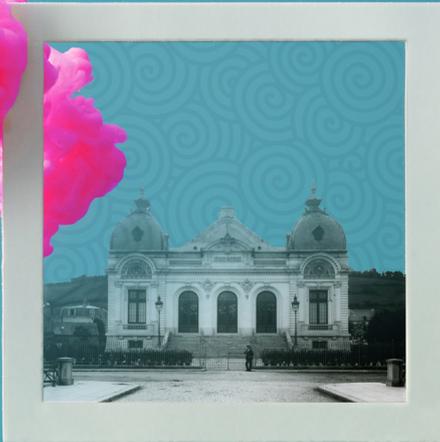


June 2020



**CREATIVE
& CULTURAL INDUSTRIES
LET'S FOSTER
INNOVATION**

**A series of podcasts chosen in the
European Atlantic area**

Let us inspire by listening !

To close three years of the European 4HCREAT project, the partners offer you 16 eclectic podcasts that explore innovation in the creative and cultural industries through three topics...

Interview recorded during confinement



• Audience and user engagement

Our cultural practices have evolved, digital pushes us towards another way of experiencing culture: Immediate access to unlimited content, renewal of cultural habits, consumption patterns, disruption of cultural behavior. How should Creative and Cultural Industries rethink their relationship with the public ?

• Museomix : The audience remix the museum



Manuel Moreau, Musée de Bretagne Les Champs Libres (Rennes) 🇫🇷

The Museomix approach brings together, over 2 days, a community of enthusiasts, professionals and amateurs for a creative marathon to explore and bring the museum to life in a different way.

•Public engagement and cultural mediation



Ilídio Louro and Inês Câmara ,Mapa das Ideias (Lisbon) 🇵🇹

Created 20 years ago by two sociologists, Mapa das Ideias is a cultural consultancy in mediation. It questions the engagement and inclusion of audiences.

•The theater : Renewing the young audiences approach



Niamh Colbert, SPRAOI (Waterford) 🇬🇧

Both a street theater company and a festival, SPRAOI has led several initiatives to better involve young audiences.

•Young audiences and cultural content



Yolanda Alonso Fernández, Counsellor of culture Avilés City Council and President of Avilés Municipal Cultural Foundation (Aviles) 🇪🇸

They are talking about consumption of cultural content online and young people's access to culture



• Cooperation within the Creative & Cultural Industries

The 21st century is undoubtedly the era of co-creation and co-design. No more going alone! Cooperation and cross-fertilization between actors open up new possibilities. How do we build relevant bridges between actors? How are the meetings between these different worlds organized so as to leverage sharing and collective work ?

•Cinema Audiovisual # Cooperate to develop



Fred Prémel, Tita B Productions (Douarnenez)

The Pôle Audiovisuel Douarnenez-Cornouaille: the story of a collective territorial dynamic

•Supporting young people as cultural entrepreneurship



Emilie Kermanac'h and Elodie Loos, ArtenRéal CAE 29 (Quimper)

Supporting cultural entrepreneurship for young people, a component developed by the Activity and Employment Cooperative of Finistère through multiple collaborations such as higher education.

•When arts and sciences meet



Fred Prémel, Tita B Productions and Thomas Cloarec, Teatr Piba (Douarnenez/Brest)

« Donvor », it is the story of a creation born from a meeting between Teatr Piba artists (Thomas Cloarec) and IFREMER scientists (Pierre-Marie Sarrazin and Jozée Sarrazin) around the deep seabed. A creation which gave rise to a documentary « I was born in the middle of the sea » produced by Tita B Productions.

•The urban and creative factory of Ile de Nantes



Sophie Maitrallain, SAMOA (Nantes)

The SAMOA is both an urban developer on the island of Nantes and an economic developer in the field of cultural and creative industries.



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• Proyecto Lunar : Supporting creative and cultural industries through collaboration



Ignacio González, Centro Andaluz de Emprendimiento para Industrias Creativas y culturales (Seville) 🇪🇸

Proyecto Lunar is the first public support program for young entrepreneurs in the Andalusian creative and cultural industry.

• Pervasive Media Studio: Creative Entrepreneurial Development in a Creative Eco-system



Michael Johnson and Madeline Smith, Glasgow School of Art 🇬🇧

Pervasive Media Studio hosts a community of over 100 artists, creative companies, technologists and academics exploring experienced design and creative technology.

• The festival, between collaboration to co-creation



Cliona Maher, Clonmel Junction Arts Festival (Clonmel) 🇮🇪

The Artistic Director of the Clonmel Junction Arts Festival, one of the key art festival of South of Ireland, discusses collaboration & co-creation between artists and their audiences.

• »Hacking the Mediterranean economy through the creative industries«



Anne Furphy, Camara Official de Comercio, Industria Y Navigacion de Sevilla 🇬🇧

Chebec is an European project aiming to encourage and support the internationalisation of creative and cultural industries in Mediterranean.



• Utilising Digital Technologies

Digital is reshuffling the cards of the creative and cultural sector. It designs new forms of work and new uses. The whole chain is impacted, from creation to distribution. The opportunities are widened by technologies, which raises many questions, from cinema to the fine arts, from performing arts to heritage.

•Cultural heritage : The augmented experience of visitors



Erwan Mahé, Design and digital Laboratory, EESAB (Rennes) 🇫🇷 🇫🇷

VISTA-AR explores new fields of cultural mediation thanks to virtual reality and augmented reality. Making these technologies accessible to small heritage and tourist sites, increasing their attendance and the experience of their visitors, posed great challenges for this European project !

•Art craft and digital : An happy marriage



François Buvry, Pôle ATEN (National pole of innovation Crafts and digital technologies (Caen)) 🇫🇷 🇫🇷

Crafts are more often associated with tradition, handmade, artifacts more than the introduction of new technologies. Convinced of their added value, Pôle ATEN has carried out several actions to promote the appropriation of digital technology by art craft practitioners.

•Recto VRso Festival : Artistic immersion between real and unreal



Judith Guez, Festival Recto VRso (Laval) 🇫🇷 🇫🇷

Recto VRso, international festival of art and virtual and mixed reality as part of the Laval Virtual fair leads us to new artistic forms.

• Art invites itself in business



Simon Cau, Artify (Laval) 🇫🇷 🇫🇷

Thanks to a connected board and its art library, the start-up Artify offers an innovative service to bring art into business.



Created in 2017, the European project 4HCREAT aims to encourage and support innovation creative and cultural industries.

Led by Caledonian Glasgow University, it gathers 7 partners : Technopole Quimper-Cornouaille, Laval Mayenne Technopole, Limerick Institute of Technology, Instituto Universitario de Lisboa, Camara Oficial de Comercio, Industria Y Navigacion de Sevilla et Fundacion Municipal de Cultura del Ayuntamiento de Aviles.

www.4hcreat.com

Thank you to...

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•The 4HCREAT partners

