

# Developing the Cultural and Creative Entrepreneur

Date: December 8th - 9<sup>th</sup>, 2011

Venue: Room n. 135 (1<sup>st</sup> Floor), Academy of Fine Arts and Design (VŠMU), Hviezdoslavovo nám. 18, Bratislava

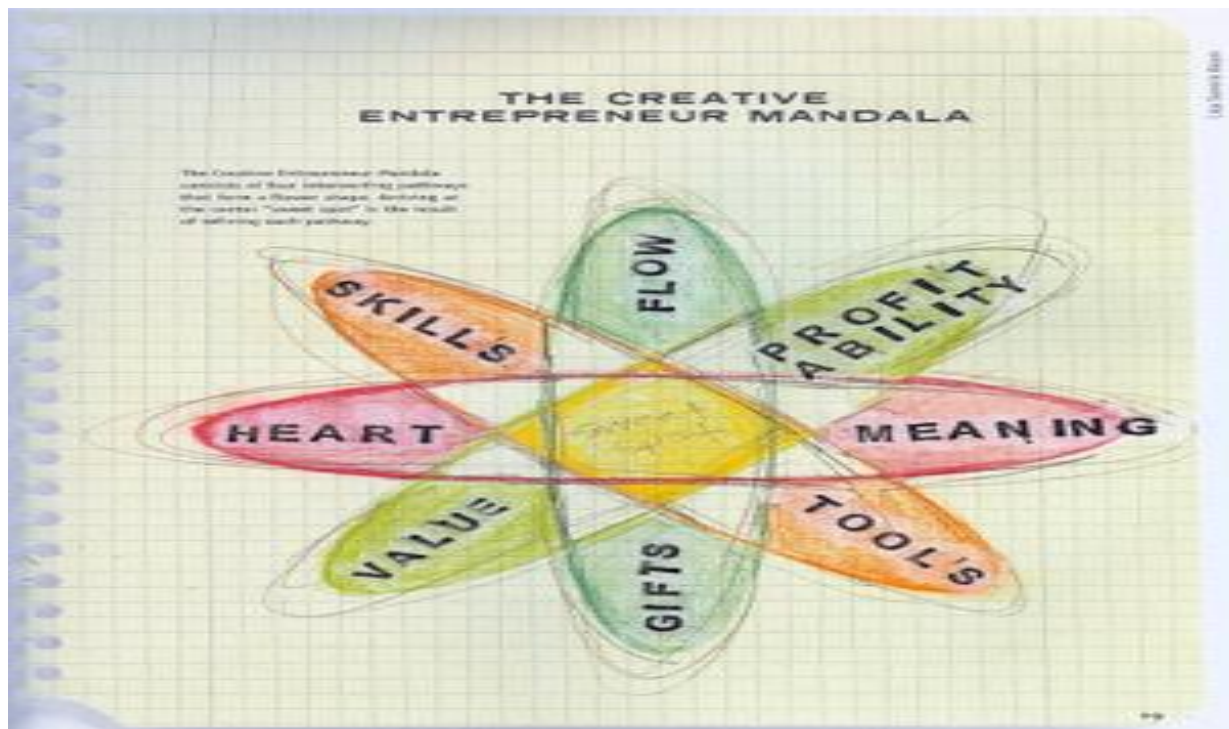
A 2 day workshop delivered by Adrian De La Court and Siân Prime

The Institute of Creative and Cultural Entrepreneurship (Goldsmiths London University) has developed a strong approach to developing highly creative individuals and extending their skills and attributes to become cultural or creative entrepreneurs.

This two day workshop will:

- Introduce participants to a range of modelling techniques that move an idea to a plan;
- Ensure participants understand their key current skills and knowledge;
- Give participants a route map to acquiring any additional skills or knowledge that their idea or vision required;
- Give participants insight in to the similarities and differences between creative and entrepreneurial thinking;
- Introduce participants to methods of creative innovation.

All of the workshop will be interactive, be designed to work with people with dyslexia and a range of different learning styles. The teaching and facilitation will be based on work developed at NESTA's Creative Pioneer Programme and Goldsmiths' ICCE as well as the Cultural Enterprise Office, Scotland.



Look also this:

<http://lateralaction.com/video/episodes/mentor/>

## Programme

### Day 1 - Thursday, 8<sup>th</sup> December, 2011

10am

Introductions and modelling yourself

10.30am

Do you know your direction line up?

11am

Creating a map of industry opportunities

12pm

Priority Modelling and Life Balance Grid

1pm -2pm lunch

2pm

Money Flow

What Costs? Where is the Value?

3pm

Relationship Modelling - what can you disrupt or enhance?

4.30 end

Discussion

Consultations on the projects

### Day 2 - Friday, 9<sup>th</sup> December, 2011

10am

Warm up game

10.30am

Skills Audit

11.30am

Vision and evidence the future

12pm

Network mapping part 1

1pm -2pm lunch

2pm

Success - what needs to be in place?

3-4.30pm

Network mapping pt 2

Blueprint Creation

Reflection and Call to action





## The Workshop Leaders

### Adrian De La Court

**Adrian** is the Director of Synapse and a lecturer on the MA Cultural and Creative Entrepreneurship at Goldsmiths. He originally trained as a fine artist and contemporary dancer; he has developed a strong portfolio career in the creative industries. He initially worked as a professional dancer and performer, touring nationally, including work for The Featherstonehaughs, Josef Nadj, The People Show, Billy Cowie and Divas Dance Company. In addition to his performance work, Adrian gained commissions for his environmental art in Sussex. Adrian formed the first of a number of his visual performance and dance theatre companies in 1998, and has won choreographic commissions from South East Dance and the Brighton Festival 2009. His work was part of the first season held at the re-developed Corn Exchange in Brighton. He received the only Millennium Award given to a dance artist in South East England.

As a critical practitioner, Adrian has worked as a lecturer at many universities and colleges most recently leaving the post of Head of Physical Theatre, Contemporary Dance and Outdoor & Site Specific Performance courses at Northbrook College (university of Brighton) to join ICCE as Lecturer in Creative and Cultural Entrepreneurship.

Adrian has worked for the Cultural Enterprise Office, Glasgow as an Advisor, and was commissioned to write some of their first factsheets on planning and financial management for cultural entrepreneurs. Adrian has been a freelance arts consultant and trainer for many years, with clients including: Scottish Enterprise, NESTA, Business Link and Artworks MK. Adrian is also a life coach (Trained through CTI) and still works as a freelance arts consultant, director and choreographer and visual artist.

### Siân Prime

**Siân** is the Course Director for Goldsmith's MA in Cultural and Creative Entrepreneurship, based in the Institute of Creative and Cultural Entrepreneurship.

She has developed skills as a trainer, facilitator, coach and consultant. Siân has worked for IIMB in Bangalore, Natverkstan and Globalverkstan in Goteborg, GoDown, in Nairobi and nationally for the Arts Council England, the National Endowment for Science, Technology and the Arts and for the Cultural Enterprise Office, Scotland. She's also worked within a number of sub-regions to deliver business advice, training and coaching for social innovation start-ups, creative individuals and organisations. She worked with the original Creative Pioneer Team at NESTA and was responsible for the content and delivery of The Academy - NESTA's residential enterprise development programme for highly talented creative individuals to move their creative thinking to founding an innovative company; she has since developed the material for Insight Out and Starter for Six which now is delivered without her by Regional and National Development Agencies.

More recently Siân developed a new programme "You mean I'm in charge" for the Entrepreneurs as Leaders strand of the Cultural Leadership Programme, in England. This has been designed for creatives who have established a business and are now facing the challenges of leading an organisation.

