

KEYNOTE

THE FRONTIERS OF CULTURAL POLICY

Cultural policy's changing goals

- What will these be in 5-10 years?

changing means
what might be added?

Photographers
Artists
Florists
Dressmaking
Catering
Chefs
Hospitality

RESEARCH

Skills +
talent

Creativity best predictor of
an occupation's chances
of growing (non-automation)



Sweet spot:
combination
of skills

Creative occupations
are concentrated in some
industries, but also
widely distributed

INNOVATION + R+D

Experiment
with

- new art forms
- new business models
- new audience relationships

e.g. how to get
around
disabilities?

Arts in immersive
tech for mental
health, dementia? ...

Forms of
storytelling
e.g. Alternatives

FINANCE

New ways of using grants,
microfinancing,
accelerators

ARTS + SOCIAL
IMPACT

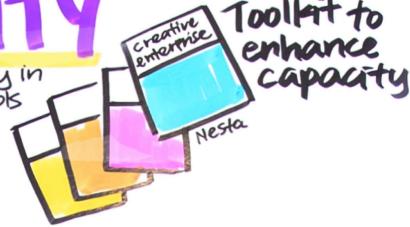


THE FUTURE
OF CULTURE

CULTURE FOR THE FUTURE:
WHAT LIES AHEAD?

CAPACITY

Literacy and fluency in
using new digital tools



Toolkit to
enhance
capacity

Understand, act on boundaries:
mindsets, skills → arts, creative economy, education

FRONTIERS

- ① Longer lifespans
- ② Declining working time

Liberated
time?

Appetites to
be makers +
users of culture



I have
millions of
hours! What
shall I do?



Happiness?

Strength of social support

What can arts
and culture do to
bring people together,
setting and warming bonds?

What could happen
to the fabric of the city?



Experience
quality through
VR/AR?

Eg. NT Live
did not affect
F2F theatre

Eg. now able
to let
audiences
be "in" the
orchestra as
they play

Amplification of
tools for everyday
creativity



from
personal
keyboard
to orchestra

Initial amateur
approach (from 1940s)

→ reprised for an ageing
population, returning arts
to the masses for enjoyment,
participation and creation



Demonstration
for education and
awareness

Q. cultural surrounds
for such gatherings?

↔ the limitations
of digital forms



WE WISH TO
BE TOGETHER

Don't let
them down

Collective
intelligence

Organising human
intel at large scale

Let's make
videos!

Tell ourselves
the story of
ourselves!

Project on walls

Exploring difference,
not just for conforming

Idealistic creative
workers in a
Polarised politic?

How to rebuild
empathy, mutual
understanding,
connection? ...

Let's Build
Bridges
over
Brexit
Bitterness!

LEFT BEHIND

The easy strategy
of doing cool things
may well only pander
to the winners and
further alienate the rest
who feel and are

Death of local
media makes
it hard for
anything else
to function well

Dynamic
discovery,
curious &
willing

DISCOVER THE LEVERS
BY TRYING THINGS OUT

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