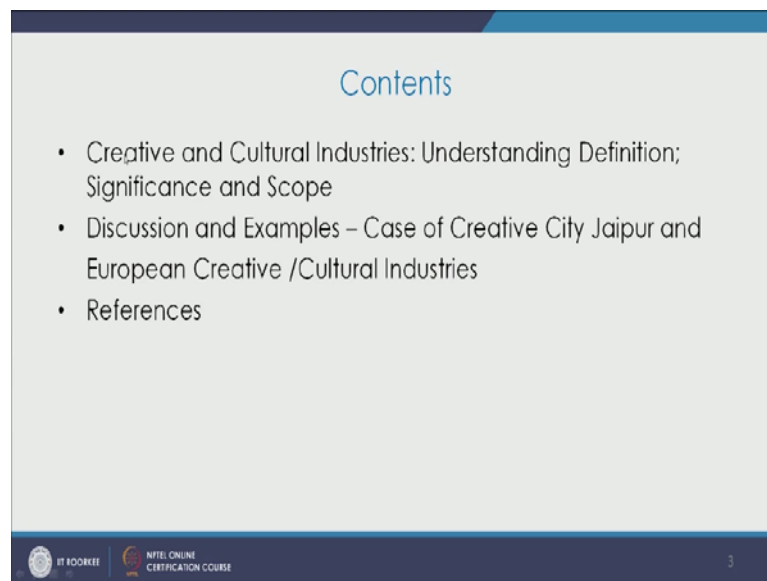


**Role of Craft and Technology in Interior-Architecture**  
**Prof. Ar. Smriti Saraswat**  
**Department of Architecture & Planning**  
**Indian Institute of Technology, Roorkee**

**Lecture – 11**  
**Creative and Cultural Industries: Understanding Definition; Significance and Scope**

Namastey! Hello everyone, welcome again to the NPTEL course Role of Craft and Technology in Interior Architecture. So, we will be discussing another module today. So, we are on module 11 and it talks about Creative and Cultural Industries and we will try to understand its scope, definition, significance, why are we talking about these industries.

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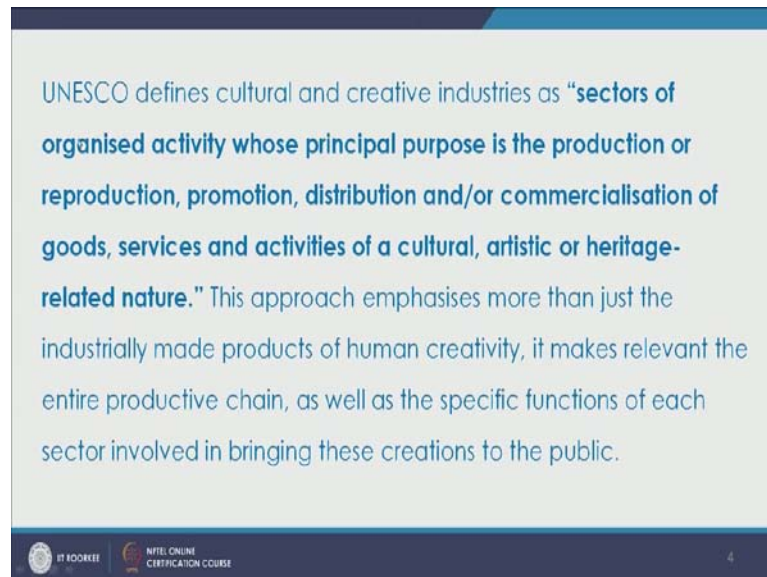


The overview of the contents that we are going to cover today - creative and cultural industries: understanding definition significance and scope; we will try to discuss through examples and specifically we will talk about the creative city Jaipur from India. And we will talk about the European cultural industries, creative industries and we will have list of references towards the end.

So, throughout this module we have been talking about building crafts, art, architecture, interior architecture, space making. So, it was very important to put you know together the umbrella term cultural and creative industries and try to understand how the

important sector of craft and then connecting it to interior architecture through building crafts, how all of these fall in place when we talk about this cultural creative industries and how it is contributing also to the economics; the world economics; so, just going by this definition that is given by UNESCO.

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UNESCO defines cultural and creative industries as sectors of organized activity, whose principal purpose is the production or reproduction, promotion, distribution and or commercialization of goods, services and activities of a cultural artistic or heritage related nature.

So, it talks about not just products, but services and also related activities which focus on culture, art and heritage. This approach emphasizes more than just the industrially made products of human creativity; it makes relevant the entire productive chain. So, we are talking about the entire value chain, we are talking about human creativity; we are not just talking about an end product. So, it also encompasses and embraces the process and the human imagination and creativity and the value chain means like all the stakeholders who are involved in right from procuring material to the transportation on the side or on the location of the object of use of the art form. The entire you know the entire this chain of events, the sequence and the people involved when it is called value chain.

So, this is what also forms an important part of these industries as well as specific functions of each sector involved in bringing these creations to the public. So, this

terminology of cultural and creative industries; it is very recent and UK and you know there has been lot of discussion in Europe, UK. And also now we are following it in India, the discussion and the discourse has started. There are already two cities which are identified as you know creative cultural cities.

So, we will see further what are the different perspectives, how do we define or understand the cultural and creative industries and especially in Indian context which all activities and the sectors could contribute to it.

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Going further, UNESCO takes pride you know that it remains the only international organization with a global vision of the socio cultural and economic role of crafts in society. So, the major emphasize is here is this economic role of crafts because art and craft until and unless this term culture and creative industries came up; was seen as you know some activity which is related to hobby and which is related to our utility and needs, but the economic value was never attached to it. It was more like a tradition or done as part of belief system or our customs, but how it also contributes to get to the GDP of a nation or the economics or the trade of it was never talked about.

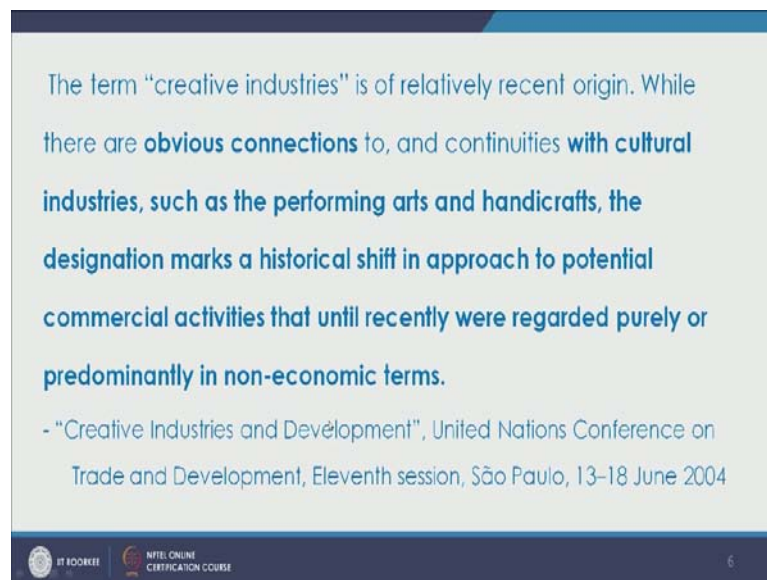
So, UNESCO actually you know talks about the economic role of crafts in society and specifically I have put this slide focusing on crafts because we are talking about building crafts and interior architecture. And then it will be very exciting and interesting to know

how you know the building crafts and interior architecture could also be seen as economic activities.

So, it states that crafts are an artistic expression rooted in community traditions; they pass on knowledge from one generation to the next; often through oral narratives we have been discussing this and thus they are part of intangible heritage. Now what is important, what the highlight at UNESCO is - contemporary crafts also exist alongside creative industries. As people are open to acquiring objects of symbolic value; crafts have managed to adapt in new ways, creating innovative products that reflect the creativity and cultural heritage of their creators.

So, craft is one such sector which reflects the creativity and cultural heritage of a community or a nation plus also contributes to the economy. So, it is a very crucial parameter to talk about the cultural values about the community life, and also the GDP of a nation. So, this term is now very upcoming and uprising and being discussed everywhere and that is why we are trying to talk about it in this module.

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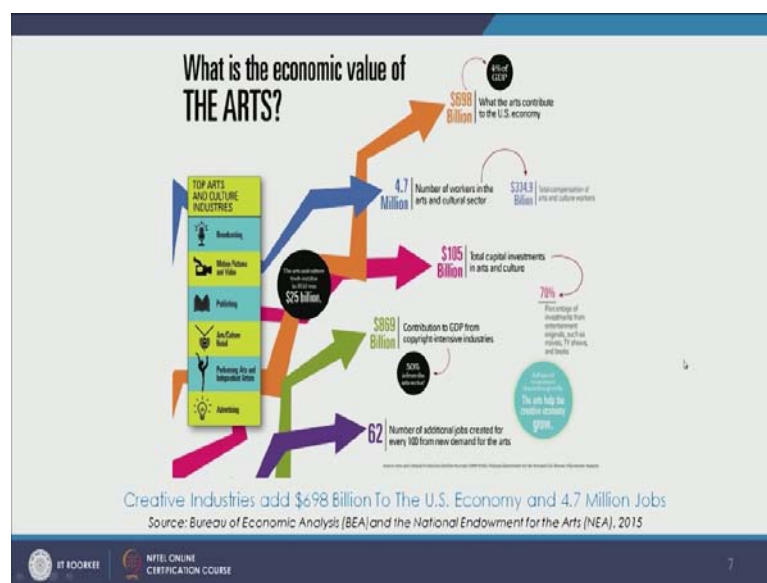
Further, taking these definitions and perspectives ahead, United Nations - they have also tried to explain the term creative industries. Now, creative industries and cultural industries are used with same associations and connotations interchangeably, similarly, sometimes for the same reasons.

So, creative industries and cultural industries are two terms that you know UNESCO, United Nations and other related research bodies and organizations talk about. And I usually preferred to call them creative and cultural industries because they try to reflect on the creativity and the cultural aspect. So, just seeing the United Nations perspective on this, the term creative industries is of relatively recent origin. While they are obvious connections to and continuity with cultural industries, such as the performing arts and handicrafts, the designation marks historical shift in approach to potential commercial activities that until recently were regarded purely or predominantly in non economic terms.

So, that is what we were discussing while we were on the previous slide that you know performing arts, handicrafts - they were always looked upon as non economic terms, activities in non economic terms. But now, we are trying to see them as commercial activities which can actually contribute to the economics - it can bring in money, can bring in jobs, it can bring in confidence and sustainable living for lot of artisans and the people who are working in the sector.

So, it is a very important historical shift that everybody is talking about and India is embracing it and we are also adopting the creative industries and cultural industries and we have a very rich tradition of art and craft and indigenous architectural styles. So, we are also now trying to embrace them, value them and represent India globally in terms of these industries which have been an age old part of our customs and our existence.

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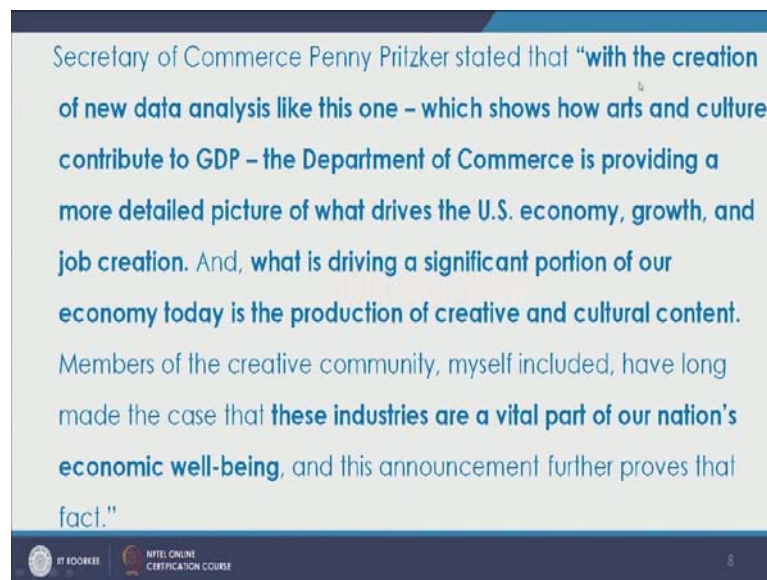
This is a very important graphic here; if you look at the slide and here what they are talking about is the economic value of the arts or the umbrella term the cultural industries the creative industries. And specifically we are talking about the art sector in the USA and this is from one of the reports and we see this data analysis over here. So, top art and cultural industries here in USA are broadcasting; motion pictures and video; publishing; arts, culture, retail - so we see this here placed as an important industry; performing arts and independent artists; and, advertising.

So, what is important over here is like - if we see here, 4 percent of the GDP is what arts contribute to USA economy, and it is phenomenal. And it is a very welcome step to recognize this contribution and to take it forward. If we go ahead, so there are 4.7 million number of workers in the arts and cultural sector which again is a huge number. And there are capital investments related to art and culture and there are lots of people working over here. And then working and these investments - they eventually result in the profits and GDP. Then there is also contribution to GDP from copyright intensive industries which are also part of cultural industries and here we see the publishing part as one of the important activities.

So, here what they are trying to say is that the arts help the creative economy to grow and USA is very welcoming to recognize this sector as one of the major sectors that contribute to the economy and GDP; also happiness and wellness. Because these are the

activities which are done by lot of artisans, artist, craft persons as also part of what they have been brought up with and also what they enjoy doing. So, it is a very welcoming scenario and such kinds of graphics help us analyze and substantiate the kind of researches that are happening.

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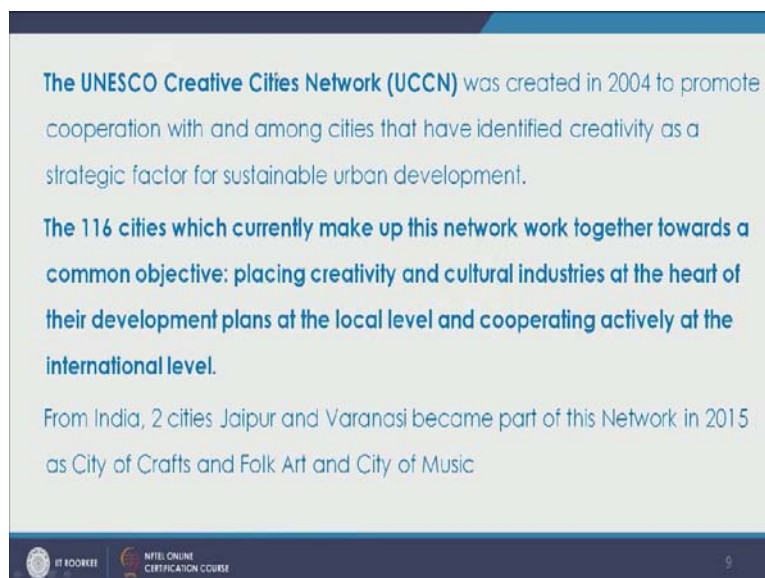
So, taking this forward the Secretary of Commerce Penny Pritzker tried to you know describe and analyze and explain the graphic that we saw in the last slide. And that with the creation of new data analysis like this one the one on the previous slide which shows how arts and culture contribute to GDP, the Department of Commerce is providing a more detailed picture of what drives the US economy, growth and job creation.

So, job creation is very important here. And, what is driving a significant portion of our economy today is the production of creative and cultural content. So, this is highly crucial. I will repeat this. What Penny Pritzker is saying is, what is driving a significant portion of USA economy today is the production of creative and cultural content. Members of the creative community have long made the case that these industries are a vital part of a nation’s economic well being and this announcement further proves that fact.

So, this is substantiating that the kind of research which is happening in the creative - cultural industries and the creative activities, the art sector, the craft sector and how people are trying to link it to the commercialized outcomes and economy, is what is

being substantiated and proven by data analytics like what we saw, and the kind of statement that we are seeing which are being made.

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Going further, now since we have a hang of what are creative industries and what are cultural industries, let us also try to understand what creative cities network is? Now UNESCO creative cities network which is called UCCN was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. Now we are talking about culture industries and creative industries; so, there are certain cities you know in different countries which predominantly have certain creative and cultural activities and which could be treated as strategic factors for sustainable urban development. So, we will see how in India, Jaipur has been designated as one of the creative cities and what are the factors that you know make it get that recognition. And what are the different kinds of creative and cultural industries that are, you know within its purview and activities.

So, the 116 cities which are currently making up this network - they work together towards a common objective. So, there is a networking within these cities also. So, they have a common objective - placing creativity and cultural industries at the heart of their development plans, at the local level and cooperating actively at the international level.

So, this network is very active and UNESCO is trying to link all the cities across the globe which could contribute in sustainable urban development; keeping the focus on

creative and cultural industries. And they work towards this common objective and they work hand in hand, you know at their own regional levels, state levels, national levels and then eventually internationally they are linked together to work towards this common objective. So, like I was telling, from India we have two cities - Jaipur and Varanasi, which are a part of this network and they were announced in 2015.

So, Jaipur is known as the creative city and majorly because of its craft and folk art and Varanasi for its music, and that is how they have got this recognition and designation by UNESCO.

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**What the Creative Cities Network can do**

- Integrate Creativity into a mainstream planning approach
- Provide an international platform for promoting crafts and folk art
- Encourage Cultural Tourism
- Enable Capacity Building opportunities
- Opportunities for Exchange Programmes and Events to Promote Crafts locally as well as internationally
- Boost local economy through advertising and sale of products internationally

Creative Cities and Cultural Industries

Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016  
(GIAN Course Coordinated by the NPTEL Course Coordinator)

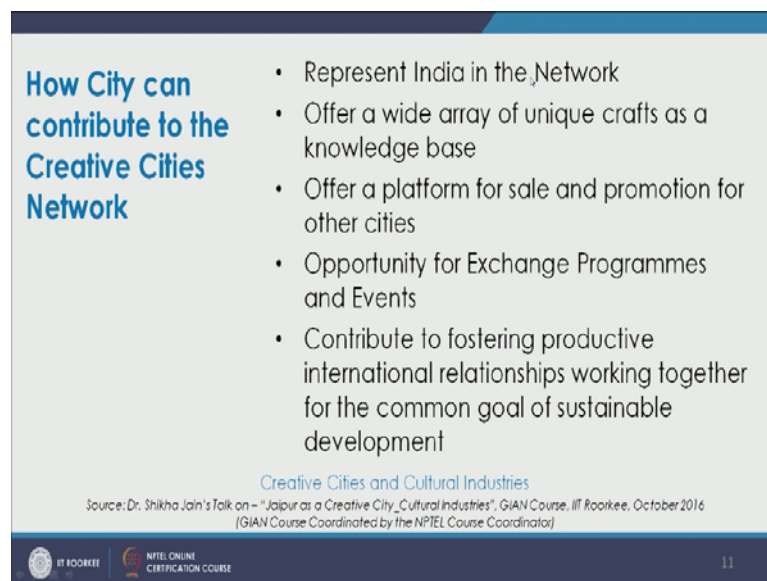
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Now, understanding further, what the creative cities network can do and why it is so important and why are we talking about it, when we are talking about cultural and creative industries? So, they are certain major you know promising objectives and the aims that the creative cities network tries to fulfill. Integrate creativity into a main stream planning approach; provide an international platform for promoting crafts and folk art. And, when we talk about promotion of craft, folk art, we will also talk about interior architecture because throughout this course we are trying to link building crafts and interior architecture. So, we will see further in one of the slides, while we will discuss the creative industries of Europe and also see the Jaipur creative city. We will see also one category which is architecture and building crafts.

Encourage cultural tourism; enable capacity building opportunities; opportunities for exchange programs and events to promote crafts locally as well as internationally; boost local economy through advertising and sale of products internationally. So, it is talking about local economy as well as international exchanges and economic forces that contribute to the finance and the trade. So, this network is very visionary and from local level to global level, it contributes in varied ways; also how a city can contribute to this network?

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**How City can contribute to the Creative Cities Network**

- Represent India in the Network
- Offer a wide array of unique crafts as a knowledge base
- Offer a platform for sale and promotion for other cities
- Opportunity for Exchange Programmes and Events
- Contribute to fostering productive international relationships working together for the common goal of sustainable development

Creative Cities and Cultural Industries  
Source: Dr. Shikha Jain's Talk on – "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016  
(GIAN Course Coordinated by the NPTEL Course Coordinator)

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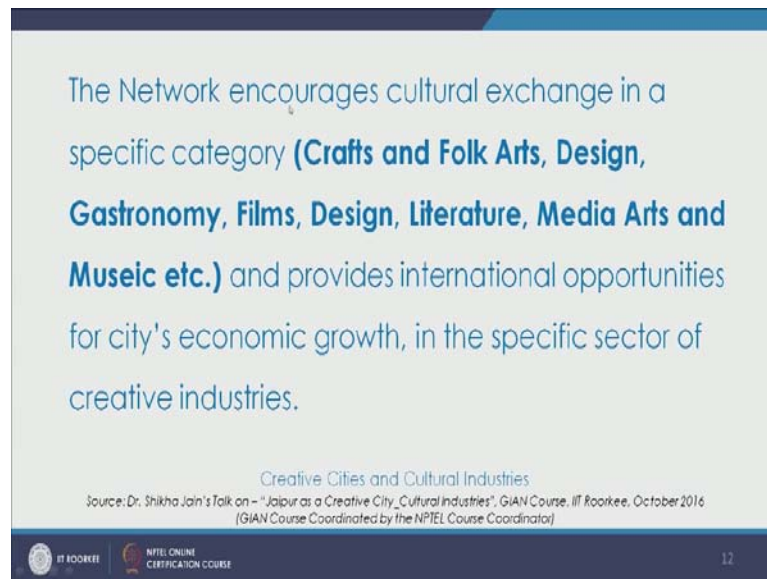
So, when we talk about India; represent India in the network and represent globally, offer a wide area of unique crafts as a knowledge base and we are being talking about this. Creating a knowledge base, creating a resource hub, documenting these art, craft, interior - architecture forms and represent India globally that it has such rich traditions and such knowledge base and so many skill sets which you know the world would be interested to know and adopt. Offer a platform for sale and promotion for other cities; opportunity for exchange programs and events; contribute to fostering productive international relationships working together for the common goal of sustainable development.

So, it is very important that we understand how this network contributes to the city, and the city contributes to the larger network. Now, whenever we are talking about Jaipur as a creative city and also UCCN, I have largely adopted this data and framework from

DRONAH which is based in Gurgaon and they have been working substantially in phenomenally in the sector of creative and cultural industries.

So, that is what I have taken as a base reference and we can all study in depth later as per our interest, I will also give a list of references.

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Now discussing this network further; the network encourages cultural exchange in specific category like - crafts and folk arts, design, gastronomy (which is related to food), films, design, literature, media, arts, music etcetera, and provides international opportunities for city's economic growth in the specific sector of creative industries.

So, everywhere we are talking about city's economic growth and how it is linked to it is creative and cultural industries, which have been innately a very important part of people's existence and way of life. And what more, you know in terms of results, when you perform your cultural activity which is close to your roots and also get economic returns. So, that is what is the focus about you know, focus of this network and all the culture and creative industries. We will discuss a little bit about Jaipur and you know Jaipur has been designated as a creative city and will see what all are different you know sectors or categories.

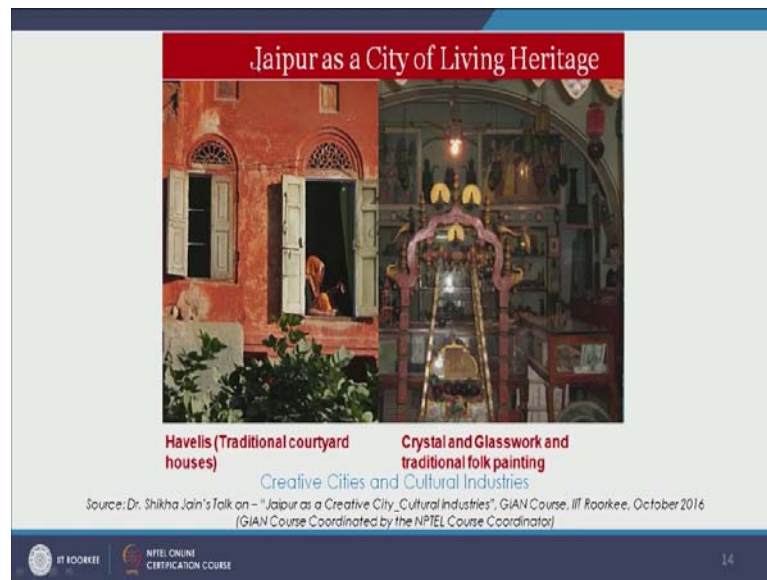
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Like we saw on the previous slide, over here - specific categories within the creative industries, so, we will see what are the different categories and what are the different activities, cultural activities which could be treated as creative and cultural industries, and how Jaipur has got this designation. So, Jaipur has been always seen as city of crafts and folk art and it is like internationally known for that and several tourists come over and people in India and students also go learn and document these forms.

So, it has very very rich forms and numerous. So, frescoes and painting - these are like one, puppet making has been, you know, done in Rajasthan specially Jaipur since a very long time. Then it has terracotta craft, it has very famous blue pottery which is also you know, it has been exported to several places and people know Jaipur for its blue pottery. So, it is seen as city of crafts and folk art.

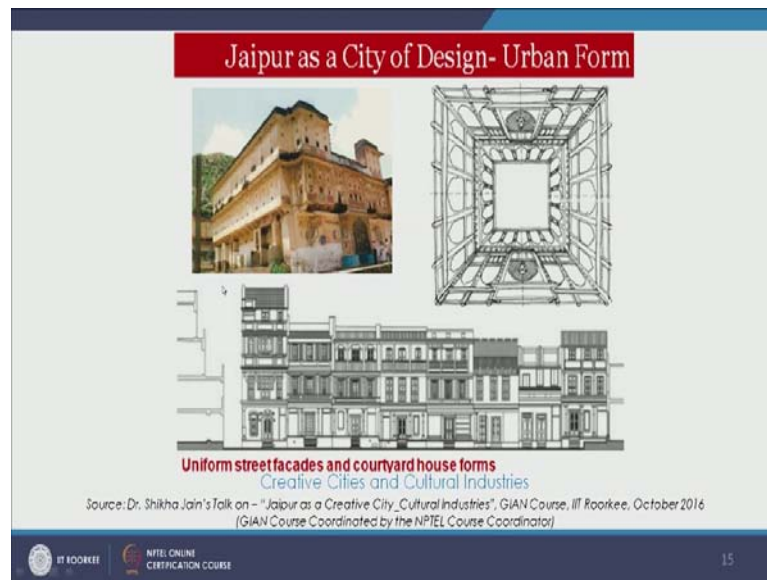
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Then we see Jaipur as a city of living heritage. So, we see different kinds of *Havelis*. They have a very different, unique built form and they have these traditional courtyards which have proven very important features - passive design features.

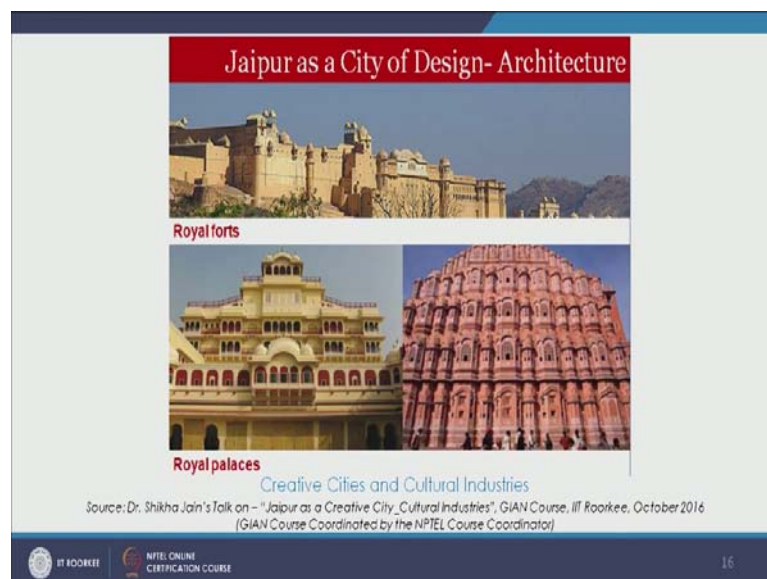
So, courtyards, the *havelis* of Rajasthan and the courtyard they are you know read and studied by varied scholars throughout the globe and everybody tries to understand that how this city is still a living heritage and we try to learn so much from the past. Then, different kinds of other works like glass work, crystal work and how all of it is seen in the houses and the shops; even you know the day today places of existence.

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Jaipur as a city of design - urban forms; if we see you know Jaipur as a city of design, there is so much to see and learn; the different kinds of architectural forms, urban forms, the morphology.

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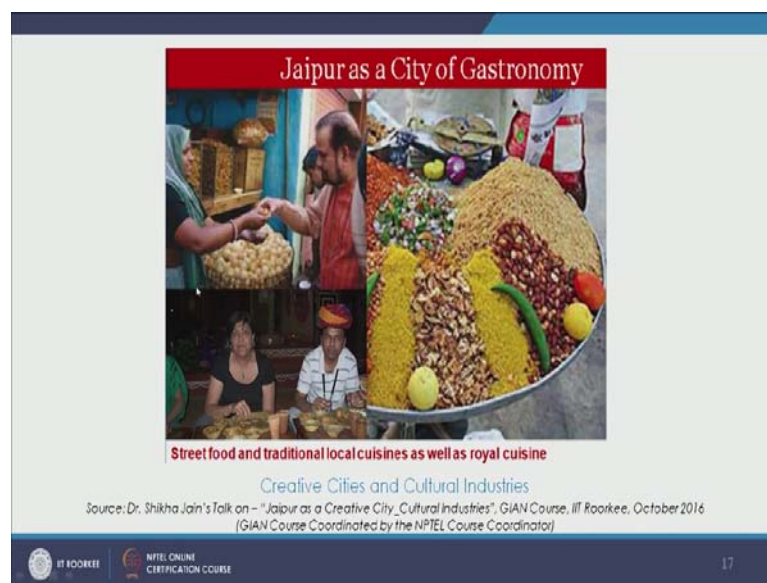


So, that is there and it has been recognized and studied a lot. Then, we also see Jaipur as a city of design and specially we are talking about architecture. So, the very famous Hawa Mahal, other forts and palaces - so, that have been part of Jaipur architecture and

built forms since a very long time. And, all these forts and palaces are still you know intact and lot of people and tourists go there and study there, experience these spaces.

So, Jaipur has a very unique character and it is a very distinct identity and it is timeless. So, you know, every time you go and look at these forts and palaces there is something, there is something which is common that you go there and experience every time. But then there is some peculiar experience that one if they go there again and again, they will experience it in a new way.

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So, it is a very crucial part of its existence. Then, Jaipur as a city of gastronomy; so, we see different kinds of you know foods which make this city very unique. It has its own identity in terms of what people eat and you know specially the Rajasthani *Thali* and the street food and it is known people go and also explore the food items and then they relish them, and it's very unique in taste.

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Jaipur is also seen as a city of performing arts. So, there are different kinds of performing arts - you also see *Ram Leela* and other forms, performances that happen over here, street plays, and folk dances. So, all of it, through Jaipur, we are trying to understand, you know, India is so rich - it has a unique; every city has a unique identity, a character, a different urban form, the different kinds of buildings and interior architecture practices, different kinds of food.

And all of this can actually you know it can actually contribute in the cultural identity of that city. And also how these industries become a part of mainstream commercialization, generate employment, and put India on a global map and also contribute to the economy. If we see different kinds of art, craft forms here, which are listed by DRONAH,

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Jewellery	Pottery	Textiles	Stone Crafts	Metal and Wood
<ul style="list-style-type: none"><li>• Kundan Jadai - Gem Setting</li><li>• Meenakari - Enamel work</li><li>• Gem Stone Cutting and Carving</li><li>• Contemporary Jewellery</li><li>• Lac Jewellery</li><li>• Silver and Gold Foil Work</li></ul>	<ul style="list-style-type: none"><li>• Jaipur Blue Pottery</li></ul>	<ul style="list-style-type: none"><li>• Embroidery- Gota Patti Work, Zardozi, Aari, Tati,</li><li>• Mukaish</li><li>• Tie Resist Dyeing- Bandhej &amp; Leheriya</li><li>• Block Printing On Textiles</li><li>• Razu - Quilt Making</li><li>• Weaving</li></ul>	<ul style="list-style-type: none"><li>• Building Crafts</li><li>• Sculpture (Religious Idols)</li></ul>	<ul style="list-style-type: none"><li>• Thathera</li><li>• Tarkashi - Metal Inlay</li></ul>

Creative Cities and Cultural Industries: Case of Jaipur

Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016  
(GIAN Course Coordinated by the NPTEL Course Coordinator)

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We see in Jaipur – jewellery, different kinds of jewellery which are like very famous, the *Meenakari* work is very famous, *Kundan* work is very famous. And we were talking about the blue pottery a while ago, it has been a very very famous art and craft form. Textiles - Jaipur has very rich textiles, so embroidery, there is *Mukaish* work, there is tie - dye and tie - dye work is like, you know, it is very famous and it is being exported to different parts of the world.

And it is also very aesthetic, and feel good factor when you know, when we wear something that is made by our own hands, by the artisans and the craft communities in our own cities. There is block printing which is phenomenal and block printing techniques; we see on fabric, paper and what not. There is weaving which is also very phenomenal form, the technique over here.

We see the building crafts also. We see stone crafts. So, we see different kinds of sculptures, we see carving, inlay. Also, we see the metal and wood works. So, there is *Thathera* craft, there is metal inlay - *tarkashi* craft. So, all these, this is a gamut of different cultural and creative industries in Jaipur.

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Building Crafts	Painting	Paper Crafts	Miscellaneous
<ul style="list-style-type: none"><li>• Architectural Stone Crafts</li><li>• Lime Crafts</li><li>• Frescoes</li><li>• Mirror work</li></ul>	<ul style="list-style-type: none"><li>• Miniature Painting</li><li>• Mandana</li><li>• Frescoes</li></ul>	<ul style="list-style-type: none"><li>• Bahi (Hand bound books)</li><li>• Handmade paper</li><li>• Papier Mache</li><li>• Kite Making</li></ul>	<ul style="list-style-type: none"><li>• Katputli</li><li>• Terracotta</li><li>• Mojari (Leather footwear)</li><li>• Koftkari</li></ul>

Creative Cities and Cultural Industries: Case of Jaipur  
Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016  
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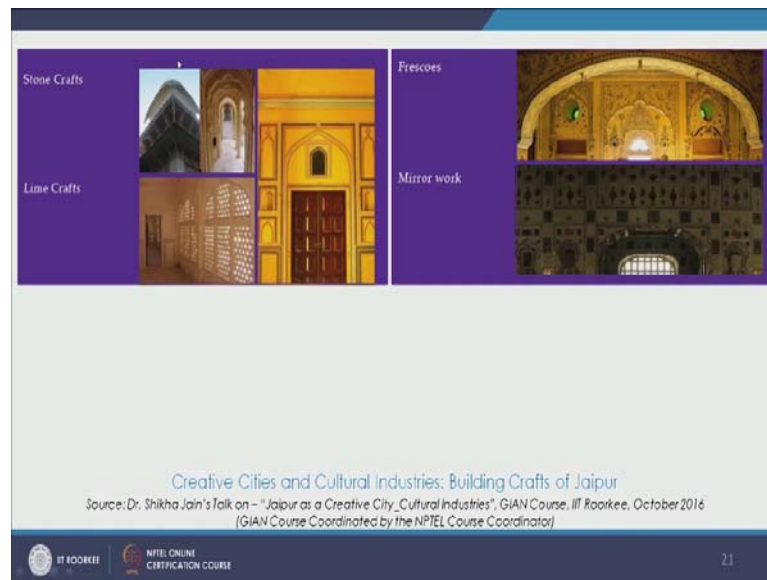
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Then like we were talking about building crafts; so, there are architectural stone crafts that we saw on the previous slide. Then, there are lime crafts, we see lot of frescoes and there is mirror work locally which is known as *thikri kam* in Rajasthan. Also, we have been talking about the structural crafts and the surface crafts. So, when we talk about surface, paintings play a major role. There are miniature paintings which are very famous from Jaipur. There have been schools of art in Rajasthan, which you know, teach miniature paintings. There is *Mandana* painting. And then there are frescoes. So, they are very peculiar to Rajasthan and like specifically Jaipur also.

When we see paper crafts, so there are hand bound books - the *Bahi Khatas* and the books, handmade paper, Papier Mache, kite flying and then there are several other miscellaneous craft forms. There is *Katputli*, *Mojari* - the leather footwear, there is *Koftkari*, and there is terracotta work. So, this is like, a very exhaustive list and DRONAH has been working phenomenally, documenting all these art, craft forms, making the directory of different artisans and craftspersons, who have been working on them, bringing them into the mainstream commercial projects, also contributing the enlisting of Jaipur as a creative city in UNESCO.

So, there has been a lot of work that several people have been doing and it is on their pioneering efforts all this is happening and people like you and me can take it forward.

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So, here are some pictures and examples of building craft. So, we see here stone crafts, structural, joinery, brackets, space making elements like arches and columns, we see these stones *jails*. But, this is like, in lime. We see that in stone also. So, there are lime crafts. Lime, many of us would know that why it was used, you know, in earlier buildings, and it had so much advantage, and today because of advanced technology and also because of lack of time, most of us have shifted to the cement concrete.

But, lime has been a very magical material - whether we use lime plaster or lime mixed with cement and in different forms, and it has varied advantages and maybe in some module we can discuss, but this is not the focus for this module. Then, we see frescoes over here and mirror work. So, the Amer fort and different palaces, we will see the mirror work, also like on ceiling and walls everywhere, and this was also very painstakingly done earlier with plaster of Paris and in lime plaster.

But today, we have the re-interpretation and contemporary ways of doing this which could save time and which has different expressions. So, there are these traditional forms which have continuity and they have gone to another level in contemporary times in way of interpretation and expression. So, that is another thing, but we see this entire umbrella of building crafts in Jaipur, and it is quite intricate, detailed out and still we see lots of examples existing in their very original forms.

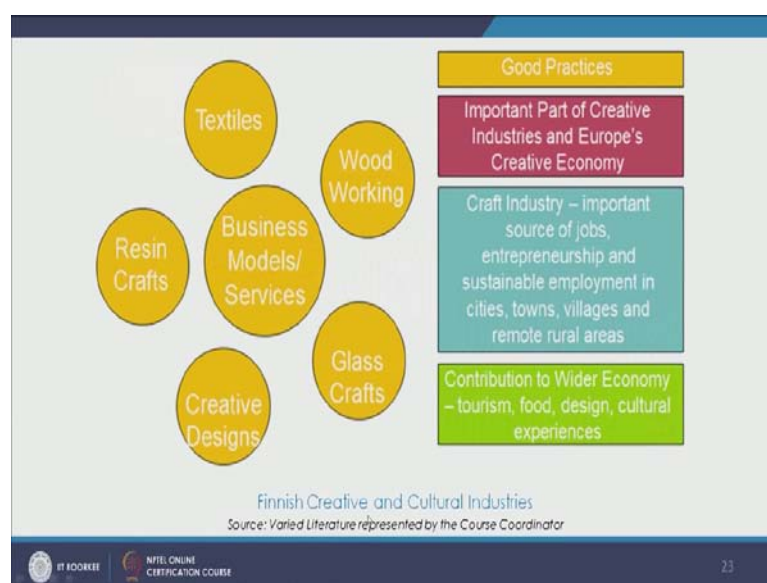
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Paintings, we were talking a while ago - so, there are miniature paintings, frescoes and *mandana*. And, these paintings, you know, the surface crafts, they are very much storytelling, they have narratives embedded within them. And like we were seeing few examples from Uttarakhand, they have different motifs and meanings which are a part of you know everyday life and memory associations of people and community.

So again, studying about these painting, these surface narratives, also takes us back to that particular era, and contributes to the history, society and understanding of what went in the society at that particular time.

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Now, just to give an overview and then we will talk about the European industries particularly. But, if we talk about the Finnish creative and culture industries in particular, then you know, we see majorly textiles that contribute in the economy. Then there is raisin craft, creative designs, there is glass craft and then woodworking. And they have their business models and services through which they are trying to link these creative and cultural industries and generate economy.

So, craft industry has been a very important source for creating jobs as far as Finland is considered and it contributes to wider economy - tourism, food, design and cultural experiences.

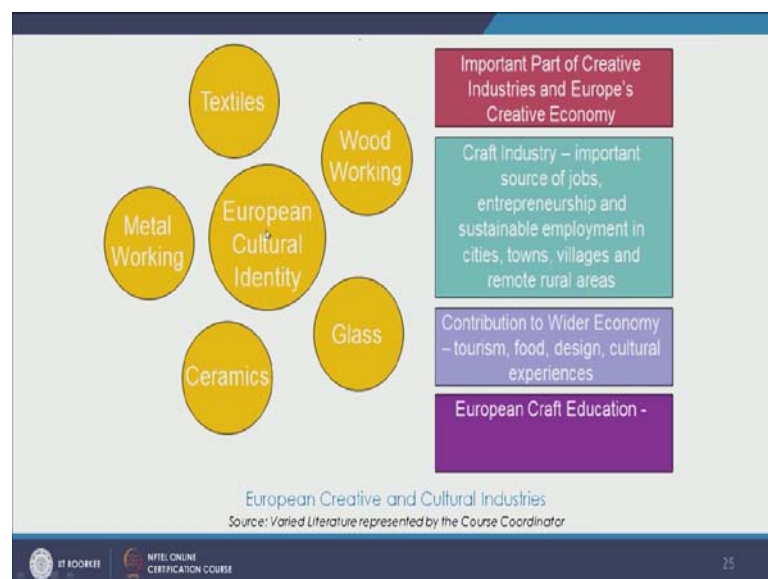
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Architecture	About traditional and modern Japanese architecture
Bonsai	About the art of cultivating miniature trees
Bunraku	About traditional Japanese puppet theatre
Calligraphy	About the art of writing beautifully
Contemporary Art	A list of sites to see contemporary art
Dolls	About various types of Japanese dolls
Gardens	About Japanese gardens
Ikebana	About Japanese flower arrangement
Kabuki	About traditional Japanese Kabuki theatre
Literature	About Japanese literature
Movies	About the Japanese cinema
No	About traditional Japanese No theatre
Poetry	About haiku and other Japanese poetry forms
Origami	About the art of paper folding
Tea Ceremony	About the ritual way of preparing and drinking tea
Ukiyo-e	About paintings of the floating world

Japanese Creative and Cultural Industries  
Source: Varied Literature represented by the Course Coordinator

So, we see this kind of you know, cultural and creative industries umbrella throughout Europe. Another example that I have put is Japanese creative and cultural industries. So, Japan has its own creative and cultural industries and different categories - so, very famous we know origami, then Japanese architecture it has its own unique interior architectural styles, then calligraphy and then there are paintings also. So, we keep talking about the surface craft. So, they have very famous paintings.

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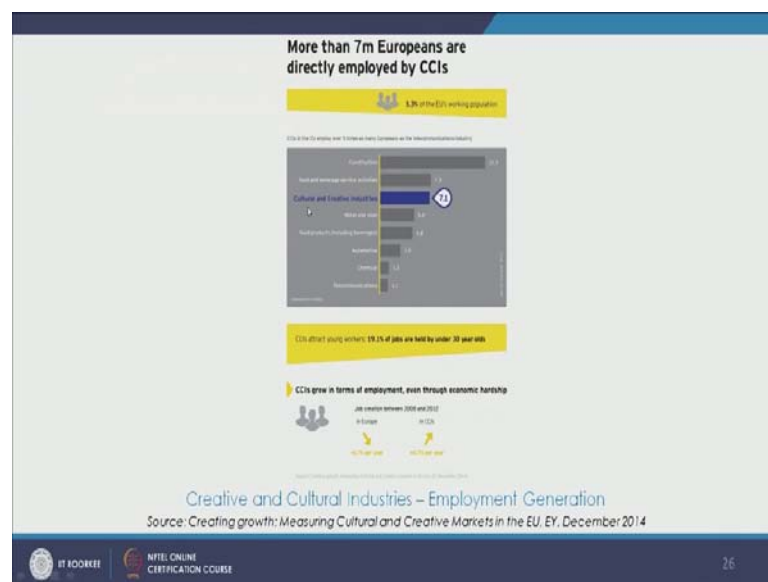


Now, specifically talking about Europe you know, as the, not going into the details of the cities, but Europe as a whole.

So, again European cultural and creative industries, they give a very unique cultural identity to Europe. And it is known for his textiles, metal working, ceramics, glass, wood working. These industries are a very important part of Europe's creative economy. And, they emphasize on entrepreneurship, job creation, sustainable employment in cities, towns, villages as well as remote rural areas. That has been a major focus of Europe rather than bringing villages to the city, how the villages and remote areas can be sustainably developed and their creative and cultural industries could be promoted and they could generate employment for the people and the communities.

And they have a very specialized education system which also emphasizes a lot on vocational skills, crafts education, art education. And that is what should also be part of Indian education system which is already happening at different levels in different capacities and it could be taken further by combined efforts of all of us.

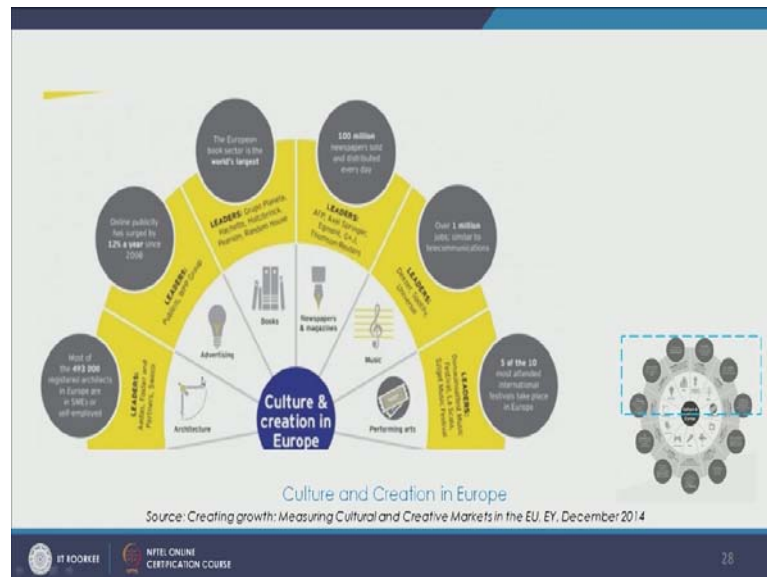
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Now, there are some slides which I will browse through and it will give us some statistical data that establishes further, the importance of creative and cultural industries and specifically in context of Europe, I am talking here. If we see the slide and we see over here the cultural and creative industries and we see this huge number.

So, this is more than 7 million Europeans are directly employed by these creative and cultural industries which is huge; which is above other 5 categories. And it comes here, you know in the top 3, and that is a phenomenal number.

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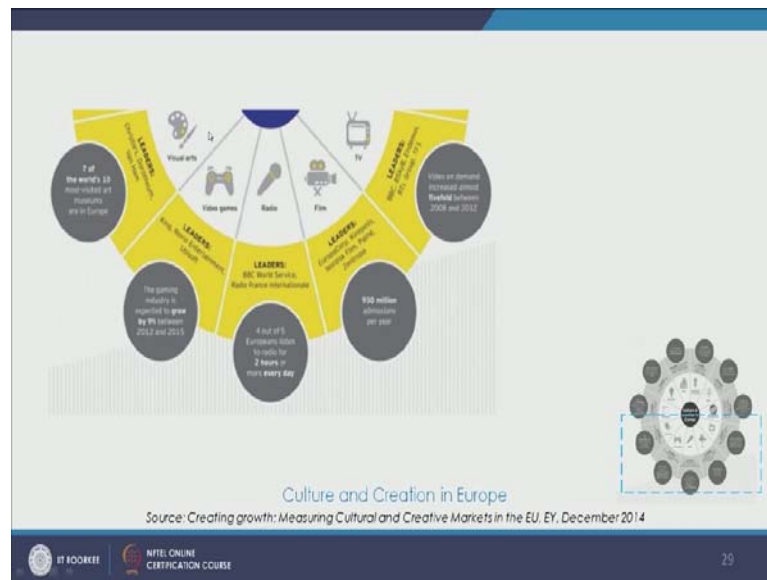


This is another set of data which tries to tell - what are the different cultural and creative sectors in Europe. So, this is the overview, and just to zoom in, and give more details; here if we see architecture, because we are talking about building crafts and architecture and arts.

So if we see the data related to architecture, most of the 493000; you can read the number, registered architects in Europe are in SMEs or self employed. So, it is a huge number and here architecture is one of the major cultural - creative sectors. Then we see music, we see performing arts, 5 of the 10 most attended international festivals take place in Europe and Europe is known for its international festivals, exhibitions, museums.

So, this data you know just reinforces the facts and the knowledge that we have about Europe and its creative economy.

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Here again we see visual arts - 7 of the world's 10 most visited art museums are in Europe. So, it is known for its creative economy, creative and cultural industries and this is one successful model that can be looked upon and taken inspiration from, and we can try to replicate it in India, because we have our own unique art, craft, interior – architecture, music, performing art forms.

So, they are like, we are very rich in that and it is just about taking cognizance of the fact that they could also contribute commercially. And also generate sustainable livelihoods for certain communities which have not been brought into the mainstream. It is already happening, it is a welcome step and we can contribute further.



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This is just an interesting graphic since we are talking about gastronomy. So, yes food definitely forms a part of creative industries, because there are different kinds of food items, raw materials which are very peculiar to certain cities in certain climate zones, if I talk about India itself.

So, like in Almora, we have this local cuisine '*madhuey ki roti*' and then there is '*bhatt ki daal*' and all that you cannot probably get in plains and other cities. So, there is a distinct identity whether it is about the costumes or jewellery or food or the kind of art, craft forms which are practiced or the kind of interior architecture which people inhabit in. All of these are very unique to a particular culture landscape and particular community. So, it is very exciting and interesting to you know keep us open to learn understand and embrace all these forms and try to bring them into the mainstream, document them and represent India globally with such rich forms.

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Subsectors of CCIs		
<b>Books</b> Authors, specialized book stores, public and academic libraries, book publishing, etc.	<b>TV</b> Television programming, production, post-production and distribution creators working in the TV industry, etc.	<b>Architecture</b> Architectural firms, etc.
<b>Newspapers and magazines</b> Newspaper industry, journals and periodical publishing industry, news agencies, etc.	<b>Film</b> Motion picture production, post-production and distribution; creators working in the movie industry, etc.	<b>Advertising</b> Advertising agencies, etc.
<b>Music</b> Sound recording and music publishing activities, music composers and lyricists, music radio stations, TV music channels, etc.	<b>Radio</b> Radio broadcasting activities, etc.	
<b>Performing arts</b> Performing arts, supporting activities and venues, etc.	<b>Video games</b> Developers, publishers, retailers and distributors, etc.	
	<b>Visual arts</b> Creators of visual arts, such as photography, design, art and crafts and museums, etc.	
Creative and Cultural Industries – Employment Generation		
Source: Creating growth: Measuring Cultural and Creative Markets in the EU, EY, December 2014		
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Sub sectors of cultural and creative industries if we see in Europe, they are like books, newspapers and magazines, music, performing arts, we see TV over here, films, radio, video games, visual arts.

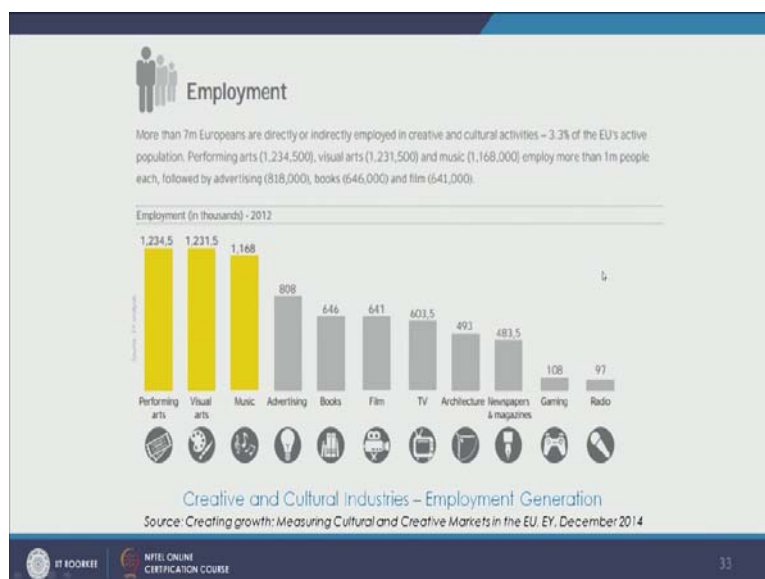
So, we see again architecture, visual arts where they have put art and craft, and we see performing arts. So, we see art, craft, and architecture whenever we talk about the categories or sub sectors of creative and culture industries, whether it is Japan, Europe, India - at least three cases that we saw today. We see all these three very specifically placed in this you know categories in sub sectors. And, that is the intention of this module. So, we are trying to talk about the building crafts and interior architecture and how this larger umbrella of creative and cultural industries encompasses them and how their interrelationships could be very useful in contributing to space-making as well as the economy.

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Some other data set which I will just go through; we see the turn over here in Europe and you know, in visual arts we see the highest number.

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So, that again is a very good sign. Employment - now in terms of employment, performing arts, visual art and music, we see here in Europe, they are very high and upbeat, but this is where India has to really catch up. Because they are not able to provide sustainable employment and living methods to all are artisans and craftspersons and the people who are associated to creative and cultural industries. And that is why

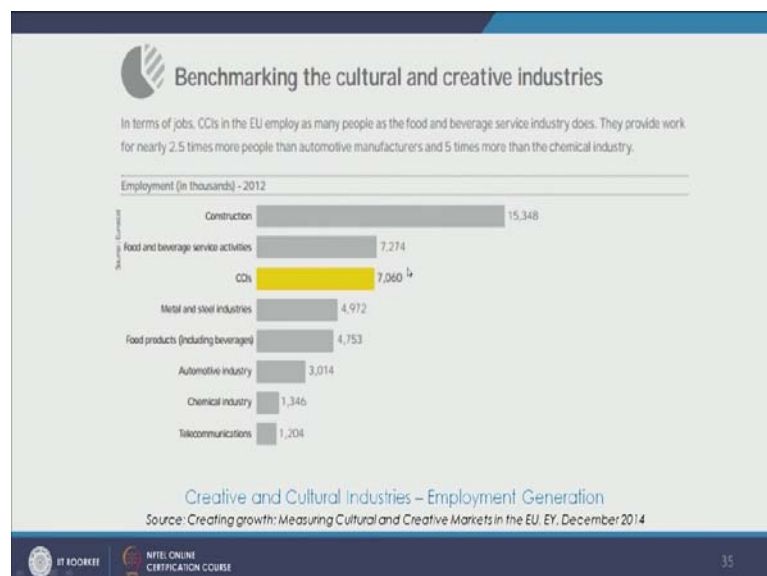
they are shifting from their original professions and skill sets to other sectors, which could give them employment.

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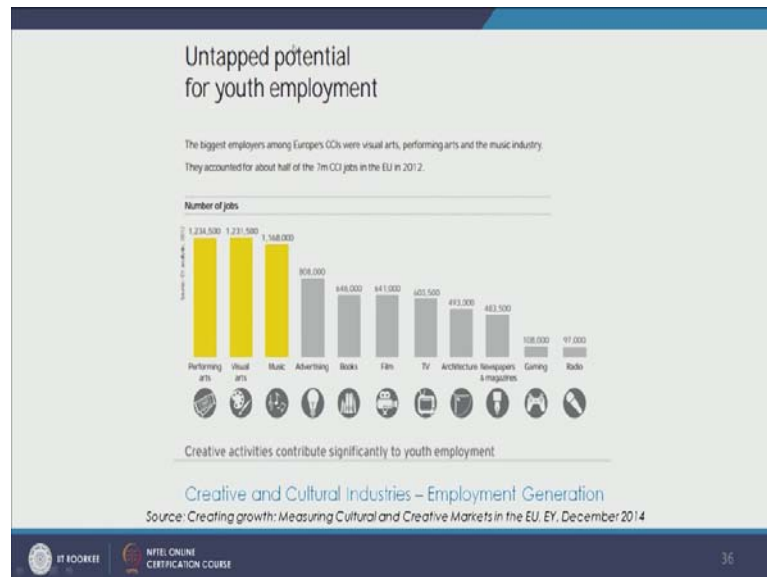
And that is a gap that we need to address. Some other data over here - again the creative and cultural markets in Europe; and, we see architecture and visual arts over here and the related sales and jobs which are like a huge number.

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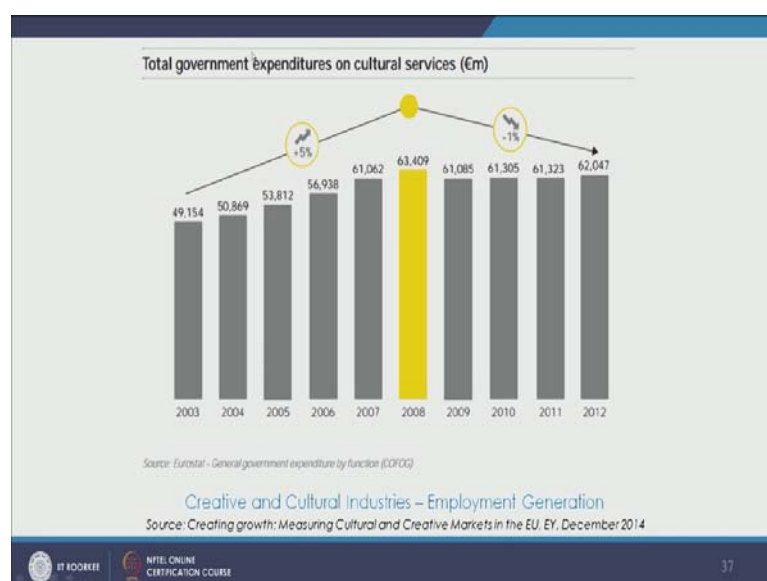
Benchmarking the cultural and creative industries - here we see, again you know, food and beverage industry, lot of other cultural and creative industries, and the employment which is created in them, it is a huge number here.

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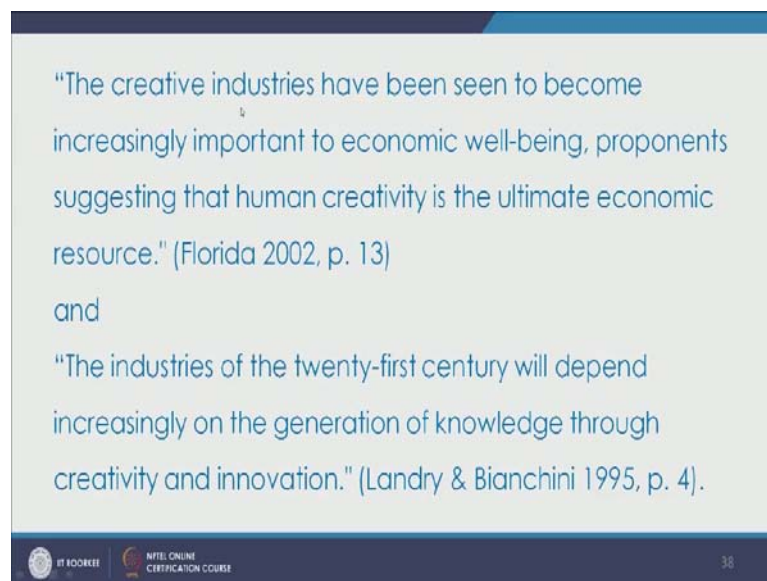
Untapped potential for youth employment - this we saw a while ago. So, because lots of youth are interested in music, performing arts, visual art, architecture design. So, this could be a potential sector to tap for employment especially when we talk about youth.

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Total government expenditure on cultural services - now this is also a very big number. So, then here, what we should try to understand is that our government, when we talk about India; you know the government should also (and its already doing), but it should also try to, you know, when the budget allocation happens and all 5 year plans happen, the government also needs to allocate certain budget to our cultural services. And to recognize the importance of them in our 5 year plans and other policies, and which is already happening, we just need to upscale it.

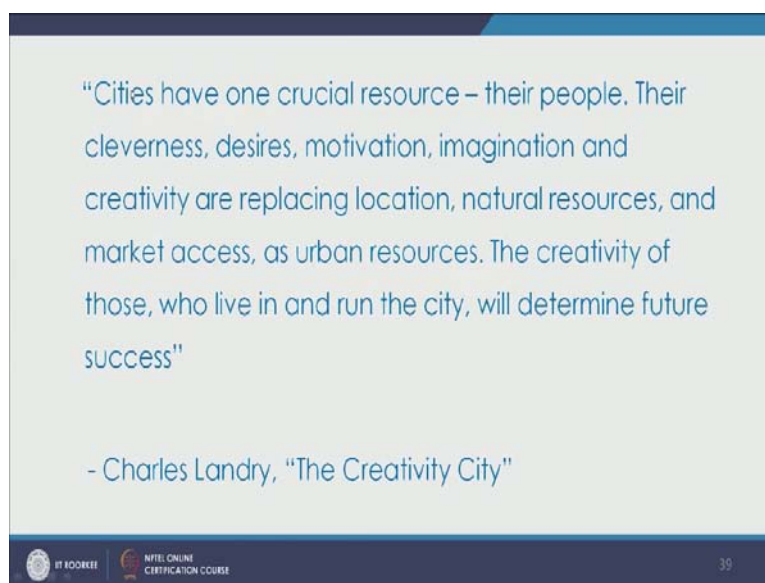
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So, we had a very interesting discussion on creative and cultural industries, and as usual I would like to sum up with few interesting quotes. “The creative industries have been seen to become increasingly important to economic well being, proponent suggesting that human creativity is the ultimate economic resource.” So, this is what we have been discussing in this module. And, “the industries of the 21st century will depend increasingly on the generation of knowledge through creativity and innovation.” This is interesting. Every time, we talk about the craft - building craft and interior architecture, and then we talk about tradition and continuity.

So, we also need to find out and understand the need of innovation which is embedded in this tradition and it is taken forward.

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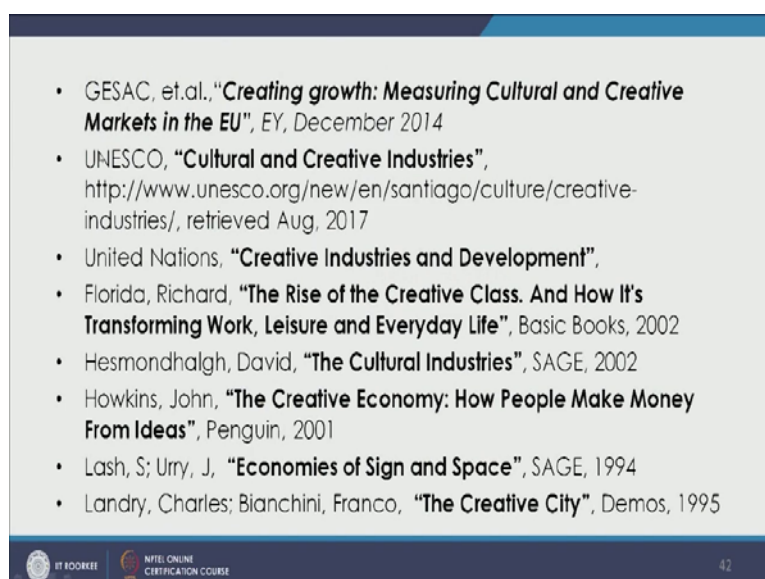
"Cities have one crucial resource – their people. Their cleverness, desires, motivation, imagination and creativity are replacing location, natural resources, and market access, as urban resources. The creativity of those, who live in and run the city, will determine future success"

- Charles Landry, "The Creativity City"

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Another interesting one from the very famous, The Creative City – “cities have one crucial resource - their people. Their cleverness, desires, motivation, imagination and creativity are replacing location, natural resources and market access as urban resources. The creativity of those, who live in and run the city, will determine future success.” This is what sums up this module. Our next module will focus on Building Crafts - definitions, perspectives and frameworks. And, I will run through references.

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These references are particularly focusing on what we discussed today - the culture and creative industries, and later, we have the summed up references of previous modules as well. But, these are particular to the discussions we had today. So, creative industries, creating growth - measuring cultural and creative markets, creative economy, creative city. These are the other ones.

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Thank you.