

Guest Lecture

by Professor Tim Moscovitch

Topic:

The Importance of Creative Industries Policies to International Economies

Date: Fri, 31 March 2006
Time: 2.00-3.30pm*
Venue: Nanyang Academy of Fine Arts
Headquarters & School of Visual Arts Building
NAFA Campus 1 Wing B
#02-08, Seminar Room
80 Bencoolen Street
Singapore 189655
Admission: Free

Synopsis:

"The modern world is swept by change. New technologies emerge constantly, new markets are opening up....Our success depends on how well we exploit our most valuable assets: our knowledge skills and creativity....This new world challenges business to be innovative and creative"

Tony Blair, UK Prime Minister

The dynamics of the Creative Industries as a powerful economic force as well as an aesthetic necessity for a civilised nation will be discussed in this lecture and the tide of change in the world's political order of nation states will also be featured and the effect that this has upon the balance of both economic power and cultural influence. How nations perceive themselves currently and also in the future in relationship to the Creative Industries is a revealing feature which the speaker will explore. The acknowledgement of the Creative Industries by an increasing number of countries is a significant issue which can reflect a greater sensitivity and understanding of its importance to the well being and aesthetic/emotional sustenance of civilisation within the increasingly stressful lives we lead. Is this too idealistic to believe and is the main reason for the Creative Industries being elevated to a higher position based solely upon economic reasons? World competition between nations is becoming fiercer; is this another strategic approach by Governments to gain commercial advantage within a very intense market place and will cultural values be exploited for the wrong reasons? The lecture will outline some of the principal issues of strategic approaches by certain national Governments to the Creative Industries and discuss some of the key features which are emerging especially the important relationship between cultural values and national economic success.

About the Speaker:

Professor Tim Moscovitch, BA (Hons), MDes RCA, C.TextATI, MSD-C, FRSA, is Professor of Design and Associate Dean of the School of Art & Design at the University of Huddersfield UK. Professional experience includes appointments as: Dean of the School of Design Technology, University of Huddersfield, Professor of Textile Design, Head of the Department of Design, University of Huddersfield; Visiting Professor at Nanyang Academy of Fine Arts Singapore; Quality Assurance Agency Subject Specialist Reviewer and also University/Institution Auditor; Undergraduate and PhD Examiner at various Universities in the UK; BTEC moderator for Design courses; Design Advisor for BTEC; Design Advisor for the Yorkshire Arts Association; Design & Marketing Director for Moygashel Plc Joint partner in private practice; Moscovitch Design Consultants. Principal areas of research interest are: Design awareness in British industry; Innovation strategy; Management and marketing in Design courses; exploitation of technology by Designers; 3D function and 2D decoration interface.

* This guest lecture will be followed immediately at 3.30pm by Prof Moscovitch's talk on franchised degree programmes delivered at Nanyang Academy of Fine Arts, Singapore, and conferred by University of Huddersfield, UK.