Creative industries, and those who work in them, have attracted considerable political and scholarly attention since the 1990s. Creative sectors (and the wider conception of a ‘creative class’) are regularly lauded a vibrant and dynamic source of innovation and economic growth. But if creative enterprise is deemed essential for the future (in terms of national competitiveness and economic prosperity), it is equally important as a means by which the past is remembered and understood, and by which cultural heritage is created and maintained.

This workshop brings together scholars from various disciplinary backgrounds (history, economics, film studies, organisation studies) who are engaged in studying creative industries from different perspectives. Papers will examine the emergence and development of creative industries in different contexts; their role in creating and sustaining cultural heritage; along with some methodological issues approaches to studying these sectors.

**Programme**

09.30   Arrival and welcome

10.00–11.00  **Session 1: Creative industries**

10.00   Dr Evelyn Fenton (University of Reading), ‘Textual agents: how public documents construct organizational identity and legitimacy’

10.30   Dr Marrisa Joseph (University of Reading), ‘Prince or Pauper: The Cultural Perception of Professional Authorship in Victorian Britain’

11.00–11.30   Tea / coffee

11.30–13.00  **Session 2: Approaches to film and cultural heritage in post-war Italy**

11.30   Dr Daniela Treveri Gennari (Oxford Brookes), TBC – understanding film in cultural life: the role of oral history
12.00 Member of Warwick project team, TBC – studying film producers in post-war Italy: methodological approaches and challenges

12.30 Prof John Sedgwick (Portsmouth / Utrecht), Marina Nicoli (Bocconi), Statistical approaches to understanding the Italian film industry

13.00-14.00 Lunch

14.00-15.00 Session 3: The music industry in historical perspective
14.00 Dr Catherine Harbor (Royal Holloway), ‘The Birth of the Music Business? Public commercial concerts in London 1660–1750’
14.30 Dr Richard Coopey (Aberystwyth University), ‘”All these places have their moments”: Cultural Heritage and the Popular Music Industry in Britain Since 1950’

15.00-15.30 Tea / coffee

15.30-17.00 Session 4: Film, culture and heritage in international contexts
15.30 Alexander Bud (Open University), ‘The emergence of an African film cluster: the case of the Nollywood Triangle’
16.00 Dr John Gibbs (University of Reading), Victor Sjöström and Swedish cinema in the 1910s
16.30 Dr Albert Elduque and Dr Stefan Solomon (University of Reading) – ‘Tropicália Cinema, Then and Now’

End