New Models for Creativity in the Cultural Sector

Felix Stalder
Vienna/Zurich
felix.openflows.com

"Innovative, Open and Economically Sustainable Models of Creative Production"

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There has never been one model, there never will be.
Statements like “copyright protects artists” are false
not always, but mostly
Culture is an extremely mixed economy.

market, state, non-market

extreme variety of models
Double crisis

indirect revenue

a particular business model most relevant to some intermediaries
Fordist model

up-front investment
mass production
large, integrated (national) markets
Digitization has made reproduction and distribution extremely cheap.

de-commodification
Very few can turn this still into a business

youtube
For all the rest:

what happens before production and after distribution?
Consumer model

focus on services
itunes, spotify, facebook

mass interaction
lady gaga
Commons / free culture model

Bring production & consumption together
Creating environments/communities for co-production
Expand the ways people can contribute

labor
resources
money
Generate feedback cycles

what comes from the commons stays in the commons
Focus on relationships and personal/communal “meaning”
no automatisms

the field is staked against free culture
policy changes are required
threatening to powerful incumbents
vicious counter reactions
Adapt the regulatory environment

- facilitate sharing (copyright)
- reform collecting societies to benefit free culture
- adapt public funding
- consider social vs financial value
thank you!