

Friday 14th October 1pm – 6pm

At Goldsmiths University of London PSHB LG01.

GENDER AND CREATIVE ECONOMY: NETWORKING AND LEARNING SUPPORT

All Welcome, PhD students plus MA Gender Media and Culture, MA CCE, MA Culture Industries, MA Social Entrepreneurship, MA Management Studies, MA Brand Development, MA Media and Communications.

This event is co-hosted by our EU funded project SMARTJUMP based at Confindustria Veneto SIAV, Venice Region Italy with the Goldsmiths Department of Media and Communications, and Centre for Feminist Research. The Goldsmiths team is Angela McRobbie (PI) Sian Prime ICCE, and Dr Dan Strutt.

The idea underpinning the afternoon event is to reflect on how women, across the boundaries of age, sex, class and ethnicity, region and country, find themselves positioned in regard to both current debates on the rise of the creative economy and in the context of the 2008 economic crisis and subsequent period of austerity. The questions we will be asking include how are young women 'subjectivised' by prevailing neoliberal discourses around self-entrepreneurship? How are new modes of competition inscribed within these fields of cultural activity? What does it mean when EU programmes for social equality agendas undergo neoliberalisation by means of 'creative economy', and how does this impact on women, young people and socially disadvantaged groups? How can innovative learning and networking help in an internationalisation process? How effective have resistance movements (e.g. precarity politics) been in challenging the 'myth' of the creative economy? Throughout the afternoon speakers will offer reflections on work in progress.



Mona Mohanna – Fashion Entrepreneur

Open Day Donna – Padova, Expo2015

The programme for the day is as follows

- 1pm – 1.30** Introduction from **Prof. Lisa Blackman (HOD), Angela McRobbie** (Goldsmiths) and **Gabriella Bettiol** (Confindustria Veneto SIAV, Venice)
- 1.30 – 2pm** Keynote **Dr Christina Scharff** Kings College, ‘Female Subjectivity in Classical Music: A Two City Study’. Chair **A McRobbie**
- 2pm – 2.45** Panel with **Dr Nirmal Puwar**, Goldsmiths ‘Women as Space Invaders in Museums’ and **Dr Sara Farris**, Goldsmiths ‘Care/Migration/Gender in context of Creative Economy’. Chair **Dr Dan Strutt**, Goldsmiths
- 2.45 – 3.15** Tea/cakes/coffee
- 3.15 – 4pm** **Dr Heather McLean**, Glasgow ‘Gender and the Artist Precariat’, **Katie Hindle** Goldsmiths ‘What if you don’t move to London? Fashion and Creative Economy in the Post-Industrial NE of England’. Guest Chair **Prof Marie Redmond** Trinity College Dublin and Universita Ca’ Foscari Venezia.
- 4pm – 5.00** **Prof Alexandra Manske**, Hamburg ‘Gender and Creative Economy’, **Rose Sinclair**, Goldsmiths ‘Professional Practice in Textiles and Knitwear’, **Sophie Slater** London Co-Founder Birdsong, ‘Feminist Fashion Enterprise?’, Chair **Sian Prime**
- 5.05- 5.15** **Gabriella Bettiol**, Confindustria Veneto SIAV, Italy ‘Innovative learning support for Creative Enterprises’
- 5.15- 5.25** **Celina Solomon**, Confindustria Veneto SIAV, Italy ‘International Networking through Smart Jump Community Hub’
- 5.25-5.40** **Angela McRobbie** ‘Summing Up: Neoliberal Effect, Gender and Creative Economy in an EU Frame’
- 5.45 – 7pm** **Drinks in the bar**, plus books and publications launch.

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Project Website: www.smartjump.eu

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