The diversity of work in the Creative and Cultural Industries: Making it work for Brussels

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CASE STUDY: Cultural and Creative Sector (CCS) of Brussels

- **Definition of “CCS”** as in Throsby (2008) and adopted by the BCR
- **Why focusing on CCS in Brussels today?**
  - European, federal and local policy priority
  - Recently: CCS are considered to be important in urban and economic development strategies, but “creative cities” theories (Florida, Landry, ...) need critical evaluations
  - Brussels as unique case:
    - Superdiversity (Vertovec, Corijn)
    - Complex institutional and policy structure offers opportunities and constraints for CCS
    - Challenge of socio-spatial dualisation of the city
- General Research Question:
  - How does it work for Brussels?

### Diversity of Work

- **Separate art worlds:** Francophone, Flemish, Urban arts, Maghrebi, Socio-cultural .... circuits are closed with few overlapping social networks
- **Prearity** is normalized state of employment
- **Differences in working conditions:**
  - Flemish cultural circuit versus francophone cultural circuit
  - ‘Front stage’ artistic workers versus ‘Backstage’ supporting services
  - Within the artistic frontstage: dual labor market
    - White, masculine, middle-aged versus young, non-white, feminine
    - Artists’ strategies to overcome barriers:
      - DIY artists
      - Ethnic marketeering
      - Opting out: informal initiatives

### Diversity of Workers

- **Spatial Embeddedness**
  - Researching the “emerging actors” of the cultural and creative sector and their “informal practices”
  - Who are they? Where are they and for which reasons? What are their needs?
  - How do cultural and creative actors use their spaces (real and virtual)?
  - How do they consider their local environment and what influence does it has on their work?
    - Different conceptions of the cultural work linked to different conceptions of local social environment and public.
    - Cultural work between redistribution & recognition perspective (Fraser, 2005).

More info: www.creativework.brussels