

New Models for Creativity in the Cultural Sector

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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!