How do we foster, nature and sustain the city of Seattle as a thriving center for Creative Economy and Creative Industries?

How do we center our values of equity and social justice in the way we build capacity for that work?
IN SUMMER 2017 A COALITION OF GOVERNMENT, PUBLIC EDUCATION, BUSINESS & INDIVIDUAL ARTISTS LAUNCHED A PILOT OF THE MEDIA ARTS SKILLS CENTER.
CREATIVE EXCHANGE LAB
YOU WALK INTO A SPACE THAT'S...

PART CO-WORK
COLLEGE CLASSROOM
BEST-BUY
TECH SUMMIT
GAME DEVELOPER WORKSHOP

PART IMMERSIVE THEATER
MAKER SPACE
PUBLIC LIBRARY
COFFEE SHOP
THE NEED

Shifting Workforce to Gig Economy
Breakdown in Traditional Education
Creativity Gap
Gap between Artists & Technology
Silo-ed Sectors
THE PLAYERS

- ACADEMIA
- BUSINESS
- BIG TECH
- CO-WORK/REAL ESTATE
- INVESTMENT
- ARTS+CULTURE
- FILM/MEDIA PRODUCERS
DESIRED OUTCOMES

ONGOING SKILLS ED

CREATIVES SUPPORTED

ART + TECH + COMMUNITY
EXCHANGE SERVICE FOR CREDIT

SENIOR LEARNS TO PRINT PHOTOS FROM IPHOTO LIBRARY

COLLEGE STUDENT GETS CREDIT FOR WORKING ON OPEN SOURCE R & D

PROFESSIONAL ARTIST TUTORS H.S. STUDENT IN ILLUSTRATOR TO GET CREDIT IN 3D PRINTING LAB

TECH CO. COLLABORATES ON ARTIST LED PROJECTS
HOW IT WORKS
FROM COMMUNITY WORK SPACE TO CORPORATE COMMUNITY BUILDER

CONTENT CREATORS GET $ TO BUILD THEIR CAPACITY
CORPORATIONS PAY FOR TIME WITH ARTISTS
EXCHANGE HIGHER END WORKSPACE / REAL ESTATE PLAY
NON-PROFITS, ARTS & CULTURE BRING WORK
SCALABLE AFFORDABLE WAY TO SERVE PUBLIC
Creative Economy Survey
Who responded:
Age

- 35-44: 27.15%
- 45-54: 23.62%
- 55-64: 19.87%
- 25-34: 21.85%
- 18-24: 1.99%
- 75+: 0.88%
- 65-74: 4.42%
- 18-24: 1.99%
- 75+: 0.88%
What kind of work do they do?

41%
What kind of work do they do?

21%
What kind of work do they do?
How do they work?

21% Employed Full-Time
How do they work?

26%  Own a Business
How do they work?

30% Freelance

Gig/Contract
Where do they live?
75% Work primarily in Seattle
What do they need? #1 Affordable Housing
#2 Affordable Workspace

What do they need?
I see the local tech industry generating tremendous demand for content (especially around AR/VR). We should be investing in this new wave of creators and building a reputation as the epicenter of the creative revolution immersive media is bringing.

Opportunities are so few and rents are so high, I’m looking to leave this area that I love. I cannot survive here as an artist much longer.

Seattle will have no future creative economy unless the housing crisis is addressed at a policy level... You don’t get to finish your novel when you’re working 70 hours a week just to pay for a studio.
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Beyond Creative Economy
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Creative Exchange Lab
Reimagining Education & Creative Industry Development
What is the role of local government to address ________________ in a rapidly changing 21st century creative economy?

How could government make a healthy impact on ________________?

Affordable living space

Affordable work space

Economy “next” (e.g. small business, professional development, land use, or “X”)