Designing Futures: A Model for Innovation, Growth and Sustainability of the Craft and Design Industry

An industry development program, Designing Futures, has engaged design practitioners in new development approaches to evolve their work and advance the craft and design sector over a decade. This paper describes the context, development and evolution of a cluster-led model, the Designing Futures Cluster Program, aimed at building capacity in the craft and design field in Western Australia. Through a framework encouraging groups of practitioners to collaborate, it provides design, production, management and marketing mentoring and assistance. The Cluster Program is set in the context of the cultural and socio-economic contribution that creative industries can make to communities, and the impacts of policy and funding on fostering creative futures. Case study and action research methodologies were combined for the research, which resulted in a model. Using the results a comprehensive ‘manual’ was developed to articulate the model and guide future delivery of the program. The case study illustrates how cluster development enables increased productivity within creative practice, by mentoring and fostering links and professional networks with a range of industry representatives. The model, which has been proven to accelerate learning and professional growth of participants, is being explored for wider application.

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Innovating new models for growth. To meet the environmental and social challenges the world currently faces, innovation needs to go beyond just products and technologies: we need new business models. New business models create breakthroughs in the scale and speed at which we can transition to a sustainable economy. A systematic approach to business model innovation. The core concept of the circular economy provides useful framework for designing radical resource efficiency into systems. But in order for this to be successful, it requires simultaneous changes to existing business models. Proper sectoral specialization of the innovation policy seems to be crucial for the Russian industry, at least in the mid term. Limiting policy measures primarily to high-tech sectors, as it used to be, results in the excessive concentration on the technology aspects of innovation, restricting its scope and applications. The global innovation index 2012. Financial sustainability, and the validity of proposed development plans. The status of ‘national research university’ allows recognized universities to access additional public funding in order to support new academic pro-grammes, international mobility, and research infrastructure.