

CREATIVE INDUSTRIES



Artisanal Products
 Visual Arts
 Performing Arts
 Cinema and Visual Arts
 Multimedia
 Literature Books and Publishing

Creativity relates to one or many factors, such as: culture, tradition, art, design, communication, new technologies...

Creative industries are those that have their origin in individual creativity, skill and talent and that have a potential for wealth and job creation through the generation and exploitation of intellectual property¹. *Creative industries* encompass major segments including: **artisanal products; visual arts;** performing arts; cinema and audiovisual media; literature, books and publishing; and others².

This definition has three significant elements:

The raw material is people - their minds, their skills and their imagination.

The genesis of economic value comes from an individual's inspiration and, in turn, the reputation that he or she gains for his or her creative talent.

The centrality of the concept of intellectual property rights and the importance of protecting these rights if their economic worth is to be realized³.

ARTISANAL PRODUCTS

(also referred to as *crafts, craft items, craft products*)



Clothing/Accessories
 Decoration (Interiors and exterior)
 Household Items
 Gifts
 Toys
 Stationery

The five characteristics below broadly apply to a wide range of world's *crafts*:

- They are produced by artisans, either completely by hand or with the help of hand-tools and even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product.
- There is no particular restriction in terms of production quantity.
- Even when artisans make quantities of the same design, no two pieces are ever exactly alike.
- They are made from sustainably produced raw materials.
- Their special nature derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, and religiously and socially symbolic and significant.

There is often a very fine line between craft-making and art creation.

The specific features (aesthetic, cultural or traditional) and the high value of *artistic crafts* position them under the *visual arts* sector. The main characteristics of *artistic crafts* lie in their "non-repetitive" nature. They are produced in one original or very few copies only. They are more likely to be protected by copyright. *Artistic crafts* sell in specialist outlets; tourist, décor and curio markets; museums; sometimes also, in galleries and exhibitions, art fairs, and through commissions.

VISUAL ARTS



Stationery
 Artistic Crafts
 Painting
 Sculpture
 Photography
 Design
 Fashion

The individual (*the artist*) uses various elements or material to express his or her feelings, emotions and differing perceptions of the world that surrounds him or her. The result of this work is judged mainly by the sense of sight.

Some expressions of *visual arts* are: painting, drawing, sculpture in various materials, printmaking, photography, plans, maps, performance art, installation art, mail art, assemblage art, body art, textile arts, fashion design, multimedia, video art, web design, web art, digital art, graphic and product design. ITC activities focus on the product segments of *artistic crafts, painting, photography and sculpture*

1. The Creative Industries Mapping Document, Department of Culture, Media and Sport, United Kingdom, 1998.
2. [See Sector Chart](#).
3. Based on the British Council's brochure "Nurturing the creative economy".
4. Based on the definition adopted by the 44 countries participating in the UNESCO/ITC Symposium on Crafts and the International Market: Trade and Custom Codification held in Manila, the Philippines, October 1997