

## **The Creative and Cultural Industries and the Future of Latin America's Economy**

A symposium co-sponsored by American University's Center for Latin American and Latino Studies and the Inter-American Development Bank's Culture, Creativity, and Solidarity Affairs Division and Culture Center.

Date: November 25, 2013; Time: 9:00am to 12:00pm; Location: Abramson Family Recital Hall, Katzen Arts Center, American University

A collaboration between the Inter-American Development Bank and American University, the primary question for this meeting is: *What is the potential relevance of Latin America's creative and cultural industries to its overall economy?* While the economic impact of the creative and cultural industries is increasing in Latin America, we still lack adequate metrics and indicators to understand the economic value of this sector, in particular, the diversity, productivity, consumption of, and growing investment in cultural goods and services. Nor do we understand how the creative sector relates to other important social and economic developments, including the growth of cities and urbanization of Latin American society, the emergence of new social media and the information economy, changing national identities, and multilateral frameworks incentivizing culture industries. Convening academics, practitioners and policy makers from both the U.S. and the region, this symposium will address these questions and seek to articulate an agenda for next steps and best practices for researchers and decision-makers, going forward, with the goal of promoting Latin America's creative economy. This meeting will also generate multiple dissemination products. And on the basis of this meeting, together with our IDB counterparts, we anticipate convening up to three additional and more narrowly focused symposia beginning in the spring of 2014, with the goal of providing a comprehensive framework for future research.

### **Panel 1: Latin America's Creative Economy: From Data to Analysis, 9:15 – 10:45 AM**

The first panel will provide a direct analysis of new data describing Latin America's creative industries. An ongoing challenge for any discussion of the economic importance of the arts and culture has been to clearly identify and describe this impact through appropriately descriptive metrics and indicators. But, new methods for assessing the diversity, productivity, and consumption of cultural goods and services, as well as growing investment in the creative economy and its contributions to the larger economy, are now available. This panel will discuss new methods of assessment and collection of sector-specific data, while also addressing what these data can tell us about the growing importance of culture industries in Latin America.

**Angel Moreno**, *Ministerio de Cultura de Colombia*

**Anahí Moyano Larrea**, *Ministerio de Cultura de Costa Rica*

**Ana Carla Fonseca Reis**, *Garimpo de Soluções, Brazil*

**Ximena Varela**, *American University*

**Sunil Iyengar**, *U.S. National Endowment for the Arts (moderator)*

## **Panel 2: Connecting Data to Broader Trends, 11:00 AM – 12:30 PM**

The second panel will go on to connect these data to broader questions, policies and topics addressing the region's creative and culture industries. These include consideration of the unique status of cultural products, as at once economic goods and services and important vehicles for national and local identity. This panel will also explore the future of the region's creative sector as it relates to national economic development goals, the relationship of cultural producers to cities, important and emerging sectors of relevance such as tech start-ups and new social media, and regional and international frameworks for incentivizing culture industries. Finally, this panel will consider several exemplary or innovative policies and practices at the national or municipal levels across different countries, which hold promise for both supporting and advancing the creative economy.

**Arlene Dávila**, *New York University*

**George Yudice**, *Miami University*

**Ana Wortman**, *Universidad de Buenos Aires*

**Juan Miguel Kanai**, *Miami University*

**Robert Albro**, *American University* (moderator)