Creating Cultures of Innovation: Digital Creative Industries

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The Digital Creative Industries (DCI) are often unique in the wider creative industries from being mostly staffed by those who have been primarily educated in the sciences and engineering, rather than the arts and humanities. This is made more acute by early specialisation in the British education system. We consider collaborations funded through the AHRC 'CreativeWorks London' Knowledge Exchange Hub for the Creative Economy and the associated ERDF 'London Creative and Digital Fusion' project as examples of the transfer of techniques and approaches from arts and humanities research to the DCI. We consider three case studies in which design research approaches were utilised in the development of technology. Including the creation of more socially-cohesive technology platforms, and the better management of digitisation and curation of cultural assets. In proposing a model to better facilitate such transfers to the DCI we consider the Glasgow School of Art's, Institute of Design Innovation's, Creating Cultures of Innovation (CCoI) action research project, which similarly aims to transfer techniques and approaches from design research to small and mediums sized enterprises (SMEs). It has thus far been utilised in a range of SMEs, such as a brewery and shoemakers, but as of yet has not been applied to SMEs in the DCI. We then discuss the potential of our proposed model, including how it could be realised for the DCI given the experience of the CCoI activities. We conclude by considering the potential of our proposed model to wider arts and humanities research.