CURAÇAO

En route to an ORANGE ECONOMY

The creative industry;
An old, yet significant sector painted Orange!
Some definitions from institutions and organizations that have focused their attention on these industries.

- **United Nations Education Science and Culture Organization (UNESCO):** The cultural and creative industries are those that combine the creation, production and commercialization of creative contents that are intangible and of a cultural nature. These contents are usually protected by Copyright and can take the form of a good or a service. Besides all artistic and cultural production, they include architecture and advertising.

- **United Nations Conference on Trade and Development (UNCTAD):** The creative industries are at the core of the creative economy, and are defined as cycles of production of goods and services that use creativity and intellectual capital as their main input. They are classified by their role as heritage, art, media and functional creations.

- **World Intellectual Property Organization (WIPO):** The Copyright-based industries are those that are dedicated, interdependent, or that are directly or indirectly related with the creation, production, representation, exhibition, communication, distribution or retail of Copyright protected material.

- **Department of Culture, Media and Sports of the United Kingdom (DCMS):** The creative industries are those activities based on creativity, individual talent and skill, and that have the potential to create jobs and wealth through the generation and exploitation of intellectual property.

- **Economic Commission for Latin America and the Caribbean (ECLAC):** The content industries are: publishing, film, TV, radio, phonographic, mobile contents, independent audiovisual production, web contents, electronic games, and content produced for digital convergence (cross-media).

- **In Indonesia, BEKRAF:** The creative economy is creating added value based on creativity that is protected by copyright, and originated from cultural heritage, knowledge and technology.
There are thirteen sub-sectors under the term ‘creative industries’ and these are:

1. advertising;
2. architecture;
3. the art and antiques market;
4. crafts;
5. design;
6. designer fashion;
7. film and video;
8. interactive leisure software;
9. music;
10. the performing arts;
11. publishing;
12. software and computer games;
13. and television and radio.
**Cultural Industries:**
Film and video, television and radio, video games, music, books and printing.

**Creative Industries & Activities:**
Design, Fashion architectuur Advertising

**Related activities:**
Cultureel toerisme ICT & Mobility Services, Gaming, etc.

**Culture:**
Visual arts, Performing arts, Heritage Literature

**Core creative fields:**
Commercial outputs possess a high degree of expressive value and invoke copyright protection.

**Creative industries and activities:**
Activities involve mass production of expressive outputs. Outputs are based on copyright.

**Cultural industries:**
Manufacturing and service sectors benefit from and exploit the expressive outputs generated by the creative industries.
Effects Of Arts and Culture on the community

- Cognitive effects
- Health effects
- Experience values
- Social effects
- Economic effects
Cognitive effects

• ‘Cultural identity: culture contributes to knowledge of oneself as an individual and as a society
• cultural education = development of competences and skills
• culture gives meaning
Health effects

• MORE CULTURE = HEALTHIER
• Culture promotes mental and physical well-being
• Cultural involvement (receptive or creative) influences sense of well-being
Social effects

• Culture is social because it shapes society
• Culture creates social cohesion: culture binds and bridges
• Culture maintains social bonds between people
Economic effects

The economic impact of the creative sector is not up for discussion:

• Employment opportunities
• Neighborhood development / public space
• Housing and Living
• Creative development
• Cultural activities and institutions generate economic effects
• Culture provides ‘capital’: social, cultural, economic, HUMAN capital
Experience values

• intrinsic values: art, culture, heritage
  ❖ challenge self-reflection and discussion
  ❖ provide emotional satisfaction
  ❖ broaden and enrich conceptual frameworks

• extrinsic values: they create
  ❖ social: experience together, meet others
  ❖ economic: purchase-sale
Curaçao is an island of non-stop culture with unique, authentic roots and international reach and fame, a capital of productive creativity and dazzling creative activities and industries.
1. Everyone, especially children, receive creative training
2. Taking care of “talent jobs”
3. Supporting research and innovation
4. Stimulating the growth of Creative Companies by, among other things, facilitating access to financing
5. Promote and protect intellectual property
6. Supporting creative clusters
7. Promote Curaçao as the “Creative Hub” in the Caribbean
8. Keeping the strategy up to date
How should it be

1. People: there is a NEW generation of designers and artisans; and professional, knowledgeable, pioneering craft entrepreneurs across the value chain.

2. Enterprises: There are many profitable companies operating in a competitive sector, using suitable technology, which covers the whole island and makes a valuable contribution to the creative products.
3. Products: The product has an identifiable signature, which is influenced by our heritage, and is recognized worldwide for its design & innovation.

4. Markets: there is a strong local market, developed international niche markets, with an increased value and appreciation for handmade products.

5. Environment: Competitive advantage
Curaçao en route to an Orange Economy

The creative industry;
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Visual arts, Crafts and Design Sector
Enhancing ourselves as a young nation, while giving a real contribution to poverty alleviation.
Direct impact of the development of Visual arts, Crafts and Design Sector

Economic Meaning
- Work, Wellbeing
- Income & Turnover
- Foreign exchange

Distinctive Power
- Local cultural identity
- Globalization

Social impact
- Personal development
- Common culture

Identity
- Heritage
- Community building
- Norms and values

Innovation & Creativities
- Non-conventionality
- Problem solving ability
- Creativities

Communication
- Ideas and information
- Debate
- Ideology

Image
- Nation
- Tourism

Communication
- Ideas and information
- Debate
- Ideology
Support for the visual arts, craft & Design sector would be greatly enhanced through a whole-of-government approach being taken, for policy development, Government departments including:

- Treasury,
- Foreign Affairs and Trade,
- Employment,
- Education and Training,
- Youth Affairs,
- Regional Affairs,
- Tourism,
- Science and Technology,
- Small Business,
- Industrial Relations,
- Social Services,
- Health,
- Justice.
It is time for recognition to be given to the potential professional role of visual artists and craftspeople through regular private public endorsement and the introduction of legislation by government, which recognizes the tangible and intangible value provided by visual artists and craftspeople to Curaçao's wellbeing.
An Integrated and Inclusive Development Approach to the Visual Arts, Craft & Design Sector

• It will be led within the Ministry’s policy guidelines and working with other partners.
• As a part of the wider creative industry, Arts and Craft are important facet of Curaçao's tourism product and the overall visitor experience.
• Authentic local craft products developed using local skills and materials are important symbols of the national cultural identity and heritage and are therefore an essential component of what constitutes Brand Curaçao.
• The development of attractive product offerings with appropriate presentation has the potential to increase spending and therefore indirect and direct exports of these products, increasing employment and the economic contribution of the sector.
• Specialized stores and targeted events offer unique immersion experiences to the shopper. The organization of producer clusters within attractive, special purpose infrastructure, such as the well known Artisan Villages will create opportunities for further multiplier effects.
Strengthening and Expanding the Craft Value Chain

There are various segments in the market for Arts, gifts and craft, ranging from souvenirs and trinkets to manufactured, design-led to one-of-a kind- handmade objects, reflecting various price points. As such there are some distinct groups of craft industry people operating in Curaçao.

1. **Highly skilled master craftspeople**
   - With traditional skills as well as might be described as new generation, design-led and well-educated individuals with advanced creative skills.
   - They earn or has the capacity to earn a living producing high quality design-led objects and collections for the local and export markets, and are highly regarded locally, regionally and internationally.
   - There is little to no relationship between these highly skilled artisans and creators of Curaçao craft to common vendor in the tourism sector.

2. **Craftspeople who while creative, may not possess the level of education, skills training or experience in the making of traditional crafts that is essential to success in their chosen field.**
   - They offer limited variations in product that are less attractive to a potential visitor or resident seeking attractive and interesting souvenirs, unique visual art pieces or quality craft items for decorative or functional purposes.
3. Skilled people who have no experience with the Visual arts, Craft and Design practice as a professional.
   - Prior to COVID 19 and after Curaçao has a large group of people who became unemployed for different reasons. Some of them have skills and or ambitions, and will be able to give great contribution to this sector.

4. Art and Craft vendors who are not producing their merchandise.

5. The accommodation sub-sector and hotel retailers need to be encouraged to support producers and vendors of authentic local craft.

6. The potentially lucrative corporate gift market is also underserved by local products

7. Use of sustainable sources of raw material and greater use of reclaimable and recyclable materials in products and packaging to enhance environmental friendliness is vital.

8. Product quality and traceability.
Vision and Goals for the Curaçao Visual arts, Crafts & Design Sector

A viable, sustainable, diversified and locally and internationally competitive industry, showcasing authentic Curaçao products in order to sustain livelihoods, leveraging the inherent creativity in cultural expression of our people and enhancing the value of the national brand, within a dynamic, enabling environment.

goals:
1. To develop a sector, positioned for growth, expansion, increased employment and contribution to national earnings through appropriate institutional support, incentives and sustainable financing.
2. To protect traditional cultural expressions based on culture and heritage through structured interventions, including, the provision of training, support for branding and intellectual property protection.
3. To create an appropriate enabling environment for the development and production of new authentic local, visual arts and souvenir products through the implementation of standards and support systems for growth in new product and market development.
4. To enhance revenue streams and profits of legitimate craft producers and vendors through expanded customer access, increased customer satisfaction, quality, product variety, customer-centric spaces and value for money.
5. To develop the craft value chain, for authentic and innovative local craft, in an environmentally sustainable manner by the expansion of linkages with other economic sectors.
Some of the Issues to be addressed:

- Development and expansion of innovative marketing opportunities for Authentic Curaçao Arts and Craft.
- Expanding collections and Innovation in Authentic local products (based on culture and heritage and archiving, preservation and revival of traditional craft skills)
- Education, Training, Skills Enhancement and Capacity Building
- Value Chain for Arts and Craft (Input supply, Design and Innovation, Production, Wholesale, Retail and Consumption) (Strengthening and Expansion)
- Supporting Viability and Sustainability of enterprises with appropriate Financing
- Environmental Sustainability (Natural recourses and recycling (circular economy))
- Increased linkages with agriculture, culture, manufacturing, tourism, ICT, and other economic sectors
- Enforcement of Intellectual Property Rights
Curaçao
Visual arts, Crafts and Design Commissioner
Present Study commissioned by the ministry of Economic development

Setting up the Curaçao Authentic Visual Arts, craft & Design industry
Policy implications and conclusions

1. Financing
2. Infrastructure
3. Market structure and development
4. State aid
5. Space for strengthening the link between art and craft and the market.
6. Is it worth investing in the arts and crafts sector?
7. What is the export potential of Curaçao arts and crafts?
8. Job creation and entrepreneurship through art and craft
9. Innovation strategy or industrial policy for arts and crafts
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