

# global cultural economy

## opening up normative options?

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A world map is shown in a dark blue color scheme, with landmasses in shades of green and brown. The map is centered on the Atlantic Ocean. Overlaid on the map is the text "global cultural economy" in a large, white, sans-serif font, arranged in three lines. The background of the map is a dark blue color with a subtle pattern of lighter blue triangles pointing towards the center.

global  
cultural  
economy

global  
cultural  
economy



A photograph of a street scene in a developing area. In the foreground, a group of people are sitting on a wooden bench. A large red umbrella is positioned over them. To the left, there is a colorful kiosk with red, yellow, and green panels. A blue truck is parked on the left side of the road. On the right, a red bus is stopped, and a man is standing next to it. The background shows a dirt road, utility poles, and trees. The sky is overcast.

# global cultural economy

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# five perspectives on the cultural economy

## celebratory

- optimistic
- uncritical
- grand claims
- economic focus
- proselytising
- contradictions and negative effects not or under-addressed
- depoliticised

## aspirational

- 'pragmatic' strategy to drive economy/employment/tourism/exports
- place branding (as soft power)
- strong reliance on 'best practices'
- politically expedient and multifunctional

## refusenik

- rejection of economic focus
- questioning of economic claims
- stress on negative effects
- neo-marxist
- 'neoliberal' as critique
- political

## agnostic

- empirical
- acknowledges complexity of industries
- remains neutrally investigative
- no political stance
- not depoliticising

## reflexive

- focus on contradictions
- *longue durée*
- reconnects theory and policy
- stresses need to be explicit about normative positions

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*(Wedding in Ouagadougou)*



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*(U40 Network meeting in Berlin)*

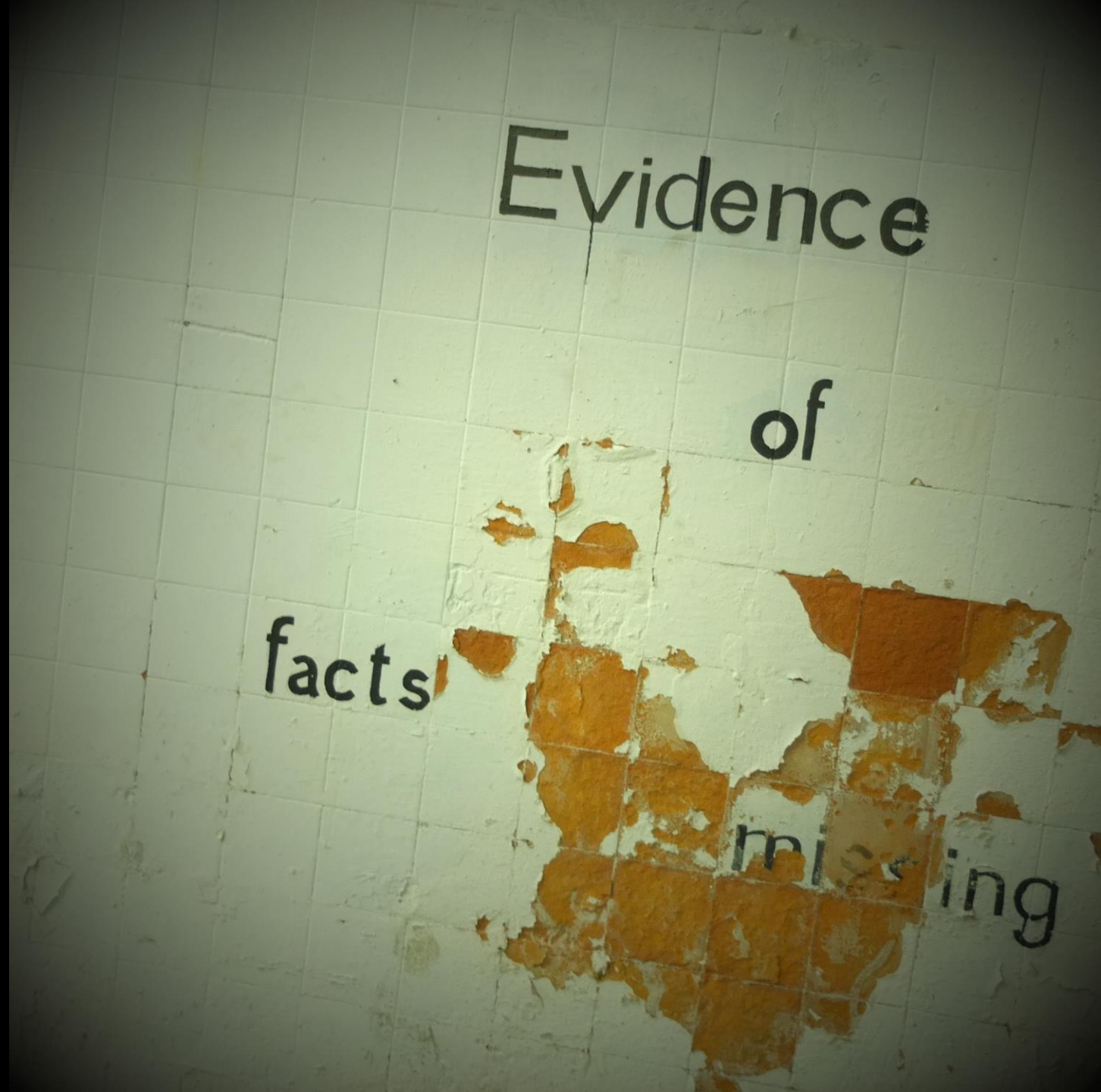




# refusenik

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- questioning of economic claims
- stress on negative effects
- neo-marxist
- 'neoliberal' as critique
- political

*(La Fabrique Culturelle des Anciens Abattoirs de Casablanca)*





# reflexive

- focus on contradictions
- *longue durée*
- reconnects theory and policy
- explores the political implications of various normative positions

*(Sunday afternoon atay in Ouagadougou)*



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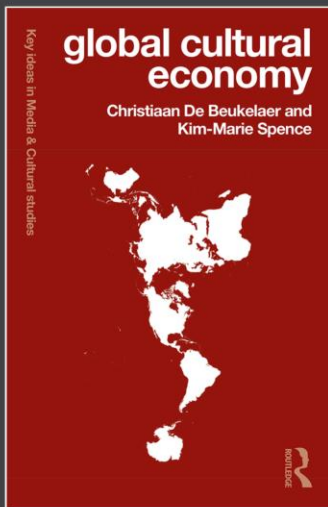
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- Chapter two – Inclusion
- Chapter three – Diversity
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- Chapter six – Human Development
- Chapter seven – Sustainability

*Global Cultural Economy is a welcome addition to the literature on cultural economies, contributing valuable observations and analyses from beyond the 'west'. At the same time, the authors draw on the reports of intergovernmental organizations such as UNESCO and UNCTAD as primary source material, thus turning the gaze on these organizations as much as the analysis is focused on the destinations which they influence. This book thus offers new perspectives and opens up new debates.*

Lily Kong, Singapore Management University

*This book provides a fascinating tapestry and kaleidoscope on the commodification of culture and cultural practices, with much food for thought for anyone remotely interested in contemplating the resultant homogenisation of the world's creative imagination and diversity.*

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*This must-read book critically clears a path through the thicket of preconceptions within celebratory, aspirational, critical, agnostic and reflexive perspectives regarding the creative industries. The authors frame a wide range of cultural practices and industries through a carefully defined cultural economy that highlights social organization, cultural context and political economy, without prioritising economic gain or social amelioration, the twin criteria of much creative industries hype.*

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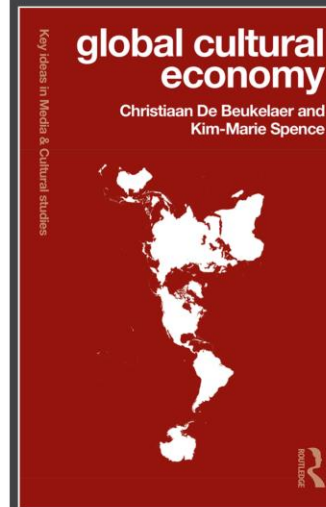
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