

CREATIVE INDUSTRIES IN THE PARIS REGION



PROJECT

International metropolitan areas are increasingly interested in culture and its economic dimension. Before 2001, the year in which English-speaking countries introduced the broader concept of “the creative industries”, France used to refer to “the cultural industries”. London has since positioned itself as the creative metropolis, thus relegating Paris to the status of a museum city. To arrive at a more objective knowledge of these activities in the Paris Region, the IAU initiated a study of the cultural and creative industries (CCIs) covering the following sectors: architecture, advertising, film-making, video, audiovisual, photography, music, performing arts, design, art market, antiques, fashion, publishing, video games/software, arts and crafts.

METHOD

Collaboration with Greater London and the UK’s Department for Culture, Media and Sport (DCMS) was initiated with a view, for the first time, to adapting the statistics on CCIs to the French context. This project consisted of using French statistical data provided by INSEE (the national institute of statistics) and Pôle Emploi (the national employment agency) to analyse the creative professions, sectors, trends and geographical locations (clusters). Benchmarking of CCIs in London and Copenhagen was also conducted.

RESULTS

The study showed the importance of CCIs to the Paris Region’s economy, thereby establishing its standing as a world-class creative metropolis. This, in turn, led to discussions and policies in favour of these sectors. As a result, the Paris Region’s economic development and innovation strategy has identified the CCIs as priority sectors.

PRODUCTS

Creativity and Economic Development in the Paris Region: a Propitious Synergy, Note rapide Economy no. 533, January 2011

MAIN POINTS

Beneficiaries Regional Council	Donors Regional Council
Implementation period November 2008/April 2010	Duration of the study 18 months
Total cost of project 100,000 euros	IAU’s share 100,000 euros
Partners IAU	Mobilisation of experts 4 person-days x month

Main experts

IAU
Carine Camors, economist
Odile Soulard, economist

Partners

London Metropolitan University
Alan Freeman

Basic project data

Creative industries : 363,000 jobs (of which 65,000 are occupied by intermittent jobs), 48 % of the French Workforce. The growth of the digital economy is impacting all sectors of the creative industries.

