MacEwan hosts an event on art, culture and the creative ecology

Edmonton – The creative cities movement has had an enormous impact on the way we view the role of art and culture in our urban centres. One aspect of the movement, creative ecology, refers to the way in which diverse communities come together in systematic and adaptive ways to produce new ideas.

“The creative economy deals with ideas and money and its largest sectors are art, culture, design, entertainment, media and innovation,” says John Howkins—author of *Creative Ecology: Where Thinking is a Proper Job*. “These sectors have different values and business models but are united by people who are passionate about new concepts and developing new ideas, and they put a higher value on what their work means.”

The rise of the creative economy is leading new ideas about how and where people work and is beginning to re-shape our cities. A prime example of this re-shaping of cities can be seen in how Edmonton’s downtown core has been attracting more residents to live in high-rise condos and creating dedicated bike lanes.

“There’s never been a more important time for us to discuss creative ecology and the importance of art and culture to our society,” said Rose Ginther, associate professor and chair of MacEwan’s Arts and Cultural Management program. “As the Edmonton Arts Council prepares a cultural plan that will bring us to 2029, we must explore, examine and celebrate the symbiotic relationship that the arts community has with our city.”

John Howkins will explore the future of Edmonton’s creative ecology and its evolution towards fulfilling and achieving its potential at a presentation at MacEwan University.

When: Monday, April 30
Where: Betty Andrews Recital Hall, Allard Hall (11110-104 Avenue)
Time: 5:30 p.m.

This free event is presented with support from CKUA Radio, the Edmonton Arts Council and Creative City Network of Canada.