



Fourth Wuhan Creative Cities Roundtable Conference

The 2021 edition of the Wuhan Creative Cities Roundtable Conference will focus on three key issues:

Defining the Creative Industries: What does it mean to be a “creative industry”? The word “creative” means different things to different audiences and in different languages. There are important implications to the different meanings and it is the responsibility of the creative professional communities themselves to make sure that what they do is properly understood and conveyed – by the professionals themselves and by government, industry and the public.

Importance of Professionalism in Creative Disciplines: Too often, practitioners in the creative disciplines are surrounded by a mystique that makes it difficult for others to understand what it is they do, and how they do it. In fact, this often diminishes our influence and status, putting us at a disadvantage when compared to other professionals. It is important for creative communities to adopt features of other professional communities in terms of language rigor, standards of practice, codes of ethics, life-long learning, and especially, concepts of social and community responsibility, to ensure maximum contribution to society.

Soft Infrastructure of Creative Industries: Like any other industry, the creative industries require a supportive infrastructure, provided by government and society. Unlike the infrastructure of traditional industries which are usually “hard” (consisting of investment in physical infrastructures of steel, concrete, energy and technologies), the infrastructures of the creative industries are “soft”, consisting of the training of young practitioners, ensuring opportunities to gain experience, and conditions that support professional community cohesion (internal and external formats for exchange and communications, formats for the development of shared standards and codes of ethics, mechanisms for promotion, etc.). What are the special features of a “soft” infrastructure and how can this be best achieved?

Representatives of 14 Creative Cities will discuss these topics in a series of keynote presentations and panel and roundtable sessions in order to exchange views, share experiences and identify future areas of collaboration. The public is invited to participate in the event as observers.