

Addendum to Advocating for Arts Education: Three Strategies, by Jonathan Katz
NASAA Notes, March 2012

". . . There is extensive evidence that the 'creative industries'—variously defined as including design, music and other performing arts, fashion, film, interactive software, publishing, television and radio—are among the fastest, if not the fastest, growing sector of jobs and wealth creation in the economies of developed nations."

Examples:

- In Britain, the [National Endowment for Science, Technology and the Arts](#) has predicted that between 2009 and 2013, the creative industries will grow at twice the rate of the rest of the economy. The same trend is evident in Canada. For the province of Ontario, between 1999 and 2007, creative cluster job growth was double that of the rest of the economy—38.3% compared with 17% in the overall Ontario economy. Another [study](#) found "surprising statistics that show Nova Scotia's creative sector outperforms the provincial economy and, increasingly, the activity of Nova Scotian professionals like artists, artisans, researchers, architects and designers is driving growth and job creation in the province." Recent studies of the European Union national economies and the Nordic national economies also document the creative sector outperforming the overall economy.
- In the United States, we see many instances in which business and government leaders have already made the STEAM connection. [Robert Safian](#), editor of *Fast Company*, talks about "the innovation economy," where the worlds of technology, entertainment, media and marketing connect. Arguing that the lines between industries are no longer firmly demarcated, he points out that "Justin Timberlake is not just a singer and actor; he is also an investor in MySpace," that Chipotle partners with Willie Nelson and that Google partners with Arcade Fire. Safian has established a website, [fastcocrete.com](#), to draw attention to this trend of skill and industry integration.
- In a recent research study entitled "[Creating Prosperity: The Role of Higher Education in Driving the UK's Creative Economy](#)," one of the key findings was that "multidisciplinary research is a key source of new ideas and practices to drive innovation in the creative economy. . . . For example, the [Design Against Crime Research Centre](#) at Central Saint Martins College of Art and Design created an innovative [bag-holding clip](#) to reduce bag theft and protect parking stands and prevent bicycle theft. This product not only helps reduce crime, but is also in the process of commercialization. The success of Apple's iPod and iPad demonstrates the importance of the combination of design and technology."

[Back to article](#)