

ARTLAB – DEVELOPMENT & ACTION IN ARTS, BUSINESS AND THE CREATIVE INDUSTRIES

→ **WHAT & WHY:** Artlab develops study labs, training programmes and projects aimed at strengthening artist's individual possibilities to take action, cooperate and **develop new platforms for their art in a changing society** – which sees the numbers of full time jobs for artists rapidly decreasing, an unfortunate development which runs contrary to the public interest and the requirements of the **creative industries**.

Artlab focuses on **research, development and on achieving real results**, providing a **dynamic bridge** between education and working life, arts and business, theory and action in an ongoing dialogue with artists, organisations, cultural institutions, companies, politicians, urban communities, city councils and governments – nationally and internationally.

Artists at Artlab: Musicians, actors, singers, dancers, performers, fine artists, photographers, directors, writers, choreographers, designers, architects, set designers etc.

→ **'BUSINESS COACHING' OF ARTISTS:** Since 1998 more than 3000 professional artists have participated in intensive courses, centered around **coaching** of their **individual artistic career**, supplemented with professional tools and a series of specialized courses and training sessions: my art project - motivation, goals and action, entrepreneurship, PR, creative pro-cesses, project management, conceptualizing, profiling, performance, teaching and perfor-mance training, pitching, sale and accountancy, digital profiling, power writing, styling, arts & business, society on the move, innovation, ideas generating, experience economy and creative industries. All of which have enjoyed substantial support from the Danish Ministry of Labour.

Art work doubles income: In general, the participant's art related income has more than doubled after the courses, and has been added up with temporary work outside arts.

→ **CREATIVE ENTREPRENEURSHIP:** Artlab offers special courses in entrepreneurship and business development for artists and others active in the creative sector and has been doing so since 2004 – creating a massive catalogue of experiences. More than 200 artists have participated in long courses, more than 300 in short master classes, and more than one third have **created new viable creative business or art projects**.

→ **TRAIN-THE-COACH:** In 2009, Artlab offers two international 'train-the-coach' pro-grammes', specifically adapted to the conditions of the country that wishes to implement the methods.

- BUSINESS COACHING OF ARTISTS (teaching artists how to develop their artistic platform)
- MAB: MOVING ARTS & BUSINESS (training artists to work in/with non-art-companies)

→ **'JOBSCENEN' (The Job Platform) – A SPECIALIZED JOB SERVICE:** In spring 2009, Artlab is launching a new specialized job link between creative and performing artists and the job markets within arts, business and creative industries. The service will provide a data-base with three main categories of jobs:

a) art work, b) ordinary short-term supplementary jobs that structurally fits the changing conditions of an artist, and c) work in public and private companies where artistic competence is in demand and appreciated. Also, the project will cooperate with private companies in finding and developing new jobs for creative and performing artists.

→ **COURSES AND TRAINING FOR MUSICIANS:** Artlab offers more than 100 courses a year aimed at **professional musicians, singers, composers and music teachers of all genres** in all of Denmark. The courses are financially supported by the Danish Musicians' Union, The performing Rights Society, the Ministry of Culture and participants' fees.

→ **ARTBIZZ and MAB: MOVING ARTS & BUSINESS:** Artlab ran two pilot projects with support from the EU's Social Fund in 2001-2004. These study programmes involved a total of 40 artists and more than 500 managers and employees. Focus was on helping businesses to develop new tools to their main challenges: innovation, management, communications and cooperation by having artists with special training interacting with companies.

Since then, Artlab has developed several highly focussed courses for artists who want to work with companies requesting specific consultancy (products/processes), based on artistic competences. For further information of contents and results, please read our case collection '15 cases of artists & businesses' [www.artlab.dk/englishcases].

→ **NETWORK, FACILITIES & CAPACITIES**

Artlab is the Department for Professional Training at the Danish Musicians' Union. We cooperate with the Danish Actors' Association and we have a strong and extensive network which includes numerous relevant arts organisations and arts institutions. Artlab also has and an ongoing collaboration and dialogue with a number of private and public companies – and an increasing number international cooperation projects.

Artlab is situated near the centre of Copenhagen in a 1.200 m² custom-built environment accomodating some 30 employees. Our certified business coaches each have completed more than 3.000 coaching sessions. The administration is specialized in developing, managing and evaluating artistic courses, labs and projects. Artlab is a Digidesign Sponsored School, provider of Pro Tools certificats.

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