

THE ARTLAB MODEL

→ The artist and the market economy

THE FORMULA

- Provide professional artists with new means of production and professional guidance to develop their own individual ideas and sources, focusing on realization
- Add interdisciplinary work among artists of all kinds, special structural tools and insight in current needs of society and the mechanisms of the business world
- And your country will have created a vehicle of artistic innovation, with influence on arts, businesses and regional/national branding (cultural uniqueness)

The **ARTLAB MODEL** has been developed and elaborated on since 1998 in Denmark, with great results for artists' employment and working fields, and the creation of new roles for artists in the business world within innovation, communication and leadership.

CENTRAL TERMS →

- Artists as WORK GENERATING EMPLOYEES
- 'FLEXICURITY' of arts & work: dynamic interrelations between work, unemployment and new development/courses
- NEW ROLES for artists in society
- The individual artist as a VEHICLE FOR ARTISTIC EXPANSION

MAIN PILLARS →

- Focus on the great POTENTIAL and RESSOURCES of artists, rather than on the problem of unemployment
- New national possibilities in CREATIVE INDUSTRIES (BNP growth)
- Artists as a source of ORIGINALITY AND NEW DEVELOPMENT in business
- Interdisciplinary cooperation and openness

EXAMPLES OF COURSE TITLES →

- JOB & ART → Career planning and development for artists
- ACT2KNOW → Actors become one-to-one communication trainer for businesses
- ARTBIZZ and MAB: MOVING ARTS & BUSINESS → Artists working in business
- MUSIC & MARKET → Expand your market & learn how to use ProTools
- ARTISTS' PROJECT LINE → Project planning and leading
- ENTREPRENEURSHIP FOR CREATIVES
- WRITE WITH POWER

ESSENTIAL CONTENTS →

CREATIVE FRAME	Different kinds of artists profit from getting together, network, cooperate and exchange experience. Much development will generate from establishing a common creative physical frame, appealing to artists (and creative business people).
RELATION TO SOCIETY	Artists must be inspired how to rethink their own role in society, outside the established cultural institutions, too. Courses in the rapidly developing society, globalization, international, national and regional tendencies, cutting edges in arts and real life examples of new ways of working as artist.
BUSINESS APPROACH	Each artist has to see him/herself as a small private company: Developing and profiling their products, making business strategies, producing (and surviving doing so), identifying their 'consumer/costumer', understanding and planning marketing, knowing related legislation and regulations connected to taxes, accountancy, making actual companies, etc. In short: all aspects of enterprising, necessary for artists' specific creative innovation.
IT	Any artist must be highly IT-competent in their artistic creation/producing and in their career tools: Websites, public relations, research, applications, accountancy etc.
COACHING	Intense business coaching has proved to be essential for the actual realization of the artists' ideas. A cooperating coaching corpse with different specialities within arts, business and PR is crucial for efficient development.
CENTER OF ARTISTIC SKILLS	Gathering individual artists in a common physical frame makes it easier for others, interested in special artistic skills, to find qualified and specialized artists. An artistic and creative hot spot.

RESULTS →

JOB GROWTH

Artlab has researched the job effect of the courses since 2002, in a way that has been validated of parallel public research on the same group: Comparing the artists' employment/income for a three-month period before the course to a three-month period six months after the course.

The results are significant and with a constant positive tendency, reflected by the last published result from January 2008: 88.3 % of the artists who finished a course were employed six months after the course. Their work amounted to more than 60 % full time employment. And the average amount of art work has more than doubled in the period.

The public 'investment' in the special job programme for artists is saved in reduced unemployment fee within the first year after the course. And a lot of new creative businesses and projects have arisen.

EXPERIENCE →

Since 1998, more than 3.000 professional artists have attended the intensive job programme: musicians, actors, directors, dancers, fine artists, designers, singers, photographers, film producers, set designers, writers etc. Very often artists who at the same time occur in the latest TV-series or have just released a record.