

Combining Artistic Practice and Entrepreneurial Activity: a pedagogical development challenge in the higher education of the performing arts

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The working life is undergoing changes in all sectors, and entrepreneurial skills will be increasingly vital – also in the performing arts. How to identify and infuse useful entrepreneurial skills into the holistic artistic expertise? How such entrepreneurial skills could be integrated and condensed into the full curriculum of art studies, as well as who provides the required teaching? This interdisciplinary research project aims to address this challenge, creating a space in which new practices, pedagogical approaches and ways of thinking can be developed. It will provide solutions for the educational development in the performing arts in a way that generates a new artistic expertise which contributes to transfers from the field of art to a wider field of employment; boosting employment opportunities. This research narrows the gap between academic research and business life, offering creative solutions to intensify better interaction.

ABSTRACT

Changes in working life and societal challenges have created new roles for artists in art and how to apply it to other fields. These new roles require, in addition to artistic talent (know-how), new types of professional specialisation, such as entrepreneurial activity (know-how). The problem is how to identify and infuse useful entrepreneurial skills into the holistic artistic expertise. Also, how such entrepreneurial skills could be optimally integrated and condensed into the full curriculum of art studies, as well as who provides the required teaching? This three-year research project aims to address this challenge and the main task is to develop methods and practices that create the needed space for the development and integration of entrepreneurial activities into higher education studies in the performing arts. The research project focuses on the research-based development of university education in the field of art and utilizes perspectives of new materialism, art education, entrepreneurial education, artistic research and autoethnography. In this study, arthood and entrepreneurship are explored through physicist and feminist theorist Karen Barad's theory of agential realism, specifically using the concept of intra-action. This invites us to rethink our understanding of how artists and entrepreneurs coexist with their material surroundings and to observe how do they perform and become embodied in ongoing mutual formation. The research data will be produced through the following methods: self-reflection, individual interviews and group discussions and workshops. The intent of this research is to create a space in which new practices, pedagogical approaches and ways of thinking can be developed and to reduce the (presupposed) divide between artistic practice and entrepreneurship, and to combine the fields of art, research and entrepreneurship. The created approaches and operational models of this process will provide solutions for the educational development in the performing arts in a way that generates a new artistic expertise which contributes to transfers from the field of art to a wider field of employment; boosting employment opportunities. This in turn expands the effectiveness of art, encourages students (artists) to recognize the value of their own artistic expertise and how to structure it in different contexts. This research also narrows the gap between academic research and business life, offering creative solutions to intensify better interaction.