

NEW YORK SURVEY

How Cultural and Creative Industries are developed, New York style Vol.1

Looking ahead to the future of Tokyo, the creative activity happening in the city truly matters as something essential.

This report is the first volume of the research about the relationship between New York and its Cultural and Creative Industries. In the hope of figuring out how those industries are growing, we conducted expert interviews for the better understanding of the city's appeals and strengths.

The leading cases of the Cultural and Creative Industries in New York can provide important suggestions for Tokyo to determine its future directions. This report includes the insights and comments of 15 experts, and explores the actual conditions of independent artists and freelancers who play an active role in the industries, the role of education as well as the culture of philanthropy which supports the art industry. Known as the greatest strength of the city, the arts industry consists from visual arts (expressive forms to create works which are visually recognizable such as painting, sculpture, prints and photography) and performing arts (expressive forms which involve creative activities in front of audience such as theater, music, dance and opera): This time, in particular, focuses on performing arts.

The foundation published “How Cultural and Creative Industries are developed, London style” in 2015 as the first series which examines and clarifies the cultural strengths of the cities. Through these consecutive series, we will compare creative powers of Tokyo, London and New York and explores ideas and tips for encouraging leading and inspiring creative activities in Tokyo.

Contents

Prologue

Chapter 1 New York's Cultural and Creative Industries

Characteristics of Cultural and Creative Industries

Comparison of the Number of Businesses and Workers of Cultural and Creative Industries

Timeline of New York's Cultural and Creative Trends

Chapter 2 Expert Interviews on the Appeal and Strengths of New York

1. Freelances and Entrepreneurs Thriving on Competitions in the United States
2. Cultural and Creative Industries Serving as Magnet
3. Educational Programs for Nurturing Children's Interests in Arts
4. Education for Fostering Artists and Experts
5. Culture of Philanthropy with Various Motivations and Purposes in the United States
6. Investment in Cultural and Creative Industries and Its Benefits

Chapter 3 Performing Arts Led by New York

Non-profit and Commercial Theaters in Performing Arts

-Differences of non-profit and commercial theaters

-A fluid exchange of workforce between non-profit and commercial theaters

-Significant activities in non-profit theater

Manhattan Attracting the Global Audience

Brooklyn Presenting the State-of-the-art Performances

Chapter 4 Data Analysis of Cultural and Creative Industries in Major Countries

Sources / Reference



Including the expert interviews on visual arts, performing arts and education from a total of 15 people.

