

BACK TO THE FUTURE BY REVIVING AUTHENTIC CULTURAL AND CREATIVE INDUSTRIES IN BALKANS

George Niculescu

**Professor, PhD , “Constantin Brâncuși” University of Târgu-Jiu
gniculesco@yahoo.com**

Abstract:

The article starts from a real situation: the Balkans, a less developed region of Europe, has at its disposal a rich creative and cultural sector in many domains: liberal arts, music, dance, folk architecture, religious and secular medieval art, handicrafts products, design, literature, cultural tourism, a priceless ethno-folk heritage, varied cultural traditions etc.) less put forward. Thus, the Balkans's extremely rich and varied cultural heritage, artistic and craft creation, unique worldwide, show the necessity and viability of capitalizing them in creative industries.

The article proposes to contribute to the generation and development in the creative industries market / the creative-innovative SMEs from the Balkans, focused on the creative and cultural traditions in this region, especially on what UNESCO called „living treasures” (individuals or groups who embodied intangible national cultural values as living human treasures).

So our article aim to contribute to the development of the competitiveness of the European cultural-creative industries from Balkan area, (starting from a adequate strategy for development of “Balkan living human treasures”), by stimulating and helping the adoption and deployment of innovative ICT solutions, specially conceived and adapted to the necessities of cultural-traditional SMEs and “living treasure entrepreneurs”.

Key words: *cultural-creative industries, cultural heritage, living treasures, innovative ICT solutions*

Introduction

We define culture from an epigenetic perspective, as a set of abilities and practices that allow members of one generation to learn and change and to pass the results of that learning on to the next generation. We will insist on oral culture, as complement of official culture. We will focus on raising awareness and preserving memories in the EU and the lessons of past; the development of tools to explore and enhance the quality of research, comparative studies; the preservation methods culture of opposition and the measures / proposals / guidance on the role of the EU in this respect (including application areas: schools, etc.).

Creative industries include everything that is produced by artistic creativity and has a scientific and industrial potential that create value, generate public revenue through taxes paid, create jobs and profits and it helps national and regional development. [1]

The role of creative industries:

- creates jobs, careers,
- creates cultural identity and social environment,
- creates added value, generating profitability through more taxes,
- Creates brands,
- major role in developing centers of creativity at local and regional level, enhancing the attractiveness of regions and enable the creation and development of small and medium enterprises, (a sector based on competence and inventiveness) and jobs anchored in the pattern of economic local and regional,
 - improve the image of regions and promoting cultural and artistic sector and the preservation, promotion and enhancement of European cultural heritage,
 - have the potential to generate sustainable economic growth, promoting social inclusion, cultural diversity and human development,
 - help promote cultural identity and diversity on local and regional scale;
 - developing intercultural understanding and establishes positive relationships between people in close and professional backgrounds and different school,
 - Creative industries respond to the European ideal of "unity in diversity", becoming a vehicle of cultural identity.

Balkans region have a big potential non agricultural extremely valuable (cultural, tourism, local crafts, traditions and other creative industries with unique value) which can be used superior in long term by promoting active policies, to create a real support, sustainable and sustainability of the population, but it is a major contrast between the potential of valuable resources (almost unused economic, especially the creative industries) and the poverty of the rural population and mountainous areas.

Also, in this region are still living treasures of exceptional value, traditional craftsmen of great talent, a population inclined towards vocational crafts (wood, stone, pottery, weaving, etc.) and an entrepreneurial spirit archaic (especially in the area of non-co-communist period). In contrast with these issues, some of traditional craftsmen are in the final part of life, young people are not attracted to these occupations because prospects are uncertain, and new technologies and high productivity manufacturing industry demobilized on small local producers.

The article aim to contribute to generating (transforming) a market - creating an industry: the creative industries market and the creative-innovative SMEs from the Balkans region, focused on the creative and cultural traditions of this region.

So the main theoretical objective of this research article is to conceive a qualitative model for generating a creative, innovative and authentic market in Romania by using the co-evolutionary, new-institutional, performance economics within the complexity paradigm and an action-research methodology.

The action of market building is a necessarily complex and pragmatic endeavor that mobilizes various heterogeneous resources, recruits professionals with varied and often conflicting worldviews, and it is in a constant process of (re)negotiation and compromise in the collective effort to sort out the various cognitive, technical, political and cultural problems that emerge when designing a specific market.

Even though the participation of economics and economists in market building might be important and effective, the fact that economists do attempt to enact the realities their theories

describe is relevant for shaping and molding reality and for overcoming the obstacles that get on the way and prevent economic theories from becoming true. In this respect it should be clear that the ultimate goal is not to make „economic engineering” more ‘scientific’ and capable of constructing the world of economic theory and so to preach that economics constructs reality to its image, but that the new approach should illuminate on how economics actually participates in shaping that reality.

In this context, the main objectives of the article are:

- conceive and realize an innovative collaborative platform, (using advanced user interface ICT technology), as the core complex instrument to support the development of the specific market of cultural-traditional SMEs and “living treasure entrepreneurs” in Balkan area

- conceive and realize a soft tool (using augmented reality, 3D, mobile, etc. ICT technologies) to capture, to codify and to communicate the tacit knowledge of the “living treasure entrepreneurs”

- conceive and realize a “crowd funding platform”, (using advanced user interface ICT technology), to help connect cultural-traditional SMEs and “living treasure entrepreneurs” with appropriate sources of funding (venture capital, crowdfunding, business angels, etc.)

- adapted and develop “mobile and/or internet components/apps” (using augmented reality, 3D, mobile, internet of things, etc., ICT technologies) for promoting the creative products and services of the cultural-traditional SMEs and “living treasure entrepreneurs”

- develop, realize and/or adapt “educational software” (using augmented reality, 3D, mobile, internet of things, etc., ICT technologies), specially conceived to be used by the cultural-traditional SMEs and “living treasure entrepreneurs”.

Living treasure entrepreneurs

The research targets promotes a creative cultural industry entrepreneur as a key factor for rapidly removing barriers and to create synergies for accelerating development of a cultural creative industry and an entrepreneurial spirit obtained by harmonizing vision, shaping the future, design, strategy, involvement of local actors, innovative entrepreneurs, etc.

The challenge of this research from a pragmatic perspective is how to transform Balkan region’s extremely rich and varied cultural heritage, unique worldwide, into viable and flourishing regional creative industries.

The act of creating an industry and building a market is a complex and pragmatic endeavour that mobilizes various heterogeneous resources, recruits professionals, and involves a constant and continuous process of negotiation and compromise in the collective effort to sort out the various cognitive, technical, political and cultural problems that emerge.

In times of economic turbulence, innovation remains the most important differentiator separating economic winners from all the others.

This research proposes to contribute to the conception, generation and development of the creative industries market in creative-innovative SMEs and micro enterprises in the Balkan region.

Our research aims to involve local stakeholders and especially entrepreneurs in traditional creative-cultural industries to obtain beneficial synergy/interaction to accelerate organic growth (development), through vision, shaping the future, design and strategy and by using the opportunities that appear at the interface between new technology (Internet, Web 2.0., Cloud computing, etc.) and the authentic cultural and still living traditions in the Balkan region.

Also, this research is based on mobilizing (economic, social, cultural, institutional) entrepreneurs as the key factor in quickly eliminating development gaps.

The action research will be used in the Balkan region, where there is a rich traditional culture (including « living human treasures »), that first of all must be well understood, in order to be preserved (cultural diversity), and finally to be promoted by respecting its authenticity.

The research methodology includes action research [2] and case research[3].

Innovative entrepreneurs will become a *suis generis* "action researcher" that generate new markets for sustainable nature, setting in motion the "organic and ecological network development".

From this perspective it's not a single political entrepreneurship, but a policy to create a friendly environment in the context of economic and / or entrepreneurial society in order to build sustainable new civilization of knowledge.

The problem of innovative entrepreneurship is completed by addressing entrepreneurship through the lean start-up method, which created the entrepreneurial training model by using the start-up methodology. In this context, presenting this innovative methods is absolutely necessary. Thus, in recent years on the issue of generating new businesses, new enterprises have made important steps towards a genuine entrepreneurial revolution. The ancient formula for launching a business (either technology start-up or small business, or initiative within a large company) - write a plan; it presents investors make a team; Enter a product; as you can start to sell - is one of "try and see what happens." [4]

This move basically reverses the conventional wisdom about entrepreneurship - new approach proposes principles such as "fail fast" and "continuous learning".

Instead, execute business plans, giving operationally functional prototypes as the old approach, the new approach tested hypotheses entrepreneurs, obtaining feedbacks early and frequent presenting "minimum viable product" for prospective clients.

This approach, with this new process recognizes that the search for a suitable business model is the main task we need to do a start-up, being different to do according a model, something that makes the stable firms.

Basically we can say that if existing firms running (into action) business model, then the start-ups search a business model. In this context the definition of "lean" a start up is a temporary organization designed to search for a repeatable and scalable business model.

The project for training and development of entrepreneurship in rural area use a lean startup approach, tailored to local cultural characteristics of the area.

The project promotes the entrepreneurship training in rural area after innovative methods and efficient while ensuring sustainability and viability areas rural by preparing and training the first generation of trainers / trainers in the field of innovative entrepreneurship and the first generation of local entrepreneurs (using the methodology lean start-up).

The project starts from the reality of a major contrast between the potential of valuable resources (almost unused economic, especially the creative industries) in the Balkan region (a region less developed in Europe) and the poverty of the rural population areas.

In the Balkan region is a potential non agricultural extremely valuable (cultural, tourism, local crafts, traditions and other creative industries with unique value) which can be used long-term higher by promoting active policies to create support real support, sustainable and sustainability of the population.

Also in the Balkan region are still living treasures of exceptional value, traditional craftsmen of great talent, a population inclined towards vocational crafts (wood, stone, pottery, weaving, etc.) and an entrepreneurial spirit archaic (especially in the area of non-communist period). In contrast with these issues, some traditional craftsmen are in the final part of life, young people are not attracted to these occupations because prospects are uncertain, and new technologies and high productivity manufacturing industry demobilized on small local producers.

Other relevant aspects which are necessary to implement a project to create the conditions for harnessing the potential of creative cultural industries in the Balkans are:

- the number of unemployed (especially from vulnerable groups, especially young people);
- the existence a potential demand (new trend) for traditional products of the urban population;
- pressure on social assistance funds (especially from vulnerable groups, including young people of working age);
- the possibility of generating a market for creative cultural industries by stimulating the supply of similar products to meet the demand potential of such products and services and stakeholder engagement in the Balkans.

Conclusions

Through its main aim – research for catalyzing and promoting a creative cultural industry and creative innovative small companies, focused on the cultural-creative traditions in the Balkan region - this research directly targets the reduction of economic and social disparities in the European Economic Area and to strengthen international relations by enhancing research cooperation between the communities in Balkans and another countries long-term cooperation.

This research can generate the projects in other domains, economic, social, institutional, etc., based on long-term scientific cooperation.

On the practical level this research distinguishes itself through: beneficial synergy for accelerating development of a cultural creative industry and an entrepreneurial spirit obtained by harmonizing vision, shaping the future, design, strategy, involvement of local actors, innovative entrepreneurs, etc.

The model to catalyze and promote a creative cultural industry (including “enhanced reality” and “enhanced services” concepts) may be easily adapted and applied for other regions, as well as be used to generate other projects in other domains, economic, social, institutional, etc.

This research promotes the European desideratum public commitment of science (researchers), which can increase scientific contributions to solve the problems of the social environment.[5]

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