

## Press release

### New report and book on Creative and Cultural Industries

28 April 2010

#### STOCKHOLM, Sweden

Welcome to the launch of one report as well as one book on May 19<sup>th</sup> at 9.00-10.30 am at Stockholm School of Economics (Terrassrummet, 8<sup>th</sup> floor), Hölländargatan 32, Stockholm, Sweden.) Please reply at the latest on Friday May 15 if you will attend to [malin.ekberg@hhs.se](mailto:malin.ekberg@hhs.se).

We will try to answer two questions:

#### **WHICH REGION IN EUROPE IS MOST CREATIVE?**

The European Cluster Observatory presents the second in a series of priority sector reports, which analyses clusters in sectors of special importance to the future of the European economy. This report covers Creative and Cultural Industries. The study details the industries' status in 250 regions and shows where the industries' 6.5 million employees are clustered. The authors are Professor Dominic Power (Uppsala University) and senior analyst Tobias Nielsén (Volante).

The report will be available the day of the launch on: [www.clusterobservatory.eu](http://www.clusterobservatory.eu)

#### **HOW DO CREATIVE BUSINESSES WORK AND CAN WE STIMULATE THEM?**

The authors of the report, Dominic Power and Tobias Nielsén, will also launch their new book *Creative Business: 10 rules to help you build a business your way* for which they have interviewed dozens of businesses as well as investors. Anyone thinking about starting up or investing in a small business can learn something from this book, but the case studies are from the cultural and creative industries. The book is the result of a research project financed by Nordic Innovation Centre. Margrét Sigrún Sigurðardóttir at Iceland University has also contributed to the book.

The book will be available at Amazon.com, iTunes and other e-stores, both in print and as an e-book in all formats. More information can be found at [www.creativebusiness.org](http://www.creativebusiness.org).

**-ENDS-**

#### **For more information**

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#### **ABOUT THE CLUSTER OBSERVATORY**

The European Cluster Observatory is an innovation platform that provides a single access point to information and analysis of clusters and cluster policy in Europe and an interactive platform for cluster collaboration. Originally launched in 2007, the Cluster Observatory is now adding a range of new services. It consists of two main parts: the Knowledge Platform providing data and analysis on clusters and competitiveness, alongside a cluster library; and the Collaboration Platform facilitating co-operation among cluster organisations and their members. The Cluster Observatory Consortium consists of the Center for Strategy and Competitiveness, Ivory Tower, Orkestra, Clusterland Upper Austria, ZENIT and Fondation Sophia Antipolis.

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