



The
SHUMKA CENTRE
for Creative Entrepreneurship

A HUB FOR SHOWCASING CREATIVE PRODUCTS AND IDEAS TO NEW AUDIENCES

Developed by Living Labs, Emily Carr University's newly established Shumka Centre for Creative Entrepreneurship is a place where creatives can find community and knowledge, as well as a connection to the resources they need to launch their projects in the world—whether those are products, companies, events, curatorial initiatives, non-profit organizations or other initiatives.

ENABLING THE ENTREPRENEURIAL CAPACITY OF OUR ART AND DESIGN COMMUNITY

Artists and designers face major and ongoing challenges including economic marginalization, disconnection from established spheres of entrepreneurial teaching, and widespread misunderstanding of the practical applications of their work. The Shumka Centre examines this systemic disconnect and produces progressive solutions partly through the adoption of methods drawn from business and technology sectors. We address the lack of support artists and designers face in professional development initiatives by:

- Creating consultative processes
- Engaging leaders with other expertise from fields such as technology, media, and business
- Establishing tactical, applied pathways and open source tools for artists and designers
- Offering innovative programs that incorporate the manifold activities of contemporary art and design

Artists and designers will learn to incorporate practical and logistical aspects into the design of their work, and how the role of art and design in innovation and community building can be more broadly understood. We aim to create conditions in which creatives are empowered, informed, connected and situated within a context where their world-changing ideas are made possible.

BRIDGING ART AND DESIGN WITH NATIONAL DISCOURSES OF INNOVATION AND ECONOMY

By identifying the barriers that students face in a changing social and technological environment; supporting great ideas; and applying business model development methods, a socially inclusive and economically impactful future is within reach.

The Shumka Centre provides a hybrid model of a technology accelerator and a social innovation lab, with a specific focus on cultural and creative production. We will increase the employability and livelihood of artists by providing them with the context, knowledge and tools they need to take leadership roles in multiple sectors. Tools developed by the Shumka Centre will help artists and designers can turn great ideas into successful and scalable projects, social initiatives, and businesses that build economic independence and contribute to society.

In addition, the Shumka Centre streamlines industry access to the emerging talent of Emily Carr students, whose creative vision and cross-disciplinary problem-solving skills place them at the vanguard of business and culture.

To date, the Shumka Centre has paired 40 early-stage tech companies with student designers and has piloted the Creating a Design Startup (2016-ongoing) course, in which expert entrepreneurs help students develop their own companies.

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