

Achieving “Cluster Consciousness:” The Challenges of Defining and Nurturing a Cultural Cluster in a Rural Region

Presented by:

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- The path we'll take
- Clusters and creative economies
- Origin theories



Introduction

- Where is rural in all of this?
- "Urbanism" as a form of exclusion
- Cultural policy ignored rural, and rural policy ignored culture



Photo: Neil Robbins

Rural

- Cluster consciousness
- Acting as a cluster
- Identity and cluster membership



Is This a Cluster?

- Making the sector visible
- Communicating common interests
- Fostering broader linkages



Cultural Cluster Development in Western Newfoundland

- ## no average culture.
- Here in Western Newfoundland, we're alive with culture. Take the time to be more awake – more alive than ever imagined – than ever. Get out here for traditional music festivals, spirited games and some of the most amazing scenery you will ever meet – it's all here.
- If you need to bring in your lust for life.
- ### Southwest Coast
- #### Grand Bay Coastal Festival
- July 1, 2010
A weekend of music and food centered around their theme at the South of Bonaventure Hotel Cafe, featuring musical artists from the area and live music.
- Location: St. Charles Provincial Park
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Grand Bay Days
- July 17-19, 2010
An open-air festival celebrating the spirit of the local people and their love of the outdoors. The festival features live music, dancing, and a variety of food and craft vendors.
- Location: Grand Bay
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Port au Basque Come Home Year
- July 22-23, 2010 to Aug. 7, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Port au Basque
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Am Herby Days
- July 30, 2010 to Aug. 2, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Am Herby
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Home Rule Festival
- Aug. 1, 2010 to Aug. 2, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Home Rule
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Bay St George Fest
- Aug. 21, 2010 to Aug. 23, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Bay St George
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- ### Central Coast
- #### Pointe Haven Park & Campground
- July 17-19, 2010
A weekend of music and food centered around their theme at the Pointe Haven Park & Campground.
- Location: Pointe Haven Park & Campground
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Stephanie Thorne Festival
- Aug. 20, 2010 to Aug. 22, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Stephanie Thorne
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Full Moon
- Aug. 20, 2010 to Aug. 22, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Full Moon
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Canada Day Celebration
- July 1, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Canada Day
Contact: Geoff Bailey
Tel: 709-321-4238
E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- #### Pointe Haven Park & Campground
- July 17-19, 2010
A weekend of music and food centered around their theme at the Pointe Haven Park & Campground.
- Location: Pointe Haven Park & Campground
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Tel: 709-321-4238
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Web: www.geoffbaileyphoto.com
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- Aug. 20, 2010 to Aug. 22, 2010
A celebration of the town's history and culture, featuring a variety of events and activities.
- Location: Stephanie Thorne
Contact: Geoff Bailey
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E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
- ### East Coast
- #### Pointe Haven Park & Campground
- July 17-19, 2010
A weekend of music and food centered around their theme at the Pointe Haven Park & Campground.
- Location: Pointe Haven Park & Campground
Contact: Geoff Bailey
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E-mail: geoff@baileyphoto.com
Web: www.geoffbaileyphoto.com
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Web: www.geoff

The Context

- Opportunity-based Team Approach
- Proactive Development of Opportunities
- Early collaboration with emerging clusters



A Role for Government

- Formal sector consultation with follow-up
- Informal “kitchen” consultations
- Opportunity development
- Initiatives



What Have We Done?

- Regional arts and culture marketing strategy
- One-Stop Shop
- Arts Business Network
- Development of Gros Morne region as a cultural event destination and as a centre for professional development



From The First Round of Talks

- The Gros Morne Cultural Blueprint
- Arts Collective



Source: Rotary Arts Group

- Artists On-Stop Shop
- Rotary Arts Centre

To This

- Role of “outside” agencies in cluster development
- The pitfalls of prescription



Conclusion

- Take risks
- Get into the kitchens
- Validate local culture
- Network
- Document



Lessons learned

Questions?

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