

# Reflecting on the past... looking to the future



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Everyone has the right **freely**  
**to participate** in the cultural  
life of the community, to  
enjoy the arts



# *Road Map Recommendations*

- Advocacy
- Government ministries must work together
- Research
- Continuity of provisions
- Partnerships and cooperation
- Professional formation
- Evaluation
- Publication and sharing



## *UNESCO Seoul Agenda*

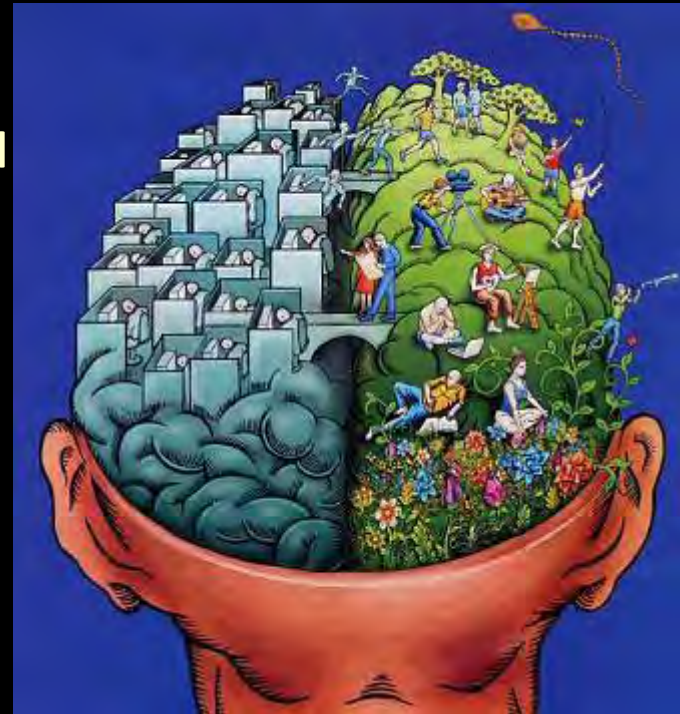
- “Education systems are struggling to meet the needs of learners in a rapidly changing world characterized by remarkable advances in technology on the one hand and intractable social and cultural issues on the other... Of crucial importance to the success of arts education in meeting these challenges is the need to achieve high standards in the conception and delivery of services.”

## *Seoul Agenda Three Core Goals*

- Arts education as the foundation for the balanced development of all people
- Assure that arts education activities and programmes are of the highest quality in conception and delivery
- Apply arts education principles and practices to contribute to resolving the social and cultural challenges facing today's world

# Brain activation

- Highly creative individuals had significantly higher activation in **both** the left and right cerebral hemispheres, specifically in the areas associated with **fluency, originality and flexibility**
- Higher activation in these areas is related to the **vivid experience of insight, emotions and perceptions** present in highly creative individuals.
- These combined with **higher symbolic abilities** possessed mainly in the activated frontal lobes might enable highly creative individual to translate their experiences into creative works.



Rosa Aurora Chavez-Eakle 2009

## *Better brains...*

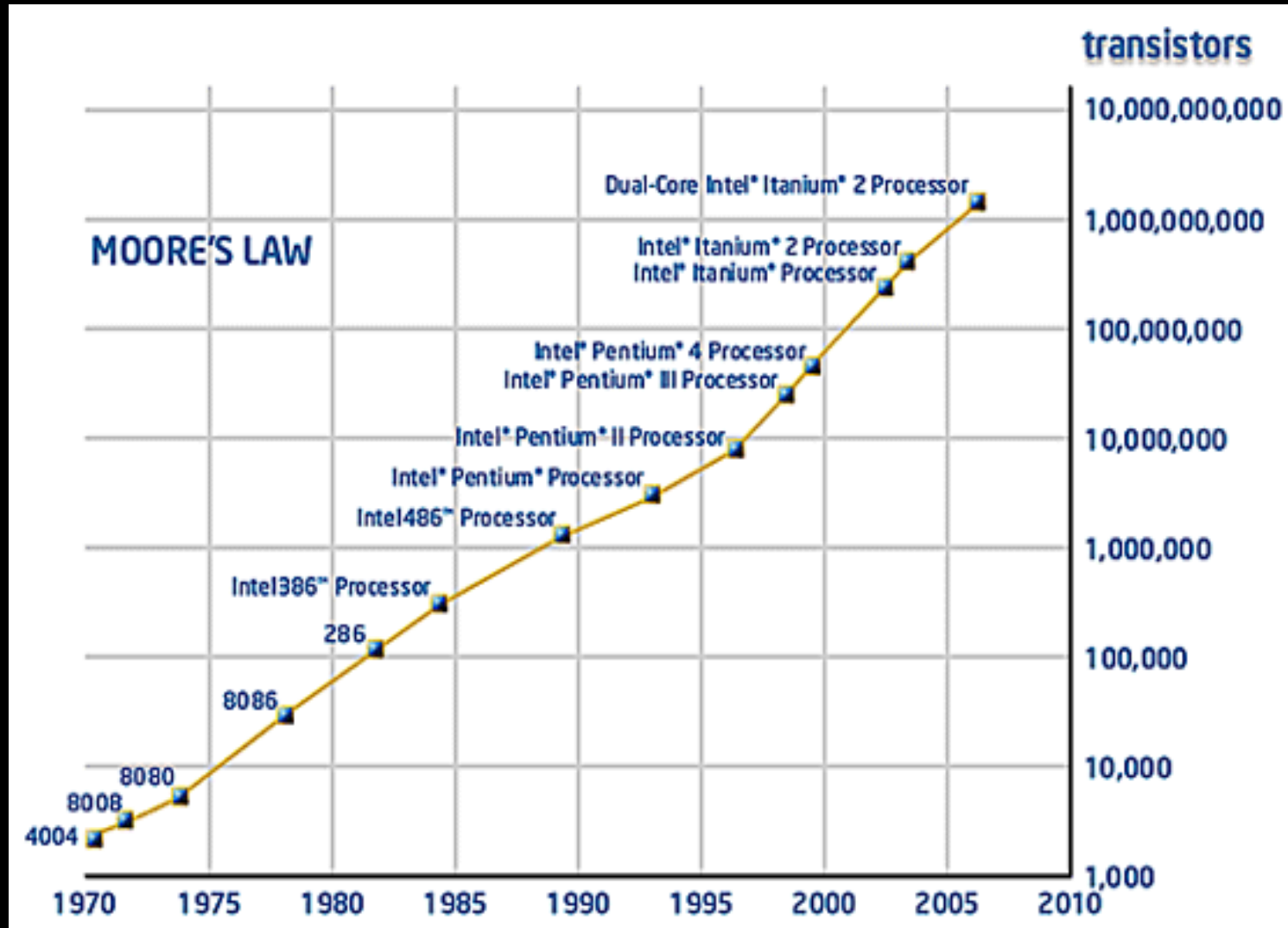
- Process visual information more quickly (visual experts)
- Have better fine motor skills
- Are more likely to learn by trial and error
- Don't start at the beginning
- Multi task
- Are quicker at scanning, navigating and analysing
- More creative (learning by experiment, role play, creation)
- More intelligent (distributed cognition, immersion)



## *Technological context...*

- 945 million users
- 90% of users concentrated in 20 countries
- 183 million users in the US
- 38 million users in Germany
- 34 million users in the UK
- more than 1 billion web pages

# Moore's law



MySpace - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.myspace.com/

Google mspace

Home Browse Search Invite Film Mail Blog Favourites Forum Groups Events Videos Music Comedy Classifieds

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 Blogs Comedy **NEW!** Horoscopes Schools  
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- Filmmaker Forums
- Top Filmmakers

» Check Out MySpace Films!

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Password:

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[Forgot your password?](#)

Cool New People

Russ Jeff Libby

Videos presented by **varis** [more videos]

MySpace Music [more music]

**Kasabian - Empire**  
 Indie / Rock / Alternative

**EXCLUSIVE**

Back with a long-awaited follow-up to their smash hit 2004 album, 'Kasabian', the band return ballsier than ever with 'Empire', due for release on August 28th. Hear it exclusively through the band's MySpace page!  
 » [Listen Now](#)

MySpace Specials

Start Internet

Australian Cyber paper -... cyber bullying general MySpace - Microsoft I... Wimbledon College of Ar... 08:12

YouTube - Broadcast Yourself - Microsoft Internet Explorer

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Address http://www.youtube.com/

Google G utube Go

Bookmarks 20 blocked Check AutoLink AutoFill Settings Norton Internet Security

Adobe Y! Search Highlight Save to My Web Y! Mail Answers Personals Y! Mobile Sign in

**You Tube**™ Broadcast Yourself

Sign Up | My Account | Viewing History | Help | Log In

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Home Videos Channels Groups Categories Upload

My Account | My Videos | My Favorites | My Friends | My Inbox | My Subscriptions | My Groups | My Channel

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**DCLugi confession**  
 00:45  
 The guilt was killing me. I hope I haven't hurt anyone.  
 Tags: [dclugi](#) [scandal](#) [confession](#)  
 Added: 3 days ago in Category: [Entertainment](#)  
 From: [DCLugi](#)  
 Views: 1,951  
 ★★☆☆☆  
 311 ratings

**Nobody's Watching Diet Coke & Mentos**  
 02:03  
 Everybody knows what happens when you mix Diet Coke and Mentos.  
 What about other stuff?  
 (Thanks for helping us make TV history YouTubers and YouTubettes!!!)  
 Tags: [nobody's](#) [watching](#) [diet](#) [coke](#) [mentos](#) [scrubs](#) [family](#) [guy](#) [nobodys](#) [spoof](#)  
 Added: 3 days ago in Category: [Comedy](#)  
 From: [impytherap](#)  
 Views: 344,905  
 ★★★★★  
 4323 ratings

Click to activate and use this control

00:00 share

**SportsBlender: MTV LeBron James 'Million Dollars'**  
 Login to rate video  
 ★★☆☆☆  
 161 ratings  
 From: [sportsblender](#)  
 Comments: [19](#)

**Member Login**

User Name:

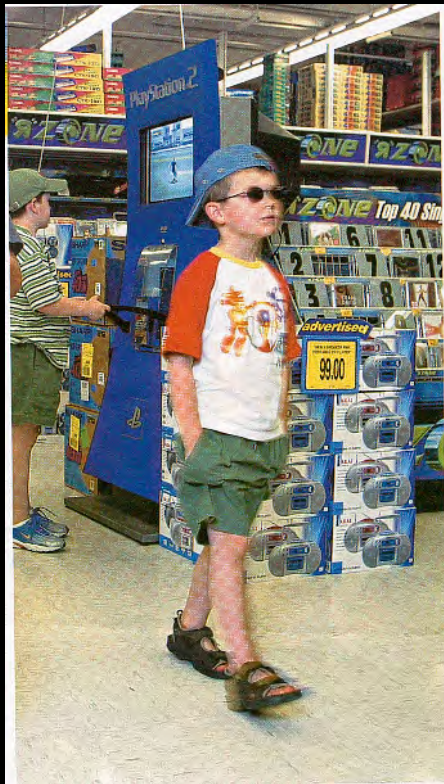
Start Australian Cyber paper -... cyber bullying general YouTube - Broadcast ... Internet 08:22

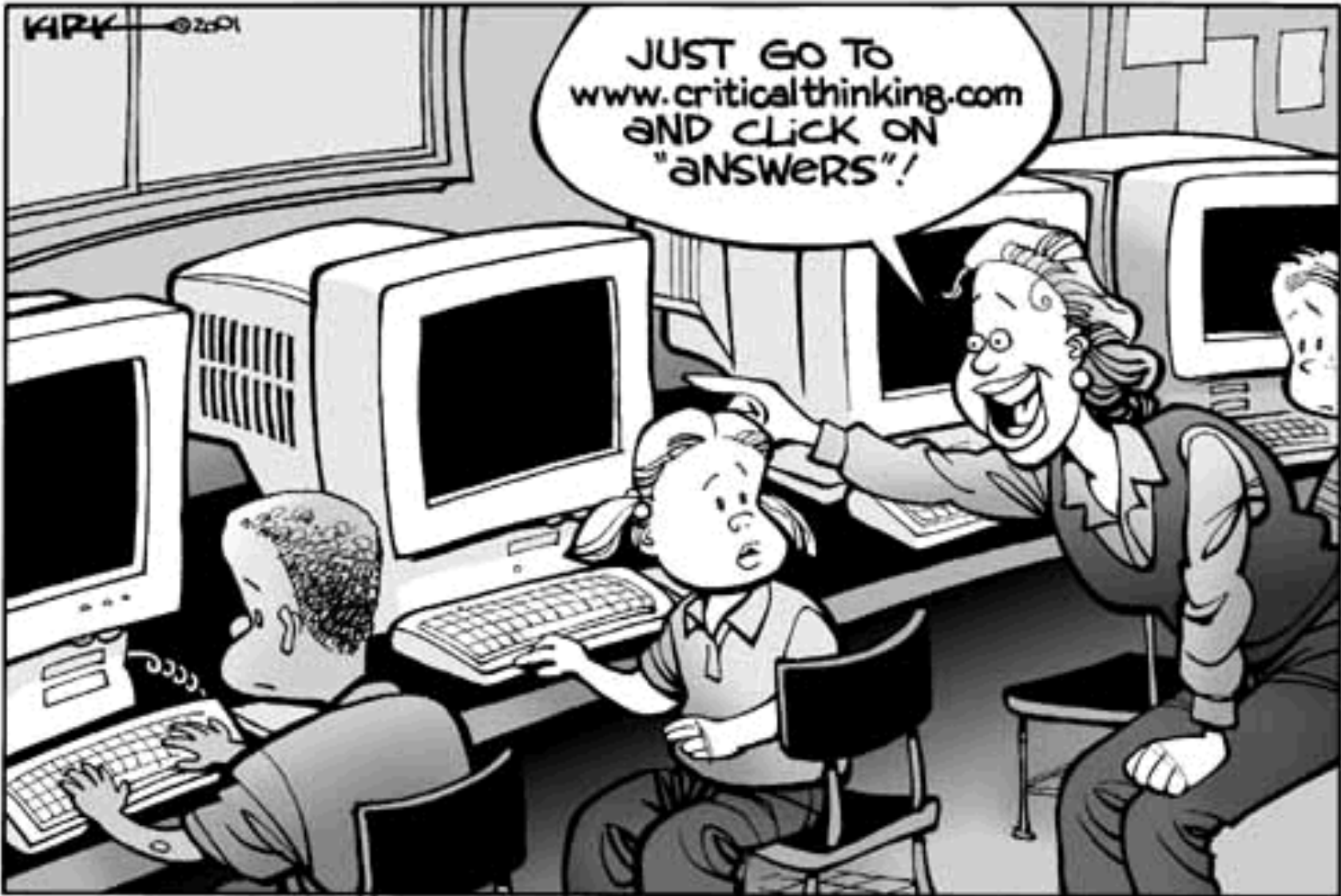
http://www.nobodyswatching.tv/

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**This is quite amazing!**

**Aoccdrnig to a rscheearch at an Elingsh uinervtisy, it deosn't mttær in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht frist and lsat ltteer is at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae we do not raed ervey lteter by it slef but the wrod as a wlohe. ceehiro**





## *Education out of step...*

- Increased effort has to be made to establish synergies between knowledge, skills and creativity. With few exceptions educational politics gets no further than paying lip service to these ideas.





Kate Winslet looks sexier than ever - slim, elegant and self-consciously flirty

Highly detailed, 220.  
Pants by La Perla, £28.  
Tel: 020-7091 3908.  
Shoes by Emanuel  
Ungaro, made in Italy.  
Tel: 08 00 1 353 0967

Bamford SMI 101024





## *Some thoughts*

- Education **in the arts** (music, visual arts, lesser drama, lesser dance, little media)
- Education **through the arts** (visual literacy, drama, new technology)
- **Art as education** (as a medium or environment for learning)
- **Education as art** (a cultural and aesthetic understanding of education)

# 1. Active partnership and collaboration



## 2. Flexible organizational structures



### 3. Accessibility to all



## 4. Ongoing professional development



## 5. Reflection and evaluation strategies



## 6. Local



## 7. Project-based, research-based



## 8. Active creation, performance and exhibition





## *10. Take risks*







- Positive reinforcement
- Visionary people
- Collectors
- The Wow Factor
- Passion
- Children as central
- Creative and imagination
- Individuality and originality
- Conversational
- Flexibility
- Risk taking
- Modelling
- Repeat but never the same
- Life long learners
- Question expertise



# *What makes a good music teacher?*

- *Gets us to do more concerts – e.g. at least once a term*
- *Does not go too fast*
- *Will listen to children*
- *Allows the children to make up own songs*
- *Is fun*
- *Knows rhythms*
- *Has a sense of humour*
- *Is patient with children*
- *Listens to children's musical taste*
- *Doesn't rush*
- *Helps individual children*
- *Doesn't get too cross*
- *Knows the notes*
- *Is well organised*
- *Helps you*
- *Plays games to help you learn*
- *Is a bit kinder*
- *Lets you choose your instrument*
- *Gets us to play more songs*
- *Helps you*
- *Does not shout*
- *Helps you practise*
- *Fun*
- *Active*
- *Likes a laugh*
- *Knows the instruments*
- *Doesn't mind if you make a mistake*
- *Good at playing their instrument*
- *Doesn't make mistakes*
- *Expert in what they do*

MULTIPLICATION TABLE

$$2 \times 2 = 4$$

$$2 \times 3 = 6$$

$$2 \times 4 = 8$$

$$2 \times 5 = 10$$

$$2 \times 6 = 12$$

$$2 \times 7 = 14$$

$$2 \times 6 = 16$$



"THIS DOESN'T LEAVE MUCH  
ROOM FOR *CREATIVITY*."

# *Cultural capital*

Studies have shown that a lack of familiarity with particular forms of culture and a lack of sophisticated cultural vocabulary can limit people's confidence in certain social settings and deny them access to opportunities that might contribute to upward social mobility.



# *Portrait of an arts-rich 20 year old*

*Catterall 2009 USA*

- More likely to enrol in college/  
higher education (> 17.6%)
- More likely to volunteer (15.4%)
- More likely to have strong  
friendships (8.6%)
- More likely to vote (20%)
- 10% less likely to not be in either  
employment or education at aged  
20.



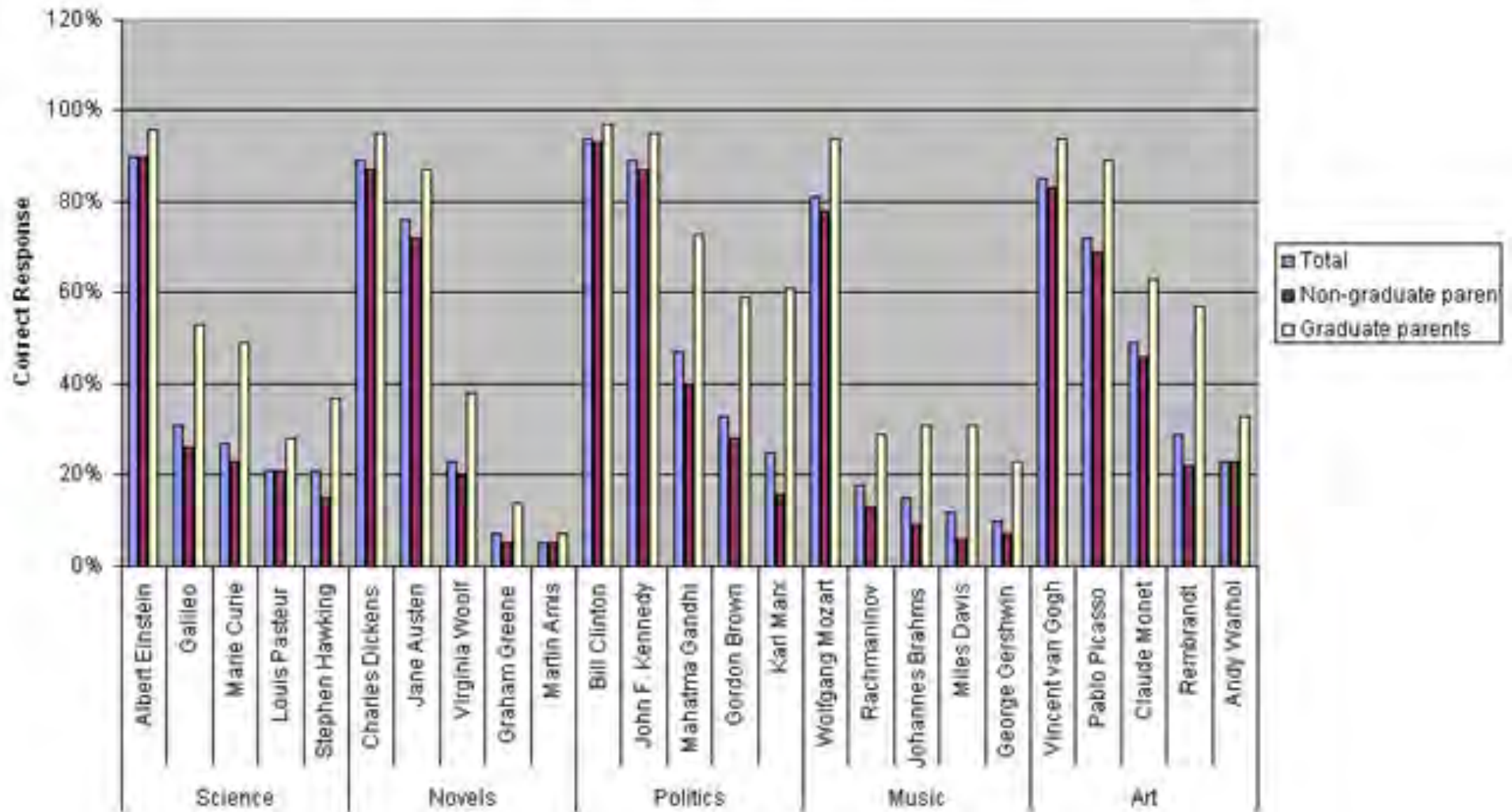
# *Portrait of an arts-rich 26 year old*

*Catterall 2009 USA,*

- Continue to do better than people who attended non-arts-rich schools.
- Found better jobs  
(Arts poor students were 5 times as likely to report dependence on public assistance at age 26.)

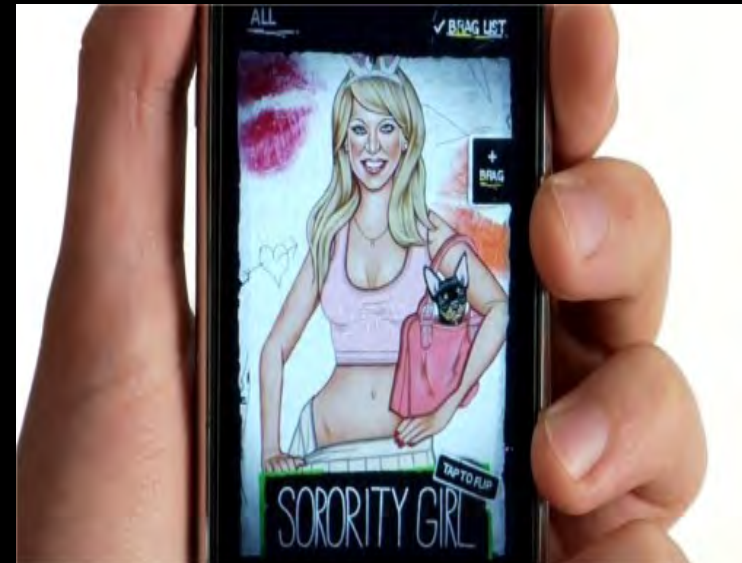


Figure 1: Cultural Knowledge Frequencies



# *Employment growth*

The National Endowment for Science (UK), Technology and the Arts suggests that between 2009 and 2013 the UK creative industries, which are responsible for films, music, fashion, TV and video games production, will outstrip the rest of the economy in terms of growth by 4% on average. By 2013, the sector is expected to employ 1.3 million people.





# *Employability*

Surveys show that soft skills such as adaptability were more valuable to employers than education or qualifications

NESTA have received evidence that suggests the soft skills employers are looking for are (in order of stated importance):

- **Communication skills**
- **Team working skills**
- **Confidence**

The 'Russell Group of Universities' (UK) state that universities and employers are using such extra-curricular activities to differentiate between candidates for places and jobs.

## *World Economic Forum, Davos 2006*

The arts will be a major force in economic development. The so-called creative industries are emerging as the largest single sector of economic activity in many countries and as the driving force of the 'tiger' economies of India, China and Korea.



# *European Year of Creativity 2009*

- The Communication of March 2008 (European Commission, 2008a, 2) puts it simply: 'Europe needs to boost its capacity for creativity and innovation for both social and economic reasons.'





## *Little and big c*

- Everyday or 'little c' creativity. The type of creativity that makes people adapt to the constantly changing environment, reformulate problems, and take risks to try new approaches to problems.
- **'Big C'** creativity, 'the kind that changes some aspects of the culture, is never only in the mind of a person'.



	Word	G <sup>2</sup>
1	creative	17925.3
2	creativity	17242.5
3	cognitive	4367.8
4	domain	2731.4
5	innovation	2454.6
6	openness	2165.8
7	because	2081.6
8	divergent	1997.4
9	process	1986.7
10	motivation	1865.0
11	domains	1696.6
12	found	1684.5
13	abilities	1528.1
14	thinking	1418.5
15	scores	1395.8
16	solving	1359.7
17	individuals	1317.0
18	personality	1218.5
19	scales	1215.3
20	processes	1214.0
21	empirical	1191.2
22	ratings	1143.1
23	correlations	1046.8
24	originality	1022.8
25	traits	1010.7

	Word	G <sup>2</sup>
25	associative	1010.7
27	influences	962.6
28	primary	909.2
29	conceptual	902.4
30	instance	890.4
31	developmental	878.4
32	individual	857.4
33	problem	855.3
34	intrinsic	854.3
34	artistic	854.3
36	evolutionary	842.3
36	correlated	842.3
38	ability	832.8
39	programs	818.2
40	intelligence	803.2
41	cannot	782.1
41	facilitate	782.1
43	toward	770.1
44	correlation	746.0
45	basis	734.0
46	computational	721.9
47	extrinsic	709.9
47	selective	709.9
49	cognition	661.8
49	hypothesis	661.8

	Word	G <sup>2</sup>
49	interactions	661.8
52	criterion	649.8
52	validity	649.8
52	according	649.8
55	measures	647.2
56	tests	643.9
57	verbal	637.7
57	investigations	637.7
59	heuristics	625.7
59	fluency	625.7
59	rated	625.7
62	psychologists	601.6
62	complexity	601.6
64	discoveries	589.6
64	semantic	589.6
66	discovery	580.4
67	schema	577.6
67	rat	577.6
69	unconscious	553.5
70	probability	529.4
71	self	514.5
72	knowledge	504.0
73	variables	496.6
74	primitive	493.3
74	novelty	493.3

	Word	G <sup>2</sup>
76	subjects	485.1
77	retention	481.3
77	dimensions	481.3
79	hypotheses	469.3
79	innovative	469.3
81	ideas	464.7
82	related	460.9
83	dimension	457.2
83	validation	457.2
83	attributes	457.2
86	research	455.3
87	iq	445.2
87	artefacts	445.2
87	combinations	445.2
87	predictions	445.2
87	heuristic	445.2
92	factors	444.6
93	these	439.6
94	psychology	423.0
95	barren	421.1
96	positively	409.1
96	investigators	409.1
96	perceptual	409.1
99	example	408.3
100	elements	406.5

# *Innovation*

Innovation is defined by the Oslo manual as:

‘The implementation of a new significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations’ (OECD and Eurostat 2005, 146).



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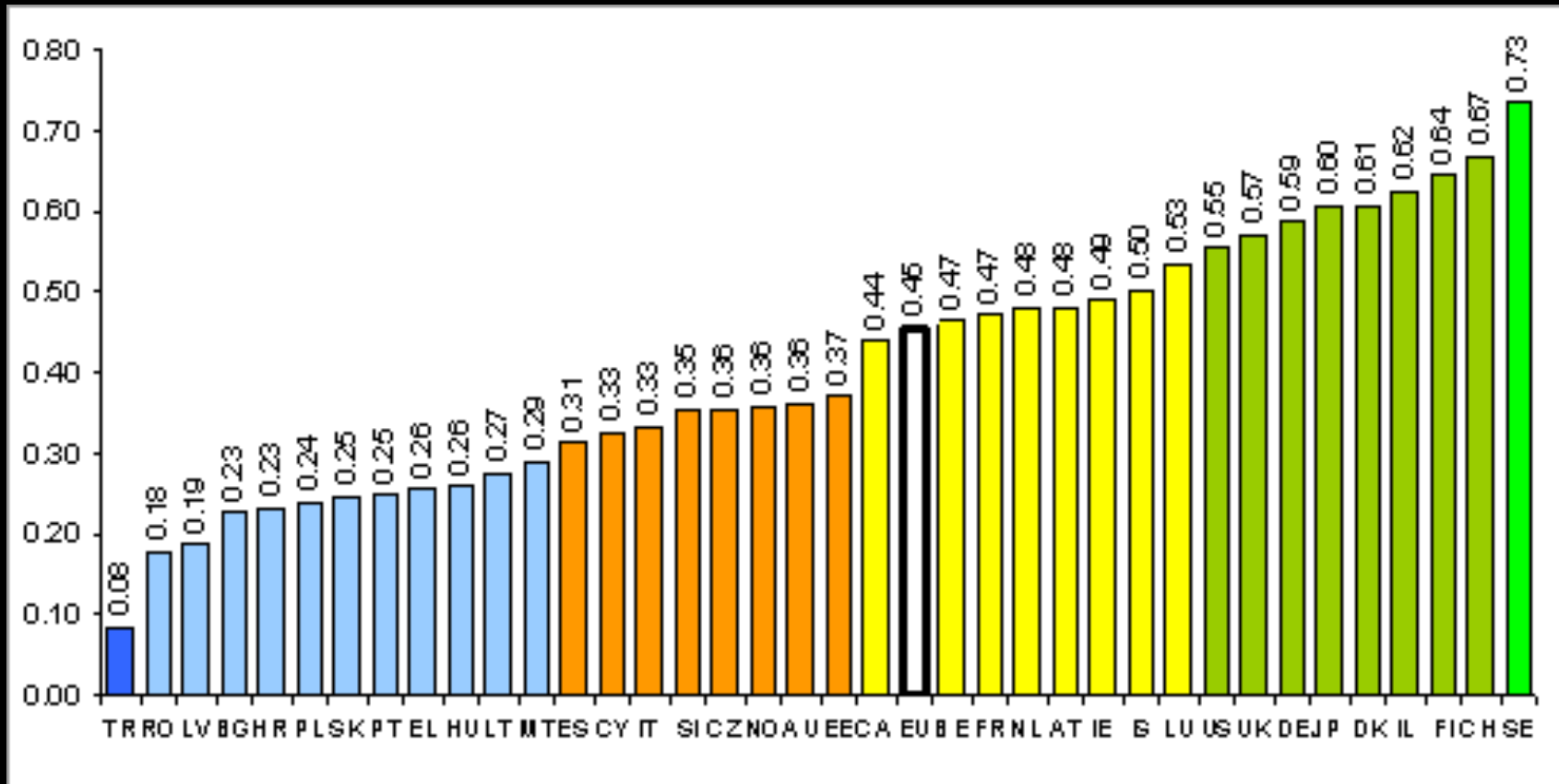
# *Pillars of Innovation*

- Human capital
- Openness and diversity
- Cultural environment
- Technology
- Institutional and regulatory environment
- Creative outputs

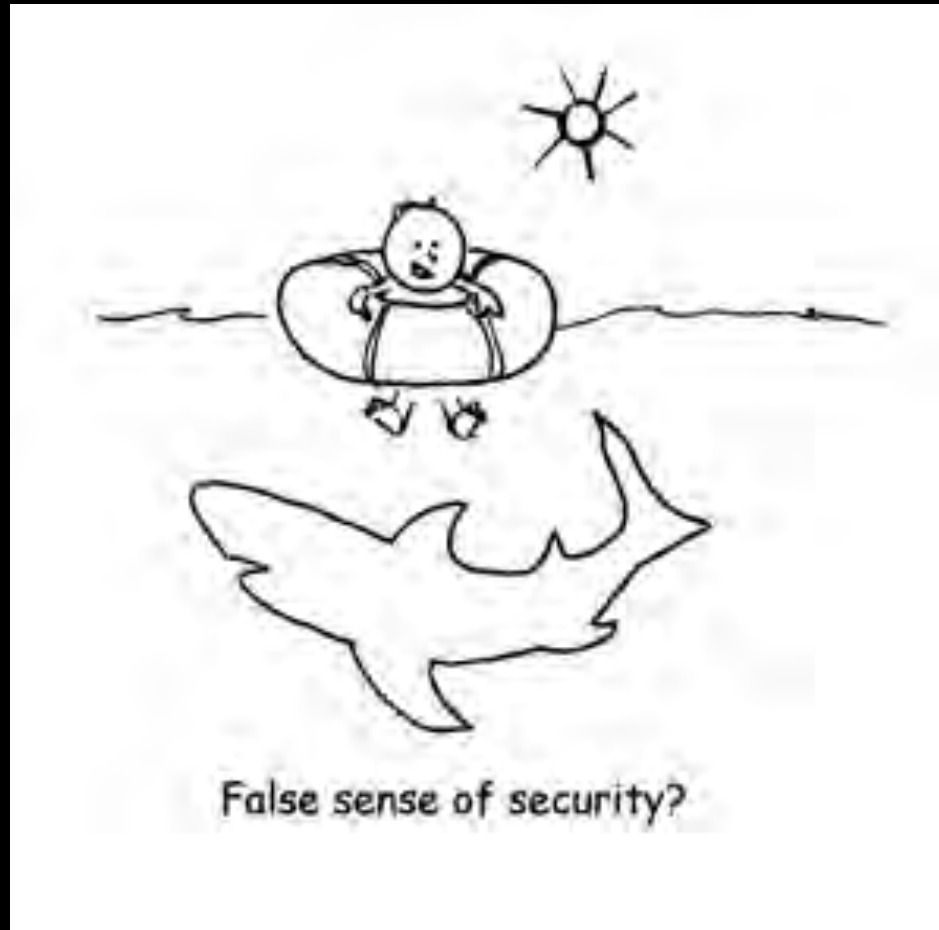


# *Human Capital*

- Hours on arts and cultural education in schools
- Number of arts schools per million people
- Tertiary students studying in the field of culture
- Cultural employment as a % of overall employment



# Quality? Or...



*“Time and  
resources”*

# Environmental Factors

- Economic
- Regulatory
- Demographic
- Political
- Technological



## *Temporal Factors...*

- Now exist regularly!
- Dealing with insecurity



*"I expect you all to be independent, innovative, critical thinkers who will do exactly as I say!"*

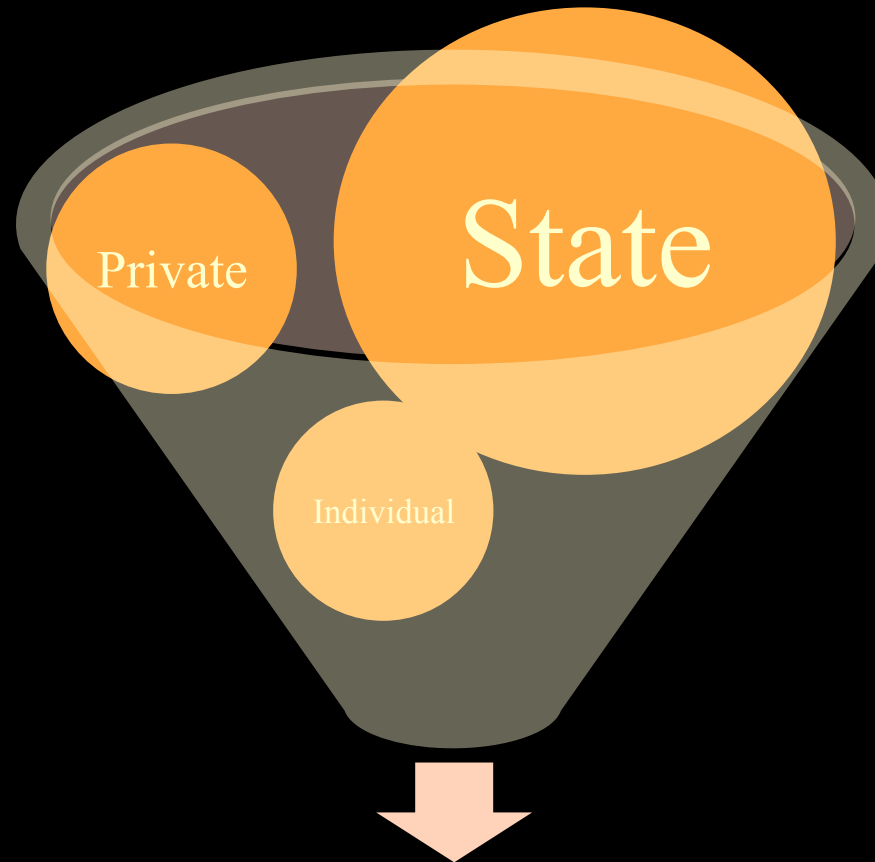
## *Key factors*

- Quality
- Attitude
- Flexibility
- Brand awareness
- Learning orientation
- Entrepreneurial management style

## *Bologna and other challenges...*

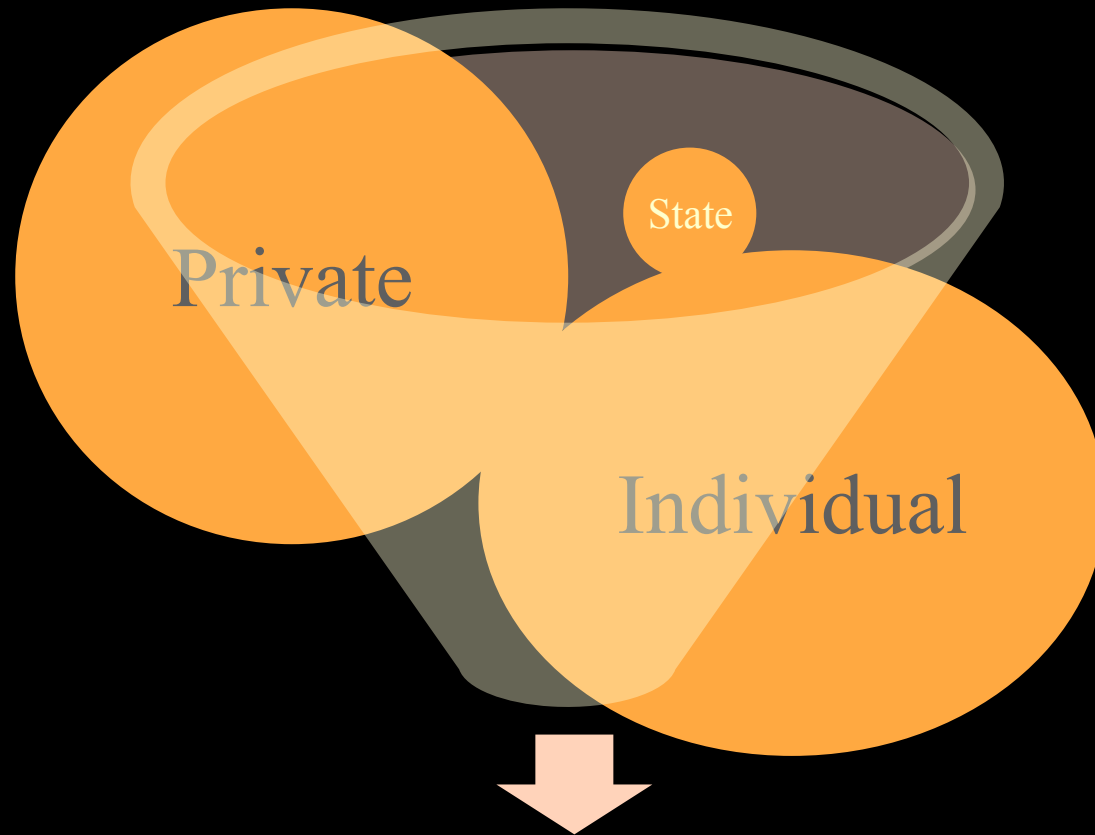
- **Systems of assessment**
- **Converging Higher Education systems**
- **Establishing mutual recognition**
- **Common models of accreditation**
- **Student mobility**
- **Quality assurance**
- **Credit accumulation**
- **Globalization**
- **Accreditation and recognition**
- **Transparency**

# *Responsibility*



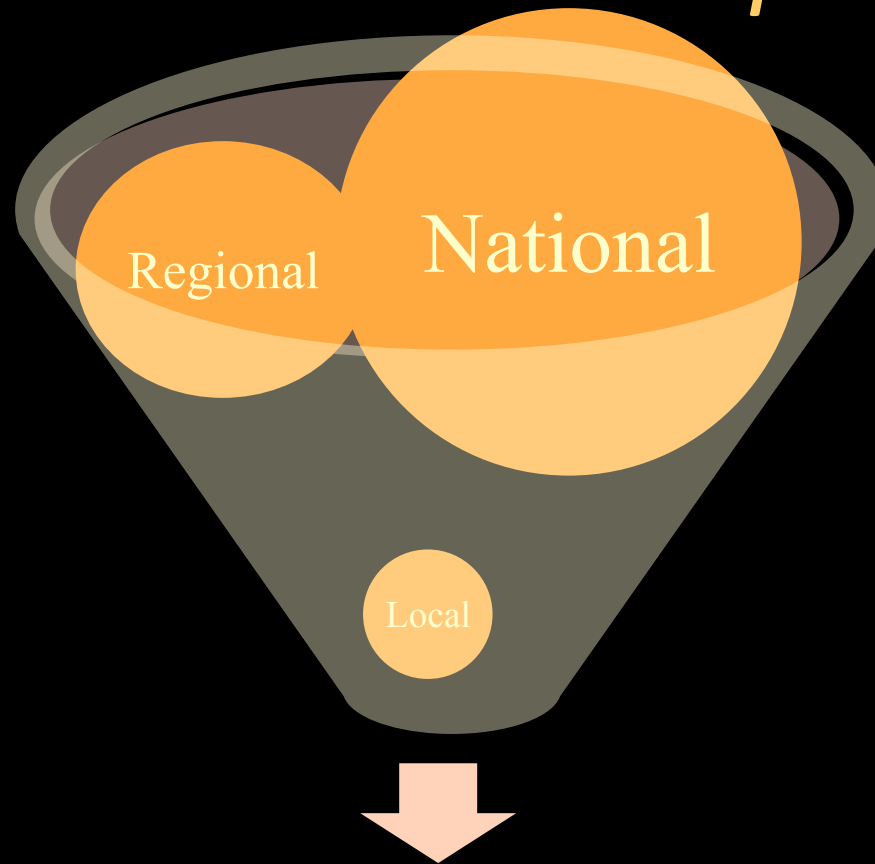
Learning

# *Responsibility*



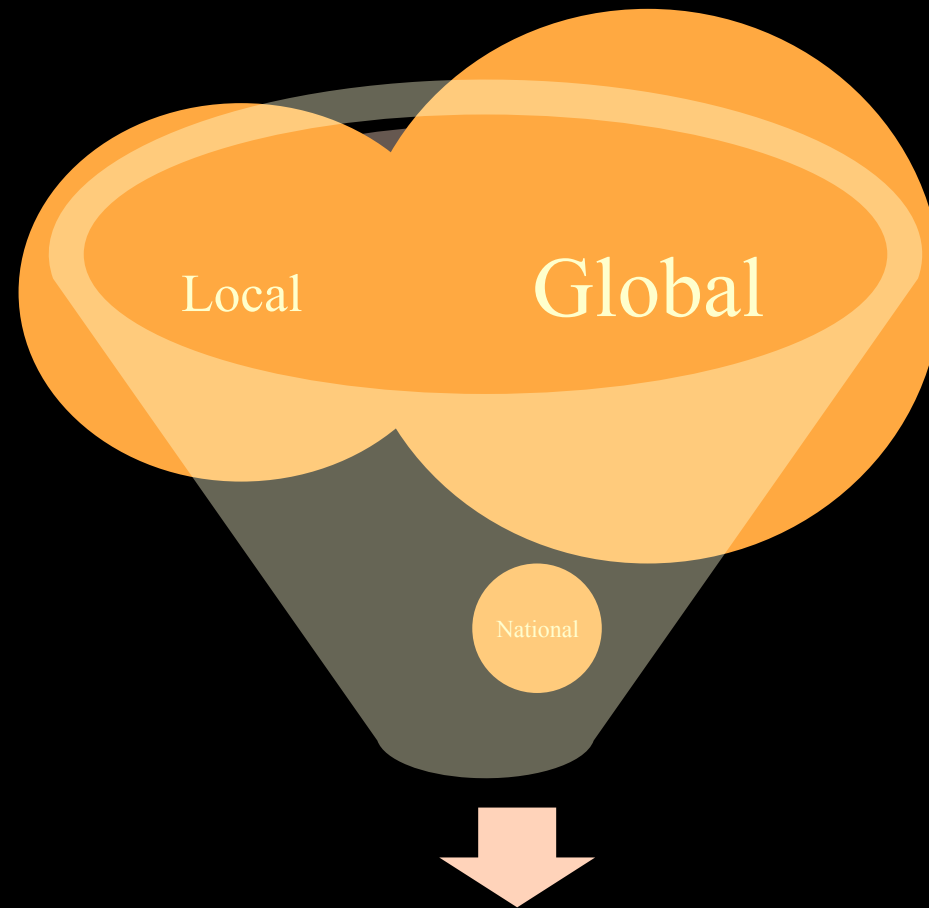
Learning

# *Responsibility*



Learning

# *Responsibility*



Learning

*According to a 2000 Standish Group Report, the top success factors are...*

- 18% Executive support
- 16% User involvement
- 14% Experienced project manager
- 12% Clear business objectives
- 10% Minimized scope
- 8% Infrastructure
- 6% Firm basic requirements
- 6% Formal methodology
- 5% Reliable planning/estimates
- 5% Other criteria

# *Critical Success Factors - Verbs*

- Attract
- Perform
- Expand
- Monitor
- Manage

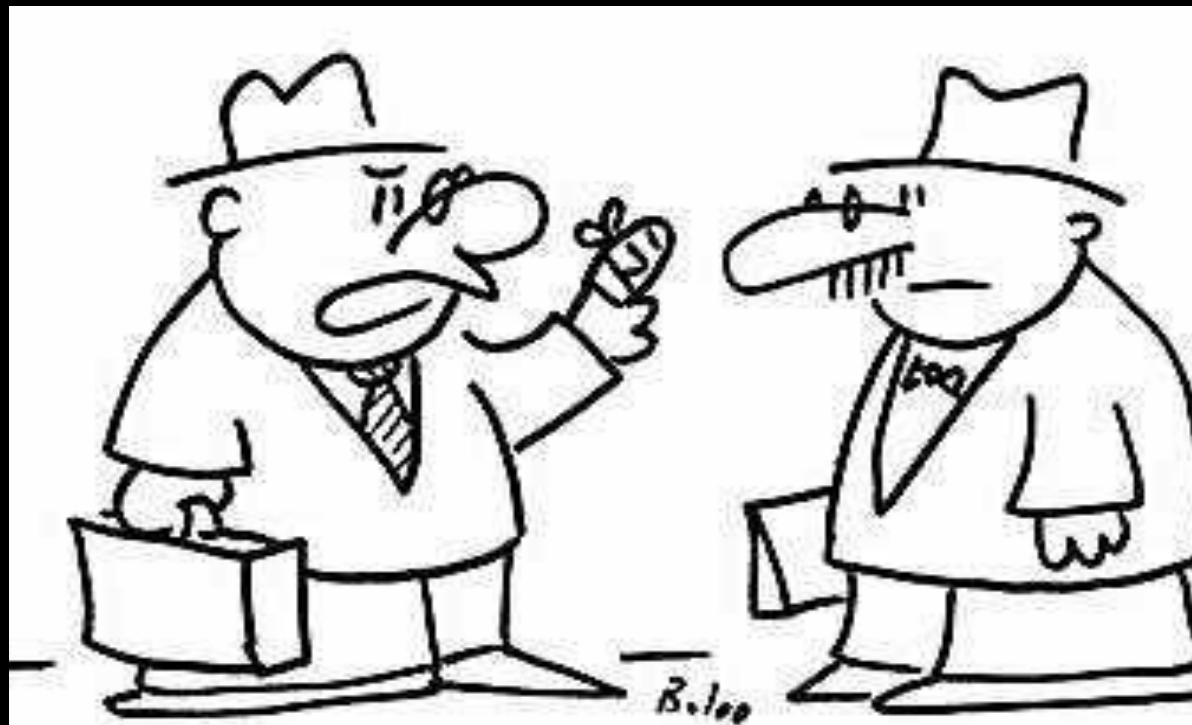


# *Microsoft School of the Future*

- **An involved and connected learning community** - involve all stakeholders
- **A proficient and inviting curriculum-driven setting** - setting must be conducive to the continuous and changing needs of the learning community
- **A flexible and sustainable learning environment** - adapts to ever-evolving needs
- **A cross-curriculum integration of research and development** - led by Research and Innovation
- **Professional leadership** - walk and talk vision, mission and philosophy

# *Leadership*

- 1) Affect instruction positively
- 2) Think strategically
- 3) Motivate and engage stakeholders
- 4) Engage technology appropriately
- 5) Design and present professional development to address identified needs
- 6) Interact and communicate with the community
- 7) Demonstrate fiscal responsibility
- 8) Continuously evaluate, reflect and revise in a collaborative manner



"I was holding my finger to the wind, and a lobbyist *bit* it."



