

The Creative Economy: Next Steps

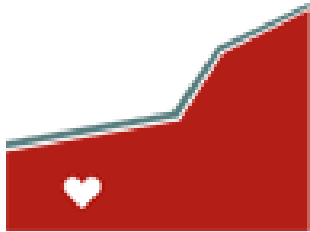


**EMORY & HENRY COLLEGE
PUBLIC POLICY & COMMUNITY SERVICE
2012 SENIOR PRACTICUM GROUP**

What is the Creative Economy?



The creative economy is an *asset-based* economy focused on the talents, skills, and culture of a region. Rather than extracting local resources, the creative economy highlights the things which define a place – its *natural beauty, heritage, and infrastructure*.



HEARTWOOD

Southwest Virginia's Artisan Gateway





**Can the creative economy
address systemic issues?**

Systemic Issues



Sustainable Jobs



Drug Abuse



Accessible & Affordable Housing



Poverty



Child Care



Affordable Health Care







Meadowview, VA

Needs:

- Health Care
- Community Space
- Public Education

Assets:

- Community
- Agricultural Heritage
- Civic involvement

Outcome:

- Meadowview Health
Clinic & Community
Center



The Harvest Table Restaurant



Sliding-scale Health Clinic



Town Square



Fries, VA

Needs:

- Sustainable Economic Development
- Public Education

Assets:

- Natural Beauty
- Musical Heritage/
Crooked Road
- New River Trail

Outcome:

- Publicity Brochure
- Oral Histories
- CD of Jam Sessions
- Mural



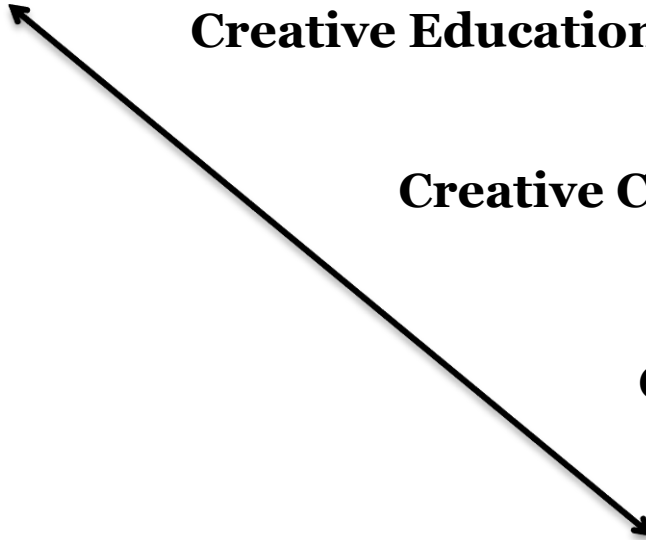
**The Creative
Economy
Asset-based**

Creative Education

Creative Collaborations

Creative Healthcare Solutions

Systemic Issues
Healthcare
Education
Economic Development



Creative Education



Artisan partnerships



Teaching sustainability



Place-based education



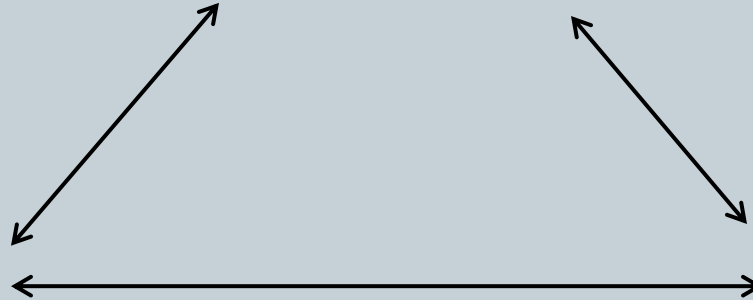
Creative Collaboration



Creative collaboration at work in Southwest Virginia:



Washington County Public Schools



Creative Healthcare Solutions



How can the creative economy help foster a creative response to healthcare issues?




MARK MORRIS  DANCE GROUP  BROOKLYN PARKINSON GROUP

Parkinson Dance Group for
Parkinson Disease &
Meadowview Health Clinic
Meadowview, VA

Art Therapy
Children's Advocacy Center
Bristol, VA





Through creative education, creative social partnerships, and creative healthcare solutions, the creative economy can be made more inclusive of all people and more effective in responding to the larger systemic issues that affect all of the people of the place.