



Annual  
Conference  
2019

*Unbounded*  
*The Agency of Art and*  
*Design*

This conference, in March 2019 comes at a pivotal point for art and design. The strategic positioning of the cultural and creative sector critically developing knowledge and fostering challenging enquiries, is fundamental to Britain's economic recovery post- austerity, post Brexit and pro fourth industrial revolution. The Creative Industries are lauded by government and are rightly credited with being associated with cultural value, the reinvigoration of Place and the re-profiling of our trading offer. However, scant acknowledgement is given to the pluralism, potential and existing power of these disciplines to innovate, disrupt and develop new connectivity across disparate ecologies, acting as a catalyst to the realisation that creative industries are equally a driver and an enabler in future industrial strategy.

To argue for the multiple values of diverse enquiry we may need to define and defend other impact metrics beyond those that are easily measured. As a powerful public-sector player in the cultural landscape, CHEAD, and its member universities are key advocates shifting perspectives for the representation of complexity within public and policy debates regarding our sector. An increased urgency to develop a more coherent voice articulating the value of art and design in all its diversity, can be matched by an emergent evidence base, focused not only on the articulation and measurement of economic value, but inclusive of other forms of cultural, social and aesthetic value.

With increasing priority for interdisciplinary engagement, promise of access to greater support through collaboration and through relevance to grand challenges, priority sectors and governmental agendas, this offers significant potential rewards and risks for art and design communities, beyond being delivery agents for the commodified derivatives of a cultural landscape. This conference provides a compelling forum to ensure that we are emboldened to engage with these new opportunities, forums and landscapes; we can do so with increased confidence in our own value, agency and power.

CHEAD 2019 provides a platform for practitioners from a diverse range of disciplines, sectors and perspectives to;

Stand up

Speak out

Be unbounded

Celebrating The agency of Art and Design in...

Interdisciplinary practice - Through policy, impact or practice, how do we claim authority within these emerging debates, partnerships and collaborations across sciences, public services, engineering, health and business. How do we ensure parity of knowledge, agendas and authorship are recognised and promoted?

Education - Advocacy for the central role of creative subjects in pre- university education, what is the evidence-base for the promotion / protection of creative and cultural education. How do we create new models of co-creation, collaboration and curriculums for change.

Research - how do Universities protect diversity of practice, support experimentation and champion enquiry? How can we ensure that Universities challenge metrics that diminish our methodologies and address gaps in provision created by existing market and state systems of value and reward? How can we effectively use the evidence that we have collated to shift perceptions:

Society - what role do Universities have in supporting the external ecologies of practice? Can Universities influence local and national governments to protect studios, resources and networks for graduates and professionals? How can we argue for the value of arts production (as well as presentation) within our cities, museums and communities?