

Technology Futures for the Creative Industries: Presenting the Cr-eAM Roadmaps

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1. INTRODUCTION

Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last, you create what you will (George Bernard Shaw)

The CRe-AM project aims to bridge communities of creators with communities of technology providers and innovators, in a collective, strategic Roadmapping effort in order to streamline, coordinate and amplify collaborative work. It will thereby develop, enhance, and mainstream new ICT technologies, processes and tools, to address the needs of different sectors of the creative industries (e.g. arts, culture, design, e-publishing, media, new media, architecture, music technology etc.). This will create new long-term horizons for creative sector/technology interaction, particularly helpful for stakeholders in the contemporary environment, when innovation is based on using new technologies to build applications fast, and is aimed at achieving several transient advantages (easily abandoned and re-invented), rather than the long-term development of standalone products.

CRe-AM's online roadmapping platform (www.cre-am.eu) is aimed to be a reference co-creation space for all stakeholders. In particular, by engaging stakeholders to work together online, this roadmapping platform aims to directly support and encourage collaborative foresight activities. This

innovative tool, designed as an online space, is custom-developed and adapted to the needs of the CRe-AM stakeholder communities.

In this Panel session, leading figures from different Creative Industry sector groups will report on the latest interdisciplinary developments (on the interface between ICT/Technology and Art/Creativity) and the exciting emerging future vision and scenarios. The first versions of the Sector Roadmaps on the technology futures of the European Creative Industries will be presented by the CRe-AM consortium and the participants will have the opportunity to be informed on the Roadmap conclusions and recommendations, and to collectively engage in an interactive validation and development/improvement session of the research outcomes and roadmaps.

The CRe-AM panel session is targeted to all Creative sector stakeholders, to the ICT and creative communities, as well as to anyone interested in the synergy between Technology and the Creative Industries.

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