

Who wants to be a cultural entrepreneur?

The 'Risk Factor': Performance Skills and the Cultural Entrepreneur

CAPITAL was approached in the Autumn of 2008 to design a workshop for students taking the Cultural Entrepreneurship module on the MA in Creative and Media Enterprises in the Centre for Cultural Policy Studies. The task was to enable the students to engage with the experience of risk taking and relate this to their personal development as cultural entrepreneurs throughout the course of the module. CAPITAL were asked to suggest ways in which participants could be taken out of their 'comfort zone' in a context that reflected some of the characteristics of the market for cultural products and services. We devised a 'gameshow' format – 'The Risk Factor'. This session will discuss the workshop with the aid of film clips, participant feedback and volunteers who are willing to take a risk!