CONCERT

The Consortium on New Media, Creative, and Entertainment R&D in the Toronto Region

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ABSTRACT:

CONCERT will establish an innovative, industry-driven GTA consortium of industry, academia and government to support R&D, commercialization, and economic development within entertainment, new media and other creative areas.

KEYWORDS:

Innovation, creative cluster, innovation-driven creative industries, strategic enabling technologies

BACKGROUND:

Within the GTA, support for the creative industries has tended to focus on capital support for performance and exhibition venues and on tax credits for movie production rather than on direct R&D investments and cluster development. CONCERT will work collaboratively to put forth a regional plan and strengthen links and working relationships between the research community and industry, to become a leading hub of innovation in the entertainment, screen-based and creative industries within the GTA.

DESCRIPTION OF RESEARCH:

The CONCERT research will:

• develop regional priorities and a plan to achieve this through government investment, industry moves, and academic alignment;
• deliver an academic R&D capacity-building strategy;
• deliver a Regional Innovation Plan aimed at economic growth;
• create a pilot project to demonstrate capability for collaboration within the consortium.

FINDINGS/CONCLUSIONS/APPLICATIONS:

CONCERT will help build consensus on regional priorities in the creative sector and support SMEs. It will also support new research and commercialization of new content, technologies, products and services.

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