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Nota di contenuto	Intro -- Preface -- References -- Contents -- List of Tables -- Chapter 1: Introduction -- Economic and Cultural Value -- Enrichment via Immersive Events -- Nonprofits: Putting Value into Chains with Festivals -- Chain Integration: New Ideas for Cultural Value Chains -- Artistic Rent: Exploiting Creativity -- Outline of Chapters -- Bibliography -- Chapter 2: Research Fundamentals of Global Value Chain Analysis -- Basic Elements of the Research Approach -- Key Concepts for Cultural Value Chains -- Chain Integrator -- Governance -- Power -- Dyads: Bargaining and Demonstrative Power -- Beyond Dyads: Institutional and Constitutive Power -- Quality Conventions: Valuation Sociology for GVC Analysis -- Rent and Value -- Conclusion -- Bibliography -- Chapter 3: Introducing the Special Dynamics of the Culture Value Chain -- The Smile Curve and the Scowl Curve -- Cultural Value Chains: Deviating from Standard Form -- (Re-)defining Cultural Products -- Creative Art -- Cultural Performance -- Stock of Capital and Flow of Product -- The Scowl Curve: Concluding Remarks -- Bibliography -- Chapter 4: Enrichment Economy -- Media in CVCs -- Enrichment and Value Determination -- Enrichment and the Economic Process -- Asset Form and Standard Form -- Collection Form -- How Asset and Collection Forms Inter-relate -- Trend Form -- Conclusion: Value Chain Analysis for the Enrichment Economy -- Bibliography -- Chapter 5: Source of Cultural Value-

Added: Eventization -- When Consumption Becomes Investment: Enter Events -- Performativity -- Impact Studies -- Film Festivals -- Networks and Hierarchization -- Value Networks -- Audience-Side Networking -- Conclusion -- Bibliography -- Chapter 6: Rents and Redistribution in the Cultural Value Chain -- Artistic Rent -- Private, Public, and 'Club' Elements in Cultural Production -- The Artistic Rent as a 'Social Rent'.
Exogenous Rents in the Global Media Value Chain -- Cultural Clusters -- Networks -- Arts Brokering and Management as Exogenous Rent -- Summary -- Bibliography -- Chapter 7: Artistic Value, Ricardian Rent, and Power -- Cultural Value Capture -- Growth of Cultural Stocks and Intangible Assets -- Balancing Value-Capture and Value-Chain Sustainability -- Chain Integrator -- Events as Chain Integration Sites: A Research Proposition -- Festival Fragility Hypothesis -- A Broker's Solution: Organizational Grafting -- Buzz: 'Performing Art' in Global Media Value Chain -- Cultural Measurement -- Emergent Dynamics of Socially Constructed Valuation -- Conclusion -- Bibliography -- Chapter 8: Conclusion and Future Research Direction -- Bibliography -- Bibliography -- Index.

Sommario/riassunto

Responding to a question of immense interdisciplinary interest, this book investigates the construction of value in the curation of film festivals and production of cultural events undertaken by nonprofit arts organizations around the world. Combining their expertise in economics and sociology, the authors outline a theoretically and methodologically cohesive approach that puts the valuation of cinema right into the middle of global value chain research. It challenges the ways in which the interdisciplinary pursuit of cultural economics has approached cultural value, presenting a thorough analytic inquiry into who produces the value and who seeks rent in the value chain. While offering a fresh approach to cinema and media economics, the book highlights the significant way of nonprofit actor incorporation into value chains and value networks.
