

1. Record Nr.	UNINA9910813955503321
Titolo	Exploring creativity : evaluative practices in innovation, design and the arts / / edited by Brian Moeran, Bo T. Christensen [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2013
ISBN	1-107-35802-7 1-107-23822-6 1-107-34465-4 1-107-34934-6 1-107-34840-4 1-107-34590-1 1-107-34215-5 1-139-51972-7
Descrizione fisica	1 online resource (xviii, 311 pages) : digital, PDF file(s)
Classificazione	BUS085000
Disciplina	658.4/094
Soggetti	Creative ability in business Technological innovations Design Organizational behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Foreword / Howard S. Becker -- Introduction / Brian Moeran and Bo T. Christensen -- What's the matter with Jarrettsville? : genre classification as an unstable and opportunistic construct / C. Clayton Childress -- In search of a creative concept in Hugo Boss / Kasper T. Vangkilde -- Reconceiving constraint as possibility in a music ensemble / Shannon O'Donnell -- The Ursula faience dinnerware series by Royal Copenhagen / Brian Moeran -- Looking into the box : design and innovation at Bang & Olufsen / Jakob Krause-Jensen -- Creativity in the brief : travel guidebook writers and good work / Ana Alacovska -- Celebrity status, names, and ideas in the advertising award system / Timothy de Waal Malefyt -- Evaluation in film festival prize juries / Chris Mathieu and Marianne Bertelsen -- Restaurant rankings in the

culinary field / Bo T. Christensen and Jesper Strandgaard Pedersen --  
Patina meets fashion : on the evaluation and devaluation of oriental  
carpets / Fabian Faurholt Csaba and Guliz Ger -- Afterword: evaluative  
practices in the creative industries / Keith Sawyer.

---

#### Sommario/riassunto

Under the guidance of Moeran and Christensen, the authors in this volume examine evaluative practices in the creative industries by exploring the processes surrounding the conception, design, manufacture, appraisal and use of creative goods. They describe the editorial choices made by different participants in a 'creative world', as they go about conceiving, composing or designing, performing or making, selling and assessing a range of cultural products. The study draws upon ethnographically rich case studies from companies as varied as Bang and Olufsen, Hugo Boss and Lonely Planet, in order to reveal the broad range of factors guiding and inhibiting creative processes. Some of these constraints are material and technical; others are social or defined by aesthetic norms. The authors explore how these various constraints affect creative work, and how ultimately they contribute to the development of creativity.

---