

the creative economy

Today's global marketplace is fuelled by the exchange of ideas.

Ideas are generated through continuous learning and the critical and creative exploration of perceptions and understandings. Among the best equipped for this pursuit are the individuals that make up the foundation of our creative infrastructure: visual artists. NSCAD University's unique approach to education focuses on encouraging balance between structure and spontaneity, and connecting practical skills with innovative thinking.

Our faculty, students and alumni are at the heart of the burgeoning industry of ideas, with discovery constantly at their fingertips.

Artists personify the three pillars of creative enterprise: entrepreneurship, ingenuity and engagement. In a modern world, they are among our most valuable assets, and are essential for Canada to prosper as an international leader in the creative economy.



Left to right: Textiles student Jenna Greenberg hand dyes fabric for her line of fashions and furniture; *Pouring Vessel*, Brodie McGruer



Architectural renderings provided by MacKay-Lyons Sweetapple Ltd., www.mlsarchitects.ca

NSCAD's latest investment in the creative economy is a new 70,000 square foot campus on the Halifax waterfront, set to open in 2007.

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NSCAD University

THE ACADEMIC LEADER IN CANADA'S CREATIVE ECONOMY

entrepreneurship

NSCAD University has been in the business of training successful entrepreneurs for 120 years. A recent poll found that 89 percent of NSCAD University students look forward to a career as a successful independent business person.

From artists and craftspersons, gallery owners and curators, to designers of modern health and environmental products, NSCAD alumni are making significant contributions to employment and economic growth.

NSCAD graduate Karen Konzuk is but one example. Soon after graduating she established Konzuk Metalware, designing and producing contemporary jewellery. Her product line is currently carried by 100 stores across North America, Japan and Hong Kong.

Co-owners of the newly established commercial gallery, Page and Strange, in Halifax, NSCAD alumnae Victoria Page and Victoria Strange have also had remarkable success matching art collectors with their next irreplaceable creative piece.



Left to right: *Aleuria* (from the Luminaire Series), wool, wood, electrical components, Marlene Guenther; *NSCAD Alumni Ring*, stainless steel, Karen Konzuk

ingenuity

As a creative incubator, NSCAD University is a vital link in the development of new and improved products and services.

Traditional principles of art, craft and design are highly transferable, and affect all areas of society, including education, heritage, commerce, health care and technology.

Currently, undergraduate students in NSCAD University's Bachelor of Design program are working under

the direction of Assistant Professor Glen Hougan to create a specialized "ageing suit" that will assist product developers in designing tools and assistive devices for an ageing population; while Associate Professor Robin Muller is investigating the architectural applications of electronic textiles, such as photosensitive curtains that become progressively opaque and illuminated in response to changes in natural lighting.



Left to right: *The Bluenose*, designed by NSCAD alumnus William Roue; *Lifting Belt*, Margot Durling; Test participant, Lucie Chan in NSCAD's drawing laboratory

engagement

The strongest communities are the ones that foster discussion and encourage critical thinking.

An international academic leader in visual arts education, NSCAD University has offered graduate and undergraduate degrees in art, craft and design for more than 30 years—more than 25 years longer than any other independent visual arts institution in Canada.

Through its extensive and diverse academic programs, NSCAD has contributed to community engagement as a safe and supportive environment for public debate.

As the only North American university press dedicated to visual art and design publications, the NSCAD Press has also made significant contributions to the creative economy with the production and circulation of more than 30 academic texts that examine the history, philosophy and practice of art, craft and design.



Left to right: *Pastoral (Dedicated to Bayer's Lake)*, oil on canvas, Jack Bishop; mixed media sculpture, from *T & A: Media Manipulation and the Female Form*, Amber Mills; *Looking at Progress*, multi-media installation, Kristy O'Leary