

The background is a dark teal color with various abstract geometric shapes and patterns. In the top left, there is a cluster of white dots. In the top center, there is a large white organic shape. In the top right, there is a green organic shape with a white zigzag line below it. In the bottom left, there is a green scribbled line. In the bottom center, there is a teal arc. In the bottom right, there is a teal organic shape with a white dot pattern. The text is centered in the middle of the image.

CREATIVE INVISIBLES

Module 1

What is Street Culture and how does it relate to entrepreneurial opportunities?


LEARNING OUTCOME

MODULE 1 aims to offer you a glimpse of the ever-changing currents of street culture that emanate from the headwaters of big cities, yet assume a life of their own through the cultural terrain of each particular country.

We have gathered a selection of sources reflecting on the continuing phenomenon that is street culture, and its relation with entrepreneurship.



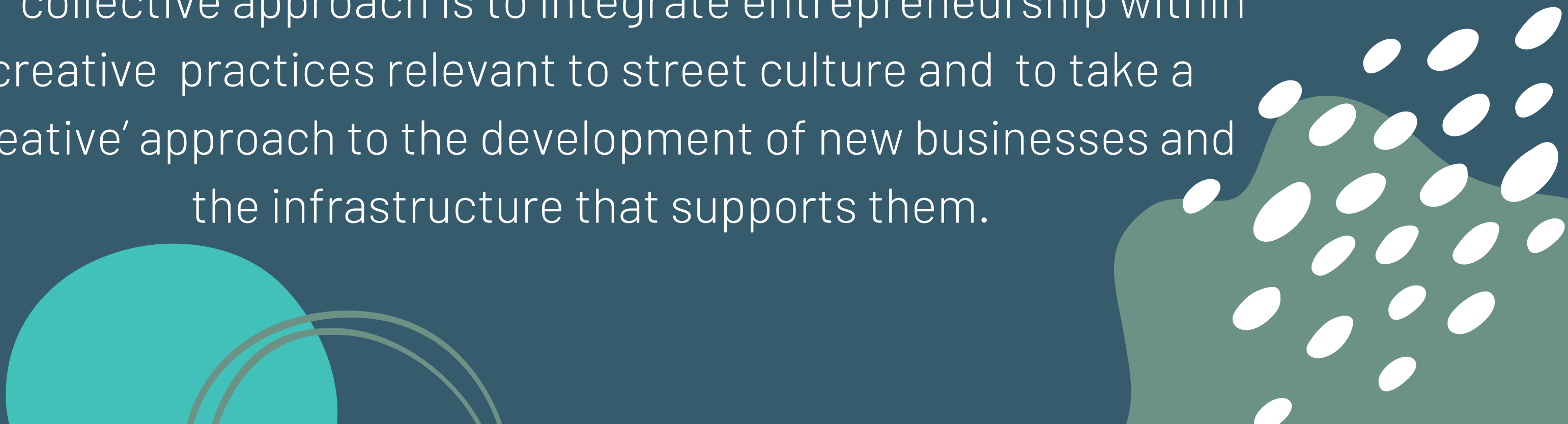
After completing this module you
Understand the power of culture and creative industries to address the social needs of city dwellers and empower them to unlock opportunities for local economic development.



This set of modules allows you to develop the business/entrepreneurial skills and attributes to commercialize on your creative practices and/or knowledge of street culture.

The resources mentioned give you a theoretical and practical understanding of cultural and creative industries and the development of a cultural economy to create your own creative initiatives.

Our collective approach is to integrate entrepreneurship within creative practices relevant to street culture and to take a 'creative' approach to the development of new businesses and the infrastructure that supports them.



DEFINITION

Street culture shares much in common with mainstream culture, except the former “entails attempting to flourish within a life world that is distinctly subordinate to the life- world of the included” and differs in the “status of participants and the opportunities and strategies available to them”.

Jonathan Ilan, Understanding Street Culture,
p. 35



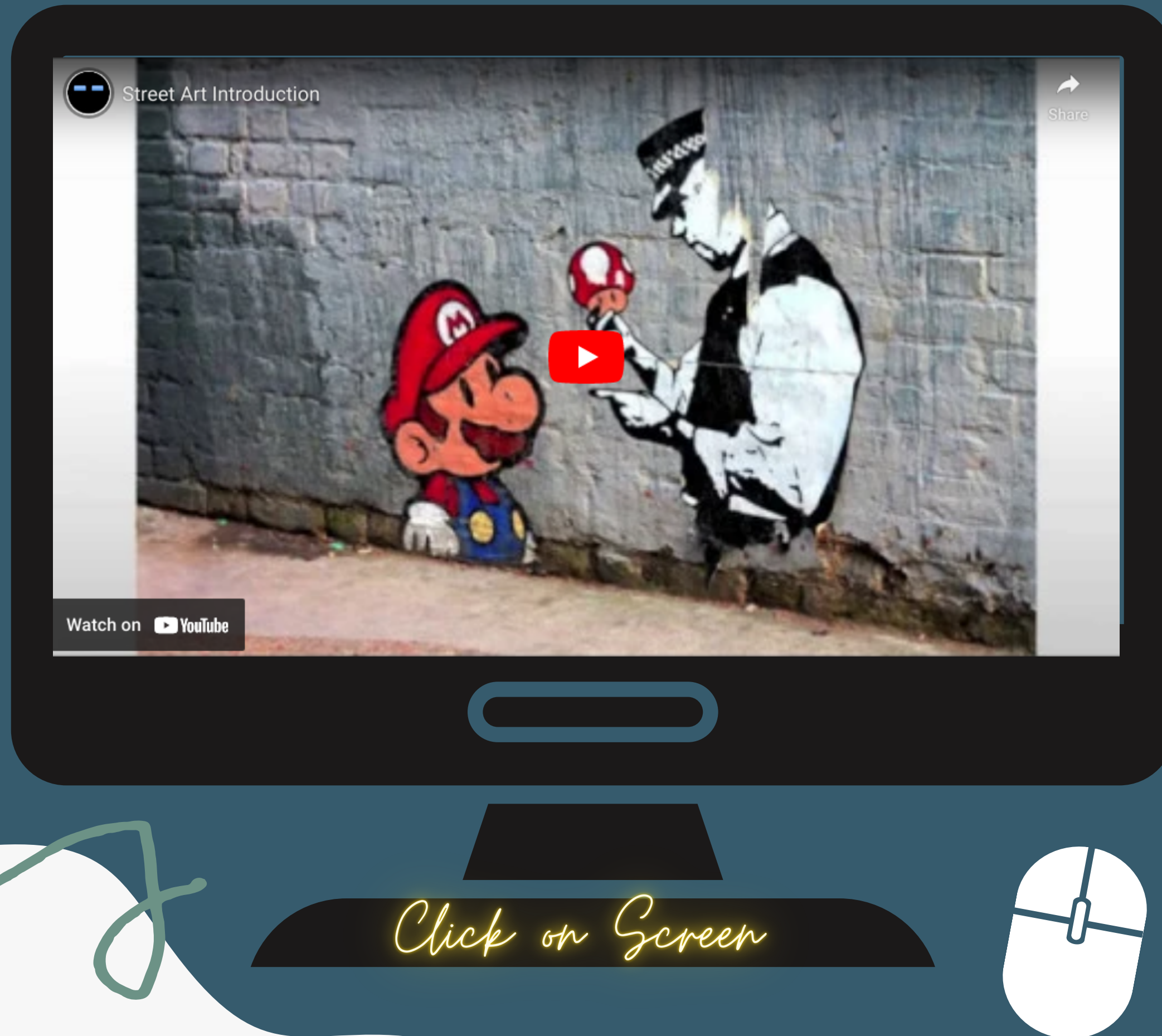
“Everybody has their own platform to portray street culture; The common ground is that they share the same values: originality, creativity, diversity, and flexibility”.

Zaliwa Musaba,

<https://odyssey.antiiochsb.edu/features/sb-local/street-culture-an-emerging-movement/>



What is Street Art?



MASER

Dubliner Maser is without doubt Ireland's most famous street artist. Having started out in the mid-90s with an emphasis on typography, he now mainly produces large-scale abstract murals in bold colour schemes – the most recent of which is covering the entire exterior of Dublin's new Tara Building co-working and creative space. In 2016, he hosted his first solo show at the Graphic Studio Dublin, exhibiting a collection of fine art prints in his signature style. He lives in the US and has created work all across the world.





The creative force of the city.

Popular styles of urban centres. This is a view of the streets as shared spaces, made for the benefit of all that use them. Street culture thrives in urban centres and big cities. These are the places street culture is born and from there it spreads. It is modern, always pushing the limits of any set idea whether that is fashion, art, design, music or sport. It is the creative force in the city.

www.urbandictionary.com

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Module 1

How is an Entrepreneur define?

What is entrepreneurship?



Entrepreneurship means understanding when you have an opening in the marketplace that no other provider is meeting and having the business sense to know how to go after this new opportunity at the right time.



BISTROT MOBILE DE L'ESTEY

A creation of the L'Estey social centre in the city of Bègles, offers mobile street food out- lets in several neighbourhoods with an original menu of breads from around the world: Italian Piadina, Indian Naan, Moroccan Batbout, crepes and waffles

www.mairie-begles.fr/centre-social-et-culturel-de-lesteyt





Opportunists seek for a chance.
Entrepreneurs make new chances.

Toba Beta

Become an Entrepreneur by:

- Defining your brand identity and mission
- Getting to know your audience
- Pricing to cover costs and make a profit
- Understanding marketing and sales
- Keeping good records
- Surrounding yourself with a good team and mentors





Hear this story!

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Module 1

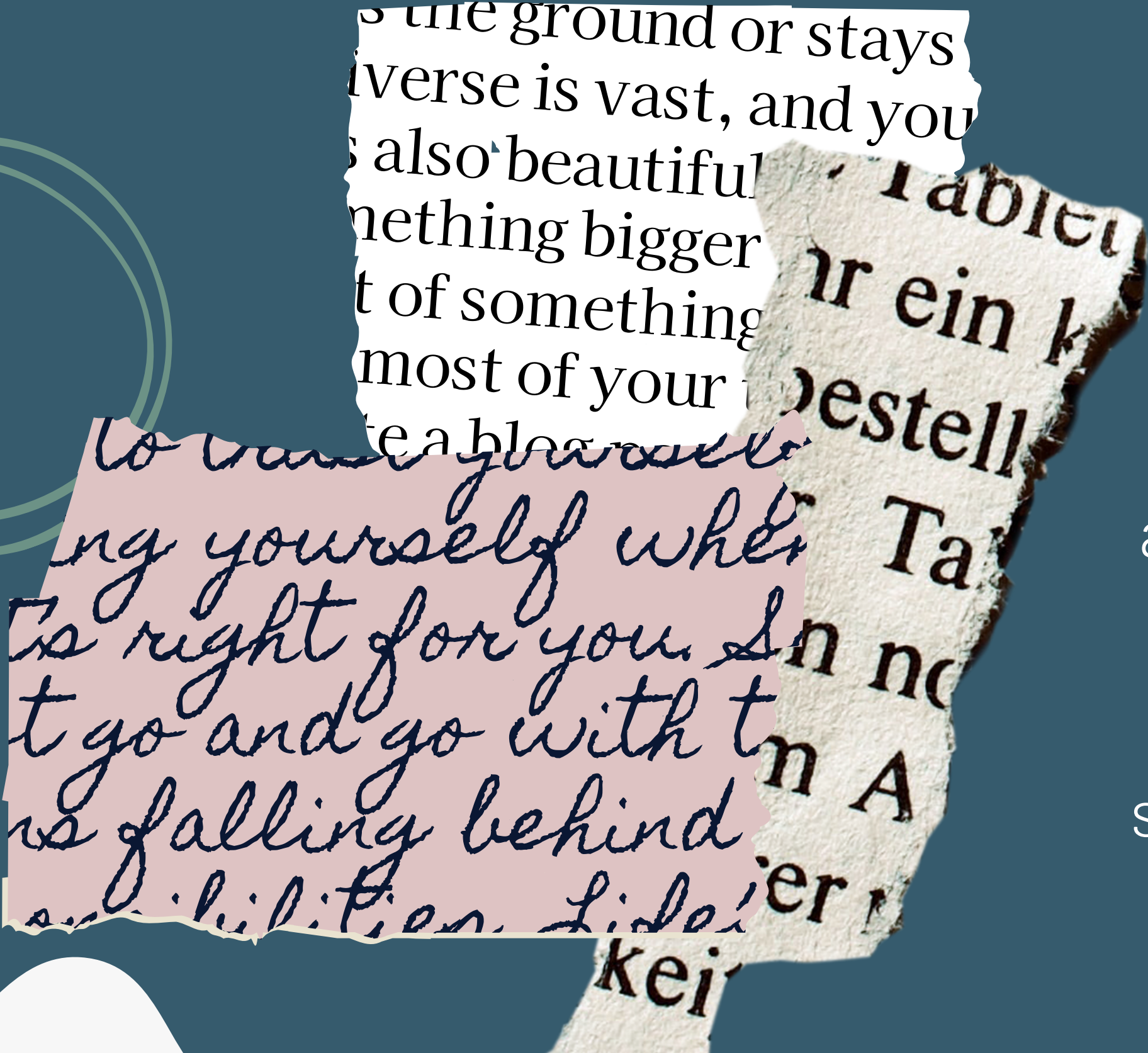
Learning Activities



Photography

Participants should photograph a places in urban environment, where they would like to start their dream business. Participants can choose the theme of their business, but it should be within street culture sector.





Building from Clips

Participants should use the clips from newspapers to build an advertisement about their dream business. The advertisement should be about a business related to street culture. Participants should not write additional words on the clips.

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Module 1

Assesment



Take a quiz and find out your Archtype

Uncover Your Archetype. Unlock Your
Potential. | EAU (eauniverse.io)

Are you an entrepreneur?



Here you will find an Entrepreneur-ship Assessment used in another ERASMUS+ project which had very good feedback for those deciding to explore Self-Employment.

You can try to fill it and share the results in classroom.

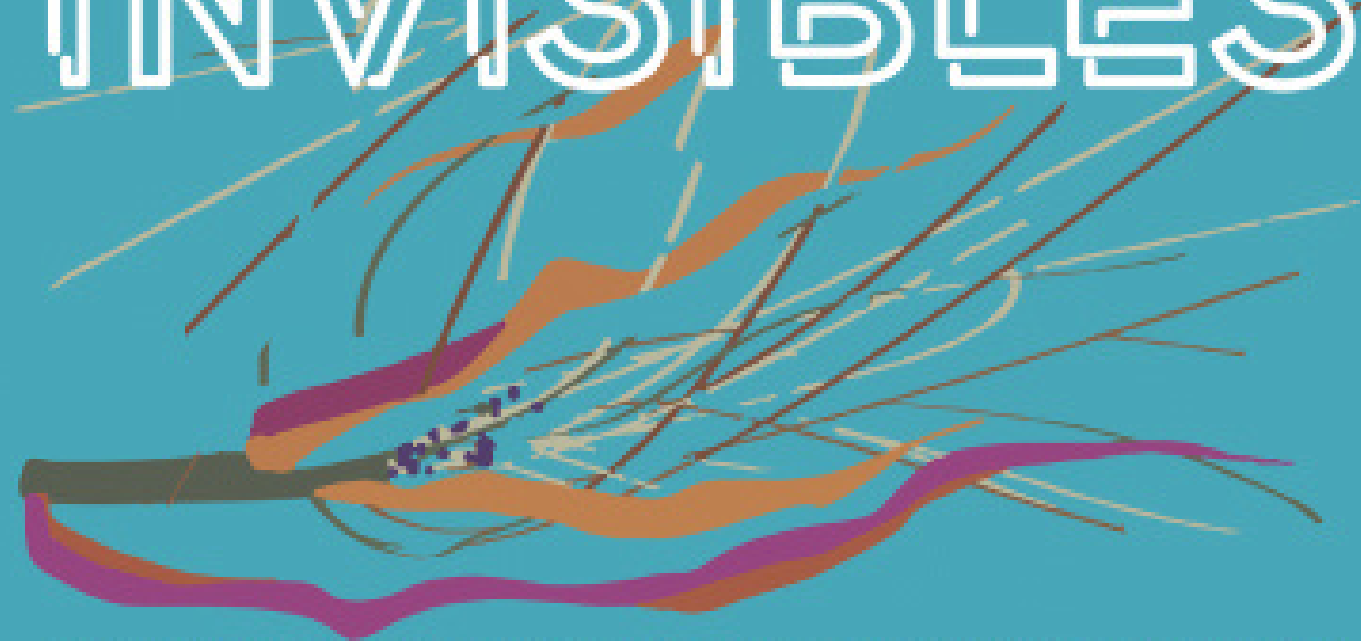
<https://thevisionworks.brilliantassessments.com/Home/Index/?responseCode=MjKtw2bQiY9x7X2byq2fAe0KA3d%3d>



"Sometimes reinventing the wheel is
actually a great thing to do"
Meredith Perry
UBEAM



CREATIVE INVISIBLES



SUPPORTING YOUTH IN URBAN CULTURE

Home - Creative Invisibles

*Thank
you!*

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