

VALUABLE IDEAS

*ALWAYS DYNAMIC, THE STATE
ECONOMY REINVENTS ITSELF BY
OFFERING INTELLIGENT SOLUTIONS IN
SEGMENTS SUCH AS FASHION, ARTS,
COMMUNICATION AND TECHNOLOGY*

Fashion show of the designer brand Água de Coco by Liana Thomaz, in the latest edition of the São Paulo Fashion Week: value added in the fashion industry

The creative economy has transformed the lives of people and labor relations in major urban centers around the world. It is no different in São Paulo, where more and more companies rely on the talent and creativity of their leaders and employees to add value to the products and services they perform. A clear example of how the creative economy works and what results it brings to society is in the fashion industry. "For 30 years, the Brazilian fashion was all about the beach," says the economist specialized in creative economy, city and business, Ana Carla Fonseca. The work of the São Paulo Fashion Week in recent years has managed to organize a calendar, develop new services and project

Brazilian fashion internationally. Even the textile sector had to be re-invented. In order to meet a fashion demand, Brazilian agriculture has developed naturally colored cotton. "We stopped fighting with commodity value and started to add value to products", says Carla.

Brazilian creativity is a factor that drives this new economy, which manifests in areas such as culture (with art exhibitions, music festivals, and audiovisual production), technology, marketing and communication. In all these segments, Brazil normally performs really well. However, there are cases in which the difficulty may favor the quest for creative solutions in business. The city of São Paulo seethes with new ideas in this sense: architectural firms

Shooting by producer Rua Filmes: storytelling technique used to generate content marketing



XXXXXXXXXX

DO IT YOURSELF



XXXXXXXXXX

CREATIVE ENTREPRENEURS DO NOT STAND OUT BY SELLING CHEAPER, BUT BY BETTING ON INTELLECTUAL CAPITAL TO ADD VALUE

Entrepreneurs, students and researchers can now implement creative ideas. Garagem Fab Lab consists of a digital fabrication lab at downtown São Paulo. It is a franchise part of a world network created by the Massachusetts Institute of Technology (MIT), with more than 500 laboratories in several countries. The idea is simple but ingenious: almost everything can be produced within the Fab Lab structure. "We want to democratize the access to digital fabrication tools", says the head of Garagem Fab Lab, Eduardo Lopes. Customers show up with a demand and the lab tries to find solutions to build the prototype. "We've made the prosthetic hand of a boy at the request of an NGO", he says.

The Fab Lab has five types of manufacturing machinery: 3D printer, laser cutter, a large milling machine to make furniture and larger pieces, a small milling machine that requires more precision, such as electrical circuits, and a vinyl cutter. The machines are rented by the hour, prices range from R\$ 25 to R\$ 75. They are open to anyone who wants to visit and invent. "The important thing is to have an idea and try to make it happen, we really cherish free knowledge", says Lopes. The laboratory encourages the use of free software and encourages customers to make their prototypes available to others. Larger companies have already been contacting the Fab Lab for workshops encouraging innovation and creativity among employees.

RELEASE



Flávio Reis, from the advertising agency La Gracia: teaching entrepreneurs how to put together good presentations

ACCORDING TO A STUDY CONDUCTED BY FEDERAÇÃO DAS INDÚSTRIAS DO RIO DE JANEIRO, THE CREATIVE ECONOMY ACCOUNTS FOR APPROXIMATELY 3% OF THE BRAZILIAN GPD

offer green walls to beautify the landscape and cool old buildings; crowded bars create living spaces for customers in parking spots on the street; chefs sell quality food at affordable prices in food trucks until dawn; companies sponsor NGOs that teach beginner cyclists to pedal between cars.

These are some examples of how the economy of creative sectors is able to transform other areas, with potential to generate a chain reaction in the market. The term “creative economy” was born in the 1990s when globalization made entrepreneurs seek alternative solutions to meet new market demands and compete in a connected world. “Creative entrepreneurs do not stand out by selling cheaper, but by betting on intellectual capital

to add value”, says the economist Ana Carla Fonseca.

The producer Rua Filmes was born naturally adapted to the contemporary economy. “Companies want to produce content, tell a story, and not to advertise directly”, says the owner and director Inara Chayamiti, who uses the storytelling technique in content marketing. “Companies don’t always want to promote a product; sometimes, they just want to show how cool their brand is”, she says. Rua Filmes has assisted major clients, such as Greenpeace, which conducted interviews with children.

According to a study conducted by Federação das Indústrias do Rio de Janeiro, the creative economy accounts for approximately 3% of the Brazilian GPD, considering the cultural, media, technology, fashion and design categories. Creative entrepreneurs meet the demands that the market didn’t even know existed. “I saw companies spend thousands of dollars in conferences and space rental, but without investing anything in presentations – the core theme of the meeting”, says the publicist Flávio Reis, founding partner of La Gracia, which began by improving companies’ PowerPoint presentations. Today, La Gracia trains executives and teach classes to professors of reputable universities, such as Fundação Getúlio Vargas. “We teach people to better communicate their ideas. Today, there is no use in being a good engineer if you don’t know how to sell your project”, says Reis. ●

A
ANÚNCIO