

*Christopher*  
Lockwood



International Magazine Creative & Publishing Director  
Founder & Managing Director - **Craft London** (branded content/creative agency)  
Founder **Artful Consulting** (business & creative consultants to design industry)

# CREATIVE & BUSINESS

‘Key to success is understanding both’

[Christopherlockwood@mac.com](mailto:Christopherlockwood@mac.com)



I started life as an illustrator



D3 scene 15 "SHOTGUN" 5secs PIANO/NIGHT



C3 scene 11 "WHAT'S MY NAME?" 5secs TV Lounge / DAY/NIGHT



Rocking motion



"my name is OTIS!"

...and then as a storyboard artist for Film & TV



Most of my career I was responsible for managing some of the world's leading fashion & style magazines

# CRAFT

LONDON



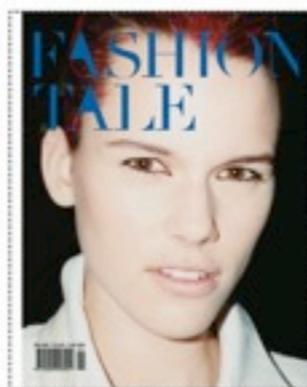
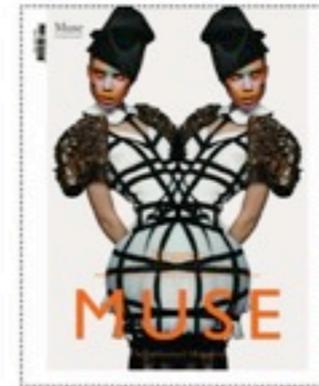
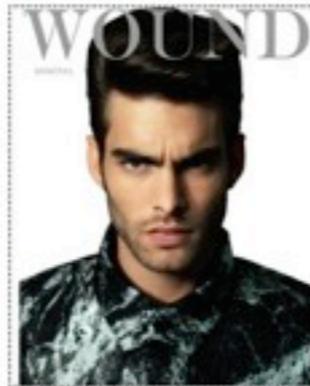
I set up Craft Publishing in London in 2007 - Multi-channel 'Branded' content agency



# Distill

The best of the international fashion and style press

**Second Issue** The hottest winter fashion shoots from the world's coolest magazines / **Plus** Will Self on style



2



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**Distill**  
Issue 3

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- Menswear
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1  
BIG MEN MAGAZINE USA  
DANCE + STREET FASHION  
AND  
PHOTOGRAPHER TOM TORRES  
STYLIST GABRIEL FLOREANO

2  
WEE IN  
MUSIC + FASHION +  
SOUTHWEST COOL  
WORLD PARTY TIMES  
PHOTOGRAPHER BOB WATSON  
CREATIVE DIRECTOR JOHN WEDMANN

3  
BARON SCHONBERG  
AND JOHN KERRY IN  
PORTRAITS OF A LADY  
PHOTOGRAPHER SHANE WILSON  
RENDERING MANAGEMENT  
STYLIST SARAH BARR - UNRAVE LOOK

FEATURE  
**Distill issue 3 has arrived. Download**

FEATURING  
**Distill**

Distill, the magazine for the global community of professional creatives is now available on your iPhone, so you can be inspired whenever and wherever you are. Just like the print issues the Distill app features the finest fashion and art photography in the world, selected by the Editorial Board (including ...

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**I Inspiration**

**Ellen von Urwerth: Fräulein**  
March 2008 21, 2008  
Markus Beck, Photography

Ellen von Urwerth's busy Museum definitely not your average gallery work. She...  
Ellen von Urwerth was a specialist for ten years before she moved the other side of the lens and she certainly knows a thing or two about photographing beautiful women. Here as a world-renowned photographer, whose work has graced the...  
[Read more...](#)

**It's Nice That**  
April 2008 19, 2008  
Markus Beck, Art, Book, Design

It's Nice That is a design blog with it's feet set on an publishing, printing and working for the very best contemporary work from across the creative industry. Founded in April 2007, it's Nice That is edited by IGA Hudson and Alan Day, who have remained dedicated to...  
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- Japan
- USA
- Canada
- India
- China
- South Africa
- International

**CATEGORIES**

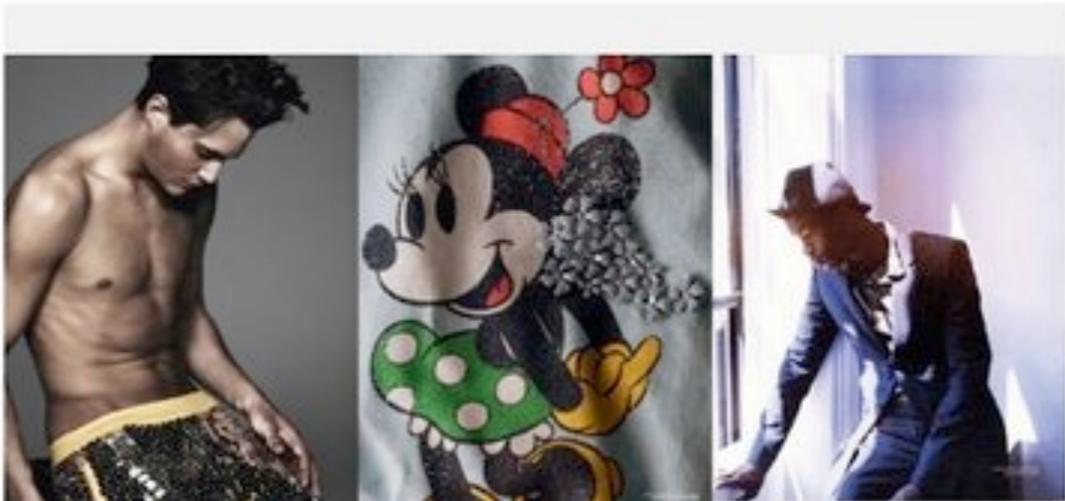
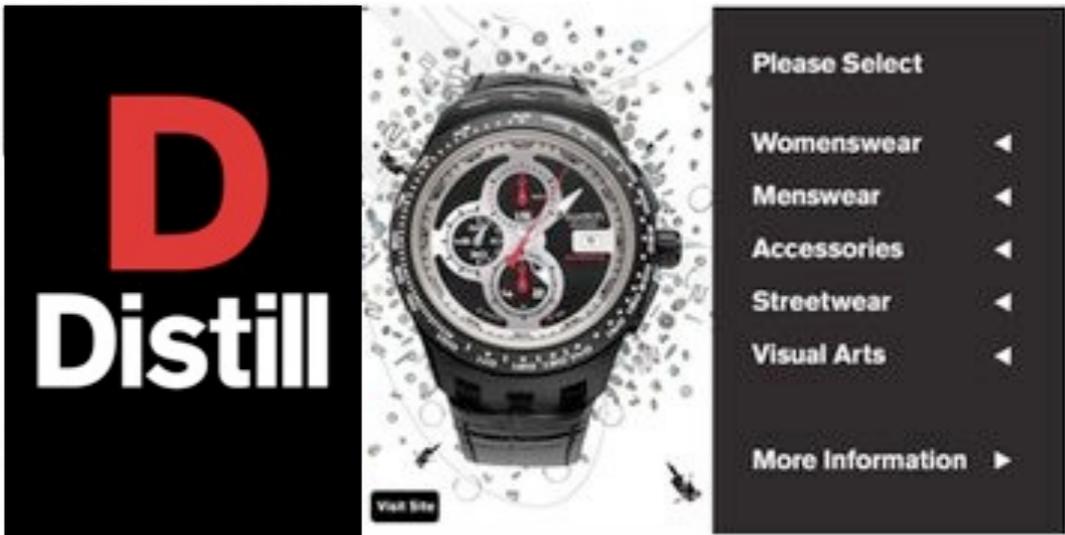
- All
- Womenswear
- Menswear
- Accessories
- Visual Arts
- Street Style 1
- Book
- Editorial

**USA**

**USA**  
Germany  
Book  
Fashion  
Book  
Fashion

**USA**  
Germany  
Book  
Fashion  
Book  
Fashion

**USA**  
Germany  
Book  
Fashion  
Book  
Fashion



# *Creative* Industry in UK **GenerationCreate**

30 years ago the economy was based on raw materials and industry. Parents disapproved of creative careers, all professions had strict uniforms and your sex and class defined you

We are now entering a 'creative' economy where designers, photographers and film-makers can earn more than nearly any other profession, jeans have replaced the suit and tie and you are more likely to be defined by your music than your age

The Creative Generation is changing the way the world goes round. They do things their way but contribute directly to economic growth; they represent the most significant growth area in an international workforce and control over half of the world's disposable income

They are proud to label themselves as creatives because of what that says about them. They feed off the information imagery placed into marketplace and have a big influence on those around them.

# *Creative* Industry

The Creative Industries are defined as the following 13 industries:  
Advertising, Architecture, Art & Antiques, Computer Games, Crafts,  
Design, Designer Fashion, Video, Film & Photography, Music, Visual and  
Performing Arts, Publishing, Radio and TV and Software

These days every business trading in the UK (big or small) relies heavily on the creative industry for a wide range of creative services from packaging, graphic design and advertising to architecture, product design and a web presence

Creative industry JUST in London employs over 500,000 people and is worth more than half of the UK's £98bn annual turnover

There are thousands of creative companies in existence in the UK to support this demand (Average size 1-4 employees, 200-500k turnover)

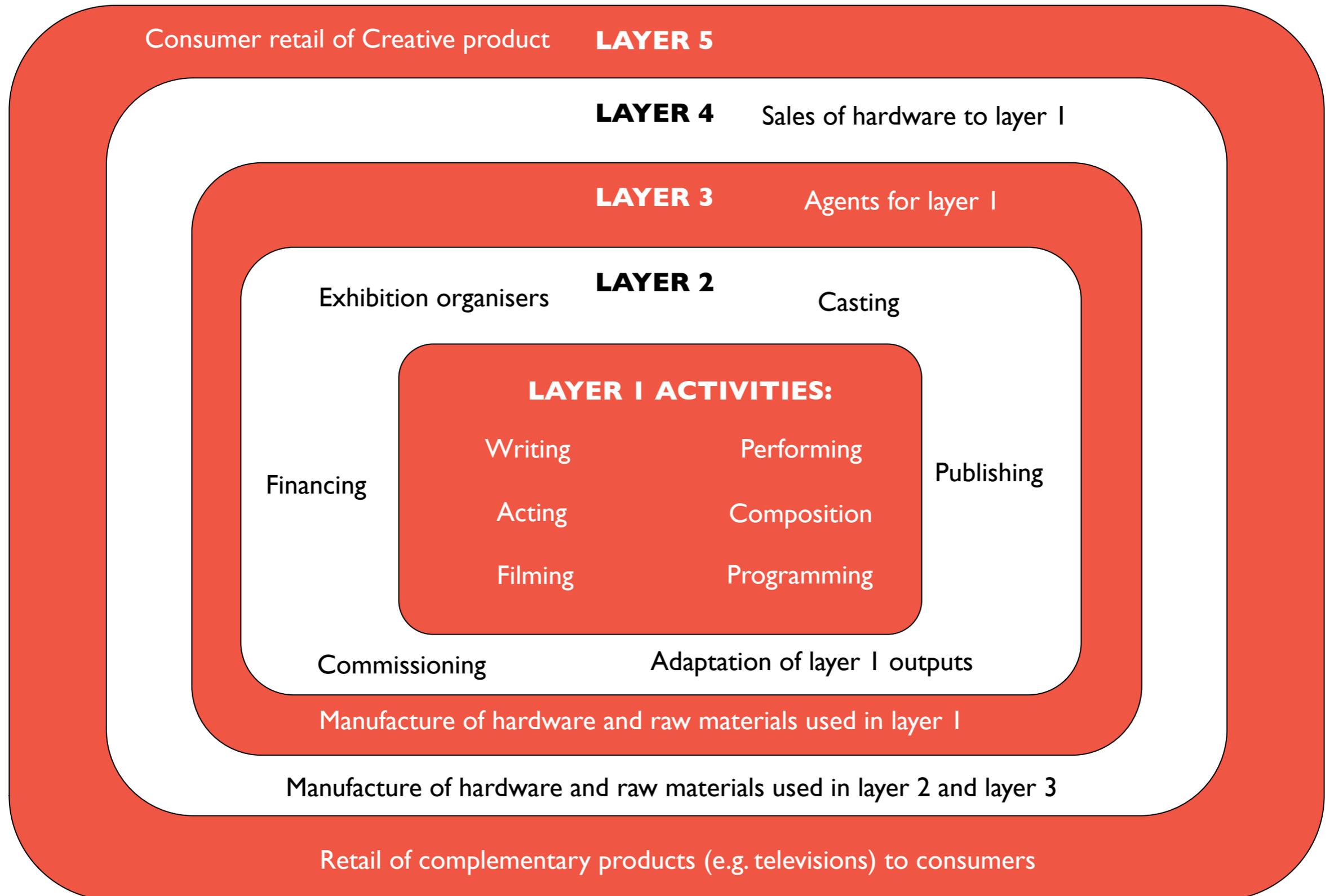
These creative businesses are owned and run by the creative people themselves who have a skill base more biased towards creativity than commerce (Common failing of British arts education system)

Where necessary they can still compete with big business by forming tight networks that utilise complementary skill-sets to deliver the bigger picture

# *UK Creative industry*

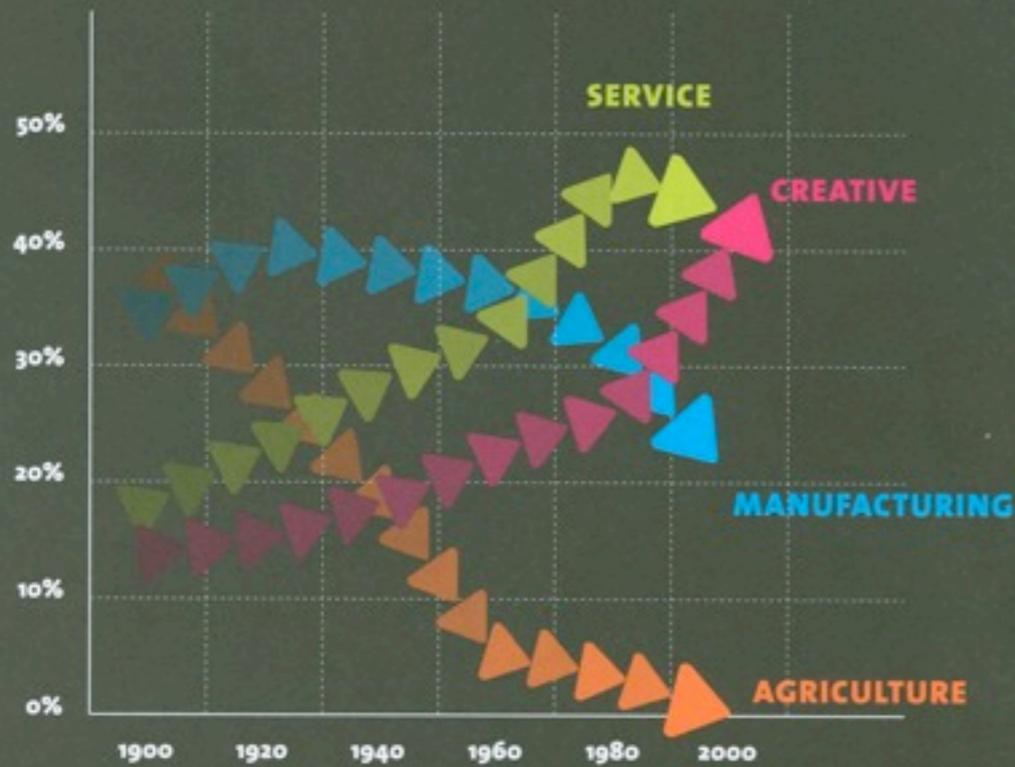
Sector	UK Turnover	No. of Employees
Advertising	£16 billion	72,000
Architecture	£2.9 billion	38,000
Design	£2.9 billion	19,000
Designer Fashion	£2.1 billion	22,000
Film, Video & Photography	£7.3 billion	55,000
Music	£5.7 billion	72,000
Publishing	£0.8 billion	12,000
Software	£43.5 billion	36,300
TV & Radio	£17.6 billion	75,000

# Greater creative industries



# Same story in US

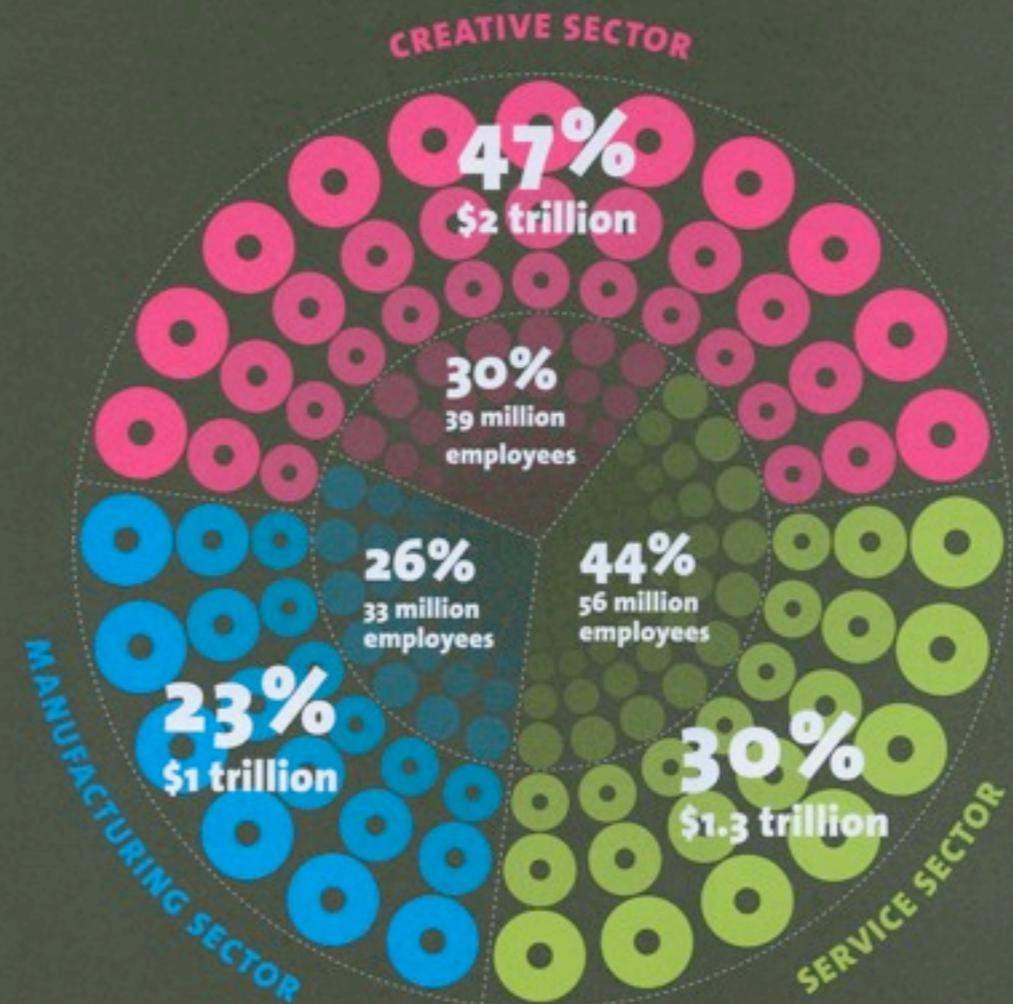
## The Growth of the Creative Economy



THE CREATIVE SECTOR HAS BEEN THE GROWTH ENGINE OF THE U.S. ECONOMY, INCREASING CONSISTENTLY OVER THE PAST CENTURY AND DRAMATICALLY SINCE 1980.

Updated from Richard Florida, *Rise of the Creative Class*.

## The Economic Impact of the Creative Sector



- Percentage of Wealth Generated
- Percentage of Workforce

THE CREATIVE SECTOR OF THE ECONOMY ACCOUNTS FOR 30 PERCENT OF U.S. EMPLOYMENT AND NEARLY HALF OF TOTAL WAGES AND SALARIES – ROUGHLY EQUAL TO THE MANUFACTURING AND SERVICE SECTORS COMBINED.

Compiled by Kevin Stolarick from U.S. Bureau of Labor Statistics.

# *Success story*

- The Creative Industries now correctly identified and defined as significant in future of British economy
- Design and Creativity now beginning to be identified as having a part to play in future development of British Society & Culture
- Our Champions in this arena (James Dyson, Paul Smith, Norman Foster etc) are now identified on a global stage (this also includes Arts establishment Covent Garden, Tate and in Education RCA, UAL etc.)
- It is vaguely understood that this market is populated by a new breed of people that think, act, work, interact, make decisions in unique ways that will change society and the business landscape if it continues to grow in volume and financial importance
- Creative hubs have been built where creatives can work closely together
- London has been invested in a global cultural centre
- London fashion week and design weeks continue to grow

# *But what have we done wrong*

- Creative education system fails to develop business skill
- Industry hasn't tried hard enough to understand/appreciate importance of design
- Creative Industries haven't stood together to change opinion
- Creative industries haven't stood together to change legislation
- Creative industries haven't shared resources
- Too much talent has been allowed to go abroad
- Creative industries haven't attracted investment (seen as too risky)
- Design & Content industry is still debating how to engage with business
- Taken too long to place real value on design
- Too busy trying to win Awards to achieve solid turnover
- Confused messages - saviour of British Economy / high risk time wasters

# *Keys to success*

- The marriage of good business and good creativity
- Keeping best talent here in Poland
- Being Polish for Poland
- Investing in creative education and infrastructure
- Adding essential commercial element to education
- Incentivising investment in Creative industries
- Incentivising business to engage with design
- To engage the Creative community to explain their point of view and needs
- To engage the Business community on this subject to explain their point of view and needs accepting them
- To promote a marriage that can make a difference
  
- Vibrant city with good transport links London NYC
- Alive with inspiration and lots of places where creatives can rub shoulders