



# **Shifting Gear: The daily deliberation between arts and economics in cultural and creative organisations in Utrecht 2010-2012**

*Johan Kolsteeg*

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This research analyses strategic practice and discourse in cultural-creative organizations in the Dutch city of Utrecht, between 2010 and 2012. The main question of this research is how deliberations on culture, creativity and business structure strategic discourse and practice in cultural and creative organizations in the midst of current institutional change. The motivation for this research is based on the expectation that the present dynamics in culture-political discourse, with its stress on cultural entrepreneurship and the creative industries, effect artistic and economic strategic deliberations in organizations. However, little is known about the exact working of this deliberation in organizational practice as such.

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