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978-1-107-00450-4 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

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## *Negotiating Values in the Creative Industries*

Fairs, festivals and competitive events play a crucial role in the creative industries; yet their significance has been largely overlooked. This book explores the role of such events through a series of studies that include some of the most iconic fairs and festivals in the world. It brings together a team of distinguished scholars to examine art fairs, *biennales*, auctions, book fairs, television programming markets, film festivals, animation film festivals, country music festivals, fashion weeks, wine classifications and wine-tasting events. This diverse set of studies shows that such events serve a variety of purposes: as field-configuring events (FCEs), as a way of ritualizing industry practices, and as ‘tournaments of values’ where participants negotiate different cultural values to resolve economic issues. Suitable for academics and practitioners, this book presents a fascinating new perspective on the role and importance of fairs, festivals and competitive events in the creative industries.

BRIAN MOERAN is Professor of Business Anthropology and Director of the *Creative Encounters* research programme at the Copenhagen Business School.

JESPER STRANDGAARD PEDERSEN is Professor of Organization Theory and Director of *Imagine...*, the Creative Industries Research Centre, at the Copenhagen Business School.

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If we were ourselves members of the creative industries that our authors describe in the pages that follow, we would at this stage start thanking our children, colleagues, designers, guinea pigs, managers, mothers-in-law, producers, publishers, wives, etcetera, etcetera, for this or that, but we aren't, so we won't.

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