


Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)



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 ©*reative 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.

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and
Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

Negotiating Values in the Creative Industries

Fairs, Festivals and Competitive Events

Edited by

BRIAN MOERAN AND

JESPER STRANDGAARD PEDERSEN



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town,
Singapore, São Paulo, Delhi, Mexico City

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org

Information on this title: www.cambridge.org/9781107411708

© Brian Moeran and Jesper Strandgaard Pedersen 2011

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2011

First paperback edition 2012

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication Data

Negotiating values in the creative industries : fairs, festivals and competitive events / edited by Brian Moeran and Jesper Strandgaard Pedersen.

p. cm.

Includes index.

ISBN 978-1-107-00450-4

1. Cultural industries. 2. Value. 3. Creative ability – Economic aspects.

4. Fairs – Economic aspects. 5. Festivals – Economic aspects.

I. Moeran, Brian, 1944– II. Pedersen, Jesper S. (Jesper Strandgaard), 1959–

HD9999.C9472N44 2011

381'.18–dc22

2010041739

ISBN 978-1-107-00450-4 Hardback

ISBN 978-1-107-41170-8 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Contents

<i>List of figures</i>	<i>page</i> vii
<i>List of tables</i>	viii
<i>List of contributors</i>	ix
<i>Acknowledgements</i>	xv
Introduction	1
BRIAN MOERAN AND JESPER STRANDGAARD PEDERSEN	
1 A Salon’s life: field-configuring event, power and contestation in a creative field	36
HÉLÈNE DELACOUR AND BERNARD LECA	
2 Art fairs: the market as medium	59
DON THOMPSON	
3 Biennialization and its discontents	73
JEANNINE TANG	
4 Staging auctions: enabling exchange values to be contested and established	94
CHARLES W. SMITH	
5 The book fair as a tournament of values	119
BRIAN MOERAN	
6 Inventing universal television: restricted access, promotional extravagance, and the distribution of value at global television markets	145
TIMOTHY HAVENS	

Cambridge University Press
978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and
Competitive Events
Edited by Brian Moeran and Jesper Strandgaard Pedersen
Frontmatter
[More information](#)

vi		<i>Contents</i>
7	Transforming film product identities: the status effects of European premier film festivals, 1996–2005	169
	STEPHEN MEZIAS, JESPER STRANDGAARD PEDERSEN, JI-HYUN KIM, SILVIYA SVEJENOVA AND CARMELO MAZZA	
8	Event institutionalization and maintenance: the Annecy animation festival 1960–2010	197
	CHARLES-CLEMENS RÜLING	
9	Tradition and transformation at the Fan Fair festival	224
	JENNIFER C. LENA	
10	Between art and commerce: London Fashion Week as trade fair and fashion spectacle	249
	JOANNE ENTWISTLE AND AGNÈS ROCAMORA	
11	Configuring sustainability at fashion week	270
	LISE SKOV AND JANNE MEIER	
12	An inconvenient truce: cultural domination and contention after the 1855 Médoc wine classification event	294
	GRÉGOIRE CROIDIEU	
13	The retrospective use of tournament rituals in field configuration: the case of the 1976 ‘Judgement of Paris’ wine tasting	321
	N. ANAND	
Afterword	Converting values into other values: fairs and festivals as resource valuation and trading events	334
	JOSEPH LAMPEL	
	<i>Author index</i>	348
	<i>Subject index</i>	353

Figures

5.1 London Book Fair at Earls Court, April 2008 (photo: Brian Moeran)	<i>page</i> 124
5.2 Frankfurt Book Fair, October 2009 (photo: Brian Moeran)	125
5.3 Cambridge University Press stand being set up, Frankfurt 2009 (photo: Brian Moeran)	134
5.4 Cambridge University Press party in full swing, Frankfurt 2009 (photo: Brian Moeran)	135
6.1 Levels of restricted access at global TV markets	155
7.1 The Croisette at the Cannes Film Festival, 2007 (photo: Jesper Strandgaard Pedersen)	176
7.2 The Palais du Festival at Cannes Film Festival, 2007 (photo: Jesper Strandgaard Pedersen)	177
7.3 The red carpet at Potsdammer Platz, Berlin Film Festival, 2008 (photo: Jesper Strandgaard Pedersen)	178
9.1 CMA festival map, 2009 (available at: www.blueshoenashville.com/cmafestmap.html ; downloaded 7 February 2010). Official festival venues include sites 3, 5, 7, 8, 9, 10, 11 and 12	232
9.2 Lower Broadway during 2007 Fan Fair festival (photo: Jennifer C. Lena)	234
9.3 Downtown business partnership security officers observe Lower Broadway and the Chevy Sports Zone entrance, CMA Festival, 2006 (photo: Jennifer C. Lena)	235
9.4 ABC daytime TV booth, 2007 Fan Fair festival (photo: Jennifer C. Lena)	240

Cambridge University Press
978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and
Competitive Events
Edited by Brian Moeran and Jesper Strandgaard Pedersen
Frontmatter
[More information](#)

Tables

1.1 Participations in the Salon and in the impressionists exhibitions (1859–81)	<i>page</i> 51
7.1 Overview of early film festivals	173
7.2 Diversity of participation in film festivals	175
7.3 Countries included in the admissions data	182
7.4 Descriptive statistics	186
7.5 Correlations	187
7.6 Effects of control variables	188
7.7 Effects of film festival nominations	189
7.8 Effects of total number of wins	190
7.9 Effects of prestigious prizes	191
7.10 Effects of prestigious prizes (best director, best actor and best actress merged into other prizes)	192
7.11 Effects of total number of prizes by festival	192
12.1 Number of Médoc wine classifications published by historical periods	304
12.2 Cultural domination and contention: from a consensual truth to an inconvenient truce	314

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

Contributors

N. Anand is Professor of Organisational Behaviour at IMD Lausanne. Anand's research, much of it set in the culture industries, focuses on the role of rituals and classifications in structuring fields, and has been published in distinguished journals such as *Academy of Management Journal*, *Annual Review of Sociology*, *Journal of Management Studies* and *Organization Science*.

Grégoire Croidieu is an assistant professor at Grenoble Ecole de Management. He earned a Ph.D. in management at EMLYON Business School in 2009. His research focuses on the emergence, stabilization and decline of institutions and the diffusion of cultural innovations. His chapter in this book is part of a larger research project that he is conducting on the evolution of the Bordeaux wine region (1700–2007). His research has been published in *Research in the Sociology of Work*.

Hélène Delacour is an associate professor in strategy at Institut d'Administration des Entreprises (IAE) of Toulouse, University of Toulouse Capitole. She holds a Ph.D. from the IAE of Paris, University of Paris 1 Pantheon-Sorbonne. Her research interests in creative activities relate to the evolution of the art market.

Joanne Entwistle is a senior lecturer at the Centre for Culture, Media and Creative Industries, Kings College, University of London. Her research interests are in the areas of fashion, economic sociology and the body. She is author of *The Fashioned Body: Fashion, Dress and Modern Social Theory* (2000) and *The Aesthetic Economy of Fashion: Markets and Value in Clothing and Modelling* (2009), along with numerous articles on fashion buyers and models. She is currently editing *Fashioning Models* (with Elizabeth Wissinger, forthcoming).

Timothy Havens is an associate professor of television and media studies in the Department of Communication Studies and the Program

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

in African-American Studies at the University of Iowa. His research explores the intersections between cultural and economic practices in media globalization, particularly the ways in which racial and ethnic differences shape cultural flows. He is the author of *Black Television Travels: Media Globalization and Contemporary Racial Discourse* (forthcoming) and *Global Television Marketplace* (2006); author, with Amanda D. Lotz, of *Understanding Media Industries* (2011) and a former Senior Fulbright Scholar to Hungary. His research has also appeared in *Communication, Culture & Critique*; *Critical Studies in Media Communication*; *The Journal of Broadcasting & Electronic Media*; *International Communication Gazette* and *Global Media Journal* as well as in several anthologies on media globalization and television studies.

Ji-hyun (Jason) Kim is a Ph.D. student at the Stern School of Business, New York University. His research interests include modelling emergence of categorical structures, tradeoffs between exploration and exploitation in multi-nested systems and influence of political behaviour on organizational learning outcomes.

Joseph Lampel is Professor of Strategy at Cass Business School, City University, London, where he is also Director of Film, Media and Entertainment Research. He is co-editor, with Jamal Shamsie and Theresa Lant, of *The Business of Culture: Emerging Perspectives in Media and Entertainment* (2005), and has published in *Strategic Management Journal*, *Organization Science*, *Journal of Management Studies* and *Sloan Management Review*, among others. Joseph Lampel does research on the film, fashion, music and fragrance industries.

Bernard Leca is an associate professor in strategy at Rouen Business School. He holds a Ph.D. from the University of Lille 1. His research interests in creative activities relate to the movie industry and the evolution of the art market. Recent publications include *Institutional Work. Actors and Agency in Institutional Studies of Organizations*, co-edited with Thomas Lawrence and Roy Suddaby (2009).

Jennifer C. Lena is an assistant professor of sociology at Vanderbilt University in Nashville, Tennessee. She holds a Ph.D. in sociology from Columbia University. Her research focuses on innovation within the creative industries, particularly in music. Her work has been published in *American Sociological Review*, *Social Forces*, *American Behavioral*

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)*List of contributors*

xi

Scientist and Communication in Critical/Cultural Studies, among others. Her book on music genres as classificatory schemes is to be published by Princeton University Press later in 2011.

Carmelo Mazza is a professor at Instituto de Empresa Business School in Madrid where he teaches organizational behaviour and organization theory. He was previously an assistant professor at Copenhagen Business School and an affiliate professor at Grenoble Ecole de Management. His research focuses on the application of new institutional theory to the domain of organizational transformation. Professor Mazza has studied the processes of institutionalization and transformation in the business media field, in the film industry and in the MBA field. He has analyzed the processes of institutionalization of practices, focusing on creative fields like haute cuisine and filmmaking as well as on the production of management knowledge. Recently he has studied the reform of universities as part of his research agenda on the institutionalization and transformation of organizational fields. His research has been published in top-rated international journals, as well as in edited volumes.

Janne Meier is a social anthropologist and Ph.D. fellow at *Creative Encounters*, Copenhagen Business School. Her doctoral research is based on multi-sited fieldwork in the fashion industry in India, and at industry events, fairs and festivals in northern Europe. This comparative study traces the ways in which 'ethical' values are categorized and appropriated in the production, staging and consumption of fashion.

Stephen J. Mezas is the Abu Dhabi Commercial Bank Chair in International Management, Professor in Entrepreneurship and Family Enterprise and Academic Director of INSEAD's Middle East Campus. His current research focuses on cognitive and social aspects of institutional processes, especially as they relate to legal environments, the emergence of new industries, the production of culture, organizational learning processes, and cultural differences and similarities in performance evaluation. He is an active leader at the Academy of Management, where he has served as both Division Chair and representative-at-large for two divisions. He is a member of the editorial boards of *Organization Science* and *Strategic Management Journal*. He has previously served as an associate editor at *Management Science* and on the editorial boards of *Journal of Management* and *Administrative Science*.

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

Quarterly. His publications have appeared in or are forthcoming in *Management Science*, *Organization Science*, *Administrative Science Quarterly* and *Strategic Management Journal*, as well as numerous other journals.

Brian Moeran is Professor of Business Anthropology in the Department of Intercultural Communication and Management at the Copenhagen Business School, and Director of *Creative Encounters*, a research programme dedicated to the study of the socio-economic organization of creative industries. A social anthropologist by training, he has conducted extensive fieldwork on ceramics, art marketing, advertising, women's fashion magazines, incense production and the publishing industry, primarily in Japan. His books include *A Japanese Advertising Agency* (1996), *Folk Art Potters of Japan* (1997), *The Business of Ethnography* (2005) and *Ethnography at Work* (2006).

Jesper Strandgaard Pedersen is Professor of Organization Theory and Director of *Imagine...*, the Creative Industries Research Centre, at the Copenhagen Business School. His research focuses on the processes of identity creation and legitimation in knowledge intensive firms, strategies for organizing and managing creative enterprises, organization and transformation in the film and media field with a recent focus on the role of international film festivals as field-configuring events. His research has appeared in such journals as *Organization Studies*, *Organization*, *Journal of Creativity and Innovation Management*, *Scandinavian Journal of Management*, *Journal of Management Learning*, and *American Behavioral Scientist*.

Agnès Rocamora is a senior research fellow and senior lecturer in cultural and historical studies at the London College of Fashion, University of the Arts, London. Her current research interest is in the area of fashion and new media. She is the author of *Fashioning the City: Paris, Fashion and the Media* (2009) and of numerous articles on the fashion media.

Charles-Clemens Rüling is an associate professor of organization theory and coordinator of the creative industries research group at Grenoble Ecole de Management. His main research interests are in industry events and professional life trajectories in the animation and graphic design industries, as well as in bricolage in organizations. His

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)*List of contributors*

xiii

research has appeared in such journals as *Organization Studies*, *Scandinavian Journal of Management* and *Journal of Information Technology*.

Lise Skov is an associate professor of creative industries at the Copenhagen Business School. She has done extensive research on fashion and other creative industries in Asia and Europe, and has published in a variety of academic journals and books. She is the editor of the West Europe volume in the *Berg Encyclopedia of World Dress and Fashion*, and co-editor (with Patrik Aspers) of *Encounters in the Global Fashion Business*, a themed issue of *Current Sociology*, which includes her article 'The role of trade fairs in the global fashion business'.

Charles W. Smith is Professor Emeritus of Sociology at Queens College and the Graduate Schools of City University New York (CUNY). For forty-five years he has studied how social practices and ideations mutually structure each other, particularly in auction markets of varying sorts including financial markets. He is the author of *The Mind of the Market* (1981), *Auctions: The Social Construction of Value* (1989), *Success and Survival on Wall Street* (1999) and *Market Values in American Higher Education* (2000). He has also written numerous articles and chapters including most recently 'Markets as definitional practices', *Canadian Journal of Sociology* (2007); 'Financial edgework: trading in market currents', *Edgework: The Sociology of Risk Taking* (2005) edited by Steven Lyng; 'Auctions', *Encyclopedia of Economic Sociology* (2005); and 'Globalization, higher education and markets', *Globalization and Higher Education* (2004). Since 1983 he has been editor of *The Journal for the Theory of Social Behaviour*.

Silviya Svejnova is an associate professor of strategy and entrepreneurship in the Business Policy Department at the Escuela Superior de Administración y Dirección de Empresas (ESADE) Business School, Ramon Llull University, Spain. Her research examines emergence, novelty, organizing and business models in creative industries, as well as the work and careers of executives. Her work has been published in *Academy of Management Perspectives*, *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of Organizational Behavior*, *Long Range Planning*, *Organization* and *Sloan Management Review*. She has served on the board of the European Group for Organizational Studies (EGOS) since 2004, and her book, *Sharing Executive Power*

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

(2005), was an Academy of Management Terry Book Award finalist for best management book in 2007.

Jeannine Tang is an art historian and critic, and has written for publications such as *Journal of Visual Culture* and *Theory, Culture and Society's Annual Review*. She is currently preparing an essay on collection and post-conceptualism entitled 'Future circulations: on the work of Hans Haacke and Maria Eichhorn' for an edited anthology on provenance forthcoming from the Getty Research Institute. A doctoral candidate at the Courtauld Institute of Art, she is currently completing a dissertation on conceptualism, media and the Cold War. She was previously a fellow at the Smithsonian American Art Museum and a critical studies participant at the Whitney independent study program.

Don Thompson is Nabisco Brands Chair Emeritus and Senior Scholar at the Schulich School of Business, York University, Toronto. He has taught at Harvard University, and held visiting positions at University College London, London School of Economics, University of Toronto, Macquarie University in Sydney, Australia and Singapore. Most recently he was visiting professor at the Faculty of Business Administration, Bilkent University in Ankara, Turkey. He is author of *The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art* (2008), which has been published in ten languages.

Cambridge University Press

978-1-107-41170-8 - Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events

Edited by Brian Moeran and Jesper Strandgaard Pedersen

Frontmatter

[More information](#)

Acknowledgements

This edited volume is the result of an intensive workshop organized by Brian Moeran and Jesper Strandgaard Pedersen in September 2009 under the title of *Industry Encounters: Fairs and Festivals*. This was one of a number of similar workshops taking place under the auspices of *Creative Encounters*, an interdisciplinary research programme focusing on the socio-economic organization of creative industries. It is funded by the Strategic Research Council of Denmark (2007–11), and based at the Copenhagen Business School. We are very grateful to both organizations for enabling us to engage in such exciting research.

As organizers, we would like to thank Carsten Yssing, programme administrator of *Creative Encounters*, Sarah Netter and Jane Deters for all the cheerful hard work that they put in to make the workshop so successful. We are also very grateful to Asaf Darr for his invaluable contribution to our discussions and to Grégoire Croidieu for providing a wine tasting event that quickly had all participants engaged in enthusiastic, intellectual and exhilarated (we dare not say inebriated!) exchanges at the end of a long day.

As editors, we wish to extend our gratitude to Paula Parish at Cambridge University Press for nursing this manuscript to book form, and to Frederik Larsen for his unstinting attention to detail and standardization in preparation of the manuscript.

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.

Brian Moeran
Jesper Strandgaard Pedersen