BOOK LAUNCH
by Dr Francesca Rendle-Short at Readings Carlton
Wednesday June 6th, 6pm

THE CREATIVITY MARKET
Creative Writing in the 21st Century
Edited by Dominique Hecq (Swinburne University of Technology)

After the ‘long work’ of alienating creativity from commercial-political worlds, this book is evidence of a new consciousness of the ways these realms overlap, seed, deform and enliven each other. This exchange between writers from UK, the USA, Canada, Australia and Singapore debates and ponders whether creative writing might be a brilliant career move, a player in resurgent global education, a search for community, therapy, magic, an un-saleable invention, or our last real craft.

Professor Kevin Brophy, University of Melbourne, Australia

This timely and comprehensive study brings prominent Australian and international scholars together to consider the interplay of global capital, the marketplace and creative writing in the 21st century. This landmark volume also examines creative writing’s important but often unacknowledged contribution to global innovation and the knowledge economy. A must read text for teachers, students, writers and anyone interested in creative writing, creativity and the global marketplace in the new millennium.

Donna Lee Brien, Central Queensland University, Australia

This book is an excellent addition to studies in Creative Writing. Its contributors are each, in their own way, outward looking towards the positioning of contemporary creative arts and writing. Their scholarship and creativity engages in-depth with institutional, economic and cultural influences, and constraints, upon contemporary production of creative writing in the 21st century.

Marcelle Freiman, Macquarie University, Australia

This book focuses on creative writing both as a subject in universities around the world and beyond academia. It offers a thought-provoking analysis of creativity in the globalised marketplace, and examines the intersection of the university sector and the creative industries.

Contents
Chapter One: Graeme Harper: Creative Writing: the Ghost, the University, and the Future
Chapter Two: Dominique Hecq: Banking on Creativity: my Brilliant? Career.
Chapter Three: Jen Webb: Creativity and the Marketplace
Chapter Four: Jeremy Fisher: The Publishing Paradigm: Commercialism versus Creativity.
Chapter Five: Gerry Turcotte and Robyn Morris: ‘As Good as it Gets’: National Research Evaluations
Chapter Six: Jeff Sparrow: Creative writing, Neo-Liberalism and the Literary Paradigm
Chapter Seven: Antonia Pont: Nothing is Free in This Life
Chapter Eight: Phillip Edmonds: The Ghost in the Machine: Creative Writing and its Malcontents
Chapter Nine: Mike Harris: Creativity, Compromise, and Waking up with the Funding Devil.
Chapter Ten: Christopher Lappas: Entering the Fictitious: A play in two acts
Chapter Eleven: Vahri McKenzie: Using the Spectrum to Theorise Apparent Opposition in Creative Writing
Chapter Twelve: Pavlina Radia: Outlying the Point that Tips: Bridging Academia and Business
Chapter Thirteen: Thom Vernon: Selling it: Creative Writing and the Public Good
Chapter Fourteen: Eric Tinsay Valles: On the Commercialisation of Creativity in the Merlion State
Afterword: Kirpal Singh: Creativity, the Market and the Global Challenge

Dominique Hecq is Associate Professor in Writing and at Swinburne University (Australia). Widely published in literary studies, creative writing, psychoanalysis, and pedagogy, she is also the author of eleven creative books of which Out of Bounds (Re.Press, 2009) is the latest. She edits Bukker Tillihuf, the Journal of Writing and Practice-led Research aimed at postgraduate students.

This book is also available from the Multilingual Matters website at a 20% discount:
www.multilingual-matters.com