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Cultural and
Creative
Industries

Cultural and Creative Industries



I. History and Background

History of soft technologies in Iran goes back to the ancient times and it is as old as the country's life. Iranian arts and crafts have been known all over the world since the very ancient times. Various eye catching handicrafts from the gorgeous Persian carpets to exquisite potteries, ceramics, metal works, etc. are the result of Iranian art and creativity whose dazzling beauty have always satiated aesthetic pleasure. Spectacular architecture and the art of Persian historical architecture, the literary masterpieces of the past and current Iran are priceless manifestations of the Iranian soft technology and knowledge.

Nowadays, Iranians have accomplished to incorporate their wealthy heritage into modern technological advances and offer huge potential for cultural and soft technologies. Several capable computer games and animation companies have successfully integrated Persian art into modern technology. Utilizing modern knowledge and Iranian artists' creativity, Persian handicrafts such as elegant carpets and visual arts have also developed significantly.

Along with capacities and capabilities of Iranians for cultural and soft technologies, there are numerous opportunities for development and investment. The highly educated and creative young generation as the main wealth to develop cultural and soft technologies can achieve great success through taking benefit of Iranian cultural treasure and finding access to global markets.

Fortunately, through the efforts of experts and talents of the cultural and soft technologies, several knowledge-based companies have been founded, yet the country has the capacity for much more development and investment in this area. In general, Iran's location in the Middle East and its long land and water borders with several countries as well as its full access to central Asian countries and its influential role in east-west path have provided an excellent opportunity for exporting cultural and soft industries' products/services. Currently, Iran enjoys high technical and specialized knowledge in a range of fields such as film, animation, computer games, design, handicrafts, visual arts, just to name a few, that can offer great opportunities for international investments.

II. Objectives and Strategies

Objective 1: Increasing share of cultural products and services in the national economy;

Strategy 1-1: Improving business environment and completing the idea-to-product/service chain to secure growth and commercialization of cultural and soft technologies with an emphasis on entrepreneurship and private sector involvement;

Strategy 2-1: Increasing quality and quantity of production and delivery of cultural and soft products and services;

Strategy 3-1: Marketing and creating the need for cultural and soft products/services in the country;



Strategy 4-1: Developing international cooperation, enhancing active, effective, and inspiring interaction and collaboration in cultural and soft technologies;

Objective 2: Promoting policymaking mechanisms and institutionalizing cultural and soft technologies discourse;

Strategy 1-2: Consolidating policymaking responsibilities, planning and strategic monitoring of cultural and soft industries;

Strategy 2-2: Establishing cultural and soft technologies as one of the dominant discourses in the comprehensive development of the country particularly in Resistance Economy Model;

Objective 3: Improving institutional infrastructures for development, commercialization, physical and intellectual support for the process of turning idea into product and increasing production share;

Strategy 1-3: Reforming laws and regulations in the field of formation, development, and commercialization of cultural and soft technologies;

Strategy 2-3: Providing technical infrastructures and networking in the existing capacities to achieve synergy and increase the quality of the basic services;

Strategy 3-3: Organizing unions and promotional and facilitating institutions for cultural and soft technologies;

Strategy 4-3: Developing human resources and improving skills required for entrepreneurship for the cultural and soft technologies.

III. Capacities and Capabilities

A. Some Achievements

• Purposeful Educational /Intellectual Entertainments based on Islamic Culture and Civilization

This project involves historical landmarks-3-D puzzles that some of its objectives include: getting acquainted with historical buildings; affirming national identity; increasing precision, discipline, and sparking curiosity; and enhancing the practical skills and knowledge of the youth.

• Siroo Project: IT-based Software and Hardware Platform for Virtual Visit and Tourist Guide

Iran tourism kiosk is a simulator space that introduces Iran's attractive, natural, historical, and cultural sites as well as its science and technology through virtual reality and augmented reality technologies. In this simulator space users can move in all directions of an XY plane. They can also control the designed elements manually.

• Skill-up Toys, Tehran

This project involves producing educational devices using basic sciences for different age groups. In



fact, simple devices designed as toys contribute to children's and youth's acquisition of information and skills about different sciences.

• **Nazbalesh; Animation Movie**

The full HD movie “Nazbalesh” is an animation movie based on a novel by H. Moradi Kermani with the same title. This movie symbolically depicts the emergence of modern technologies in a traditional community.

• **Designing and Manufacturing Educational Toys and Providing the Related Services, Tehran**

This project involves manufacturing 8 training robotic packages plus offering robotic classes and organizing accredited Nadcup competitions. This project also includes holding extra-curricular classes by providing training packages on chemistry, aerospace, biology, astronomy, and creativity.

• **Virtual Handicraft Shop with the Purpose of Developing Virtual Handicraft Markets in Iran**

Focusing on introducing local crafts of the Iranian ethnic groups, this project is aimed at the following targets:

- Producing Iranian handicrafts catering to modern society taste;
- Emphasizing online sale of handicrafts considering people purchasing power from different social classes;
- Encouraging interaction among craftsmen, customers, and researchers through launching an art/culture base, online sale, and developing digital supply/sale chain for handicrafts.

• **Traditional and Embroidered Clothing (Combination of Islamic Clothing and Traditional Embroidery Stiches)**

Designing, manufacturing, and exporting textiles and clothing with modern methods inspired by Balochi embroidery; one of the most common and significant crafts of Balochi women.

IV. Authorities

A. *Soft & Cultural Technologies Development Council*

The Soft & Cultural Technologies Development Council (STDC) was established by the Vice-Presidency for Science and Technology in 2013 with the mission to coordinate measures related to development and commercialization of the products and services in this area.

The council was founded to create and improve the required platforms to develop soft and cultural



industries and support the associated knowledge-based companies. In addition to developing and improving industry chain, the council encourages entrepreneurship through supporting entrepreneurship agencies and events, establishes leading centers for developing cultural entrepreneurship, and promotes cultural industry. Macro objectives of the council are as follows:

- Increasing production and share of cultural products and services in the national economy;
- Promoting policymaking mechanisms and institutionalizing cultural and soft technology discourses;
- Improving institutional infrastructures of development, commercializing, providing physical and emotional support for idea-to-product process, and increasing production share.

B. Other Authorities

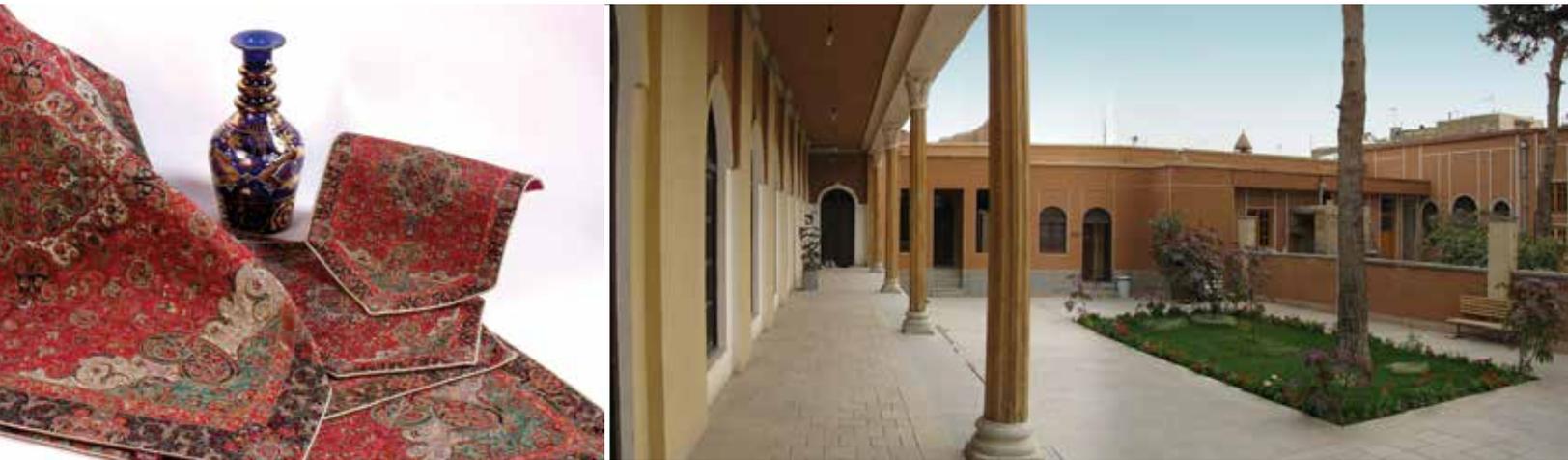
Since cultural and soft technologies are pretty extensive, there are various authorities with different responsibilities in either policymaking or executive departments. The Supreme Council of Cultural Revolution; Vice-Presidency for Science and Technology; Policymaking Council of the Islamic Seminaries; Islamic Republic of Iran Broadcasting (I.R.I.B); Ministry of Science, Research and Technology and its affiliated universities; Ministry of Culture and Islamic Guidance; Ministry of Education; Ministry of Industry, Mine, and Trade; Cultural Heritage, Handicrafts, and Tourism Organization; Ministry of Youth Affairs and Sports; Art Academy; Islamic Propagation Organization; Islamic Culture and Communication Organization; and the Center for Innovation and Technology Cooperation of I.R.I Presidency are among the major authorities of cultural and soft industries. Eight of the top universities of the country are also among the agents of this area.

C. Companies

There are 5 companies in animation area, 3 in sound mixing, 3 in manufacturing cinema equipment, 2 in shooting, 3 in robotic and electric toys, 3 in educational/brain teaser toys, 3 in puzzle and simulator toys, and 3 in jewelries design and branding, respectively.

D. Incubators

Incubators are one of the important infrastructures to develop start-ups that provide idea developers with the required services in various fields. Universities could be an appropriate place for establishing incubators since they are generally dealing with innovative ideas. To improve the process of idea-to-product in cultural and soft industries, the council has supported establishment of a number of incubators in collaboration with universities. These incubators are:



• **Khorasan Pilgrimage and Cultural Technology Incubator**

Supported by the council, this incubator has been able to hold several programs on developing ideas and start-ups. In cooperation with the council, this center also supports projects and active companies in this field.

• **Lalejin Specialized Pottery Lab**

This incubator intends to be the specialized center for ceramics and pottery through providing specialized services in the fields of body, paint, and glaze of ceramic and pottery produced in Lalejin, Hamadan.

Using knowledge-based technologies and technical knowledge of different paints and glazes in nanoscale results in consuming less amount of paint with higher efficiency and more durability, decreasing adverse environmental effects as well as creating new properties for new products.

• **Isfahan Soft Technology Incubator**

The objectives of this center can be summarized as follows: developing entrepreneurship and creating appropriate platforms for commercializing art/cultural products & services, supporting economic growth, providing the required environment for developing knowledge-based businesses particularly art, building the platform for creating job opportunities based on soft technologies, and finally supporting improvement and promotion of the Iranian Islamic culture.

• **Tabriz Soft Technology Incubator**

This center includes 7 specialized units including “design and manufacture of multimedia products”, “design and manufacture of BOT printing sampler”, “design and manufacture of furniture based on Islamic and Iranian life style”, “design and manufacture of shoes based on Iranian local standards”, “algorithmic design of the Islamic geometric pattern of knots”, “smart design and manufacture system for custom hand-woven carpets”, and “design and manufacture of sustainable packaging for handicrafts”.

• **Yazd Soft Technology Incubator**

In 2014 through the financial and moral supports of the Soft & Cultural Technologies Development Council and Yazd Science and Technology Park, this center was established in Yazd in an attempt to create animation incubator.



• Qom Cultural Technology Incubator

Idea developing and start-ups programs have been held in this center under supports of the Soft & Cultural Technologies Development Council. This center also supports projects and active companies in collaboration with the council.

V. International Cooperation

Since skillful workforce is low cost in Iran (as compared with the international market) and business running costs such as energy are rather low, there are plenty of opportunities in Iran for foreign investments and international interactions in animation, computer games, design, fashion and clothing, handicrafts and jewelry sectors.

Animation

Iranian animation industry benefits from highly educated and creative young workforce with technical knowledge enriched by artistic capabilities. Moreover, as compared with the global market, employing workforce does not cost much in Iran and some of the required technical infrastructures for animation production like render farm is available at affordable prices.

Computer Games

Iranian stakeholders of computer games believe that Iran has a rich repertory. The successful experiences of the recent Iranian games show that in case of finding access to global markets, the Iranian game manufactures can produce computer games of world-class, low costs, and high quality.

Handicrafts

Given Iran's ancient civilization, rich culture, and multiethnic people, there are a wide variety of handicrafts in this country. The amazing beauty of the Iranian handicrafts always draws the attention of foreign tourists. Various forms, material, and applications of these industries plus their delicacy and sophistication are so splendid that dazzle every viewer. Developing the capacities to supply such products provides the ground for investment opportunities.