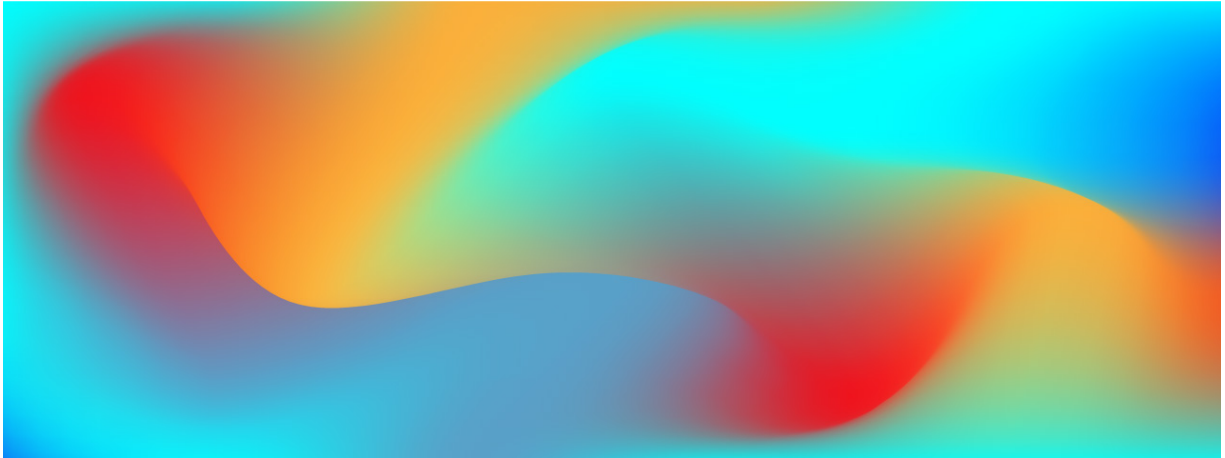




Newsletter #11

Get ready for summer! This newsletter highlights about ZCCE`s activities and projects. It also provides an overview of our events and published or reviewed publications. You can also find all of this on our [website](#). Take a look!

[Click here!](#)

ZCCE Transfer & Events

Creative Economies Forum 2026 11 September, 9 am - 5 pm, ZHdK

*How to prepare for the next decade?
The Future of Creative Entrepreneurship*

CREATIVE ECONOMIES FORUM

11.09.2026 Toni-Areal

**How to prepare for the
next decade?
The Future of Creative
Entrepreneurship**

Join us for the Creative Economies Forum 2026. This year the forum brings together creative entrepreneurs, funders, researchers, and innovators for a day of exchange and collaboration. Drawing on ten years of experience from Z-Kubator in supporting entrepreneurial careers in the arts and design, we will explore emerging capacities, new business models, and forward-looking strategies to design the next decade.

Speakers and inputs include:

- [Dr. Stephan Sigrist](#), Founder & Head of W.I.R.E., Zurich
- [Richie Manu](#), Programme Director, Creative Enterprise, Central Saint Martins, London
- [Prof. Dr. Simon Grand](#), Permanent Research Fellow, ZCCE, and Associate Professor of Strategic Management, University of St.Gallen
- Pitches by participants of the Z-Kubator's incubator programme [What`s next_Projekt](#)
- Short inputs reflecting on 10 years of Z-Kubator, a Creative Economies Data Update, and a new ZHdK Career Navigator

We are looking forward to welcoming you into the conversation and shaping what's next for the creative economy.

Graphic design:  Nathanael Boell

[More information and registration here](#)

Register here!

CEF Dialogues 26

25 August, 6 pm, Zeughausareal Uster

What value do micro- and small business owners create for themselves and others?

Creative
Economies
Forum²⁶



**Neue
Impulse
für Ihr
Unternehmen**

**CEF
Dialogues
2026**

24. Juni Wie gestalten KMUs zirkuläre Wertschöpfung für eine nachhaltige Zukunft?	25. August Wie schaffen (Klein(st)-)Unternehmer:innen Spielräume für sich und andere?	22. Oktober Wie verbinden KMUs menschliche Intuition mit künstlicher Intelligenz?
Zeughausareal Uster		18h-20h



An evening with:

[Urs Füglistaller](#) (University of St Gallen, HSG),
[Christoph Weckerle](#) (Zurich University of the Arts, ZHdK),
Marc Maurer (Zurich Cantonal Bank, ZKB) and
[Yves Burgener](#) (ZHdK).

Moderator: [Simon Grand](#) (HSG and ZHdK).
The event is held in German.

Graphic design: Nathanael Boell

The success of small and micro-enterprises cannot always be measured in numbers. Their true value often lies in trusted networks, social impact and the founder's personal commitment. But how can this invisible value be recognised, communicated and transferred?

Join us for a discussion with experts and fellow entrepreneurs as we explore how intangible value can be measured, brought to market and successfully passed on. The CEF Dialogues offer fresh perspectives, practical insights and an opportunity to exchange experiences and ideas with female entrepreneurs and SME leaders across sectors. For more [information](#).

[Registration](#)

[Register here!](#)

First Edition of the Biennale on Cultural Research in Switzerland

8 October, 10 am, Museum für Gestaltung,
Zurich

The Swiss Federal Office of Culture, based in Bern, is organising the first "Biennale on Cultural Research in Switzerland", taking place in Zurich on October 8, 2026. Researchers, institutional representatives, cultural actors, and professionals from across Switzerland are invited to Zurich for this inaugural event, dedicated to research in culture, the arts, cultural policy, creative industries, digital culture, and related fields.

Held under the patronage of the Swiss Federal Office of Culture, the event will be personally chaired by [Ms. Carine Bachmann](#), Director of the Federal Office of Culture.

This symposium marks an important milestone for an emerging and increasingly vital field. Its goal is to strengthen dialogue across disciplines, foster collaboration between academia, institutions, and the cultural sector, and give cultural research in Switzerland the visibility it deserves. The Biennale is designed to become a recurring event, returning every two years in a different Swiss city and university.

Whether you work in academia, a think tank, a public institution, a foundation, a cultural organisation, or a business engaged with the cultural sector — or if you are a PhD student or postdoc in the field — this event is open to you.

The full programme will be announced in early September.
[More information and registration.](#)

To express your interest and be invited, simply write to:
[Katrin Stowasser](#) (ZCCE, Head of Transfer) or [Lea Kressel](#)

[Register for Information!](#)

Summer School



Baustein 10 - Navigating and Creating Value in Creative Tech: An applied introduction to strategic navigation, value creation, and emerging technologies in Creative Tech.

[More information and registration](#)

Published data and analysis by ZCCE

Latest published data at www.creativeeconomies.com

Kurzportrait 01/2026 Kreativwirtschaft* Zürich

Zürich
Centre for
Creative
Economies

Zürich ist das unbestrittene Zentrum der Schweizer Kreativwirtschaft. Doch die wahre Stärke der Branche liegt nicht in ihrem reinen Volumen, sondern in ihrer engen Verflechtung mit der klassischen KMU-Landschaft.

Dieses Kurzportrait beleuchtet einen oft unterschätzten Sektor, der für die Zukunftsfähigkeit des Wirtschaftsstandorts entscheidend ist: Als unverzichtbare Querschnittsbranche trägt die Kreativwirtschaft frische Innovationen direkt in traditionelle Branchen.

* Zur Kreativwirtschaft zählen Kultur- und Kreativunternehmen, die primär wirtschaftlich ausgerichtet sind. Sie entwickeln, produzieren und verbreiten kulturelle und kreative Güter sowie Dienstleistungen. Die Kreativwirtschaft wird thematisch in 13 Teilmärkte gegliedert: Musik, Buch, Kunst, Film, Rundfunk, Darstellende Kunst, Design, Architektur, Werbung, Software und Games, Kunsthandwerk, Presse, Phontechnik.

Kurzportrait 01/2026: Kreativwirtschaft Zürich | April 2026 | www.zhdk.ch/zcoe | www.creativeeconomies.com

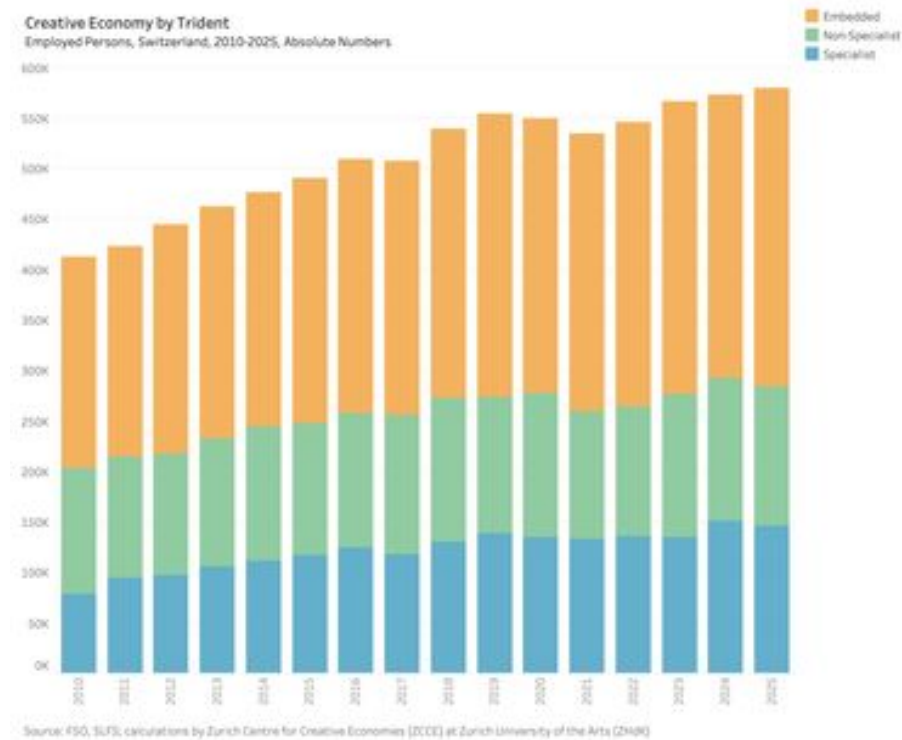
Brief Portrait 01/2026: Zurich's Creative Industries

In this series of publications, the ZCCE examines the Swiss cantons through the lens of the creative industries and analyses their role as a key driver of innovation. Our aim is to bridge a knowledge gap and highlight the often underestimated interplay between creativity and the traditional economy.

We begin with the canton of Zurich. As the sector's most important hub in Switzerland, the focus here is on its close links with the traditional SME landscape.

More: creativeeconomies.com





Creative Economy, Switzerland, 2010-2025

In Switzerland, a total of 580,000 people were employed in the Creative Economy in 2025, which is 1.1% (+6,000) more than in 2024 (574,000). In contrast, the number of employed people in the overall economy increased by 0.2% (+11,000) compared to the previous year.

More: creativeeconomies.com

Creative Economy, Switzerland, 2025

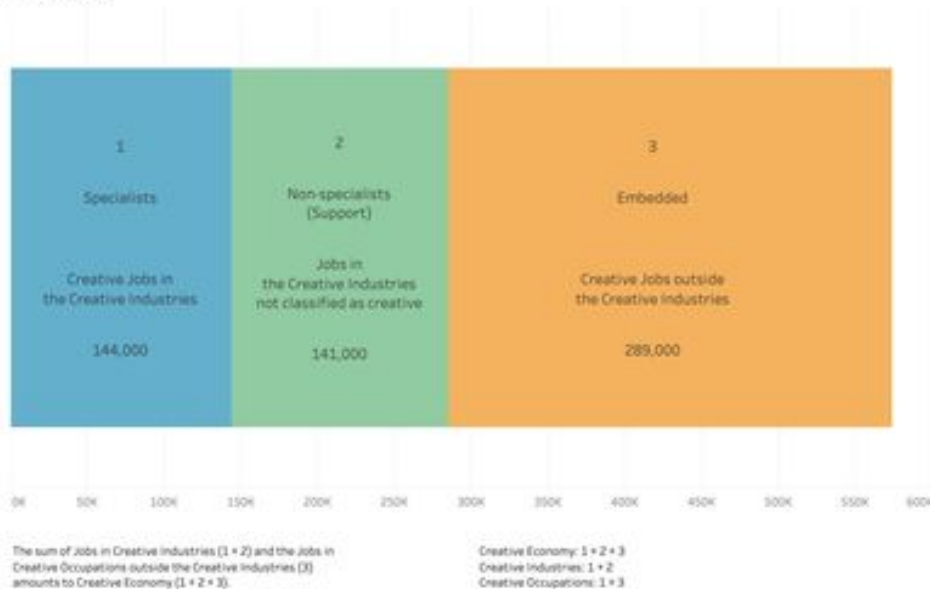
Between 2023 and 2025, around 574,000 people were employed in the Swiss creative economy on average. This represented 12% of the total workforce. About one half (285,000) were employed in the creative industries, while the other half (289,000) pursued a creative occupation outside the creative industries ("embedded") in the wider creative economy.

More: [creativeeconomies.com](https://www.creativeeconomies.com)

Employment in the Creative Economy

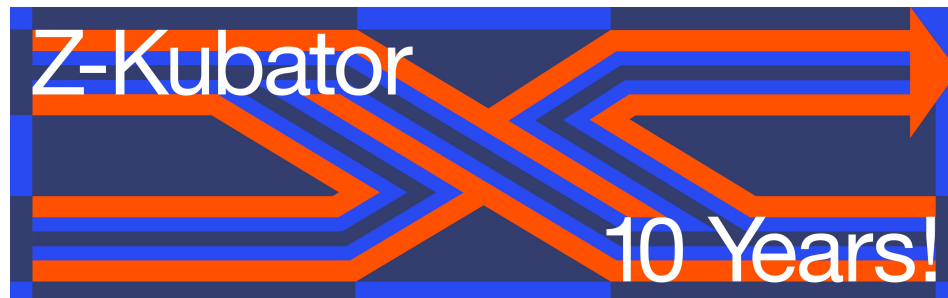
Employed Persons, Switzerland, Average 2023-2025, Absolute Numbers

Between 2023 and 2025, about 574,000 people were employed in the Swiss creative economy on average. This represented 12% of the total workforce. About one half (285,000) were employed in the creative industries, while the other half (289,000) pursued a creative occupation outside the creative industries ("embedded") in the wider creative economy.



Source: IFSO, ILO, own calculations Zurich Centre for Creative Economies (ZCCE) at ZHdK, www.creativeeconomies.com

Z-Kubator





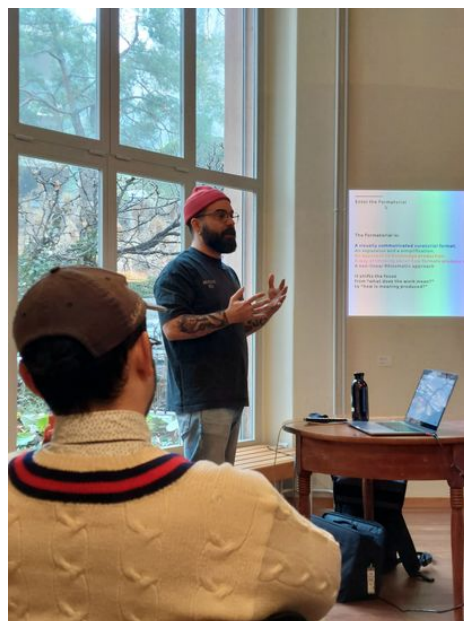
10 Years of empowering creative Careers: The Z-Kubator Anniversary Report is online

We are celebrating 10 years of Z-Kubator. Over the past decade, the Z-Kubator has supported more than 1,200 students and alumni, while the programmes have stimulated over CHF 2.5 million in alumni fundraising. If you are curious to discover more facts and figures from the Z-Kubator's first ten years, take a look at the anniversary report. There, you also get insight into testimonials from 40 alumni and hear from them how the Z-Kubator has supported their journeys.

Read the [report](#) here

Picture credit  Z-Kubator, ZHdK

[Read more!](#)



New Cohort for the Z-Kubator What's next_Compass Programme

The Z-Kubator is happy to welcome the new cohort for the **What's next_Compass** programme for the year 2026/27. Starting on September 1, 2026, a new group of graduates will enter the programme and get the opportunity to refine their individual profiles, network with practitioners and lay their foundations for a sustainable career in the arts. Thanks to the support from the City of Zurich and the Righini-Fries Foundation, participants will develop their skills over the course of a year at the Mediacampus studios in Zurich.

The following alumni are part of the 2026/27 cohort:
Elvira Baettig, Vera Bardin, Jonatan Bischof, Elias Bötticher, Tatsuki Browne, Moritz Furger, Rubén Gil, Safia Hachemi, Alex Karapancsev, Zoë Kraft, Laura Nan, Catarina Sampaio Teixeira, Luna Schäfer, Stefan Schellinger, Paul Taro Schmidt, Adrian Würsch, Samantha Zaugg, and Tomer Zirkilevech

Picture: What's next_Compass "Formatorial" Workshop 2026. © Z-Kubator, ZHdK

Learn more about the [programme](#) here:

[Click me!](#)

Falling Walls Lab

Apply now for the Falling Walls Lab and get a chance to pitch your project at the global Falling Walls Lab finale in Berlin! Innovative projects from study and research which generate a positive impact for science and society are wanted. BA and MA students, researchers, alumnae and alumni can apply.

Application deadline: 10 July 2026

For more [information](#):

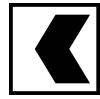
[Read more about process and application!](#)

ABOUT US

For further information please see and explore our new [website](#) or contact us: [ZCCE](#)

All the best, ZCCE Team

Content: Dr. Katrin Stowasser (Head of Transfer)



Zürcher
Kantonalbank

Click me!



ZURICH CENTRE FOR CREATIVE ECONOMIES

www.zhdk.ch/zcce | creative.economies@zhdk.ch

Zurich University of the Arts (ZHdK)
Toni Campus, Pfingstweidstrasse 96, 8005 Zurich, Switzerland

Copyright © 2020 Zurich Centre for Creative Economies.

All rights reserved.

Newsletter abbestellen *Unsubscribe*