

Newsletter #10

See what is going on this year. This Newsletter informs about ZCCE's activities and projects. It also gives 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!](#)

Swiss Arts PULSE: Tracking the Vital Signs of Swiss Culture: The Launch of Swiss Arts PULSE

How do you experience your work as a cultural professional? What does your day-to-day work really look like? And how do you envisage the perfect funding system?

With [Swiss Arts PULSE](#), we want to find out exactly that: in a way that reflects everyday life, in your own words, and across all disciplines and regions. PULSE is a new barometer of the situation facing cultural and creative professionals in Switzerland – ensuring your reality is reflected in cultural policy. Swiss Arts PULSE is being conducted by the Zurich Centre for Creative Economies in collaboration with Suisseculture and LeeWas, and is funded by Pro Helvetia.

→ [Take part now](#) (approx. 8 mins)

[Take part now!](#)

This new initiative has been launched to map the current state of the cultural and creative sectors in Switzerland. Swiss Arts PULSE is a comprehensive "status barometer" designed to provide a clear, unfiltered

look at the daily realities faced by those working within the industry. The practical challenges of a creative career often remain misunderstood by the public and policymakers alike. This survey aims to bridge that gap by gathering firsthand accounts from professionals across all disciplines and regions. The data collected will serve as a foundation for future cultural policy, ensuring that funding systems and support structures are built on real-world needs. The study is conducted by the Zurich University of the Arts (ZHdK/ZCCE) in partnership with Suisseculture and [LeeWas](#). The initiative is supported and financed by Pro Helvetia. The results are expected to provide a long-term overview of the creative landscape, helping to shape a more sustainable and resilient cultural sector for the years to come. Stay informed, please contact pulse@zhdk.ch.

ZCCE Events

CEF Dialogues 2026 - New Impulses for your Business at Zeughausareal Uster

Following the successful premiere of the *CEF Workshop 2025* in Uster, this year the ZCCE is launching the [CEF Dialogues 2026](#).

The event series will once again be moderated by **ZCCE** and will take place at the Zeughausareal Uster. In an innovative dialogue format, we bring together local SME leaders, creative professionals, and experts to collaboratively develop creative, future-oriented strategies.

Time: 6:00-8:00 PM, followed by an Apéro

Location: Zeughausareal, Uster

Please already reserve the following dates:

Tuesday, June 24, 2026: *Circularity - Rethinking Value Creation*

Focus: Circular economy as a design strategy for securing resilient supply chains.

(Followed by public viewing of the Switzerland-Canada World Cup match.)

Tuesday, August 25, 2026: *Human-Machine - AI Agents in SME*

Practice

Focus: The transition from AI experimentation to productive value creation and the importance of emotional intelligence.

Thursday, October 22, 2026: *Leadership Transition & Culture - Creativity in Succession*

Focus: Generational change as a catalyst for cultural renewal and entrepreneurial resilience.

The format thrives on inspiring guests and regional case studies. ZCCE warmly welcomes suggestions for individuals or innovative companies that could be invited to participate in one of the dialogues.

Please contact: [Katrin Stowasser](#)

SAVE THE DATE for the Creative Economies Forum 2026 (CEF) -

What`s next for...? Celebrating 10 Years of Z-Kubator 10 / 11 September 2026

This year ZCCE celebrates **10 years of Z-Kubator** and the Creative Economies Forum will mark one of the highlights of the celebration year. With the topic of creative entrepreneurial strategies and "what`s next for...?", we want to focus on what is coming next for different target groups.

Stay tuned and follow the upcoming programm: [CEF 26](#)



Swiss Academic Biennial on Cultural Research in Switzerland Call for Researchers

The Swiss Federal Office of Culture (FOC) in Bern, in partnership with the Zurich Centre for Creative Economies (ZCCE) at the Zurich University of the Arts (ZHdK), is launching a call for researchers to join an informal national network of scholars working in the fields of cultural policy and the creative economy. The scope includes cultural governance, digital culture, creative industries, art and ecology, diversity, and related interdisciplinary approaches such as soft power, education and the arts, statistics, and other relevant areas.

The initiative aims to establish an informal, non-hierarchical platform designed to foster dialogue and increase visibility among researchers across Switzerland. Academics, postdoctoral researchers, experts working in public administrations or corporations, researchers in think tanks, as well as researchers affiliated with foundations are welcome to join. The free of charge initiative seeks to encourage exchange and reinforce professional connections.

A Biennale will take place **8 October 26 at Museum für Gestaltung Zurich**, bringing together researchers from all cantons and linguistic regions. All members of the network will be invited to participate.

To receive further information about the next steps and to be invited to the Biennale, please contact Prof. Dr. Frédéric Martel at: frederic.martel@zhdk.ch

ZCCE Transfer

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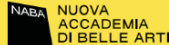
Arts Plural

ELIA Biennial Conference 2024

A Reader on Artistic Intelligence

Edited by Derville Quigley, Janja Škerget

Assisted by Mattea Dugonjić, Linda Zoellner





ARTS PLURAL ELIA - A new Reader on Artistic Intelligence is online!

This reader brings together 20 contributions, ranging from academic papers to creative essays and workshop reflections, exploring Artistic Intelligence as a dynamic and evolving field of practice.

From creative risk-taking in pedagogy to navigating uncertainty with care, the publication captures a vibrant conversation that is shaping the future of arts education.

The reader emerged from the most recent [ELIA Biennial Conference 2024](#) and includes an article on the workshop *Paper Basket*, led by Hanja Blendin and Katrin Stowasser (both ZHdK) during the conference.

The workshop explored the question of how Artificial Intelligence differs from Artistic Intelligence. Stay curious—and enjoy reading the article!

[Read me!](#)

New publication DADA 2035

ZCCE has recently published a new Analysis article: *DADA 2035*. It offers a bold and forward-looking exploration of what it will mean to be an artist in 2035. Drawing on dozens of interviews across several countries, as well as quantitative research and case studies, the study identifies 28 prospective scenarios shaping the future of artistic life.

The report argues that artists are navigating three simultaneous transitions, the three main focuses of this text: the digital revolution, the ecological imperative, and the rise of illiberal politics. Together, these forces are reshaping not only artistic production but also authorship, remuneration, and cultural policy.

Ultimately, *DADA 2035* is both analytical and strategic. It invites policymakers, art schools, and cultural institutions to anticipate risks while seizing unprecedented opportunities for innovation. By mapping emerging trajectories rather than offering deterministic forecasts, the study provides a powerful framework for thinking about the future of art in a turbulent decade ahead.

[Read article](#)

[Read article!](#)

T-Minor Master Class visit

As part of our Master Class visits of the T-Minor *Creative Economies in Practice* we met at [Team Farner - House of Impact](#).



The session gave students valuable insights into the diverse opportunities within the cultural and creative industries - from strategic communication to purpose driven innovation - and helped bridge theory with real-world practice.

A big thank you to the team for the inspiring exchange!

More about the [T-Minor](#)

What is the worth of design? - Insights for education and practice

The new salary and fee study by the Swiss Design Association ([SDA](#)), conducted by the Zurich Centre for Creative Economies (ZCCE) at ZHdK, offers the first detailed data on income, fees, and employment models in design — including both salaried, freelance, and hybrid forms of work.

The findings highlight clear structural differences: employees tend to earn more than freelancers, gender pay gaps persist, and strategic roles such as service design, design management, and positions in teaching and research are generally better paid than traditional design jobs. Notably, practice-based educational paths also lead to higher median incomes than purely academic degrees.

For ZHdK the study provides a valuable basis for addressing fair pay, professional development, the value of education, and entrepreneurial skills in teaching, research, and consulting. It also sharpens the focus on the economic realities of the field and the skills students need for sustainable careers.

The study creates transparency and opens an important discussion about how appreciation, qualifications, and responsibility can be more closely aligned in the future.

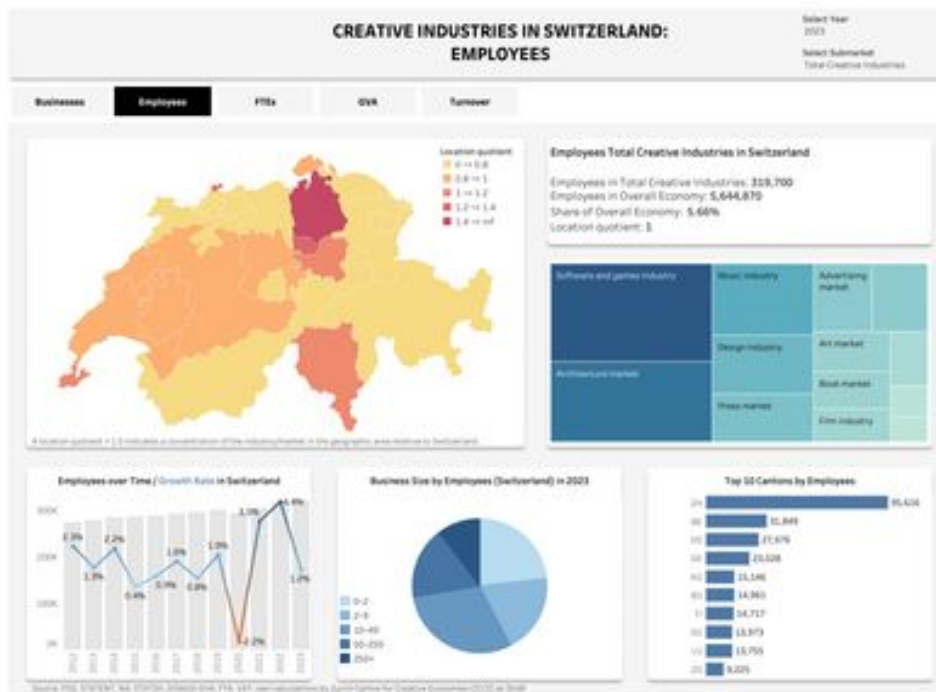
To the survey!

Published data by ZCCE

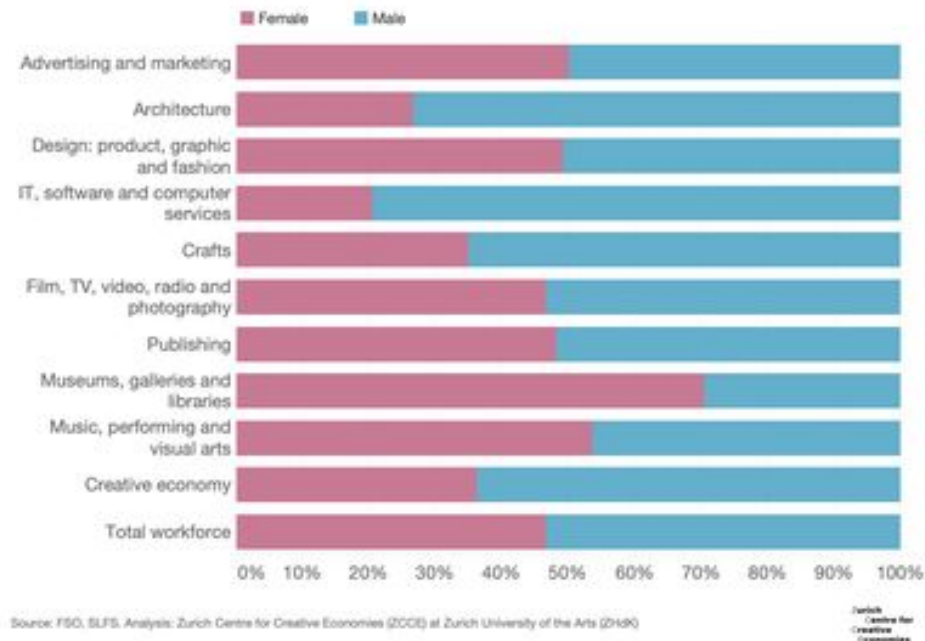
These are the latest published data this year at www.creativeeconomies.com

Creative Industries Switzerland 2023

In 2023, around 320,000 persons were employed in Switzerland's creative industries in 84,000 businesses. This represented 11.7% of Swiss businesses and 5.7% of all employees. The creative industries generated an estimated Gross Value Added (GVA) of CHF 34 billion and an estimated turnover of CHF 109 billion. This corresponded to almost 4.1% of Switzerland's GVA and 2.0% of Switzerland's total turnover. More creativeeconomies.com



Creative Economy Employment by Sex Employed Persons, Switzerland, 2024, Percent of Total



How female is the Swiss creative economy employment?

- The Swiss creative economy employment is still male-dominated: at 35%, the share of women in the creative economy in 2024 was lower than in the total workforce (47%).
- There are differences in the female-male distribution depending on the sub-sector. In 2024, the sub-sector Museums, galleries and libraries had the largest proportion of women (69%), while the IT, software and computer services had the smallest (20%).

More data on the ZCCE research website creativeeconomies.com

Further Education Programm - Summer School

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

This module introduces participants to strategic thinking and value creation within the Creative Tech ecosystem, with a primary focus on Art+Tech. Using real-world cases and applied exercises, participants learn how creativity, technology, and business models interact, and how strategic opportunities can be identified, analysed, and developed in this rapidly evolving field.

Instead of focusing on startup creation alone, the course is built around the concept of a Strategic Challenge. Participants apply course methods to a real, job-relevant context — such as a startup idea, an innovation initiative within an organisation, a response to technological disruption, or an investment thesis — and develop a structured Strategic Roadmap as their main output.

This course corresponds to two modules in terms of scope and price. Participants complete a performance assessment and earn a microcredential certificate worth 4 ECTS credits.

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This course is equivalent in scope and price to two modules.

Please find more information about our new Summer School Module [Navigating and creating Value in Creative Tech](#)

Z-Kubator



This year marks 10 years Z-Kubator

It all started with a Summer Academy with 12 students in 2016 and has been developing ever since. Throughout the year we plan to use this occasion to reflect on the impact that has been generated with 1,000+ programme participants. We will also involve our community to look ahead and discuss how artist and creative careers will develop in the future and what this means for our offerings. [More information and programm](#)

"Z-Kubator What's Up" Alumni Portrait Massimiliano Rossetto

Massimiliano Rossetto's artistic practice lies between photography, sculpture and multi-sensory installations, exploring how we experience nature and our place within it. His latest project, FEROCCE, delves into the landscapes of the Verzasca Valley in Ticino while engaging with themes of belonging, queer ecology, and identity. In conversation with the Z-Kubator, Massimiliano shares insights into his collaborative approach, sustainable practices, and what lies ahead.

More about: [Massimiliano Rossetto](#)

Exhibition: NEWKAMMER II: Present Positions

This exhibition brings together the current cohort of the support programme What's next_Compass at the Righini-Fries Foundation. The exhibition focuses on the diversity of their practices and on how artists position themselves in relation to a context, a place, or the realities they

are responding to today. Working across installation, performance, research-based projects, video, text, and material processes, each participant presents one work that reflects what occupies their work right now.

Inspired by the idea of a Wunderkammer, the exhibition does not follow a single theme but creates a space in which different approaches can coexist and interact. Rather than forming a unified statement, the works create a field of positions that reveal differences, overlaps, and unexpected connections. As the Z-Kubator marks its tenth anniversary in 2026, Present Positions offers a snapshot of its current phase while unfolding within the historical environment of the Righini-Fries Foundation. [More information](#)

Opening: Thursday, 16 April 2026, 6 p.m.

Exhibition: 17 April – 13 June 2026

Closing: Saturday, 13 June 2026

Location: [Atelier Righini-Fries](#), Klosbachstr. 150, 8032 Zurich



ABOUT US

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

All the best, ZCCE Team

Inhalt: Katrin Stowasser

