

Newsletter #9

Happy Holidays and a wonderful start to 2026! 2026 echoes in many tones – soft, strong, familiar, and fresh. [Listen to the New Year's Greeting](#) ↗ of ZHdK. Music connects, inspires, and opens horizons. For the new year, I wish you many meaningful moments. Warm regards, your ZCCE Team!

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!](#)

Creative Economies Forum 2025

Review: CEF Workshop 25 in Uster

On **2 October 2025**, the **CEF Workshop 25** took place for the first time at the **Zeughausareal in Uster** – marking a deliberate step outside the academic setting of the Toni-Areal to open up new spaces for exchange, practice, and collaboration.

Under the theme **“Creative Entrepreneurship - Navigating Between Market Realities and Future Visions,”** the event brought together more than fifty **entrepreneurs, creative professionals, and researchers** for an afternoon of keynotes, workshops, and a concluding panel discussion - and Networking Apéro.

An afternoon of practice, perspectives, and exchange

Practice over theory: Interactive workshops introduced strategic models and tools that participants could directly apply to their own

contexts.

New perspectives: Keynotes and discussions with voices from business and the creative industries sparked dialogue on innovation, sustainability, and the future of creative entrepreneurship.

Exchange & networking: The concluding **Apéro riche** provided space for further conversations, networking, and ideas for future collaborations.

The CEF Workshop 25 demonstrated how **research, practice, and entrepreneurship** can inspire each other – and how much the Swiss creative economy benefits from such interdisciplinary encounters.

[CEF Workshop 25](#)

Fotocredit: Jasmin Frei





ZCCE Transfer

TurntablesLern! **The Next Wave - Skills, Collaboration & Equity in Global Arts**

On 3 November, artlink and the Zurich Centre for Creative Economies (ZCCE) at Zurich University of the Arts brought together artists, cultural practitioners, and educators from Africa, India and Southeast Asia for the

public symposium **“The Next Wave - Skills, Collaboration, and Equity in Global Arts.”**

The event spotlighted insights from **TurntablesLern!**, artlink’s global peer-learning initiative, exploring how creative skills, fair collaboration, and sustainable ecosystems can shape the future of the cultural and creative industries.

Highlights included:

Insights from **Black Rhino (Kenya)**, **Meta Arts (India/Bangladesh)**, and **Mekong Cultural Hub (Southeast Asia)** on bridging skills gaps and building equitable creative networks.

Interactive dialogue tables where participants co-created ideas for new models of collaboration, training, and sustainability.

A **networking apéro** that deepened global connections across disciplines and continents.

The public symposium was followed by two days of intensive exchange and dialogue with different departments, colleagues and further learning programmes of ZHdK: Immersive Arts Space, Physical Computing Lab, School of Commons, Rote Fabrik, Z-Kubator et.al. A big thanks to all speakers, moderators, colleagues and guests who made this exchange so dynamic and inspiring — and to our partners at **artlink** and **Movetia** for their support.

Fotocredit: Ali Zigeli





An Academic Biennial: mapping the field of creative economy in Switzerland - A project with the Federal Office of Culture (BAK).

The Federal Office of Culture (FOC, BAK, OFC, UFC) in Bern has commissioned the ZCCE, at ZHdK, to establish a national academic network bringing together Swiss researchers working on «cultural policy», «creative industries», and the evolving relations between «culture, digital technologies and society».

Switzerland already benefits from a dense but highly fragmented ecosystem of expertise in these fields, spread across universities, art schools, public institutions, think tanks, foundations and independent

research structures.

The initiative seeks to increase the visibility of this dispersed knowledge while fully respecting academic freedom and methodological diversity. The project would like to promote a flexible, open and voluntary network based on dialogue and mutual exchange. Its central ambition is to foster encounters between researchers, encourage collaborative projects, and strengthen connections with cultural institutions and policy actors.

A particular focus is placed on transversal issues such as «digital culture», «creative economies», «ecology and the arts», «cultural governance», «cultural diplomacy» et al.. Participation is open to scholars and researchers active in Switzerland, whether based in universities, art schools, foundations, public administrations, private corporations, media institutions or independent research centres.

Its flagship instrument will be the **Biennial Academic Symposium**. This symposium will serve as a national meeting point to map current research, share methodologies, and identify future collaborative dynamics. It will also act as a bridge between academic research and cultural policy practice. It strengthens Switzerland's position as a hub for interdisciplinary research on contemporary cultural transformations.

The first symposium will take place in the summer or fall 2026 at ZHdK.

-> **Open call to get in touch:** All researchers – in a large sense of the word researcher – working on «creative industries», «cultural policy», «digital culture» and «cultural digitalisation» in Switzerland are invited. Get in touch with: [Frédéric Martel](#)

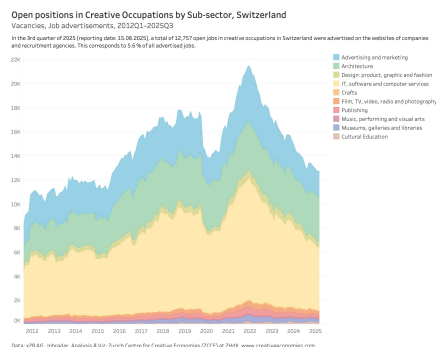
Published data by ZCCE

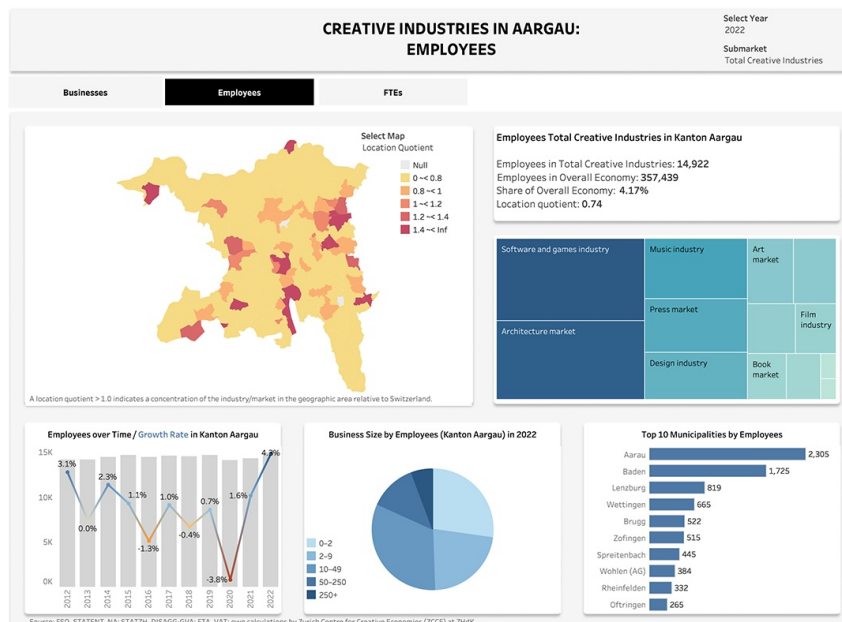
These are the latest published data this year at www.creativeeconomies.com

Jobradar for Creative Occupations Switzerland 2012Q1-2025Q3

In the 3rd quarter of 2025 (reporting date: 15.08.2025), a total of 12,757 open jobs in creative occupations in Switzerland were advertised on the websites of companies and recruitment agencies (5.6% of all job vacancies), which is 10.6% (-1,514) fewer than in the same quarter of the previous year (14,271).

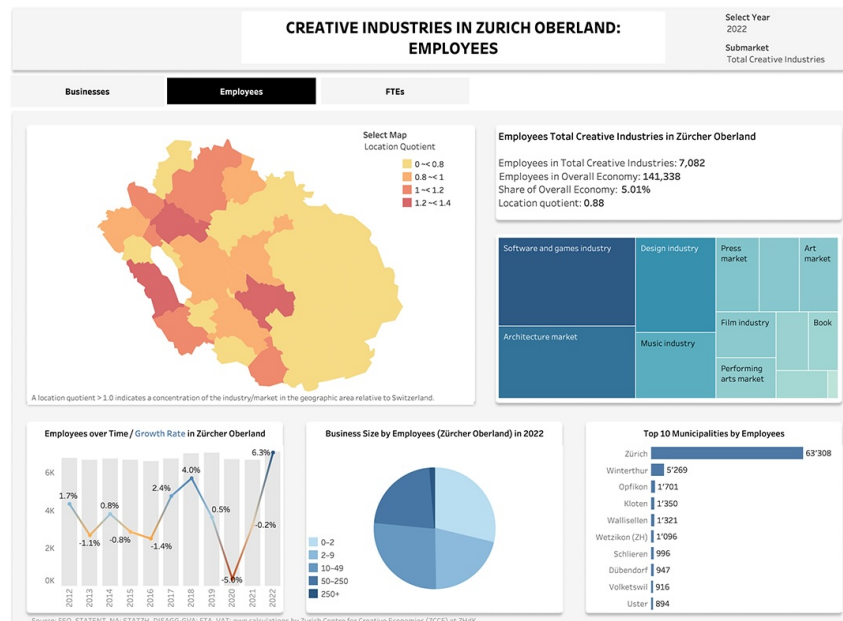
More: creativeeconomies.com





Creative Industries Aargau 2022 In 2022, around 14,900 persons were employed in Canton of Aargau's creative industries in 4,600 businesses. This represents 9.9% of Aargau's businesses and 4.2% of all employees. The creative industries generated an estimated Gross Value Added (GVA) of CHF 1.1 billion and an estimated turnover of CHF 4.2 billion. This corresponded to almost 2.5% of Aargau's GVA and 1.3% of Aargau's total turnover. More: creativeeconomies.com

Creative Industries Zurich Oberland 2022 In 2022, around 7,100 persons were employed in Zurich Oberland's creative industries in 2,200 businesses. This represents 11.0% of Zurich Oberland's businesses and 5.0% of all employees. The creative industries generated an estimated Gross Value Added (GVA) of CHF 700 million and an estimated turnover of CHF 2.1 billion. This corresponded to almost 3.7% of Zurich Oberland's GVA and 2.1% of Zurich Oberland's total turnover. More: creativeeconomies.com



Swiss Arts Pulse - a survey that reflects the reality of cultural and creative professionals

The ZCCE conducts the Swiss Arts Pulse (PULSE) survey on behalf of Pro Helvetia. PULSE is an annual survey that shows how Swiss cultural professionals are feeling and what is happening in their field. The aim is to implement an annual online survey in all language regions, ideally in collaboration with the Observatoire Romand de la Culture (ORC) and the Osservatorio culturale del Cantone Ticino (OC-TI).

The survey has a number of recurring core questions that enable developments to be observed over time. Each year, a new thematic focus is chosen to address current challenges (e.g. the impact of generative AI on the cultural world of work). The questions are developed in consultation with stakeholders (Suisseculture, cantons, cities, etc.), thus enabling user-oriented data collection.

In addition, peer reviewers are surveyed: experts from the funding sector whose perspectives are intended to contribute to the further development of the funding system.

The first survey will take place in 2026.

ZHdK Connect - a digital platform that connects artistic education with the job market

The ZHdK Connect project is funded by the Baugarten Foundation Zurich

and will be realized in 2026.

With ZHdK Connect, the ZCCE is creating a digital platform that connects artistic education with the job market. It is based on two main parts: 1) A public online marketplace where companies and private individuals can easily ask students and graduates to provide creative services. 2) An internal, AI-supported career navigator that helps students with coaching to identify and improve their skills specifically for the job market.

The project is a long-term investment in the creative industries of Zurich, promotes the independence of young talent and strengthens Zurich as a vibrant place for creatives.

The Value of Design in Switzerland!

How much do designers in Switzerland earn? What fees do they charge? And how do these vary across different educations, professions, regions, and employment types? In collaboration with the Swiss Design Association (SDA), we successfully finished a nationwide wage and fee survey to shed light on the economic realities of working as a designer in Switzerland. Stay tuned for our findings! They will be published on **30 January 2026**. **If you want to have a look please write to:** [Katrin Stowasser, ZCCE](#)

swiss design association



**Lohn- und Honorarstudie 2025 für
Schweizer Designer:innen**

What's next_Project - The incubator programme for entrepreneurial projects

What's next_Project is aimed at ZHdK graduates and research staff who wish to develop projects with an entrepreneurial focus in the arts, design and education. The programme is supported by Zürcher Kantonalbank.

Which kind of projects can be supported?

Innovative projects with a pioneering character that were started as part of a study or research project, are to be further developed with an entrepreneurial strategy and have the potential to achieve a positive impact.

New Participants 2026

We are happy to announce the new participants of our incubator programme "What's next_Project":

Digital Organ Works Catalogue

Nina Roth, MA Music Performance Orgel, 2025

Touriski

Anja Fritschi and Tara Jenkins, both BA Interaction Design, 2025

Kymu

Elia Salerno and Stepan Vedunov, both BA Interaction Design, 2025

Handover Event: Meet the new incubatees

At the beginning of each programme year, we introduce the newly selected cohort and reflect on the progress, insights and developments of the previous participants of 2025.

We warmly invite you to join us online to see the presentations of both What's next_Project cohort 2025 and 2026:

Friday, 6 February 2026, 3-5 pm

Registration

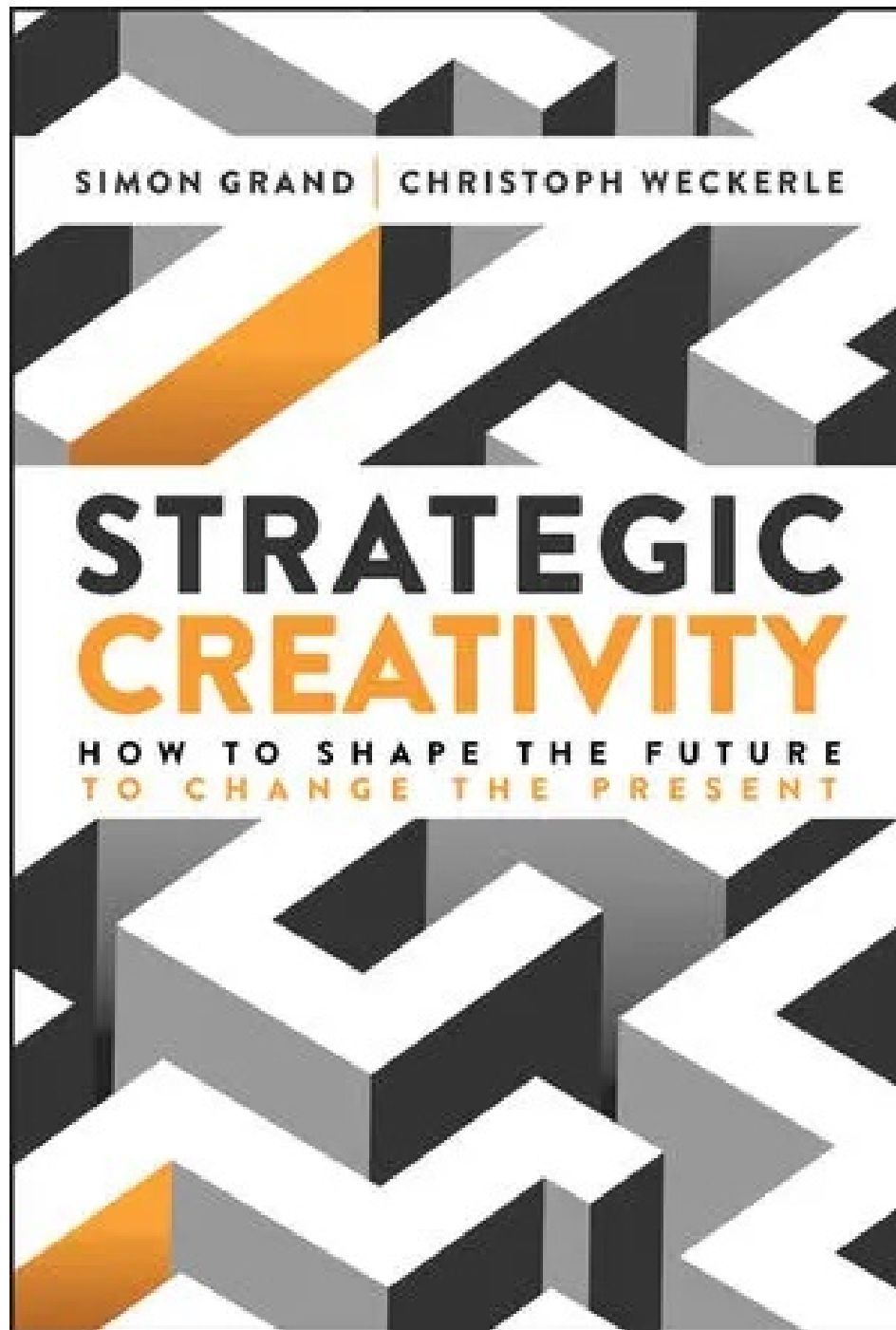
Presentations will be held in German or English.

Out of the Z-Kubator Kosmos

Experience designer Eliane Zihlmann

With her company Somebodyelse, [Eliane Zihlmann](#) enables a change of perspective through immersive VR experiences: they make nature tangible and raise awareness for topics surrounding nature conservation and biodiversity. Since completing her bachelor's degree and participating in the What's next_Project programme in 2021, she has continuously been developing the company together with co-founder Raffaele Grosjean.

[Read more](#)



Strategic Creativity: Shaping the Future to Transform the Present

This book with and our service provides models and guiding questions with which we collaboratively develop specific answers. Published in 2024 it serves as both the theoretical foundation and practical inspiration for our research-based services.

More about the book and our service: [Strategic Creativity For Your Entrepreneurial Future](#)



ABOUT US

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

All the best, ZCCE Team

Inhalt: Katrin Stowasser

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ZURICH CENTRE FOR CREATIVE ECONOMIES

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