

# Cultural Entrepreneurs: Identity and 'becoming' a cultural entrepreneur

Annette Naudin

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**'rethinking cultural entrepreneurship'** (Oakley, 2014)

As self-reliance becomes a way of being, a means of conducting the self, ideas of the social become emptied of meaning. (McRobbie, 2011, p.32)

It is a wholly individualized image of work, with little or no place for loyalty, association, never mind trade unionization. Instead it is about personal brilliance and the values of perseverance. (McRobbie, 2002, p.107)

- Have faith in yourself
- Think yes, not no
- Live life to the full
- Never give up

Richard Branson



[www.dream-life-journal.com](http://www.dream-life-journal.com)

‘particular normative and technical regimes of conduct’ (Du Gay, 2007, p.11)

...individuals ‘masquerade’ by acting out certain identities in public spaces, but also subverting normative behaviours (Donald, 1996)



“Oh, I know somebody who needs a web designer.”  
Whereas if you say business woman they think,  
“Oh.” (Hannah, 2013)

‘Yeah, he would have a badge with it [cultural entrepreneur] on. A badge that tweets! Dave is brilliant! (Jack, 2011).





[Paul] is doing really good things. So yeah people like that. I like the fact that people like that exist in Birmingham and it is small enough to know them all.  
(Emma, 2012)

... I think the habit of having a studio, you've graduated from art school, you go with other artists, you join a studio. That is what you do. It takes a long time to actually pull away from that... (Liz, 2013)

Social entrepreneur...Yes, because I do more than one thing. So, obviously the magazine takes up quite a lot of my time, but because I'm still doing public speaking, I still do some of the training stuff, it just all depends what day it is, so it all comes under social entrepreneur. (Sadie, 2013)

And the truth is when things go wrong, it tends to be because we weren't trying to make something better. We weren't behaving like citizens, in other words, we weren't caring and weren't thinking - that's usually one of the things which goes wrong. But also, especially with big organisations, you can make things like the things they want to buy and you can sell them to them. But that is not the same as caring. It's not the same as trying to make something better and it's not thinking. You really can spend lots of time not really making anything much better. There is no satisfaction in that. (Paul, 2012)

‘an element of goodness through the relationships we have with other people’ (Tom, 2012).

‘you know, he’s a serial, power-hungry person’ (Tom, 2012).

‘Entrepreneurs might be seen as an example of individuals who operate between or outside of existing conventions’ (Davies, 2014, p.12)

Thank-you!  
@CEAnnette