



Entangled Friction • Astral Haze

WP1

Entangled property: insights into the creatives' view of IP

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? How do creatives operating in the MSME segment understand and engage with IP?

A total of 122 interviews across 9 sectors were conducted, audio-recorded and transcribed.

The empirical material is subject to themed analysis and studied through the lens of the economisation literature.

! The study of game developers and fashion / textile designers specifically found that far from property being understood as the consequence of a process of alienation, creatives view their IP as being protected through its entanglement in knowledgeable communities of producers and consumers.

• Young, E., Berthold, H. and Townley, B. 2014. Intellectual property and copying: The attitudes of creatives. BAM Conference, Belfast, 9-11 September 2014.
• UP Your IP, 16 June 2014, Creative Scotland, Edinburgh. Public Engagement Event, co-hosted with St Andrew's ICC