

# National Science Foundation Creative Industries Summit

October 18, 2024

Los Angeles Department of Economic Opportunity



**UCLA**

**UC SANTA BARBARA**

**department  
of economic  
opportunity**

COUNTY OF LOS ANGELES

**Kelly LoBianco**

Director

Los Angeles County Department of Economic Opportunity

# Jeff Burke

Principal Investigator – Innovation, Culture, and Creativity

Associate Dean, UCLA School of Theater, Film, and Television

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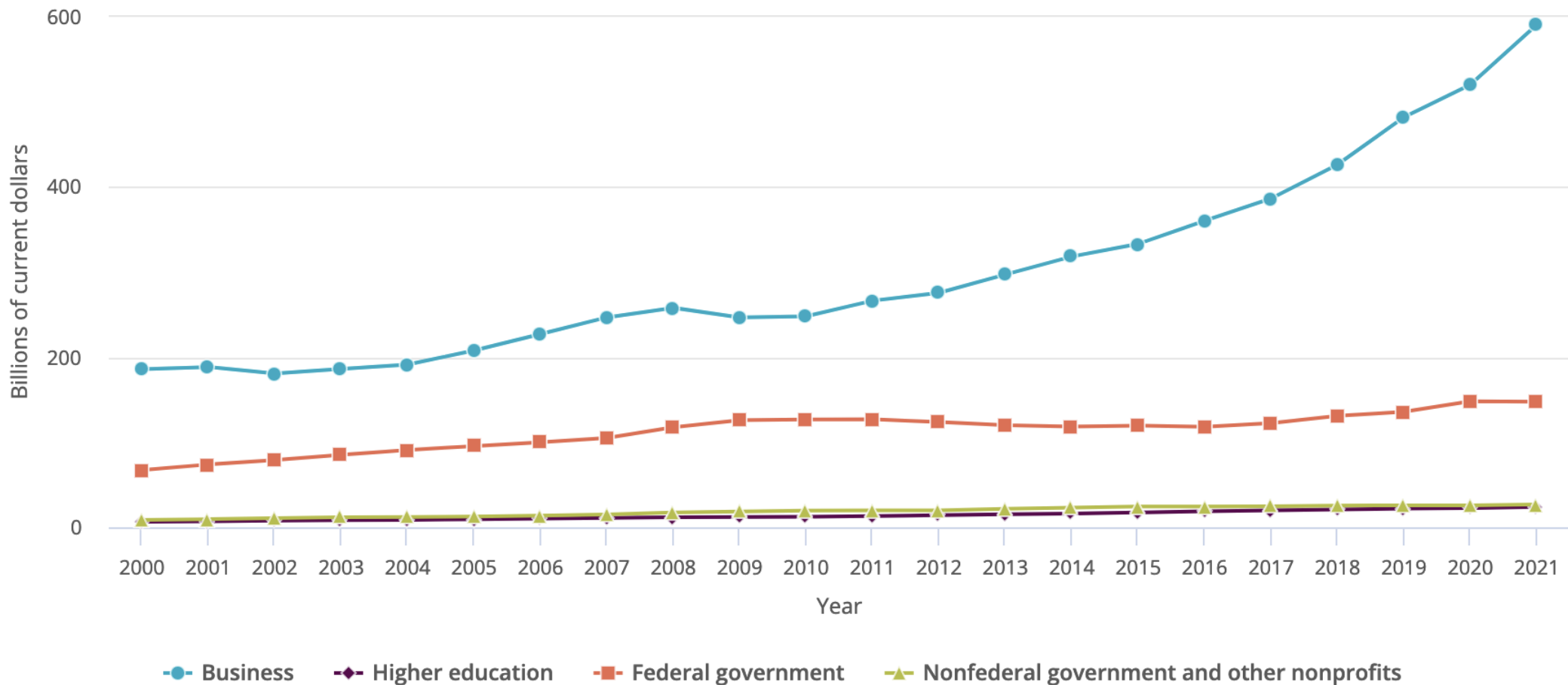
**Increase meaningful engagement of the  
creative sector in the national R&D enterprise.**

**Project Office: Innovation, Culture, and Creativity**

*Supported by NSF award TF-2345797 and the UCLA DataX initiative.*

## U.S. R&D expenditures, by source of funds: 2000–21

*The State of U.S. Science and Engineering 2024,*  
National Science Board.



Industry is well positioned to advance knowledge in targeted fields... But only the federal government has invested **across all fields, across the nation, at scale, and over long-time horizons** to create new knowledge that helps us address **current and future security, health, and economic challenges**. - Robert Beachy, NSB

## Regions

Enhance and sustain the nation's **innovation ecosystems** through thoughtful and deliberate connections to culture.

## Economics

Support **U.S. competitiveness** at the intersection of technology and creativity in critical and emerging areas of innovation, such as AI.

## Individuals

Strengthen the **STEM workforce** through deeper engagement with students, faculty, workers, and organizations who apply STEM skills and innovations in the creative sector.

# Activities in 2024

## Regional Workshops

August – September

CA, DC, HI, MI, MO, NM, NY



## Industry Summit

October 18

Los Angeles



## National Convening

December 5-6

UCLA





**Using Design Justice Principles to Shift Power in the Creation of Community Technology**  
September 15-14, 2024

**WORKSHOPS**  
September 15 • 8:50AM-4PM  
Newlab • 2050 15th St.

Hosted by *Design Justice Network*

**DISCOTECH**  
September 14 • 10AM-3PM  
Talking Dolls • 7145 E Davison  
Open to the Public

gathering ✕ access ✕ connectivity ✕ design ✕ skillshare  
Funded by: National Science Foundation, UCLA-led Innovation, Culture, and Creativity (ICC) project.

**INDIGENOUS PATHWAYS TO PLANNING SUSTAINABLE FUTURES** **SEPT 13TH**

8.00 AM Breakfast at Hotel Parq Central

8.45 AM Bus departs hotel for Indian Pueblo Cultural Center

9.00 AM **WELCOMING REMARKS**  
Opening Comments:  
How do creatives influence public policy?  
  
Ted Jojola, UNM ID+PI

9.30 AM **OPENING PANEL**  
Building Inclusive, Creative Economies  
 Lee Francis, Indigenous Imagination Workshop  
 Jeff Burke, UCLA School of Theater, Film and Television

10.15 AM **COFFEE BREAK & FILM SCREENING**  
Film: Shuka Hit (Our Ancestors' House) A Symbol of Survival and Strength, Sealaska Heritage Institute

11.00 AM **FIRESIDE CHAT**  
Gentrification and Creatives Economies  
 Ted Jojola, Founder and Director, UNM ID+PI  
 Rshaun Davis, Founder, CLTRE

11.45 AM **LUNCH**

**2024 BLACK JOY AI SUMMIT**  
Dreaming of an ethical AI Tech Ecosystem through BlackJoy

**SEPT. 13<sup>th</sup>-14<sup>th</sup>, 2024**  
Union Temple Church  
1225 W. St SE, Washington, DC 20020

FREE REGISTRATION

DEVELOPING DRAMATURGICAL STRATEGIES FOR **XR AI** ALONGSIDE NYC'S CONTEMPORARY PERFORMANCE SCENE

# Outcomes

**Proposed roadmap** to support diverse regions and populations in innovation.

**National network of organizations and individuals** to participate in new programs.

**New models for cross-disciplinary R&D** for the creative / technology industries.

# ICC Project Team



**Jeff Burke (PI)**  
*Theater, Film, and Television*  
UCLA



**Jennifer Jacobs (Co-PI)**  
*Media, Arts, and Technology*  
UCSB



**Chris Johanson**  
*Digital Humanities*  
UCLA



**Lauren Lee McCarthy**  
*Design Media Arts*  
UCLA



**Greg Pottie**  
*Engineering*  
UCLA

# Agenda

- 9:30 Welcome, introduction to the ICC project
- 9:40 Introduction to the NSF and its partnership models
- 10:45 Coffee Break
- 11:00 Roundtables – Subsector / affinity groups
- 12:10 Working lunch – Report-out + More NSF
- 1:30 Partnership ideation breakouts
- 2:45 Coffee Break
- 3:00 Synthesis and next steps
- 4:15 Conclusion / Reception



**National Convening**  
December 5-6, 2024



**The Prince**  
3198 1/2 W 7th Street



# Introduction to NSF and TIP

# Chaitan Baru

Senior Advisor

Directorate for Technology, Innovation and Partnerships

National Science Foundation

# Erwin Gianchandani

Assistant Director for Technology, Innovation and Partnerships

National Science Foundation

# **Allen Walker**

Strategic Partnerships Officer

Directorate for Technology, Innovation and Partnerships

National Science Foundation

**Coffee Break**

# Roundtables

Subsector / Affinity Groups

**Independent  
Artists**

Jennifer Jacobs  
Zain Verjee

**Industry /  
Corporate R&D**

Jeff Burke  
David Tennenhouse

**Unions, Guilds,  
Professional Societies**

Jillian Arnold  
Chris Johanson

**Entrepreneurs, Small  
Businesses, Accelerators**

Jax Deluca  
Lauren Lee McCarthy

# Lunch Q&A

# Kevin Clark

Program Director

Directorate for STEM Education

National Science Foundation

# May Yuan

Program Director

Directorate for Social, Behavioral, and Economic Sciences

National Science Foundation

# **Allyson Kennedy**

Program Director

Directorate for Computer and Information Science and Engineering

National Science Foundation

# Breakouts

Partnership Ideation

**R&D-based  
Entrepreneurship**

Jennifer Jacobs

**Regional /  
Center-scale Activities**

Chris Johanson

**National  
Infrastructure**

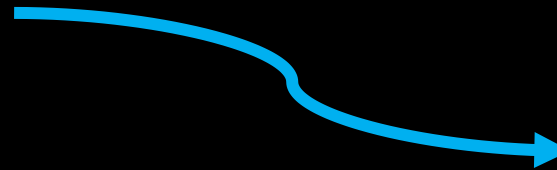
Jeff Burke

**Creative  
Production**

Lauren Lee McCarthy

**Coffee Break**

# Synthesis and Next Steps



**National Convening**

December 5-6, 2024

**icc.ucla.edu**

**icc@remap.ucla.edu**

Additional Slides

# Advisory Committee

## **Hasan Bakhshi**

Professor and Director, Creative Industries Policy and Evidence Centre, Newcastle University

## **Jamie Bennett**

Consultant, Lord Cultural Resources; Former Executive Director, ArtPlace America

## **Elizabeth Currid-Halkett**

Professor and James Irvine Chair in Regional Planning, USC

## **Roy Mathew**

Principal and Higher Education Practice Lead, Deloitte Consulting

## **Carl Grodach**

Foundation Professor, Urban Planning & Design, Monash University

## **Erika Varis Doggett**

Senior Research Scientist  
Walt Disney Studios

## **Kelly LoBianco**

Director, Department of Economic Opportunity  
Los Angeles County

## **Narineh Makijan**

Chair, Los Angeles Regional Consortium of Community Colleges

## **Eric McIntosh**

Worldwide Higher Education Strategy & Programs, Apple, Inc.

## **Manuel Montoya**

Associate Professor of Economics, University of New Mexico

## **Todd Presner**

Professor and Co-PI, Mellon Foundation Urban Humanities Initiative, UCLA

## **Kamal Sinclair**

Senior Director for Digital Innovation,  
Los Angeles Music Center