

ABSTRACT

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Constituting local creative markets: Field configuring events and professional scene formation in Berlin's design industries

Based upon a review of the recent literature on so-called “field configuring events” (FCEs), this paper discusses the role of organized events in the constitution of local creative markets. We argue that the existing literature on FCEs tends to neglect a spatial as well as an organizational dimension, which are necessary to understand how such events are themselves configured by the context in which they are embedded.

Drawing on a longitudinal empirical study of the recent Berlin design market, we study the crucial role of events for cultural entrepreneurs as sites for accessing, organizing, and establishing markets in a fragmented creative industry field. At the same time, we show how events, in order to have this ‘market configuring’ role, need to be organized according to relevant scenes that typically articulate in specific local conventions, habits and communicative structures. Drawing on the role of space as an analytical framework, we conclude that research on FCEs would benefit from taking into account the variance in how events are organized in different social and geographical contexts.