

The Roots of Creativity: Lessons we can learn from hand-to-mouth creativity

Sophie Bennett (PhD Student) Aberystwyth University
School of Management & Business and Department of Psychology



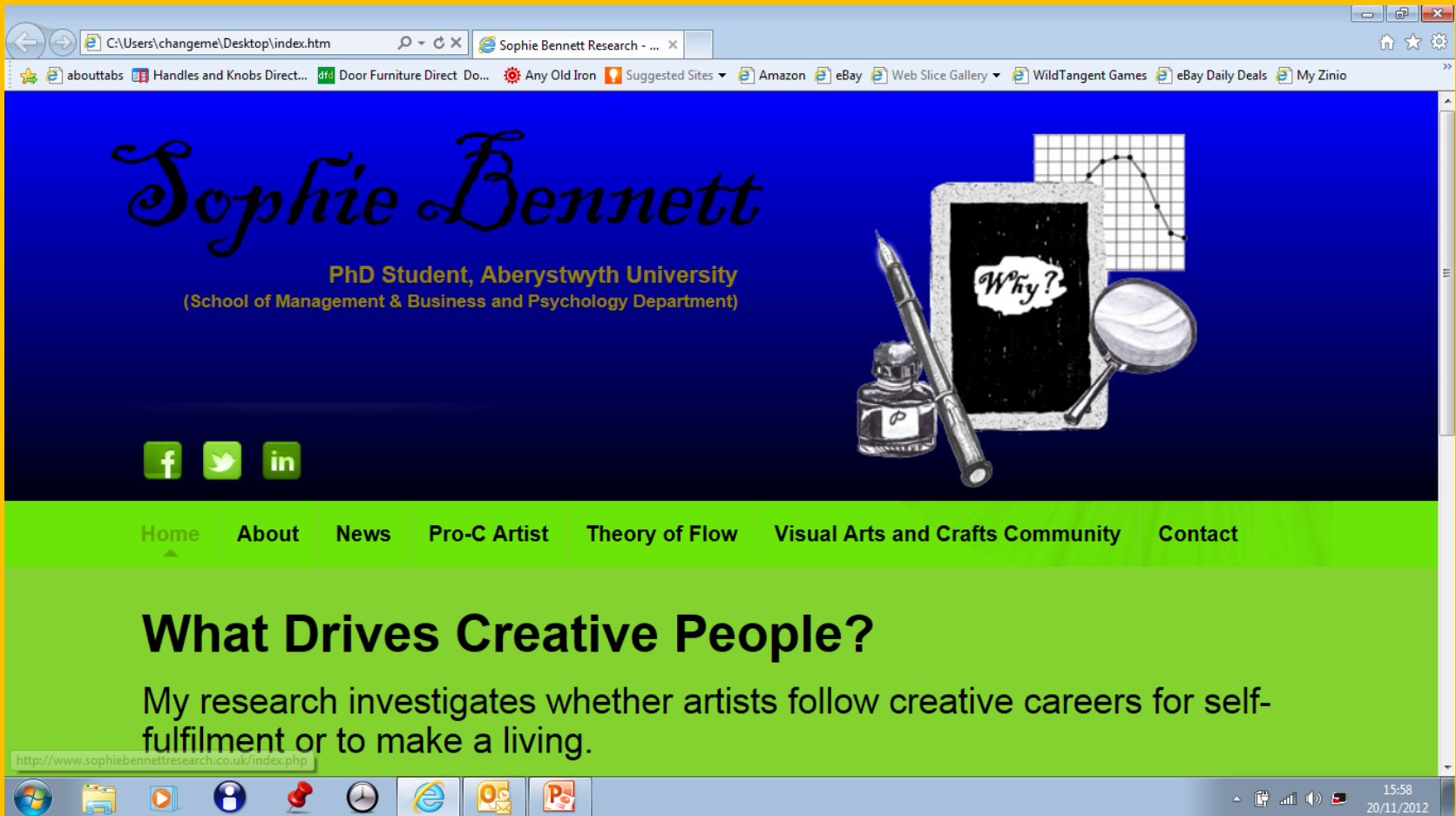
Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).





Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/

Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



Identification of the Professional Creative (Pro-C) Artist:

Location: Mid and
Wales

Career: Sale of
work accounts for
21% + of annual
income

Type: Visual
Artists & Crafts
People

Income: On
average earn less
than £10,000pa
for creative work

Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



Example of work made by Pro-C Artists:



Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



Profile of the Pro-C Artist:

The Pro-C Artist works for little reward and as a result they live in borderline poverty spurred on by a desire to engage with their craft.

- The majority are between 55-64yrs
- The average annual wage is under £10,000, yet it contributes for 21% or over of their annual income (57%)
- They are more likely to be female (68%),
- They have worked in their creative area for over 20yrs (56%)
- They are not native to Wales but have lived here for an average of 20 years.

Data obtained from Questionnaire Analysis, January 2012

Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



Mid and West Wales:



Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: [uk.linkedin.com/pub/sophie-bennett/52/a89/282](https://www.linkedin.com/pub/sophie-bennett/52/a89/282)



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



I make quilts for me, I sell them because I can, it is a part of me, it is something inside of me I need to get out, it completes me ...

Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).



Europe & Wales Investing in your Future
European Social Fund

In every small town in Mid and West Wales you will see a Christmas craft fair, craft market or a small local gallery. The Pro-C Artist prospers here.

Determination, a make-do-and-mend attitude, and a love for ones craft are the key tools for survival



Email: sob@aber.ac.uk Website: www.sophiebennettresearch.co.uk/
Linked-In: uk.linkedin.com/pub/sophie-bennett/52/a89/282



KESS Scholarship 2011-2013

KESS is funded under the European Social Fund Convergence Programme by the Welsh European Funding Officer (WEFO).

