

Digital Technologies in Cultural Entrepreneurial Practice in Tech Arts in Morocco: Design or Fine Arts

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Abstract : This abstract falls within the scope of entrepreneurship and regulates cultural and creative entrepreneurship. It tackles the topic of "The Ecosystem in Cultural and Creative Entrepreneurship in North Africa". This piece of work deals with the problem of the absence of the ecosystem in cultural and creative enterprises in North Africa, meaning the absence of a clear structure of the ecosystem in the field of cultural and creative entrepreneurship in North Africa. The aim of this research is to create an integrated ecosystem that brings together all those involved in cultural and creative entrepreneurship in North Africa: from training, financial support, continuing, international organizations, government banks, and means of communication. This study is significant not only because it suggests some activities to develop this system but also because it provides all of the information to cultural and creative entrepreneurs in order for them to create project opportunities and activate the entrepreneurship process. It will also enable the creation of opportunities to work among them and formulate common cultural policies to develop the quality of cultural and creative services in North Africa. This research paper uses a qualitative approach to gather information of good quality about the problem being tackled, as well as studying and analyzing different documents and conducting interviews with cultural entrepreneurs, which will help to collect all the information on the state of the ecosystem in North Africa. For the moment, this paperwork is at the stage of collecting preliminary data regarding the problem and developing appropriate schedules for all the phases of the research in order to be productive and deliver this study in the coming months.

Keywords : cultural innovation, design innovation, design thinking, cultural entrepreneurship

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