

Arts Industry Definitions

Taken from the *NWT Arts Strategy, October 2004*

In the NWT, the arts is a cottage industry for art and fine crafts. This industry includes:

Art: means an expression in the visual, literary and performing media through the use of individual skills and creativity.

Artists: employ creative abilities to create unique items in the visual, literary and performing media.

Crafts and Fine Crafts: items produced using traditional techniques and designs and are often variations on a theme. Fine Crafts are considered to reflect high levels of skill and ingenuity. Both Crafts and Fine Crafts are usually produced for sale.

Cultural Industries: incorporate the commercial aspects of art and fine crafts, including art galleries, sound recording studios, filmmaking and book publishing.

Film and Video Production: refer to the processes of creation, production, post-production, promotion and distribution of a product.

Literary Arts and Publishing: involve the creation of original or creative writing, which can include but is not limited to, lyrics, manuscripts, musical scores, poetry, scripts and screenplays. This sector is comprised of the creative discipline as well as the production, promotion and distribution of this art form.

New Media: refers to computer and digital technologies, video art forms, audio-visual installations and performances.

Performing arts and Production: include, but are not limited to, music, dance, performance art, theatre, spoken word and storytelling. This sector is comprised of the creative discipline as well as the production and promotion of the art form.

Traditional Knowledge: is knowledge and values that have been acquired through experience, observation, from the land or from spiritual teachings, and handed down from one generation to another.

Visual arts: include but are not limited to carving, sewing, painting, printmaking and photography. They are the creation of one-of-a-kind, unique pieces by an Artist or group of Artists.