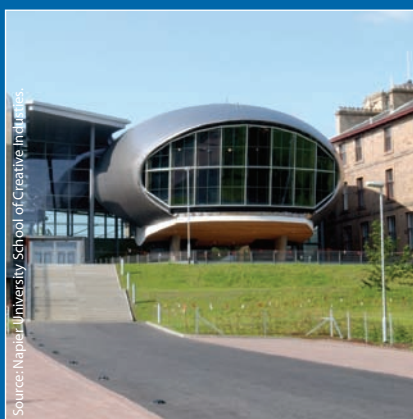




# CREATIVE INDUSTRIES

“Edinburgh is a great place to grow a business. Where else in the UK can you find world-class universities turning out top-notch graduates on your doorstep, find the quality of life that we have here and still be only a short plane journey from other major cities?” STEVE LEACH, MANAGING DIRECTOR & CO-FOUNDER, BIGMOUTHMEDIA



## OVERVIEW

The creative scene in Edinburgh is dynamic and growing. The world renowned festivals, a multitude of galleries and museums, national cultural bodies and an ambitious private sector all help to make the city a lively and inspirational place.

The success of Edinburgh's economy in recent years has been built on the use of the city's extensive knowledge base. The city has a robust and fast-growing creative sector, with particular strengths in advertising, architecture, fashion, film production and graphic design.

## EDINBURGH'S STRENGTHS

- Edinburgh is ranked 6th in the inaugural Sharpie Index of the UK's top 20 most creative towns and cities.
- The juxtaposition of Edinburgh's creative talent with a thriving and experienced financial sector gives the city the potential to become a key global centre for creative businesses in future years.
- Successful creative companies located in the city include Tangible Group: one of the UK's largest integrated marketing communications organisations; RMJM: the internationally renowned architects behind high profile projects such as The Scottish Parliament, the Falkirk Wheel and Moscow's City Palace Tower; Django Films: the flagship animation studio of Sylvain Chomet, writer and director of the Academy Award nominated *Belleville Rendez-Vous*; and Rockstar North: the award-winning computer and video games developer behind the Grand Theft Auto series.
- Over 3 million people attend Edinburgh's 13 major annual festivals, including the world famous International Festival, Fringe Festival and Military Tattoo.

## TALENTED WORKFORCE

- 21,000 people, or 7% of Edinburgh's workforce, are employed in the creative sector.
- Edinburgh College of Art (ECA) is one of the largest, independent art colleges in Europe. ECA offers undergraduate, postgraduate and research degrees in art, architecture, design and landscape architecture.
- Napier University's School of Creative Industries is the premier centre for creative arts education in Scotland and regularly produces award-winning graduates.



For more information:

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