

## Prof Andy C Pratt

Andy is an internationally acclaimed expert on the topic of the cultural industries. He has held academic appointments at University College London (Bartlett School of Planning) and LSE (Geography, and Urban Research Centre), King's College, London (Culture, Media and Creative Industries). He joined City University London in 2013. Andy established and was Director of the Urban Research Centre at LSE, founding chair of the Department of Culture, Media and Creative Industries at KCL; and is currently Director of the Centre for Culture and the Creative Industries at City University.

He has published over 100 items: books, chapters and articles. More info and downloads of papers: <http://www.andycpratt.info>

Andy specializes the analysis of the cultural industries globally. This research has three strands. The first focuses on the social and economic dynamics of clustering and knowledge exchange. The second strand concerns the definition and measurement of employment in the cultural, or creative, industries. The third concerns cultural governance and policy making at the national, regional and urban scales.

He has developed definitions of the cultural sector that are used as standard measures of trade and employment by UNCTAD and UNESCO. Andy has made a notable contribution (textually and methodologically) to all four iterations of the "Creative Economy Report"; and to the World Cities Culture Report. He has just completed the first systematic comparison of cultural employment in North America and Europe for NESTA. Andy is a global expert on creative cities, and a report on Creative Hubs for the British Council, and a report on creative hubs in Vietnam.

Andy was Deputy Director of the AHRC funded Creative Works London a 5-year project on the creative economy and hubs focusing on knowledge exchange. Andy is a member of the consortia that secured a H2020 grant for work on cultural value chains (2019-2023)

Andy has worked as a consultant or advisor for national and urban cultural and creative industry policy makers globally, and specifically reports for the EU, Council of Europe, UNESCO, UNCTAD, and WIPO, and the British Council.