

UPTEC



U.PORTO



Portugal

Topic:
Creative Skills

Achievement:
Learning Together

Sector:
All CCS and Cross-
sectoral

From Artists to Entrepreneurs: New Perspectives for Cultural Management

Five artists. Five themes. One question: what does art teach us about management? At UPTEC, students explored leadership, planning, and innovation through the lens of creativity as part of their Learning Lab. The explorations resulted in a video series that challenges traditional business thinking and sparks dialogue about the value of artistic practices in entrepreneurship.



creativeflip.eu



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Challenge

Entrepreneurship education often focuses on business plans and market forecasts, leaving little room for creativity, experimentation, or alternative perspectives on leadership and innovation. UPTEC's Learning Lab From Artists to Entrepreneurs set out to shift this mindset by inviting students of Cultural Economics at the University of Porto to explore what management and entrepreneurship can learn from artistic practice. When the Covid-19 pandemic made in-person sessions impossible, the team faced the challenge of rethinking a workshop model based on live interviews, discussion, and interaction.

Solution

UPTEC transformed its planned live interviews with five artists into a professionally produced video series, each dedicated to a core entrepreneurial theme. Film, dance, performance, visual arts, and music became entry points for exploring leadership, team building, audience engagement, planning, and innovation. With accompanying analytical guidelines, the videos were integrated into coursework and shared openly under Creative Commons licensing, allowing students to watch, revisit, and reflect at their own pace.

Impact

The Learning Lab broadened students' understanding of entrepreneurship by presenting leadership, planning, and innovation through the perspective of working artists. Participants valued hearing real stories of creative problem-solving, collaboration, and resilience, which challenged traditional assumptions about business and management. For UPTEC, the project revitalised team energy after months of remote work, built internal capacity for educational media production, and strengthened networks within the artistic community. The openly accessible video series continues to serve as a long-lasting resource for students, educators, and professionals, extending the Learning Lab's impact far beyond the pandemic moment.

Milestones & Learnings

Students critically questioned the selection of artists and topics, prompting productive discussion about the logic behind each pairing

The shift to a video format expanded accessibility and allowed for deeper analysis through repeated viewing

Technical issues, scheduling challenges, and one interview re-recording required strong adaptability

The project culminated in classroom debates and a public roundtable at Casa Comum, strengthening dialogue between artists and the academic community

Students connected lessons from the videos to personal experiences and conversations beyond class, showing real-world resonance

The Learning Lab encouraged interdisciplinary thinking, positioning artistic practice as a model for navigating uncertainty and leading creative teams

Key Takeaways

- The Learning Lab connected art and entrepreneurship by showcasing how artists apply leadership, planning, and innovation in their work.
- Originally planned as live interviews, the project pivoted to producing five professionally recorded video interviews, ensuring accessibility and wider dissemination under Creative Commons licensing.
- Students raised critical questions about artist selection and theme allocation, linked content to their coursework, and suggested expanding the concept internationally.
- The project delivered videos, guidelines, classroom debates, and a public roundtable, creating reusable teaching materials for cultural economics and beyond.
- Feedback confirmed that artistic management skills can inform other sectors, challenging traditional views of entrepreneurship and inspiring interdisciplinary learning.

Learn more- Video: [O que a arte tem a ver com isso? – Artistas falam sobre competências de gestão](#)
Website: [Casa Comum – intervenção cultural](#)