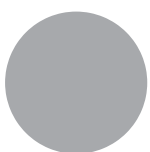
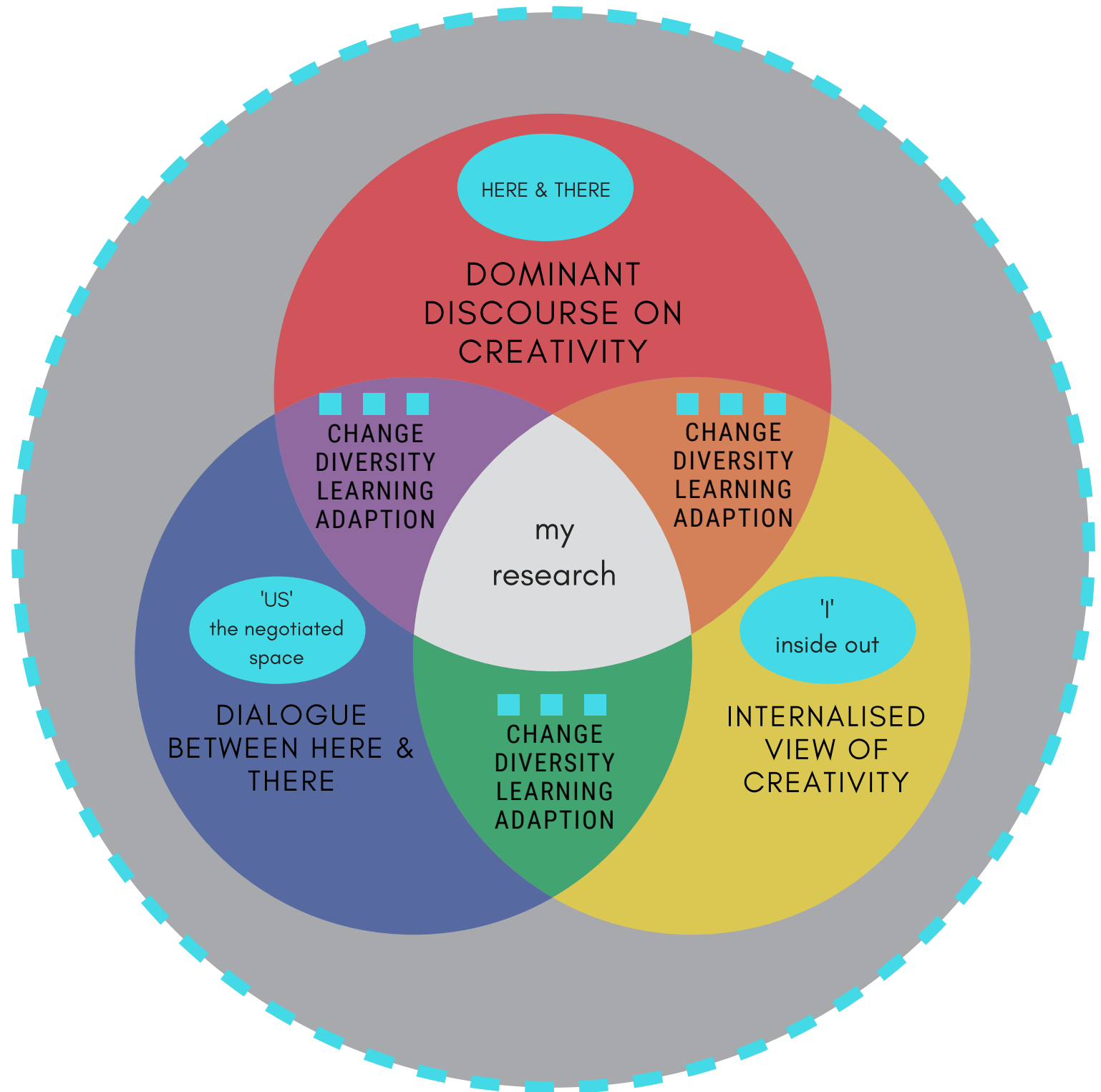


creative industries

"creativity is not what most people think it is"
(McIntyre, 2012)



**CREATIVE
INDUSTRY**

the grey area



'threads'

intercultural communication



**CASE
STUDIES**

real life context