

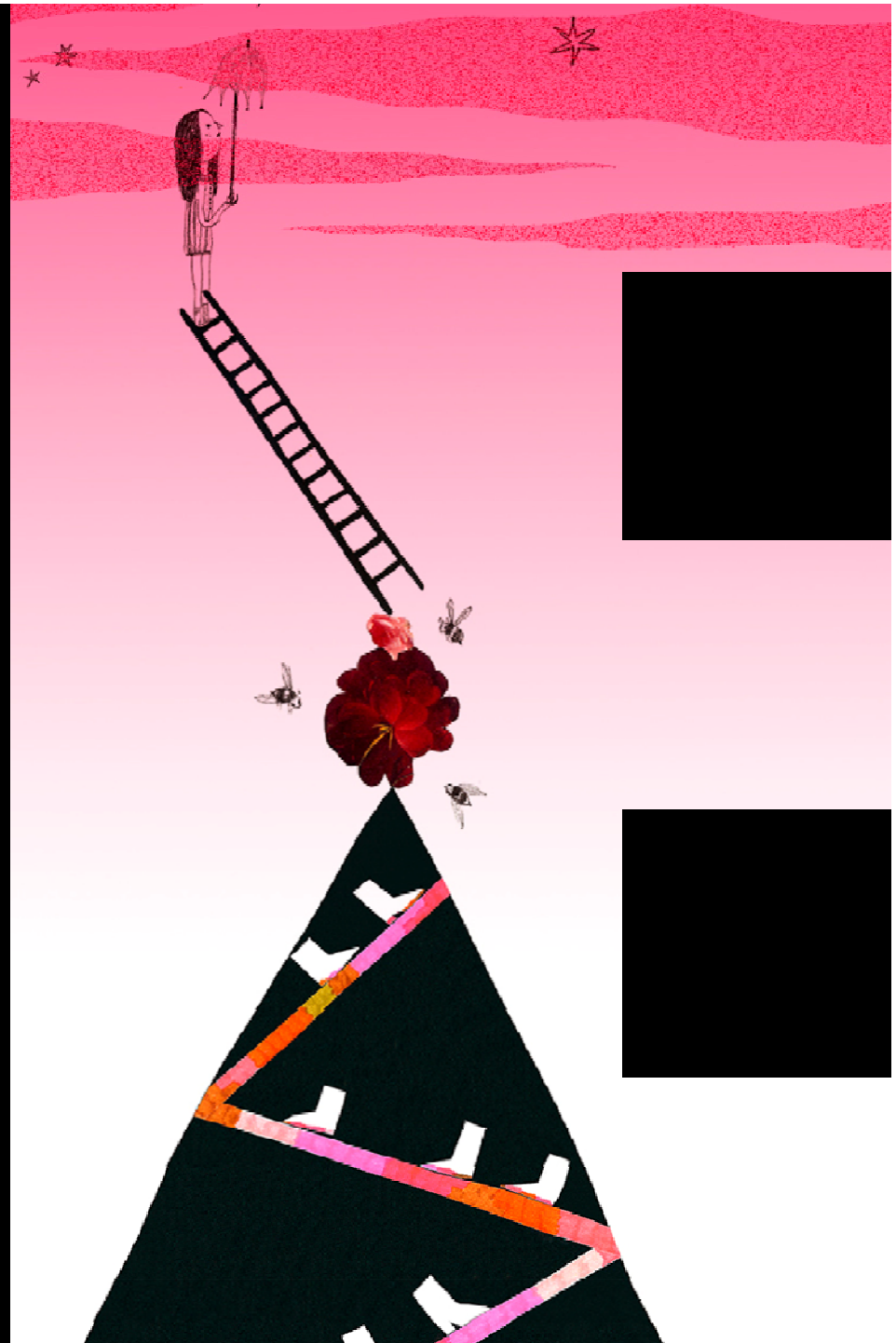
ual:

Innovations in Creative Enterprise Support

Careers & Employability

Empowering UAL students and graduates
to make a living doing what they love.

arts.ac.uk/careers



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Context

- DLHE Stats – 25% of UAL graduates freelance or start a business within 6 months of graduation
- 238 entrepreneurial graduates were reported last year in annual HEBCIS survey

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Careers & Employability

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KNKTU (Connect to) Rationale

Aims

Build a Community

Flip the Power Dynamic

Learn by Doing Approach

ual:

KNKTU

KNKTU is a creative collective comprised of current UAL students and alumni; they connect with other creatives and industry professionals through:

- Collaborative projects
- Visits Out
- Programming Events



KNKTU: Gameover event at Boiler Room HQ

ual:

Meetings

- Hang out
- Plan, collaborate and discuss enterprise programming
- Signpost to wider career's services
- Paid job roles
- Develops peer and professional networks



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KNKTU X GUAP Workshop
to attract new members to
KNKTU with an interactive
and informal Q + A about
Guap's journey into the
creative industries.

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Next Steps for KNKTU

- Challenges
- Current project
- Potential Partners



KNKTU event at Boiler Room HQ

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not just a shop

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Concept

- **not just a shop** is a multi-functional experiential learning and retail space in Central London (launched in September 2017)
- Sells design products and artwork by students from UAL's six leading arts colleges
- The space facilitates enterprise learning and entrepreneurial activity (talks, workshops, meetings, one to ones)
- Proceeds fund our enterprise events programme, set up to help students and graduates with their businesses
- Eco-system for students and alumni

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Careers & Employability

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Demonstrable innovation

- Studio-based & object based enterprise learning
- A self-funded multi-function learning environment
- Live briefs in the curriculum
- Employs and commissions students & alumni
- Intellectual Property support



Enterprise learning event in not just a shop

ual:

Creating Value

- 48% increase in enterprise engagement (900+ at events)
- 84 artist and designer businesses selling work
- Students & Alumni paid £167,449
- University public engagement & brand awareness
- 250,000+ press coverage views (Time Out, Wallpaper, Guardian)



Selection of student products available in store

ual:

Sharing Best Practice

- Cross institutional working group
- Consultation with Glasgow School of Art, Barbican and Southbank Centre
- Member of Association of Cultural Enterprises



JPD Ceramics

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