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BY JORDI BALTÀ PORTOLÉS
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New NEMO Publication on Museums and Creative Industries



The **Network of European Museum**

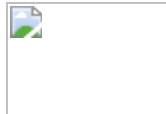
Organisations (NEMO) has recently published a report entitled ***Museums and Creative Industries: Mapping Cooperation***, which is freely available online. This new toolkit sketches the **basic reasoning behind cooperations of museums and creative industries from both sides**. Furthermore, specific examples from Latvian museums point out the benefits of these connections. In the second part of the publication, the **theoretical approach towards the mapping of cooperations is explained**, including guidelines for interviews with representatives of museums and the museums themselves, helping to visualize the museum's networks. The **added value that creative industries pose for museums especially from an economic standpoint** is growing in the process of cooperation. This was one of the main results found by the think tank "Creative Museum" in the framework of **NEMO's Working Group Museums and Creative Industries** in their mapping of cooperation between museums and creative industries in Latvia. The publication *Museums and Creative Industries: Mapping Cooperation* is a base for **raising the profile of museums cooperating with the creative industries**. The presented examples show the potentials of

these synergies, which are closely connected to the objectives of the EU's **Creative Europe programme** within the vision of the EU 2020 Strategy. *Museums and Creative Industries: Mapping Cooperation* is available for **free download** at <http://www.ne-mo.org/news/article/nc/1/nemo/new-nemo-publication-museums-and-creative-industries-mapping-cooperation/376.html>

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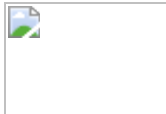
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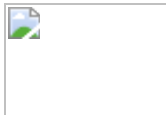
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