



CONNECTING PRACTICE AND THEORY IN CREATIVE ENTERPRISE

CHORA PORTFOLIO SUMMARY:

The genesis of CHORA lies within numerous conversations with creative practitioners, many of whom contribute to teaching part-time within Higher Education. The potential to export the intellectual assets of academia into creative practice was incrementally exposed and the seeds of CHORA were sown.

Designed as a permeable membrane within which, collaborators gather, conversations ensue and outcomes emerge, CHORA is devoid of what may be regarded as outdated models of creative commerce: no office, no employees, few encumbrances to limit its purpose: rather it is light, horizontal, fleet of foot, responsive rather than reactive, and capable of shifting shape according to demands that may emerge. CHORA is non-hierarchical and constitutes a range of collaborators, with shared values, who assemble within the permeable membrane as needs particular materialise. As a structure, CHORA represents a new paradigm within creative endeavour: an entity designed to be responsive to the rapidly changing demands of the 21st century and beyond.

However, CHORA is not a whimsical entity, it is incorporated as a Limited Company under UK law and has a strong ethical compass: donating 5% of net profits to the not-for-profit, and charitable sectors annually.

The CHORA PORTFOLIO represents both a record of, and a reflection upon the activities of CHORA within the first year of existence. It records how the shape of CHORA has shifted, informed by the demands placed upon it, which incrementally led to clear structures emerging that whilst are distinct, may be thought of as 'parallel lines with converging tendencies'. The duality of CHORA PRAXIS and CHORA SCHOLARSHIP were not envisaged within the original conceptualisation of CHORA, but have emerged over time and are perhaps testament to the value of horizontal and non-hierarchical models of creative praxis.

The CHORA PORTFOLIO demonstrates 'impact' within the realms of academic research and in particular the requirements of the Research Excellence Framework (REF). The portfolio provides evidence of the export of Academic Research and scholarship, beyond the thresholds of academia informing creative praxis and scholarship in worlds beyond the academy.

Reflection suggests this is merely a beginning and as new opportunities emerge, CHORA will mutate over time in response to the 'as yet unimagined'.