



New year's speech

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9 January, 2025

On behalf of the Creative Industries Fund NL and Aric Chen and Aukje Bolle (directors of Nieuwe Instituut), I have the pleasure to welcome you at this new year's party.

I hope you enjoyed the performance in the last ten minutes of the live drawing by Steef Offerhaus and the music by DJ Dey.Rey. Thank you!

Steef was supported in our talent development programme together with 50 other young creators in design, architecture and digital culture. In today's society, we should nourish young creative talents as they visualise and present new perspectives on our complex and sometimes controversial society.

Nieuwe Instituut gives place to these voices while we at the Creative Industries Fund try to be a gatekeeper and to finance and guide these talents. We feel privileged to do so... and we feel privileged we can continue to do so in the coming years... as our budget and the budget of the other national cultural funds and infrastructure was confirmed for the coming years by the minister of culture, Eppo Bruins. That's good news for the cultural and creative sector. Thank you to all people from OCW, present here today, for your trust in our work.

But in 2024 we, and the other cultural funds, also had to make some serious and difficult choices in the financial support that we can give to organisations in our sector. After a tough advisory process, we now selected 28 organisations in the creative sector that we will financially support the coming years. But we could easily have doubled that number if we look at the total positively judged proposals. We only did not have enough budget...

Sometimes this feels not fair towards these organisations and the creative and cultural sector. We continue conversation with colleague funds and ministries what we can do to improve this process in the future.

In general, in 2024 it has not been easy to push for a strong cultural and creative agenda in the Netherlands due to the necessity for budget cutbacks for ministries, for society and in the end, also for us.

But also today's international political context questions our culture and our creative work. 11 days after this January 9... Donald Trump will be inaugurated. I don't want to go in politics... but I need to mention Elon Musk...Sorry...

Trump literally launched Elon Musk to be his shining star. A person that 15 years ago would speak at digital culture and design conferences on the power of creativity but now puts more trust in technology than in democracy. Believes more in financial power and artificial intelligence than in human dialogue.

This new reality will also affect the creative industry in Europe. Of course.

The strive for the use of artificial intelligence in all aspects of our lives requires the drafting of new public values to question technology and the use of AI.

I think that with organisations like Public Spaces, Rathenau, Waag Society, IDFA doclab, Nieuwe Instituut, IABR, Dutch Design Foundation and Moonshot, our creative industry can play an important role to further define these public values.

This will be a big subject for our sector in the coming years with the new 200 million euros CIIIC programme with new vast grant schemes that create new opportunities in immersive artistic design projects. I hope that everyone finds time to research these new possibilities of this CIIIC programme.

Next week we, at www.stimuleringsfonds.nl, are also opening our new grant schemes for design, architecture and digital culture. Pls visit our website for full details!

To finalise.... I'm very happy that we, once more organise this new year's party together with Nieuwe Instituut. Before I give the mic to Aric I want to thank the organising team of this great gathering and Nieuwe Instituut for our continuous collaboration here, in Venice, in Osaka, in the Prix de Rome Architecture and in and on many other places.

Thank you and up to a prosperous, safe and sustainable 2025.