

## 2.8 PERFORMING ARTS

### 2.8.1 Conceptual Framework

They are understood as staged arts where artistic action takes place live in front of an audience. From a classical standpoint, performing arts are theater, dancing and music and all of their combinations. From a more contemporary perspective, there is the contribution of new technologies and new spaces for public staging in comparison with the disciplines mentioned earlier.

#### Activities

Primary	Related
<ul style="list-style-type: none"> <li>Creation of contents (theater, opera, operetta, etc.)</li> <li>Direction</li> <li>Dramaturgy:</li> <li>Writing of works</li> <li>acting</li> <li>Design of unconventional spaces</li> <li>Creation of choreographies:</li> <li>Design of:</li> <li>costumes</li> <li>make-up</li> <li>sets</li> <li>special effects</li> <li>Lighting and sound design</li> <li>Design and choreography for carnival dances and puppets</li> <li>Ballet</li> <li>Circus</li> <li>Magic Shows</li> <li>Education in performing arts:</li> <li>Transmission of traditions</li> <li>Formal education in performing arts</li> <li>Informal education in performing arts</li> <li>Ballet schools</li> <li>Intellectual property rights management</li> <li>Live presentations:</li> <li>carnival</li> <li>tours</li> </ul>	<ul style="list-style-type: none"> <li>Composition of background music</li> <li>Sound tracks</li> <li>Musical interpretation</li> <li>Staging of plays:</li> <li>Manufacture of costumes</li> <li>Manufacture of sets and related items</li> <li>Manufacture of props</li> <li>Tracks</li> <li>Program printing</li> <li>Festival and carnival management</li> <li>Catering</li> <li>Event publicity</li> <li>Company representatives</li> <li>Administrations of salons, theaters and public places</li> <li>Program publishing (printed</li> <li>Tourism</li> <li>Bars &amp; restaurants</li> <li>Sponsors</li> <li>Sale of promotional articles</li> </ul>

## 2.8.2 Economic Information

The information shown in Tables 14, 15, and 16 is from the results of the survey done by CEDE for the Industrias Creativas Project, since for this subsector the information furnished by the DANE and the Chamber of Commerce did not give details useful to project objectives.

The Performing Arts subsector is poorly organized and, therefore, information is limited to that provided by the National Theater Foundation, the Latin American Theater Foundation and the Project Survey.

*Table 14*  
**ARTES ESCÉNICAS**

<b>Tipo de Emplazamiento</b>	<i>Local</i>	82.76%
	<i>Puesto Fijo</i>	6.90%
	<i>Vivienda con Act. Econ.</i>	10.34%
	<i>Otro</i>	0.00%
<b>Organización Jurídica</b>	<i>Sociedad Comercial</i>	82.76%
	<i>Cooperativa</i>	13.79%
	<i>Sociedad de Hecho</i>	3.45%
	<i>Persona Natural</i>	0.00%
<b>Afiliación a Gremio</b>	<i>Si</i>	34.48%
	<i>No</i>	65.52%
<b>Tiempo de Funcionamiento</b>	<i>Menos de un año</i>	0.00%
	<i>Entre 1 y menos de 3 años</i>	6.90%
	<i>Entre 3 y menos de 5 años</i>	0.00%
	<i>Entre 5 y menos de 10 años</i>	27.59%
	<i>10 años y más</i>	65.52%
<b>Contabilidad</b>	<i>P o G o Balance General</i>	72.41%
	<i>Otro tipo de Cuentas</i>	27.59%
	<i>No lleva Contabilidad</i>	0.00%
<b>Tipo de Locación</b>	<i>Único</i>	86.21%
	<i>Principal</i>	6.90%
	<i>Sucursal</i>	3.45%
	<i>Unidad Auxiliar</i>	3.45%
<b>Conocimiento de Leyes y Regulación</b>	<i>Completamente</i>	86.21%
	<i>Parcialmente</i>	10.34%
	<i>No las Conoce</i>	3.45%
<b>Computadores</b>	<i>Que se usan en el negocio</i>	3.21
	<i>Conexiones a internet</i>	1.48
	<i>Conexiones a red</i>	1.90
<b>Empleados</b>	<i>Promedio total</i>	13.24
	<i>Promedio empleadas mujeres</i>	6.00
	<i>Promedio empleados hombres</i>	7.24

Fuente: Encuesta Proyecto Industrias Creativas  
Cálculos: Proyecto Industrias Creativas - CEDE

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<b>Type of Base for Operations</b>	<i>Locale</i> <i>Fixed spot</i> <i>House with Economic Activity</i> <i>Other</i>	
<b>Legal Organization</b>	<i>Commercial Partnership</i> <i>Co-op</i> <i>De facto company</i> <i>Natural person</i>	
<b>Association Membership</b>	<i>Yes</i> <i>No</i>	
<b>Time in operation</b>	<i>Less than a year</i> <i>1-3 years</i> <i>3-5 years</i> <i>5-10 years</i> <i>More than 10 years</i>	
<b>Bookkeeping</b>	<i>P or L or General Balance Sheet</i> <i>Other types of accounts</i> <i>No bookkeeping</i>	
<b>Location Type</b>	<i>Unique</i> <i>Main</i> <i>Branch</i> <i>Auxiliary Unit</i>	
<b>Knowledge of Laws and Regulations</b>	<i>Full</i> <i>Partial</i> <i>Ignored</i>	
<b>Computers</b>	<i>Used in the business</i> <i>Internet connections</i> <i>Network connections</i>	
<b>Employees</b>	<i>Total average</i> <i>Average women employees</i> <i>Average men employees</i>	

Source: Industrias Creativas (Creative Industries) Project  
Calculations: Creative Industries Project – CEDE

According to Table 14, the Performing Arts establishments surveyed are mainly located in unique, independent locales. However, over 10% of the businesses develop their activities in houses where economic activities are carried out and another 6% do so from fixed spots. Their main legal organization is companies (foundations in most cases) and 17% are co-ops. Only 34% belong to associations/guilds, which indicated the low level of organization, but it is relatively higher than the one observed in the survey done for the entire Creative Sector.

Operating time is greater than five years in almost 93% of the cases and the other 7% has been operating for one to three years.

The bookkeeping done by the subsector companies is inadequate in over 27% of the establishments, although it is important to mention that 100% of the subsector keeps some kind of accounting and over 72% keep it well. Only 14% have an inadequate knowledge of the standards and laws regulating their activity.

The number of average employees is higher (13.2) than the one observed in the Creative Industries Project Survey (10.2) and there is a greater proportion of men vs. women (21% more men). Computer equipping is deficient (one computer for every four employees). The number of connections to the Internet and to networks is also low.

As shown in Table 15, the majority of employees of the Performing Arts sector has have a level of education of some grade of high school (39%) and college (40%), however, some grade of grade school and technologists have a relevant participation of 8% to 10%, respectively.

An important 72.4% of the companies give some type of training/education to their companies.

Almost 69% of the companies know and take advantage of the incentives, subsidies and facilities available from the government for the subsector's development. Only 17% ignore the opportunities and a scant 13% know them but do not capitalize on them.

Sixty-five percent of the businesses began with own or family resources. However, we underline that the 45% accessed governmental promotion programs in order to begin operating and 21% obtained support from NGOs, while 21% received support from private enterprise promotional programs.



Table 15

**ARTES ESCÉNICAS**

<b>Distribución de los empleados según el nivel de educación</b>	<i>Sin educación</i>	0.94%
	<i>Algún nivel de primaria</i>	8.13%
	<i>Algún nivel de secundaria</i>	39.06%
	<i>Tecnólogos</i>	9.69%
	<i>Profesionales</i>	39.69%
	<i>Con postgrados</i>	2.50%
<b>Capacitación</b>	<i>Empresas que dan algún tipo de capacitación actualmente</i>	72.41%
<b>Proporción de empresas con Empleados no tradicionales</b>	<i>Con personal mayor de 65 años <sup>1</sup></i>	34.48%
	<i>Con personal menor de 14 años <sup>1</sup></i>	62.07%
	<i>Con mujeres cabeza de familia <sup>1</sup></i>	65.52%
	<i>Con personal discapacitado <sup>1</sup></i>	27.59%
	<i>Con personal de minorías étnicas <sup>1</sup></i>	37.93%
	<i>Con personal de desplazados <sup>1</sup></i>	27.59%
<b>Incentivos en el Subsector</b>	<i>No sabe de incentivos para actividad</i>	17.24%
	<i>Sabe de incentivos y los aprovecha</i>	68.97%
	<i>Sabe de incentivos y no los aprovecha</i>	13.79%
<b>De donde recibió apoyo al iniciarse el negocio</b>	<i>Bancos Privados</i>	6.90%
	<i>Bancos Estatales</i>	6.90%
	<i>Cooperativas</i>	0.00%
	<i>Fundaciones y ONGs</i>	20.69%
	<i>Programas de Fomento del Gobierno</i>	44.83%
	<i>Programas de Fomento Privadas</i>	20.69%
	<i>Otros <sup>2</sup></i>	65.52%

Fuente: Encuesta Proyecto Industrias Creativas

Cálculos: Proyecto Industrias Creativas - CEDE

<sup>1</sup> El personal con la característica relacionada trabaja en la actualidad, o trabajó regularmente en la empresa durante el último año

<sup>2</sup> La totalidad de los encuestados declaró en esta opción que el apoyo provino de recursos propios o familiares

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<b>Distribution of Employees according to Level of Education</b>	<i>No education Some grade school Some high school Technology Professional Postgraduate</i>	
<b>Training</b>	<i>Currently training</i>	
<b>Proportion of companies with non-traditional</b>	<i>With personnel over 65 years old <sup>1</sup> With personnel under 14 years of age <sup>1</sup></i>	

<b>employees</b>	<i>With mothers heads of household<sup>1</sup> With disabled persons<sup>1</sup> With ethnic minority personnel<sup>1</sup> With displaced persons<sup>1</sup></i>	
<b>Incentives in the Subsector</b>	<i>Not familiar with incentives for business Knows about incentives and uses them Knows about incentives and does not use them</i>	
<b>Where did you get help to start your business?</b>	<i>Private Banks State Banks Cooperatives Foundations and NGOs Governmental Promotion Programs Private Promotion Programs Other<sup>2</sup></i>	

Source: Industrias Creativas (Creative Industries) Project

Calculations: Creative Industries Project – CEDE

1. The personnel with the characteristics described currently work or worked on a regular basis at the company during the last year.

2. All of the people surveyed stated that resources came from their own or family money

The results in Table 16 are from the economic information for the year 2001.

Regarding markets, a high percentage of sales has been observed in Bogota, while exports amount to only 1%.

The most clients that are most highly valued by the sector are individuals, followed by companies and the national private sector as a whole.

Table 16

**ARTES ESCÉNICAS**

<b>Cifras *</b>	<i>Total Gastos Operacionales Anuales</i>	\$ 146,974,692
	<i>Activos en Terrenos</i>	\$ 3,000,000
	<i>Activos en Edificaciones</i>	\$ 49,934,831
	<i>Activos en Maquinaria y Equipo</i>	\$ 18,140,916
	<i>Activos en Dotación de Oficina</i>	\$ 6,988,777
	<i>Activos en Transportes</i>	\$ 206,897
	<i>Total Activos</i>	\$ 78,271,420
<b>Mercados</b>	<i>Proporción de Ventas en Bogotá y la Sabana</i>	92.17%
	<i>Proporción de Ventas en Resto de Cundinamarca</i>	3.07%
	<i>Proporción de Ventas en Resto del País</i>	3.97%
	<i>Proporción de Ventas en el Exterior</i>	0.79%
<b>Calificación promedio de los clientes según las empresas (5 máximo)</b>	<i>Importancia de los Individuos</i>	4.62
	<i>Importancia de las Empresas</i>	3.62
	<i>Importancia del Sector Privado Nal</i>	3.55
	<i>Importancia del Sector Privado Ext.</i>	2.72
	<i>Importancia del SPNF</i>	3.48
	<i>Importancia del SPF</i>	2.76
	<i>Importancia de Gobiernos Extranjeros</i>	2.59
	<i>Importancia de Otros</i>	0.90

\* Estos promedios incluyen los resultados de todos los encuestados, tanto los que suministraron información económica completa, como parcial o nula

Fuente: Encuesta Proyecto Industrias Creativas

Cálculos: Proyecto Industrias Creativas - CEDE

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<b>Figures*</b>	<i>Total Annual Operating Expenses</i> <i>Assets in lands</i> <i>Assets in Buildings</i> <i>Assets in Machinery &amp; Equipment</i> <i>Assets in Transportation</i> <i>Total Assets</i>	
<b>Markets</b>	<i>Portion of Sales in Bogota and the savanna</i> <i>Portion of Sales in the Rest of Cundinamarca</i> <i>Portion of Sales in the Rest of the Country</i> <i>Portion of Sales Abroad</i>	
<b>Average scoring of clients from the companies (5 maximum)</b>	<i>Importance of individuals</i> <i>Importance of companies</i> <i>Importance of the Natl. private sector</i> <i>Importance of the Foreign private sector</i> <i>Importance of the SPNF</i> <i>Importance of the SPF</i> <i>Importance of Foreign Governments</i>	

	<i>Importance of Others</i>	
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\* These averages include the results from all surveys, both those that furnish full economic information as well as those that furnish some or none

Source: Industrias Creativas (Creative Industries) Project  
Calculations: Creative Industries Project – CEDE