



"New Renaissance" strategy to create 100,000 jobs in Spain by 2025: study

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The arrival of new technology such as Artificial Intelligence, Virtual Reality and Augmented Reality offers an enormous range of new opportunities in the creative world, and recent years have seen a start of a debate over whether these new possibilities in artistic expression will lead to what has been described as a "New Renaissance".

If this is the case, the stars of the New Renaissance won't be artists such as Michelangelo or Leonardo Da Vinci, but experts in communications technology and programming, and they will find a host of opportunities to express themselves over the coming years.

Chinese telecommunications giant Huawei, one of the companies at the vanguard of new communications development, recently commissioned a joint study "New Renaissance Hotspots" from the Institute of Arts and Ideas and Kjaer Global.

Kjaer Global is a trend management consultancy, while the Institute of Arts and Ideas is a London-based arts organization.

In a press release published on Monday, Huawei Spain gives some of the results of the study, which predicts the cities of Barcelona, Granada and Salamanca will lead this revolution in the fields of innovation, creativity and cultural exchange.

The study concludes that the "New Renaissance" will create around 1.1 million new jobs in the European culture and creative sector by 2025 and 1.47 million by 2030, with opportunities emerging in fields such as educational programming in Artificial Intelligence and control of ethics and data privacy.

The study calculates that 100,500 of those jobs will be created in Spain by 2025 and over 172,000 by 2030. It also predicts which cities will be at the heart of this expansion, looking at several factors such as the number of graduates in fields of creativity and technology, as well as other cultural, social and economic issues.

Barcelona will be a "New Renaissance Hotspot" due to its character as a Smart City, and its close links to art and culture, with the study highlighting that UNESCO has recognized the Barcelona as a Creative City of Literature.

Granada, southern Spain, was selected because it is a leader in Cultural Exchange thanks to its links with festivals and international creative events, as well as its heritage as a meeting point for different cultures and religions.

Finally Salamanca's historic university is one of the keys to it being named as a center for innovation.

"We are at the start of a new society, a New Renaissance which will be pushed forward by art and design, and from Huawei we believe that we are at the forefront of this New Renaissance strategy driven by artificial intelligence," commented Ramiro Larragan, Director of Marketing at Huawei Spain in the press release.

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