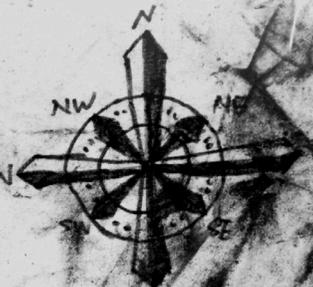


- Book publish/ Print
- Galleries
- Second hand shop
- Design/ Supplies
- Fashion
- Salon & Beauty



TREASURING THE CREATIVE INDUSTRIES



It is astounding that staff and students at Chelsea College of Arts are not better informed about the creative industries in the local area. My map seeks to rectify this in a playful way. It used the genre of a pirate's treasure map to liken these businesses to a valuable trove that surrounds the College. The creative industries deliver a rich array of products and services that make our lives richer: the thrift and thrill of charity shops, the pleasure of beauty salons, the import function of publishers and other printing. I used colour coded buttons to represent categories within the creative industries. To acknowledge this as a growing sector, I also attached a button bag, so that additional tokens can be sewn on the map as new businesses are established.

Pui Kwan Tracy Mok
Buttons, cloth,
Tate badge,
fabric marker