

# ENTREPRENEURSHIP AND FILM MAKING: TRANSLATION OF IDEAS IN THE INITIAL PHASE OF A FILM PROJECT NEEDS ATTENTION

Marja Soila-Wadman, PhD  
Växjö University, School of Management and Economics, Sweden  
[marja.soila-wadman@vxu.se](mailto:marja.soila-wadman@vxu.se)

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# Introduction

- How to facilitate the entrepreneurial effort film making?
- Film making
  - Risky adventure
    - Artistic/creative expression
    - Organizing processes
    - Economy
- Entrepreneurship
  - Demand on entrepreneurship, creativity and innovation in the society
    - How to mobilize entrepreneurship?

# Approach

- Inspiration from
  - Relational constructionism (Dachler, Hosking & Gergen 1995)
  - Reflective ethnography (Law 1994; Kostera, 2007)
  - Narrative knowledge creation (Czarniawska 1998, Chia, 1997; Hjorth & Steyaert, 2004)
  -
- Strategic selection – to get interesting information, not to present generalising truths

# To make a film is a collective effort, entrepreneurship occurs in networks

- Problematization of the hero stories in the domains of both arts and entrepreneurship
  - Critics against the auteur theory in film
    - Art is created in a circle of poets, critics, audience
    - Art as an agent
  - Entrepreneurship as networking
    - Creating a system of alliances and relationships
    - Several intressents in different states and actions
  - Ideas must be communicated =to be translated to objects and actions in order to travel

# The script as a quasi-object in translations

- A quasi-object
  - not quite a material, not quite a symbolic object
  - an organizing device, human relations emerge and become stabilized through quasi-objects
- The script used as a communication device in the initial phase of a film project
  - Creates the new links, weaves the net between artists, financiers, distributors, etc.
  - Changes itself, modifies the participants during the process

# The script as a quasi-object in practice

- Finding the story
- To be making the same film
- Financing is a puzzle
- Creating commitment in the crew
  - "I get a lot of energy from the process when I am talking about the film, when I'm thinking of the expressions, actors, music and photosound. It is a way to invoke the demons during the time when you don't know if the film will be or not"  
(Film director Olofson)

# ”...voices speaking in unison will be heard”???

- Thorough communication is of value
  - “to translate is to express in one’s own language what others say and want in order to establish oneself as spokesman” (Callon, 1986)
- Art is never only about communication, but has a relation to resistance (Deleuze, 2005/1987)
  - Controversies to be expected
  - Power relations – Who has the right to the final cut?
- What about the next entrepreneurial project?
  - Circles mobilized...