THE PERFORMANCE OF THE CREATIVE VISUAL INDUSTRY IN KENYA: A CASE OF ART BASED ENTERPRISES IN NAIROBI COUNTY.

PATRICK MUTHAMA KILONZO (MA)

M88/5037/2004

A Research Proposal Submitted in Partial Fulfilment of the Requirements for the Award of the Degree of Doctor of Philosophy in Arts in the School of Visual and Performing Arts of Kenyatta University

AUGUST, 2013
DECLARATION

Declaration by the Candidate

I declare that this research proposal is my original work and has not been presented in any other institution for academic purposes.

Student: Patrick Muthama Kilonzo

Signature

Date: 14/10/2013

This research proposal has been submitted for examination with our approval as the university supervisors.

Dr. Margaret Otenyo Matanda
Department of Art and Design
School of Visual and Performing Arts
Kenyatta University
Nairobi, Kenya

Signature

Date: 14/10/2013

Dr. Kaburu Franklin Kinoti
Department of Mechanical and manufacturing engineering
School of Engineering
Kenyatta University
Nairobi, Kenya

Signature

Date: 14/10/2013
ABSTRACT

Creative Industries are considered as an important sector of the 21st Century's economy. They are considered as among the fastest growing industrial sectors and are seen as central to the success of most developing and advanced economies. In Kenya, this sub-sector has demonstrated significant export potential. However the activities in this sector have not been well organized and there is a possible likelihood of the artisans involved living in abject poverty or abandoning it for alternative livelihood options. Need therefore exists for interventions to reverse this potentiality and enhance the performance of creative visual arts producers in the country. The purpose of this study is therefore to examine the institutional structure of creative visual arts producers with an aim of identifying critical factors that can facilitate the growth of this sub-sector. This study proposes to utilize the Institutional theory of Art in the explanation of the performance of creative visual arts enterprises. A descriptive study design that adopts a survey approach will be used to establish the factors of performance among a sample of small scale art-based enterprises in Nairobi County. The sample size for this study shall be 384 small scale visual arts enterprises derived from simple random sampling procedures. It is expected that this study shall not only deepen our understanding on the growth of small scale visual arts enterprises but also offer an empirical basis for identifying performance drivers that can enhance these enterprises. This study has both policy and theoretical relevance. At the policy level, furnishing data on the critical factors involved in the growth of the creative original producers sub-sector can indicate where action is required and its theoretical appeal is that an improved institutional representation of art adds to a better understanding of the effects of the institutional theory of Art on society at large.