

In an age when competition is ever stronger and must be confronted continuously in order to survive and progress, Creative Industries(CIs) can be a source of new employment and provide a medium through which an important contribution can be made to the revitalization of rural and depressed urban communities and stimulate their significant participation in the economy. This article introduces the concept of creative industries and its socio-economic significance. 17'2e article argues that creative industries are both artistic and economic activities. An art entrepreneurship framework is then described Specifically, a behavioural approach to entrepreneurship focusing on the nexus between the individual and opportunity which is moderated by the context is applied to the discussion of creative industries in Kenya. The framework is used to suggest policies required to support the sustainable development of creative industries. Throughout the article research concerns pertaining to creative industries in Kenya are mentioned