

# ENCATC NEWS

ISSUE 4 / 2012

ENCATC NEWS is produced by  
ENCATC Office

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## NEWS DIGEST

### Erasmus hits new record with 8.5% increase in student exchanges



Twenty-five years after its launch, Erasmus has become the best known EU programme and the most successful student exchange scheme in the world. More than 231 000 students received Erasmus grants to study or train abroad during the 2010-11 academic year – a new record and an 8.5% increase compared to the previous year. With its focus on languages, adaptability, inter-cultural awareness and leadership, Erasmus provides young people with vital skills to boost their employability and personal development. Since it began in 1987, the programme has provided more than 2.5 million European students with the opportunity to go abroad to study at a higher education institution or for a job placement in a company. On current trends, the European Union will reach its target of supporting 3 million Erasmus students by 2012-13.

The 3 most popular destinations for students in 2010-11 were Spain, France and Germany. Spain also sent the largest number of students abroad, followed by France and Germany. Luxembourg sent the largest number of students abroad as a proportion of the national student

population. The 2010-11 Erasmus budget dedicated to student and staff mobility was around €460 million.

Of the total number of students supported in 2010-11, around 190 000 chose to spend up to 12 months of their degree programme abroad at a university or other higher education institution in one of 32 countries then participating in Erasmus (27 Member States, Croatia, Iceland, Liechtenstein, Norway and Turkey. Switzerland became the 33<sup>rd</sup> country to join Erasmus as from 2011-12). The number of students choosing the study option increased by 72% compared with 2009-10.

Job placements in companies abroad have been supported through Erasmus since 2007 and are increasingly popular. In 2010-11, one in six Erasmus students, nearly 41 000 in total, chose this option. This represents a 15% increase on the previous year. Demand strongly exceeds the availability of Erasmus grants in most participating countries. In addition, 40 000 grants were awarded to university staff and teachers to teach or receive training abroad, 13% more than in the previous year.

ENCATC, reads at these statistics with strong interest and felt even more encouraged in fostering its role of a key actor of the mobility of students from cultural management and cultural policy programme in Europe.

Yours truly,  
Giannalia Cogliandro Beyens  
ENCATC Secretary General

## ENCATC NEWSLETTER DISTRIBUTION

The full version of the ENCATC Newsletter is only available to ENCATC Members. A digest of the ENCATC Newsletter is distributed to non-members so as to inform them of the subjects dealt with in ENCATC.

## Information from the ENCATC Brussels office

### In April ENCATC welcomed two new members!

ENCATC is pleased to welcome two new members in April: the Municipality of Genoa from Italy and Lunnevads folkhögskola from Sweden.

#### Municipality of Genoa



The Municipality of Genoa represents the Genoese community at International, State, Regional, and Provincial level, as well as in respect of other public and private subjects.

The Municipality takes care of and promotes the interests of all those who live and work within its territory. The Municipality of Genoa, among its many functions, is very active in both preserving its cultural heritage and promoting its exploitation together with the image of the town. Genoa's efforts to be worldwide known as a city of culture have been strengthened by the 2006 inscription to the UNESCO World Heritage List of "Strada Nuova and the Palazzi dei Rolli", the architectural asset of the 17-century Genoa, where the Republic of ship builders, merchants and bankers, since 1576, chose private residences - appearing in lists known as Rolli - and their explosion of frescoed façades and hidden treasures to host important persons visiting Genoa.

#### Member contact:

Yuri Piccione [ypiccione@comune.genova.it](mailto:ypiccione@comune.genova.it)

#### To learn more:

<http://www.comune.genova.it/>

#### Lunnevads folkhögskola



Lunnevad is one of Sweden's top colleges. It is a center for cultural and general civic education - in an environment that supports the will to dare and desire to learn and - where dreams become reality. Lunnevads folkhögskola mission is to promote education and cultural civic education in a healthy environment for all. Lunnevads folkhögskola has an aesthetic profile. The general course is the foundation of our business, while the music program, art and line dancing line gives the school its character. Creative activity has long had an important place in our business - in 2008 celebrated music program 50 years and the school 140 years.

#### Member contact:

Annika Bodelius [annika.bodelius@lio.se](mailto:annika.bodelius@lio.se)

#### To learn more:

<http://www.lunnevad.se/>

### ENCATC Ambassador meets with St Edwards University in Austin, Texas (USA)

In April 2012, ENCATC Ambassador, Claire Giraud-Labelte, from Université Catholique de l'Ouest (Angers, France), met with over 50 students, academics and administrators of St Edwards University's in Austin, Texas. This activity was developed in the new framework of the ENCATC Ambassadors, who will contribute to the dissemination of ENCATC values and projects all over the world. In addition to giving several lectures where she shared her expertise in cultural heritage and landscapes, with a particular focus on pilgrimages and the French Culture, Professor Giraud-Labelte presented the ENCATC network and activities to this American audience and highlighted the activities and outcome of the ENCATC Thematic Area, "Understanding Heritage" which she has chaired since 2007.



*ENCATC Ambassador, Claire Giraud-Labelte with Sister Donna and Tom Evans from St Edwards University.*

### ENCATC welcomes a new trainee



ENCATC welcomes Michelle Terry. After having completed her European Studies in Canada, she moved to Germany and France to deepen her cultural background. Michelle is now completing her Masters degree in Arts and Heritage: Management, Policy and Education at Maastricht University in the Netherlands. She will be interning at ENCATC until the end of July and assisting with the ENCATC Annual Conference in London in 12-14 September 2012 at Goldsmiths, University of London.

## ENCATC supports the 22<sup>nd</sup> SETKÁNÍ/ENCOUNTER Theatre Schools Festival in Bratislava



On 10 – 14 April, the 22<sup>nd</sup> International SETKÁNÍ/ENCOUNTER Theatre Schools Festival took place in Bratislava, Slovakia. Initiated by Janáček Academy of Performing Arts in

Brno (Czech Republic), this festival is organized in partnership with ENCATC. This year theatre schools from 9 countries participated in the festival including arts and theatre schools from as far away as South Korea, South Africa, the United States and Colombia. 20 performances were scheduled over the course of 5 days concluding with the “Marta” Award Ceremony for the best artistic achievements chosen by the festival’s jury made up of leading experts in the field of theater. Organised along side the festival’s theatre performances was a series of interesting workshops on topics such as folklore and non verbal artistic performance.



The SETKÁNÍ/ENCOUNTER Festival was established in 1990 with the aim to bring together three high performing schools in the former Czechoslovakia so they could share and exchange examples of their work and working methods. Since then, the festival has grown to attract schools from Europe and beyond, thus greatly contributing to the diversity of actors and performances and to the exchange of working methods, practice and perspectives.

This year's festival was held under the auspices of the Czech Commission for UNESCO Commission, Ministry of Culture of the Czech Republic, the Governor of South Moravia, the Mayor of the City of Brno, and the rector of the Janáček Academy of Performing Arts in Brno.

**Learn more information, see photos and watch video on the ENCOUNTER Festival website or Facebook page**

[www.encounter.cz/](http://www.encounter.cz/)

[www.facebook.com/setkani](https://www.facebook.com/setkani)

## 6<sup>th</sup> Young Cultural Policy Researchers' Forum: Call for applications now open! Deadline 30 May 2012

On April 5<sup>th</sup>, ENCATC and the European Cultural Foundation (ECF) officially launched the 6<sup>th</sup> Young Cultural Policy Researchers' (YCPR)



Forum call for applications. Aimed at providing young/early career cultural policy researchers with the opportunity, the YCPR Forum will bring together in London from 11-12 September 2012, 40 researchers from Europe and beyond to be led by a handful of dedicated cultural policy experts as they meet fellow researchers, share their experiences and analyse topical research issues regarding content and methodology.

This unique initiative, organised in this year in close partnership with Goldsmiths, University of London, promotes and stimulates trans-border exchanges among young/early career cultural policy researchers and contributes on a long term basis to the development of a strong network of European researchers on cultural policy.

With the ambition to create strong connections and synergies between young and experienced researchers, the 2012 YCPR Forum will be immediately followed by the 3<sup>rd</sup> Annual ENCATC Research Session organised as part of the 20<sup>th</sup> ENCATC Annual Conference “Networked Culture.” The YCPR Forum will close with the Cultural Policy Research Award Ceremony to be held during the official opening reception of the 20<sup>th</sup> ENCATC Annual Conference on the evening of Wednesday, September 12<sup>th</sup> in the presence of outstanding academics, researchers, policy makers, and leading arts managers.

The YCPR Forum is an initiative developed by the European Cultural Foundation and ENCATC, as part of a larger collaborative project involving the Cultural Policy Research Award (CPRA) supported by the Riksbankens Jubileumsfond and the Online Young Researchers Forum.

**For more information about the 3<sup>rd</sup> ENCATC Research Session:**

[www.encatc.org/pages/index.php?id=202](http://www.encatc.org/pages/index.php?id=202)

## ENCATC/University of Kent International Arts Professionals Summer School

**2-6 July 2012: Brussels, Belgium**

The Summer School is a joint initiative of ENCATC and the University of Kent and will take place in Brussels from 2 to 6 of July 2012. As in the previous years, young professionals from different world regions will have the opportunity to exchange and debate with leading experts from a variety of fields.

The school will involve a range of leading speakers and experts from the world of the arts, cultural policy and cultural leadership.



Unveiled in its final version, the programme includes the participation of Cristina Ortega Nuere, ENCATC President, as well as ENCATC Board members Gerald Lidstone, founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes at Goldsmiths University of London; Jakko Pitkänen, senior lecturer at MAMK Education Management industry and at Mikkeli University of Applied Sciences, in Finland; Fabio Donato, Professor of Business Economics at the University of Ferrara, Italy. Giannalia Cogliandro, ENCATC Secretary General will also participate focussing her lecture on Cultural policy and funding issues, in Europe.

Besides, the International Arts Professional Summer School will propose a rich panel of international experts, researchers and consultants. The debates and lectures will focus on a huge variety of themes such as audiences and evaluation, new business models for culture, fundraising opportunities, access and participation of civil society, innovation and entrepreneurship, Creative Europe Programme & European Funding Applications.

**Find more details on the programme here:**

<http://www.next-arts-professionals.org.uk/speakers-2012.html>

**You can register here:**

<http://www.next-arts-professionals.org.uk/registration--fees.html>

## ENCATC welcomes Bocconi University's "Study Tour 2012" researchers to Brussels



On April 18<sup>th</sup>, ENCATC, together with BAM! Strategie Culturali, welcomed 12 young cultural management researchers from Bocconi University of Milan who participated in university's "Study Tour 2012."

In the framework of this meeting, the young researchers had the opportunity to meet Jean Pierre Deru, president of Marcel Hicter Foundation and funding member of ENCATC. Together they discussed the original and current role of European cultural networks, the most recent social and cultural policy trends in Europe and how these can be developed in response to the current global crisis.



"Study Tour 2012" is an itinerant research project which involves more than 30 researchers from the ACME Master in Bocconi University (European Master in Economics for Arts, Culture, Media and Entertainment). During the month of April, participating researchers travelled around Europe to Berlin, Hamburg, Dusseldorf, Brussels and Paris. Each stop was an occasion to meet and collect interviews from scholars, intellectuals, policy makers, artists and cultural managers who have presented their vision of the contemporary European scene. The final result of this itinerant research will be a summary of European cultural policy reaction to the contemporary crisis.

## ENCATC Thematic Areas

### Performing Arts Management: Workshop for teachers and students in Brno, Czech Republic

ENCATC Thematic Area on Performing Arts Management organised a two-day workshop during the ENCOUNTER International Festival of Theatre Schools in Brno, Czech Republic (10-14 April 2012). The workshop was intended both for teachers and students from participating schools, particularly Mikkeli University of Applied Sciences, Finland, University of Arts in Belgrade, Serbia, Academy of Performing Arts in Bratislava, Slovakia and hosting school JAMU in Brno. Over 20 participants attended to focus on teaching methodology and research in the performing arts.

During the first day's plenary session, Sanja Petricic, from the Faculty of Media And Communication in Belgrade, discussed how to connect theory and practice in the field of arts management as part of the regular curriculum in higher education. Anne Havukainen, head of the Degree Programme of Cultural Management at Mikkeli University, contributed the working based methodology used in Finland to educate arts managers.

On the following day, teachers and students were divided into separate workshops. Teachers discussed their curricula, teaching methods, tools and

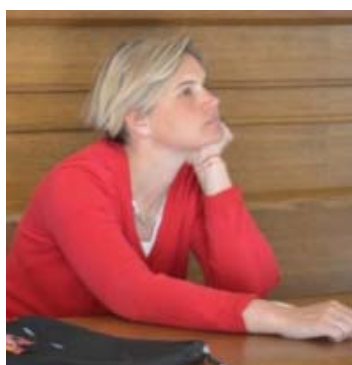
references used in their lectures. Students formed three working groups and tried to suggest what the profile of art manager in the 21<sup>st</sup> century is and if the courses in the field of arts management help them to prepare for their future jobs. The groups came together for a final plenary session to present their results and conclusions.

The workshop resulted in raising new questions the Thematic Area's members such as how to implement Q-ram (qualification framework) into art management study programmes, connect evaluation of students practical projects within theoretical lectures and what factors should be considered for grading a student's work?

More workshop results, presentations, a narrative report, a video and photos from the session will be shared on the Thematic Area's Google Group.

**To follow the Thematic Area on Performing Arts Management go to:**

[http://groups.google.com/group/ENCATC\\_performing\\_arts?hl=en](http://groups.google.com/group/ENCATC_performing_arts?hl=en)



## Arts and Health: Call for papers Deadline 31 May 2012



The ENCATC Thematic Area “Arts and Health” is organizing a conference for experts entitled “Art–Health–Entrepreneurship?” On 22-23 October 2012 in Helsinki. The conference is focusing on the management and entrepreneurship within arts and health project.

Throughout the world,

from the 1990's on, there are several projects and studies clearly indicating that cultural consumption pursuits have a positive effect on health. It is believed that art can encourage empowerment, support life management and add social capital, etc. However, further research is needed in order to turn the projects into permanent services. In fact, in the context of arts and health, we are dealing with activities which fall into the border area of art/culture, as well as that of social services/health care. The field of applied art is multidisciplinary and interdisciplinary. We invite the professionals in the field to share the two topics of the conference:

1. Curricula Development – There is a challenge to improve arts management aimed at professionals working in intermediary positions between the artists and health care units. Specific education is needed both in BA and MA levels as well as in continuing studies and in adult education. Key improvements are the better understanding of specific competence needed when working in multi-disciplinary surrounding combining large variety of expertise. Financial management is a part of the arts and health project development.

2. Entrepreneurship – As seen in the piloted arts and health projects a central need is to find ways to enhance creative ideas into entrepreneurship. When turning the pilot into innovation with a more stable status along with new employment we need to focus on financing models, client basis and value chain of production as well as the service development. How to develop the managerial and funding skills of the practitioners?

**To learn more about the conference and how to submit papers**

[http://www.encatc.org/pages/index.php?id=16&tx\\_ttnews\[tt\\_news\]=111&tx\\_ttnews\[year\]=2012&tx\\_ttnews\[month\]=02&tx\\_ttnews\[day\]=14&cHash=32c88cc280db024457704a74e31b1fb3](http://www.encatc.org/pages/index.php?id=16&tx_ttnews[tt_news]=111&tx_ttnews[year]=2012&tx_ttnews[month]=02&tx_ttnews[day]=14&cHash=32c88cc280db024457704a74e31b1fb3)

## Understanding Heritage: Round Table “Understanding Heritage: A case study of Ferrara and the Delta du Po”

On April 11<sup>th</sup> in Ferrara, Italy, ENCATC held a Round Table “Understanding Heritage: A case study of Ferrara and the Delta du Po.” This event was organised by the “Understand Heritage” Thematic Area Chair, Claire Giraud-Labalte from the Université Catholique de l’Ouest (Angers, France), in partnership with ENCATC board member, Fabio Donato from MuSeC – Department of Economics, Institutions, and Territory at the University of Ferrara. Ms. Giraud-Labalte and M. Donato were joined by other Round Table participants Marco Borella, the Former Director of the Ferrara Estense Castle, Lucilla Previati, Director of the Delta Po Park, and Anne Marie Visser, Professor in Museology at the University of Ferrara to discuss the importance of understanding heritage landscapes, their value, and specifically the case of Italy’s Delta du Po.

The Delta du Po is a prime example of how a cultural landscape can have a significant impact in the development of towns and regions. Over 20 participants attended the event to hear Round Table participants discussed how to govern, manage and promote such landscapes and comparisons were made with France’s Loire Valley, which like the Delta du Po, is a UNESCO World Heritage site. The Thematic Area chair noted the importance of the audience’s diversity in greatly contributing to the discussion - a mix of cultural professionals, experts in art history, economics, management, museology and architecture, and university students from MuSeC and UCO.



## ENCATC Agenda

### ENCATC attends launch of the European Commission's "We Mean Business" initiative in Brussels



ENCATC attended the launch of the Commission "We Mean Business" initiative in Brussels. This new initiative aims to encourage companies to create more trainee placements to boost young people's skills and employability. As ENCATC has long believed in providing traineeship opportunities for cultural management students and young cultural managers, it was very important for the network to be present at the launch. ENCATC strongly shares the sentiments contributed by the European Commissioners for Education, Culture, Multilingualism and Youth, Androulla Vassiliou's open speech where she praised the value of international placements which greatly contribute to improving an individual's language skills as well as helping them to develop other skills and attributes valued by future employers.

Over the years, ENCATC has welcome more than 20 trainees, many of who come through the Leonardo da Vinci and Erasmus schemes. Most recently, ENCATC welcomed Margherita Gagliardi through the Erasmus for young entrepreneurs. Her experience at ENCATC echo's the "We Mean Business" initiative's aim to provide training to young people. In her specific case as a young entrepreneur, she will acquire skills from an established cultural network that she can then exploit for her own entrepreneurial organisation "BAM! *Strategie Culturali*" (Bologna Arts Mangers) which she began in 2010 that offers innovative design, planning and communication services to private companies, nonprofit organizations and public institutions who would like to implement creative projects and solutions.

To learn more about "We Mean Business":

<http://we-mean-more-business.europa.eu>



### ENCATC contributes expertise to Round Table "The role of culture, artists and enterprises in building a competitive, ethical and creative Europe" in Brussels



ENCATC Secretary General, Gianalia Cogliandro Beyens, was invited to be one of five experts to contribute their point of view on the role of culture, artists and enterprises in building a competitive, ethical and creative Europe. The role of culture and arts is changing with consequences, not only for artists, but also for businesses, politics and for society as a whole. European artists are facing increasing problems in making their living from the Arts, especially since public funds are being cut in many countries.

For her contribution, Ms Cogliandro Beyens highlighted the important role of education and training in preparing cultural managers for their future role in building a competitive and creative Europe. She also



sees the current economic situation as an opportunity for the cultural and artistic sector to cooperate with businesses and other disciplines. This cross-disciplinary cooperation, that has long been a tradition in other sectors, will not only provide culture and the arts with lasting sustainability, but also allow the cultural sector to contribute to building a comprehensive, ethical and *Creative Europe*.

Organized by "The Centre" in collaboration with the European Cultural Parliament, this event brought together over 50 participants. Ms Cogliandro Beyens was joined by Round Table participants Gianni Pittella, MEP Vice-President of the European Parliament; Ambassador Karl-Erik, European Cultural Parliament; Arnaldo Abrussini, Secretary General of EUROCHAMBRES; Renzo Tomellinki, Head of Unit of Operational Materials, DG Research; and Louise Lisbande from the Cultural Association RO-SEAU in Martinique. Artists Blaise Patrix from "Les Ateliers pARTages" and Savina Tarsitano were invited to present their most recent art works that involve community engagement.

## European Project

### CREA.M Partners host stakeholder meeting in London



On 19-20 April, CREA.M partners met at Goldsmiths, University of London for the second project meeting - an international focus group to discuss the first results of the project's mapping phase of key skills, attributes and competencies required of today's cultural managers. 22 participants, including project partners and invited stakeholders, discussed the difficult and unstable situation unemployed cultural managers now find themselves in: too few and infrequent job opportunities and what this means in terms of skills and competences needed to find stable employment.

Over the past few months, project partners have been conducting interviews with cultural employers, experienced and recently hired cultural managers, and unemployed cultural managers. With many points of view one thing seems clear, on the path to stable employment cultural managers must jump from one short term contract or internship to another until they gain enough experience and establish contacts in the cultural sector.

Is the cultural sector capable of providing enough opportunities? Invited stakeholders from major cultural organisations say they are inundated with applications for job openings and that there are simply too many applicants and not enough jobs. ENCATC member and invited stakeholder, Lluís Bonet from the University of Barcelona, contributed that small cultural organisations are often best suited to provide new opportunities to cultural managers looking to gain experience. But as policy makers do not see culture as important as health, transportation and education, it is these small (and often very innovative) cultural structures who are suffering the most during these difficult times since they do not have the capital and resources of large cultural institutions to weather the financial storm.

Many partners independently noticed through their research that it's not about what cultural managers know as much as who they know. Potential employers are looking for applicants with a strong knowledge base accompanied with hard and interpersonal skills, but when faced with an overwhelming number of applicants many employers value recommendations from colleagues and other organisations they trust. If networking is the future, how does the cultural sector help managers looking to gain experience, expand their professional network and make key contacts?

CREA.M project partners will ask themselves these kinds of questions as they continue mapping and gathering more information on desired skills and competences before they meet again in Bilbao, Spain in June where they will discuss the creation of curricula to mentor cultural managers in need.





## ENCATC in contact

### Interview with Carnegie Mellon – Master of Arts Management

# Carnegie Mellon University

**Carnegie Mellon – Master of Arts Management:** Based in Pittsburgh (PA, USA), The Master of Arts Management (MAM) program, offered jointly through Heinz College (School of Public Policy and Management) and College of Fine Arts at Carnegie Mellon University, is designed to create innovative leaders in the visual and performing arts. Celebrating 25 years of excellence, the program combines rigorous finance, technology, marketing and fundraising coursework with practical experience to prepare students to excel in a public, private or nonprofit arts environment. Carnegie Mellon University's MAM program uniquely provides the solid foundation of quantitative management principles for which CMU is known globally. Students leave the University with the arts management and administration tools necessary to solve some of the most pressing economic and operational challenges currently facing arts organizations in the U.S. and internationally. For more information:

[www.heinz.cmu.edu/mam](http://www.heinz.cmu.edu/mam)



Kathryn Heidemann from Carnegie Mellon

#### **e** Why did your institution join ENCATC and what was the motivation for being an ENCATC member?

Arts management is a highly international field, and it's essential for our students to be exposed to a wide variety of trends, research and practicum opportunities at the local, national and international levels. We are particularly interested in ensuring that our students are equipped with the skills, knowledge and resources to expose them to cultural policies and management practices beyond the U.S. One of the most unique components of our program is our dual degree partnership with the University of Bologna's Graduate degree in Innovation and Organization of Culture and the Arts (GIOCA) program. This is a highly unique opportunity for students to gain hands on, practical arts management training from both an American and international context. The program combines the strengths of Carnegie Mellon's rigorous approach, focused on applied management theory and skills, with the University of Bologna's interdisciplinary approach that allows students to understand global operational issues as they relate to the artistic dimensions of cultural institutions. This partnership is the only initiative of its kind focusing on global cultural management. In addition to the dual degree program, we also offer a semester exchange programs in Bologna as well as through the University of Ludwigsburg's Institut fur Kulturmanagement in Germany. In addition to our curricular partnerships in Europe, we also have a strong partnership with the International Society for the Performing Arts (ISPA), which develops, nurtures, energizes and educates an international network of arts leaders and professionals who are dedicated to advancing the field of the performing arts. Due to our commitment to global arts administration, joining ENCATC was a natural fit for Carnegie Mellon's Master of Arts Management program.

#### **e** What are your personal expectations concerning the ENCATC network?

We are particularly interested in gaining a better understanding of the policies, trends, and research within the European arts and cultural administration field. We would love to expand our network on behalf of our students/faculty/alumni, secure additional partnerships, help provide students with internship and networking opportunities in Europe and beyond. We have a lot to learn from our European colleagues, and I am confident that the ENCATC network can help to facilitate this essential discourse.

#### **e** How do you like to see ENCATC further develop in future?

We would love to see increased professional development opportunities for emerging leaders in the field, such as conference scholarship opportunities. ENCATC's new Young Cultural Policies forum is a great program, however, participation in this may pose an inherent financial and geographic barrier for non-European members. We would love to see more distance-learning educational and convening opportunities, such as cross-cultural dialogues via video conference, live-streamed lectures and presentations, and the opportunity for students to engage in one-on-one discussions and "virtual cultural diplomacy" sessions across nations.

## Information From ENCATC Members

### Columbia College Chicago

#### *Student-run record label made its way to the famed SXSW Music Conference*



In mid-March, AEMMP Records, the Arts, Entertainment, and Media Management student-run record label affiliated with Columbia College Chicago, made

their way to the famed SXSW Music Conference in Austin, Texas. Upon arrival, the AEMMP record label set right to work attending panels, hosting shows for their artists, and networking with music and media industry professionals. AEMMP also hosted a 6-hour day party with a distinguished roster of artists. AEMMP Faculty Justin Sinkovich organized a panel on higher education in the music industry, addressing the “challenge of helping steer the future of the music industry through research and critical thought while providing an education where students can get jobs in such a competitive and changing field.” SXSW was teeming with noteworthy industry professionals and famed musicians. Students had run-ins with well-renowned musicians and connected with former Columbia College Chicago Alumni that are current players in ASCAP, Universal Motown, and many more music industry giants.

AEMMP students and alumni share their professional and educational experiences at SXSW:

“On Friday of SXSW, I got to help set up for the AEMMP event. I took the role of stage manager throughout the day— communicating with artists, the sound engineer, the student sound engineer, and the other students helping artists to load in and out...it gave me a renewed passion for producing events.” – Parker Langvardt

“Being that it was my first time down at SXSW, it was an eye opening experience. I wish there had been more time in the day. I saw amazing shows, listened to brilliant panelists, mingled with countless industry professionals, and enjoyed local fine dining. I was in a great mood for four straight days. I couldn’t ask for more. I fully intend on returning to SXSW for the foreseeable future. I highly recommend saving the money to make the trip if you’re serious about getting involved in the music industry.” – Patrick Van Wagener

#### For more information:

<http://blogs.colum.edu/aemm/2012/04/19/aemmp-at-sxsw/>

### SMartBe, Association professionnelle des Métier de la Création

#### *Répertoire des aides et des soutiens aux artistes*



SMart.Be porte ce message depuis 1998. Après avoir exploré les dédales réglementaires, des outils administratifs, juridiques, fiscaux et financiers ont été développés concrètement pour simplifier l’activité professionnelle des artistes et intermittents. L’objectif ? Sans cesse créer des solutions innovantes, évolutives pour que le statut d’artiste ou professionnel de la création aille vers plus de sécurité ; assurer ainsi aux membres une situation professionnelle claire en les délestant de la charge administrative pour qu’ils se consacrent à l’essentiel : leur activité. SMartBe gère, depuis sa création, des dossiers pour plus de 35.000 membres dont plus de la moitié en activité régulière.

L’Association vient de lancer un outil incroyablement précieux pour les artistes et les créateurs: « Le répertoire des aides et services aux artistes »

Le répertoire des aides et services aux artistes, mis en place par le Bureau d’études de SMartBe, Association professionnelle des Métiers de la Création, regroupe plus de 400 aides et services de toute nature, en français et en néerlandais. Ce répertoire couvre toutes les disciplines artistiques.

Grâce à cet outil, vous pouvez trouver les soutiens et les services dont vous avez besoin dans l’exercice de votre métier. Le répertoire est constamment actualisé par une équipe du Bureau d’études de SMartBe.

Ce répertoire est fait pour les artistes ou porteurs d’un projet. Ils y trouveront les soutiens qui leur sont destinés. Si, par contre, vous proposez des soutiens aux artistes, vous pouvez nous aider à compléter ce répertoire et à le tenir à jour.

#### Pour avoir plus d’informations :

<http://www.aidesauxartistes.be/fr/home#>

## Istanbul Bilgi University

### “Cultural Management Education in Europe” Conference

3 May 2012: Istanbul, Turkey

Istanbul Bilgi University Cultural Policy and Management Research Centre (KPY) will be launching third issue of KPY Yearbook with conference titled “Cultural Management Education in Europe” on 3rd May 2012.

The third issue of the new Yearbook for Cultural Policy & Management in Turkey is dedicated to ‘Heritage for Society’. The Yearbook draws on the experience of authors from Turkey, the and from all over Europe. It confirms the extent to which cultural heritage is intertwined with everyday life in Turkey as it is throughout the world. Further contributions to the Dossier underline the new approach to heritage and aim to highlight related research, projects and assessments in three sections ‘Cultural Heritage Management Research and Assessment’, ‘Cultural Heritage between Conflict and Reconciliation’, and ‘Cultural Heritage in Perspective: A Feature on Roma Lore’. KPY Yearbook 2011 also pays tribute Dragan Klaić, a curious and uncompromising intellectual dedicated to the protection of cultural diversity.

ENCATC member, Jean Pierre Deru, guest of KPY Conferences 5, is director of the Association Marcel Hicter pour la Démocratie culturelle (FMH). He is a director of the European Diploma in Cultural Project Management, which is organized by FMH and supported by the Council of Europe and UNESCO. Jean Pierre Deru, who is an expert at the fields of cultural policy and management, has collaborated on several significant projects. Jean Pierre Deru will discuss about; trends in “cultural Education in Europe” notably talking about the “Vania” book he published with Milena Dragicevic-Sesic, Rod Fisher and Ritva Mitchell in the frame of Leonardo and the European Diploma in Cultural Project Management he conducts as a multiple layer tool. Dr. Deniz Ünsal, coordinator of İstanbul Bilgi University Cultural Management Post Graduate Programme will attend Deru’s presentation as discussant. Ünsal, is also editor of KPY Yearbook 2011’s dossier titled “Heritage for society”.

For more information about the conference:

<http://kpy.bilgi.edu.tr/en/>



## University of Barcelona International Conference on Cultural Policy Research 2012

9 - 12 July 2012: Barcelona, Spain



The ICCPR 2012 organized by the Centre for the Study of Culture, Politics and Society (CECUPS), University of Barcelona, in collaboration with the International Journal of Cultural Policy, is intended to address the challenge of rethinking cultural policy analysis from the broader parameters of the relationship between culture and politics. From an academic and interdisciplinary perspective, open to both the social sciences and humanities, this conference will discuss the various aspects of the relationship between culture and politics.

On the one hand, it will examine institutionalized cultural policy in its configurations, orientation and dynamics, as well as its impact, intended or unintended, on the structures that constitute the cultural sphere. Beyond this bounded area, on the other hand, it will also consider the projection of politics in the configuration of the social through culture, whether in the traditional way of symbolic control or the assertion of identity, or through the most recent policies of development, creativity and diversity. Conversely, it will also consider culture - the cultural and artistic action displayed by creators, citizens and civil society - as a tool of political action, mobilization or conflict. The relationship between culture, politics and cultural politics will thus be addressed in its entirety. The Barcelona conference will involve the participation of reputed scholars from all over the world. It will be an occasion of great interest, both for the high international level of the meeting as well as for the fact that the event will be held in Barcelona, a very accessible and attractive city.

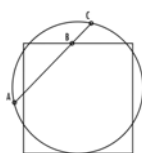
Learn more about this conference here:

<http://www.iccpr2012.org/>

## International Culture Centre

### *Summer Training programme for young heritage professionals: Management of UNESCO World Heritage Cultural Sites in Visegrad Countries*

**9-16 July 2012: Hungary & Poland**



MIĘDZYNARODOWE  
CENTRUM  
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INTERNATIONAL  
CULTURAL  
CENTRE

The international summer training programme is addressed to the staff of conservation and preservation services as well as institutions of culture and non-governmental institutions involved in the protection of heritage. The course's primary objective is to exchange experiences and good practices in the field of management and preservation of the UNESCO World Heritage sites. So far three editions of the course focusing on the issues of UNESCO sites management have been organised in Poland, the Czech Republic and Slovakia. This year's edition will be exclusively devoted to the UNESCO World Heritage sites located in Hungary, while preservation of cultural landscape will be the course's major theme. The course which comprises study tours and meetings with experts and managers of cultural heritage sites will take place from 9-16 July 2012. The classes have been planned to take place in both Poland and Hungary. The course is run by the International Cultural Centre within the framework provided by the Panel of Experts on Cultural Heritage -- representatives of the ministries of culture of the Visegrad countries.



The permanent partners of the project are: the Ministry of Culture of the Czech Republic, the Monuments Board of the Slovak Republic, as well as the National Office of Cultural Heritage in Budapest.

#### **Deadline for applications 30 May 2012**

If you wish to enroll or learn about the course's terms and conditions, please email us at [m.wisniewski@mck.krakow.pl](mailto:m.wisniewski@mck.krakow.pl)

**You can find more information on the official website:**

<http://www.mck.krakow.pl/page/summer-school>

## Turku University of Applied Sciences

### *Researcher Meeting – Service Design in Art Management and Entertainment Economy*

**17 July 2012: Pori, Finland**



The International Researcher Meeting – Service Design in Art Management and Entertainment Economy, is addressed to researchers interested in event management and related issues, such as cultural production and tourism, management of creative projects, social media and marketing – old hands, new beginners, doctors and all those who are interested to study event management in practice.

In 2000 and onwards Service Design has been a 'hot topic' among the researchers from different disciplines. Because of the multidisciplinary character of the concept of Service Design the call is open for various scientific perspectives of looking at the phenomenon in your research proposals. Submissions are just expected to share the joint context of interest in Art Management and Entertainment Economy.

The researcher meeting will be a part of the International Seminar Pori Jazz for Professionals 17–19 of July 2012, which is aimed at professionals in the field of cultural production. The meeting will offer a unique opportunity to present your research to fellow researchers and get comments from a professional panel. The seminar is an excellent opportunity to network and meet people – in the middle of the sizzling, largest Jazz festival in Europe, Pori Jazz.

#### **Submission guidelines and deadlines**

**15 May 2012:** Submission of abstracts of research papers (max 250 words). English is compulsory for the abstract. The abstract should include keywords, research meeting theme, objectives, methodology, main contributions and conclusions of the paper. This file should have the title of your paper and your name. On 25 May 2012 results of the review, including acceptance or rejection, will be communicated.

Please submit your abstract proposal as a MS Word file to [arja.lemmetyinen@utu.fi](mailto:arja.lemmetyinen@utu.fi)

**For more information please visit:**

<http://tukkkpori.wordpress.com/category/tapahtumat/>

## University of Antwerp

### Summer School on Fashion Management

27-31 August 2012: Antwerp, Belgium

Antwerp is well known for its creative high-fashion designers. Since the emergence of 'the Antwerp six' at the end of the 1980s, the city has taken on the status of a real 'fashion city', a status confirmed by events such as 2001's year of fashion, *'Mode/Fashion Landed/Geland'* and by the influence of the renowned Fashion Department at Antwerp's Royal Academy of Fine Arts and the work of its graduates.

We want to build on this rich tradition and have therefore developed a summer school orientated towards the managerial needs of this creative sector. We like to invite you/your students to our Summer School on Fashion Management, that will take place from 27-31 August 2012 at the University of Antwerp.

An intensive five-day program will introduce participants in the world of fashion management. Every morning, renowned national and international academics will give a lecture on different aspects of management (e.g. strategic management, financial management, communication management, marketing and branding) specifically tailored towards the fashion industry. They will also share with us the latest insights from their research. In the afternoon, professionals will discuss their experiences in the exciting world of fashion and give us a behind-the-scenes look at their organisation or business.

The summer school is specially designed for Master's and PhD students in (cultural) management who wish to explore fashion management more deeply, and for young professionals who wish to extend their management skills and knowledge.

#### For more information:

[http://www.ua.ac.be/main.aspx?c=\\*TEWHI&n=106857](http://www.ua.ac.be/main.aspx?c=*TEWHI&n=106857)



## University of Bologna & Copenhagen Business School

### 4<sup>th</sup> Workshop on Managing Cultural Organizations

25-26 October 2012: Bologna, Italy

ENCATC members GIOCA – University of Bologna and Copenhagen Business School, in cooperation with the European Institute of Advanced Studies in Management bring you the 4<sup>th</sup> edition of the "Managing Cultural Organisations" Workshop. Arts organisations, exhibitions centres, galleries, museums, and performing arts institutions have increasingly been put under pressure in the name of improved business efficiency and customer satisfaction. Privatisation, "companisation" and "managerialisation" processes have often suggested as the solution for the survival of such entities. However management and economic views tend to assume the character of a self-referential, arbitrary and even colonialist imposition of economic theory and management rhetoric on professional contexts and disciplines, which fail to be understood at the managerial and political levels. Serious conflicts between arts professionals and management experts are perceived all over the world, in both the performing arts and the visual art world, though in different forms.

Following the first three workshops (London, January 2001; Bologna, December 2004; Bologna, September 2008), the aim of the next international workshop in Bologna is to provide a forum for a fresh debate and dialogue between conflicting views between these two worlds, trying to understand better the logic, patterns and possible consequences of the variety of changes occurring in the management practices currently being adopted for arts organisations. In this sense the workshop is directed not just to management scholars and experts, but to all types of cultural professionals involved in the processes of creating and presenting the arts and broadened cultural services, as well as managing their organisations. Indeed, co-authored papers by professionals and academics bringing together specialties (arts/heritage/management) will be especially welcome.

The workshop is organised on the basis of a call for papers. For more information about the workshop and how to submit paper proposals and some suggestions for possible topics (but not limited to) to be discussed can be found here: [http://www.eiasm.org/frontoffice/event\\_announcement.asp?event\\_id=892](http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=892)

**To be accepted for review, proposals MUST only be submitted through this website:**

[http://www.eiasm.org/frontoffice/eventLogin.asp?item=UPL&event\\_id=892](http://www.eiasm.org/frontoffice/eventLogin.asp?item=UPL&event_id=892)

## Information from other organizations

### UNESCO

#### *Launch of the International Arts Education Week*



Following the success of the 2<sup>nd</sup> World Conference on Arts Education (25-28 May 2010, Seoul), the 4<sup>th</sup> week of May has been proclaimed as International Arts Education

Week by UNESCO's General Conference at its 36<sup>th</sup> session. The main objective of the International Arts Education Week is to increase the international community's awareness on the importance of arts education by showcasing concrete arts education projects and practices and reinforcing cooperation with main stakeholders of arts education. The week of 21-27 May 2012 marks this year's International Arts Education Week. Its first edition will be celebrated at UNESCO Headquarters on 23 May 2012 with various activities co-organised by UNESCO and the Government of the Republic of Korea. The event will especially gather arts education specialists, artists, educators, researchers and NGO actors and is composed of two parts: a symposium focusing on two major themes – the "Implementation of the Seoul Agenda", outcome of the 2<sup>nd</sup> World Conference, and "Cultural Diversity in and through Arts Education" – followed by the celebratory ceremony.

More detailed information on the events are available on UNESCO's Arts Education Website:

<http://www.unesco.org/new/en/culture/themes/creativity/arts-education/>



### European Creative Industries Alliance

#### *ECIA launches website*



The European Creative Industries Alliance (ECIA) has launched its web portal. It provides information about projects related to the strategic topics and helps to support creative re-organizations across Europe. A set of services and tools offers the opportunity to expand networks and to access knowledge and financial resources.

ECIA is an integrated policy initiative that combines policy learning with 8 concrete actions on innovation vouchers, better access to finance and cluster excellence & cooperation. It is an open platform that brings together policy-makers and business support practitioners from 28 partner re-organizations and 12 countries. Its overall aim is to shape a community in Europe that actively supports creative industries as a driver for competitiveness, job creation and structural change by developing and testing better policies and tools for creative industries.

Check out the new web portal here:

<http://www.howtogrow.eu/ecia/>

## Culture Action Europe

### We are more campaign



The “We are more campaign” recently just published our statement on the proposal for the future structural funds that are part of the EU Regional Policy. The structural

funds represent the biggest source of funding for culture-based initiatives at European level. The future structural funds are also negotiated on local, regional and national level in this very moment, and to help you advocate for clearer and more accessible support to culture, we have also prepared a campaign guide that explains the different levels of negotiations of this complex EU policy.

Alongside the negotiations on the future structural funds, the negotiations on the future EU Culture Programme ‘Creative Europe’ have also continued to evolve over the last couple of months. On the 9-11 of May, all EU Ministers for Culture will meet in Brussels to discuss the Programme. During their meeting, that will be led by the Danish EU Presidency, the Ministers are expected to reach a preliminary agreement on the content of the new Programme (a so-called partial general approach). On this occasion, we will convey the campaign message and signatures to the Ministers jointly with the broad support from all organisations that make up the Culture Action Europe membership and all individuals who have signed the manifesto – highlighting the campaign demands and its aspirations for culture in the next long-term EU budget 2014-2020.

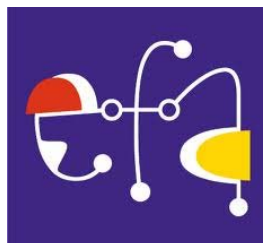
#### To read the statement:

[http://www.wearemore.eu/wp-content/uploads/2010/12/Statement-EU-Regional-Policy\\_FINAL.pdf](http://www.wearemore.eu/wp-content/uploads/2010/12/Statement-EU-Regional-Policy_FINAL.pdf)



## European Festivals Association

### 60<sup>th</sup> Anniversary Celebration in 2012



The European Festivals Association celebrates its Diamond Jubilee in 2012. EFA's Jubilee will be celebrated in Bergen, Norway from 23-25 May 2012, hosted and co-organised by the Bergen International Festival. It will bring together EFA members,

festivals worldwide, partner networks, friends and colleagues from the wider cultural and professional community. EFA will join forces with festivals around the world to celebrate throughout the year, commemorate and in particular reflect on the present and future of arts festivals in the world. Under the motto “60 Years On: Festivals and the World”, EFA looks at the responsibility of festivals today to help shape the world tomorrow.

*“It is important to be conscious of the moment one lives in, and be flexible to a certain degree. We should not stand still, and celebrate our achievements: we should look for our perspectives; our steps we do today for the next 3, 5 or 10 years. Only those festivals that manage to give a contemporary meaning to questions in society will survive: that are relevant to the discussion here and now – looking ahead for solutions.”*



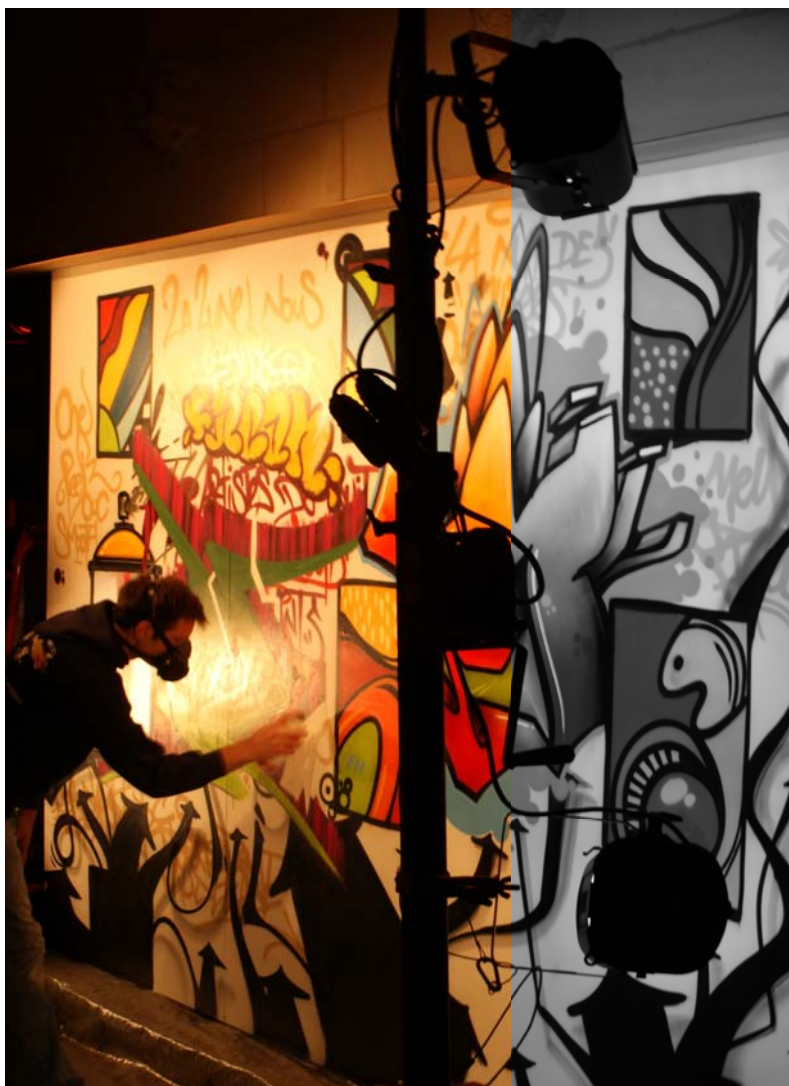
- Kathrin Deventer,  
EFA Secretary General

#### Learn more on EFA:

<http://www.efa-aef.eu/>

#### Learn more on the Bergen International Festival:

<http://www.fib.no/en/>



ENCATC news is a monthly electronic newsletter for all those interested in new, happenings and research in the field of **cultural management** and **cultural policy**.

ENCATC is the leading **European network on Cultural Management and Cultural Policy Education**. It is an **independent membership organization** gathering over **100 higher education** institutions and cultural organization in over **35 countries**. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy in higher education and to create platforms of **discussion and exchange at the European and international level**.

#### **SUBSCRIPTION**

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Should you wish not to receive our information, please send an e-mail to [communications@encatc.org](mailto:communications@encatc.org)

#### **CONTRIBUTION**

ENCATC welcomes your contributions which may be sent to Margherita Gagliardi : [communications@encatc.org](mailto:communications@encatc.org)