

ARTS MANAGEMENT NEWSLETTER

Monthly information service by Arts Management Network
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EDITORIAL

Dear readers,

our monthly newsletter has been facelifted. The content of each issue will be now better linked with the content of our online resource. To read the full article, just click the headlines. Some articles are illustrated with images such as book covers. We hope you will enjoy our newsletter and even encourage your colleagues to subscribe this news service for arts managers.

The participation on our survey is impressive. Until today more than 350 users have been given their opinions about our online resource and newsletter. The survey is open until June 10th, so we would be appreciated about your votings.

Yours Dirk Schutz & Dirk Heinze

NEWS & BACKGROUND

Preserving Cultural Heritage

An article by Ronnie Dissentshik, correspondent, Tel Aviv

In Jerusalem Yad Ben Zvi is engaging in a gigantic effort to preserve the heritage of the Land of the City and the traditions of Oriental and Sephardic Jewish communities. Its work is immensely popular with the general public and earned it the prestigious Israel Prize but has irked some at the academic community which claim it is not up to par as far as academic standards are concerned. Is it a path-finder or just a popular science institute?

User Survey of Arts Management Network

From April 21 to June 10, 2005, we make a user survey to get a better imagination, what our readers and users expect from our internet services and products. We would be happy about your participation to have the widest range of opinions, answers and user statistics. The results will be published and used for our upcoming relaunch of both the newsletter and the online portal.

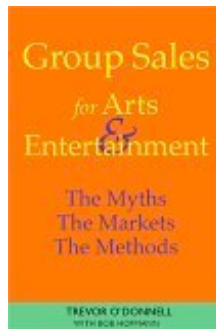
Is there a better case to be made for the arts?

This ArtsJournal Forum, funded by the Wallace Foundation (which also commissioned the RAND report), brings together 11 artists, arts administrators, advocates, researchers and critics to discuss the main contention of the RAND report: that a better case can be made for the arts by focussing on intrinsic effects.

Douglas McLennan, moderator of the Forum, notes in his introduction that the strategy of touting the economic, educational and social benefits of the arts seemed to work well between 1993 and 2001, as demonstrated by significant increases in arts funding, especially at the state level. More recently, however, "the social good and economic impact arguments may have begun to wear thin, and government support has not recovered from sharp cuts made in the last few years".

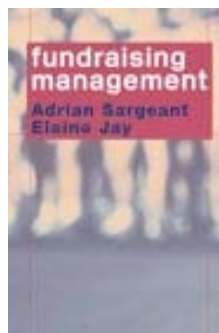
BOOKS & RESOURCES

Group Sales For Arts & Entertainment



Every year the stage entertainment industry reaps tens of millions of dollars in revenue from volume ticket buyers. Surprisingly, however, the industry fails to capture millions more from overlooked and underdeveloped markets. This book examines the prevailing myths that have been suppressing sales potential for decades. It describes untapped markets in detail and gives marketing and sales pros powerful tools for making group sales work.

Fundraising Management: Analysis, Planning and Practice



This text by Adrian Sargeant and Elaine Jay is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice. Much more than a how-to guide, the text is grounded in the critical issues of fundraising to provide readers with a comprehensive overview of modern fundraising planning and practice.

EDUCATION & TRAINING

Leading Voices - Audience Development Seminars across Australia

From April to November 2005 Audience and Market Development will present Leading Voices across Australia. The program brings some of the latest ideas and thinking about audience development and arts marketing to Australia's arts community in association with www.fuel4arts.com and the UK Arts Marketing Association.

Arts Extension Service plans "Creative Assets" for June 2005

Arts Extension Service (AES) at University of Massachusetts Amherst (USA) has new partners for the 26th Annual Summer Institute for Arts Management in June 20-22, 2005.

Salzburg Culture Forum 2005

The Salzburg Culture Forum is the only place where people can work with most experienced professionals on their own visions, ideas and projects up to most advanced business- and marketing plans. The new module of the SCF Work Conference addresses also former participants of ICCM programmes and Summeracademies but also people in governmental and international organisations, NGO's and networks who want to rethink their practice.

The most reputed experts and curators covering different fields support new drafts of cultural work.

Special offer: Subscribers of our German newsletter or job market get a special rate which is 20% less than the official rate. Contact us.

CONFERENCES

Preview: European Orchestras Forum, Strasbourg

Orchestras embody a world of extraordinary artistic expression - the European Orchestras Forum (June 22-25, 2005) is intended to welcome those working throughout Europe for their development of orchestras, namely: performers; elected officials; civil servants; orchestral, concert hall and theatre managers, and concert agents. Programming; Marketing & Promotion; Education; the Audience and networking will be at the heart of the discussions. Uniquely, the Forum's events will take place in the debating chamber of the European Parliament and will enable the many voices of Europe's orchestral community to be heard.

The conference is organized by the French Association of Orchestras and the Association of British Orchestras under the patronage of the president of the European Parliament. A reduced registration rate is available until May 31.

Review: OZeCulture 2005 in NSW, Australia

The fourth OZeCulture conference of culture, creative industries and ebusiness took place on 7 and 8 April 2005 at the Byron Community and Cultural Centre, Byron Bay, on the north coast of New South Wales.

The conference featured Australian and international keynote speakers on a broad range of topics related to the latest developments, opportunities and challenges for creative industry practitioners.

Within the main theme of 'Magic, Money and Myth', the conference explored four 'big ideas':

- Perspectives on Creative Industries
- Financing Creativity
- Creative Rights
- Creating Future Audiences

There was also a second stream of cultural sector case studies which highlighted innovative and creative uses of digital and online technologies.

The conference provided many avenues - structured, informal and social - to hear about the latest developments, opportunities and challenges for creative industry practitioners.

At the website the conference presentations are available now.

Preview: ENCATC Student Meeting "Tampering With Boundaries", Potsdam

Within the Annual Conference 2005 of ENCATC, 60 students from all over Europe (and some from farther) will get together and will deal with this topic. On the weekend in the beginning of June, the students will meet approx. 250 teachers and professional from all over the world for an exchange and a process of mutual learning. The core of the students' meeting should be the exchange between students; exchange of experiences, of knowledge, of contacts, of projects and interests. The magic word for this weekend should be interaction. The students will not be recipients but participants; they take part and are involved in the process going on. The program with workshops and lectures will just give a frame that will be filled with the ideas and with the motivation of the participants. As the topic borders, boundaries, limits,... is very wide spread, we do not expect to cover all aspects of it, we rather want to get closer to it with this, in a way experimental approach, and to become aware of the different aspects of it.

Colloquium "Interactive Culture. Culture and Online Information"

The City of Nantes, On The Move, IETM and Relais Culture Europe organize a colloquium in Nantes in collaboration with ERBAN on 23-24 June 2005, on the subject of Interactive Culture: Culture and Online Information.

Two days of discussion will focus on the encounter between the 'cultural domain' and 'digital culture' and will question if the cultural operators and resource centers are lagging behind in the exploitation of new possibilities.

Preview: International Conference on Cultural Policy Research 2006, Vienna

ICCPR 2006 aims to provide an outlet for interdisciplinary and international exploration of the concepts, function and impact of cultural policies. It intends to reflect a broad view of cultural policy encompassing culture as a 'way of life' as well as, in the narrower sense, culture of the arts and cultural industries.

It will be concerned with both, the policies of decision makers, of administration and institutions as well as the wider discourses related to the general conditions of culture. The conference aims to enable encounters between researchers, artists and persons engaged in the cultural sector and to create a lively forum for exchange of experiences and views from different perspectives.

The organisers would like to invite representatives from various fields of cultural policy research to submit proposals for paper presentations. Abstracts will be accepted until 31 October 2005.

IMPRINT

The Newsletter is for free. It has currently 3114 subscribers worldwide.

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