

## **ARTS MANAGEMENT NEWSLETTER**

***Monthly information service by Arts Management Network***

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### **EDITORIAL**

Dear readers,

we'd like to continue our series of national or regional specials. After looking at Japan (September 2005), Ireland (October 2005), and Poland (November 2005), we've chosen the three Baltic countries Estonia, Latvia and Lithuania for this February issue. With these special focuses, Arts Management Network intends to give general overviews. We have also updated our web directory at <http://links.artsmanagement.net>, especially with the new database of national and regional resources. Now we hope for your co-operation: please submit your own link suggestions! The websites should be somehow related with arts management or cultural policy whether public or private driven. The growing web directory serves both as a promotion for the listed websites and provide a starting point for research by and networking between managers, educators, politicians, administrators, and business people involved in the arts sector.

Yours Dirk Schutz & Dirk Heinze

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### NETWORK ON TOUR

Toronto/Canada - April 19-22  
Los Angeles/USA - April 23-24  
San Francisco/USA- April 25-27  
Salt Lake City/USA- April 28-29  
England/UK - June 11-18

Ask for meetings: [info@artsmanagement.net](mailto:info@artsmanagement.net)

## NEWS & BACKGROUND

### **AMA to manage Audiences Europe Network**

Note: *Press release of Arts Marketing Association (AMA), 08 February 2006*

AUDI  
ENCES  
EUROPE  
NETWORK

The Arts Marketing Association (AMA) has announced that it is developing its support for arts professionals across Europe. From January 2006, the Audiences Europe Network (AEN) is being managed by the AMA.

The AMA team will be working with a group of cultural practitioners from across Europe to provide opportunities for senior arts professionals to meet, share ideas, debate latest thinking and develop new partnerships.

Bringing together managers, marketers, audience development professionals, policy makers, cultural planners, artistic directors and curators, the growing list of AEN members includes people from Belgium, Netherlands, Spain, Germany, France, Italy, Republic of Ireland and the UK.

Julie Aldridge, executive director, AMA said: 'The Audiences Europe Network has been providing fantastic opportunities for senior cultural professionals to meet, share ideas, explore current thinking, build new partnerships and establish new ways of working. The AMA is now providing the network with a home within an organisation that has a great deal of experience in managing conferences and member services to help the network build on its achievements.'

Johan Moerman, previous Chair of AEN and part of the new steering group at the AMA said: 'This is a very exciting start for the New Year. I believe this move, which capitalises on the strengths of both organisations, will prove to be a great success'

The AMA is the professional development body for the arts marketing industry with over 1,900 members in the UK and internationally.

More information: <http://www.a-m-a.co.uk/new/AEN.asp>

### **Research: transitional economics and art**

art-e-conomy (transitional economics and art – theory and practice of contemporary global production) is an international collaborative research and educational project, initiated with an attempt to re-think the ideas behind the economy of art and the status of art market in the post-socialist Eastern European situation.

This especially refers to the state of contemporary art system in the South East of Europe perceived from the "neighborhood-perspective" toward the European Union, and exclusively through the issues dealing with economics and the way in which society is generally structured and how it functions; or, more precisely: art-e-conomy intends to pose questions about the global capitalist market and the way it influences the structure of a contemporary global society.

Details: <http://www.art-e-conomy.org>

### **EU welcomes Turkey's participation in Culture 2000**

Turkey is now set to participate in the Culture 2000 programme. This follows the signature of a Memorandum of Understanding on Turkey's participation in the Culture 2000 programme in 2006 by Mr van der Pas, Director General of the Directorate General for Education and Culture, and His Excellency, Oguz Demiralp, Turkish Ambas-

sador to the European Union. The Memorandum should enter into force by the end of 2005.

The participation of Turkey is part of the pre-accession strategy. Bulgaria and Romania already participate in the Culture 2000 programme and negotiations will begin in the near future for Croatia to join in the successor programme (called Culture 2007) after 2007. Turkey's participation in this programme also contributes to the Commission's strategy on strengthening civil society dialogue and intercultural dialogue with candidate countries, in line with the conclusions of the European Council of December 2004. Turkey will participate on the same footing as Member States and contribute financially to the programme budget. The Culture 2000 programme encourages transnational co-operation between cultural operators across Europe.

More information: [http://europa.eu.int/comm/culture/eac/index\\_en.html](http://europa.eu.int/comm/culture/eac/index_en.html)

### **Call for Proposals: MEDA Programme. Local and regional Activities**

The Delegation of the European Commission to the State of Israel is launching a call for proposals for the funding of local and regional cultural activities for 2006, in Israel and in the Mediterranean region, which aim at promoting the Euro-Mediterranean cultural cooperation. These actions will benefit from a financial assistance from the MEDA programme of the European Communities.

The full Guidelines for Applicants are available at the website of the Delegation of the European Commission to the State of Israel. The deadline for submission of proposals is Monday 20 February 2006 at 16.00pm.

Further information: <http://www.eu-del.org.il/english/calls4props.asp?id=436>

### **Bush's Budget Bad News for Community Arts**

*Source: ArtsUSA*

President Bush's 2007 budget request includes some bad news for community arts, says Americans for the Arts. It requests level funding for the NEA at \$124.4 million and for the NEH at \$141 million.

However, says AftA, the Administration once again attempts to redistribute \$3.46 million out of the NEA Challenge America program in favor of more general grant support and administrative salary and overhead costs. Afta calls Challenge America "a highly effective program, which uses the arts to enhance America's communities through grants for arts education and improved access to the arts for all Americans, especially in underserved communities." For the sixth consecutive year, the budget recommends eliminating funding for the Department of Education's Arts in Education programs, and cutting \$53.5 million from the Corporation for Public Broadcasting.

<http://www.artsusa.org>

## **BOOKS & RESOURCES**

### **Country Profiles of Estonia, Latvia and Lithuania for Cultural Policy**

Source: Cultural Policies.Net by ERICArts

PDF-Download Estonia: <http://profiles.culturalpolicies.net/down/estonia.pdf>

PDF-Download Latvia: <http://profiles.culturalpolicies.net/down/latvia.pdf>

PDF-Download Lithuania: <http://profiles.culturalpolicies.net/down/lithuania.pdf>

More country profiles you can find at <http://www.culturalpolicies.net>

## **Link Collection for Arts Management in Estonia, Latvia and Lithuania (Choice)**

**Ars Baltica** is a forum for multilateral cultural cooperation with an emphasis on common projects within the Baltic Sea Region. It gives priority to art, culture and cultural history. The key factor is to achieve quality and a very special level of activities. It covers not only Latvia, Lithuania, and Estonia, but all 10 countries on the Baltic Sea.

Link: <http://www.ars-baltica.net>

**Cultural Contact Point Estonia** has been set up to provide information and assistance in regard to Culture 2000, the European Union programme for supporting cultural co-operation, as well as multilateral cultural co-operation in general. The CCP Estonia, created in 2002, is now hosted by the Estonian Institute.

Link: <http://ccp.einst.ee/english>

**Culturepoint Estonia** is a central infopoint for Estonian literature, theatre, music, art, film, folk culture and architecture.

Link: <http://www.culturepoint.ee>

**Dd laboratory (Ddi)** is a professional creative organisation that has brought together professionals and experts from various fields in order to cultivate the cultural development and professional growth of the digital environment, facilitate the circulation of international experience and information, educate society, and create and popularise high-quality examples of digital culture in Latvia and elsewhere in the world.

Link: <http://www.dd.lv/laboratory/eng/>

The task of the **Estonian Ministry of Culture** is to make sure that necessary and favourable conditions, both legislative and financial, are created for the functioning of culture, heritage and sports from the culture professionals' as well as the general public's point of view. Heritage issues are dealt with both by the Ministry of Culture and the National Heritage Board.

Link: <http://www.kul.ee>

**Latvian Culture Portal** will provide a wide range of information about cultural life in Latvia, the latest cultural events, cultural traditions and heritage, and information about new cultural projects such as the new Latvian National Library and the Accoustic Concert Hall. (supported by Ministry of Culture of the Republic of Latvia)

Link: <http://www.culture.lv/en/>

### **Soros Foundation Latvia**

The Soros Foundation - Latvia (SFL) is a non-profit limited liability company which was established in 1992 to promote the development of an open society in Latvia. The main source of financing for the SFL is grants from the entrepreneur and philanthropist George Soros. The Foundation is always open to cooperation with other partners in the financing and implementation of its programs. The Soros Foundation - Latvia supports both national and Soros network programs. The priorities of national programs as well as the amount of financing for each program is set by the Board of the Foundation in Latvia. SFL also administers programs for which financing is approved in part by the Soros Foundation - Latvia and in part by the Open Society Institute and its affiliates in New York and Budapest.

Link: <http://www.sfl.lv>

**Lithuanian Music Information and Publishing Centre** was established in 1995 on the initiative of the Lithuanian Composers' Union. The aim of the Centre - to promote the music of Lithuanian composers in Lithuania and abroad.

Link: <http://www.mic.lt>

The **Centre for Arts Management and Information (MMIC)** in Riga has founded in 26th of February, 2002. MMIC organizes and produces interdisciplinary culture and art projects, as well as collecting and providing information about competitions, exhibitions, symposiums, grants, study possibilities and other foreign art activities for students, teachers and young artists. The Centre is looking for partners for organizing the international festivals, symposiums and workshops. The main aim of MMIC is to establish new contacts in a field of art and culture, as well to inform about art in Latvia and it's market.

Link: <http://www.mmic.lv>

The **Ministry of Culture Latvia** is the state governing institution, which organizes and coordinates state culture policy and cultural-educational policy. The Ministry of Culture operates pursuant to the regulations of the Ministry of Culture, the declaration of the Cabinet and the basic principals of the State culture policy.

Link: <http://www.km.gov.lv/UI/Main.asp>

**The New Theatre Institute of Latvia** is a national, regional and international theatre centre serving the existing and emerging performing arts professionals (theatre, dance, circus, interdisciplinary), their audience and focusing on international co-operation. The NTIL is a non-governmental organisation, which encourages the development of the independent performing arts scene in Latvia with an aim to overcome the existing boundaries in theatre organisation, creation, distribution and perception. The NTIL operates according to the short-term (single actions) and long-term programmes (bi-annual festival, training programmes, information, co-operation).

Link: <http://www.theatre.lv>

The aim of the **State Culture Capital Foundation (SCCF)** is to promote a balanced development of creativity in all the branches of art and preservation of the cultural heritage in the country in conjunction with the guidelines of the state cultural policy. The SCCF does not deal with any commercial activities. The SCCF announces and administers culture projects' competitions, allots life long grants for culture and arts workers for their life achievement in development of culture and art and gives financial support to short term educational, creative or scientific travels abroad.

Link: <http://www.km.gov.lv>

**The Estonian Institute's** constitutional tasks are as follows: spreading information about Estonian society, culture and education both at home and abroad; introducing Estonian culture to other countries and promoting cultural communication between Estonia and other countries; supporting the teaching of Estonian language and culture related subjects in the universities abroad.

Link: <http://www.einst.ee>

**The Lithuanian Institute** is a public institution founded in 2001 by the Ministry of Foreign Affairs, the Ministry of Culture and the Ministry of Education and Science of the Republic of Lithuania. The Institute started its work on May 15, 2002. The establishment of the Lithuanian Institute was strongly supported by the Swedish Institute. The activities of the Lithuanian Institute are funded from the State budget, foundations and private sponsors depending on the programme.

Link: <http://www.lithuanianinstitute.lt>

The **Ministry of Culture Lithuania** is a public authority of the Republic of Lithuania responsible for the design and implementation of the state cultural policy on the professional and amateur arts, theatre, music, cinema, museums, libraries, publishing activities, the copyright and related rights, and the cultural heritage protection.

Link: <http://www.lrkmlt>

The **Theatre and Cinema Information and Education Centre** Lithuania is public enterprise. Its goals are to initiate and put into practice local, as well as, international theatre and film projects that encourage artistic and infrastructural changes of the scenic arts in Lithuania. The informational and educational activities of the centre are oriented towards the creators of film and theatre, as well as their audience, its purpose is also to encourage the development of non-state scenic art organisations.

Link: <http://www.theatre.lt/english>

### **Book: Is your museum grant-ready?**



Is your institution grant-ready? This is a crucial question that almost every small museum or historic organization will find itself asking when considering grant funding, as it seeks to expand or improve programs, broaden its reach, or just simply maintain its existing level of performance. This succinct volume provides an accessible, step-by-step guide to assessing an organization's readiness for the grant application process, and includes seven real-life examples of institutions that have successfully achieved grant-readiness. Chapters will help assess readiness, and provide explanations and checklists to address the important components of this daunting process. Appendices contain proposal writing tips and a list of the author's favorite most-used resources. This innovative volume will be invaluable to museums, cultural institutions and students studying history or non profit work.

Sarah S. Brophy is a long-time freelance proposal writer for New England museums, tribes, municipalities and cultural resource organizations.

Details: <http://www.artsmanagement.net/Books-id-622.html>

## **MAGAZINE DIGEST**

### **International Journal of Arts Management**

*Volume 8 - Nr. 2 Winter 2006*

- The Personality of Cultural Festivals: Scale Development and Applications - A. d'As-tous, F. Colbert, E. d'Astous
- Take Me Out to the Opera: Are Sports and Arts Complements? Evidence from the Performing Arts Research Coalition Data - S.S. Montgomery, M.D. Robinson
- "Friends" Schemes in Arts Marketing: Developing Relationships in British Provincial Theatres - H. Bussell, D. Forbes
- Classification of Popular Music Festivals: A Typology of Festivals and an Inquiry into Their Role in the Construction of Music Genres - I. Orosa Paleo, N.M. Wijnberg

Details: <http://www.gestiondesarts.com/index.php?id=1867>

## **EDUCATION & CAREER**

### **Course: Estonian Academy of Music, Tallinn (Estonia)**

The objective of this Cultural Management Master's Programme is to educate professional managers of arts organizations with vision, entrepreneurs promoting Estonian cultural industry, administrators and decision-makers in the field of cultural policy who are able to work in different arts field in the conditions of free market economy and cultural pluralism in the modern Estonia as well as in globally directed cultural space. The 2-year-course is directed by Anu Kivilu.

[http://www.ema.edu.ee/htm/eng/academic\\_units/cultural\\_management/main.html](http://www.ema.edu.ee/htm/eng/academic_units/cultural_management/main.html)

## Course: Latvian Academy of Culture, Riga

The main objectives of the Latvian Academy of Culture is to prepare academically educated and professional experts for cultural, scientific and educational work, to do research work in the humanities, and to provide intercultural exchange. The main areas of research are the general theory and history of culture, drama, the sociology of culture, and the philosophy of art.

The objective of the Cultural Management Programme is to prepare a new generation of professional cultural managers who apply logical and creative thought and approaches, who understand and are able to succeed in the modern, internationally-facing European cultural space in different fields of the arts. The programme is unique as it offers the first opportunity in Latvia to acquire theoretical knowledge and practical skills under the leadership of professional lecturers.

The Latvian Academy of Culture was established in 1990, the MA Programme in Cultural Management in 1997, and the Professional MA Study Course, "Media and Culture Management", in 2000.

MA studies at are designed to expand theoretical knowledge and research and creative artistic skills in the chosen research area, the management of culture or creative artistic work. The objective of the programme is to prepare the students for independent research and creative artistic work. The implementation of the management of culture also provides adequate knowledge in arts at the academic level. Its task is to facilitate the application of individual theoretical knowledge as well as cognition, research and creative skills in the solution of a specific issue.

The placement of the students of the Management of Culture for practice sessions is effected in various culture institutions in Latvia: theatres, music and culture centres, local governmental and private offices. Classes for the students of Museology are held at the Latvian Museum Department. The students of Theatre Art perform their creative work at the National and the Daile Theatres.

There is a special course in German language in co-operation with the Hamburg Institute for Culture and Media Management.

Details: <http://www.lka.edu.lv>

German course: <http://www.kulturmedien-riga.de>

-Advert-



<http://www.artsmanagement.net/banners.php?op=click&bid=5>



## **Course: Lithuanian Cultural Administrators Training Centre, Vilnius**

The Lithuanian Cultural Administrators Training Centre (LCATC), established in 1994, offers opportunities for post-graduate training in cultural management, and for practical and theoretical improvement of the professional skills of employees of various cultural institutions (leaders, administrators, specialists in libraries, museums, culture centres, cinema, performing groups, theatres, curators of art galleries etc.). The Centre's training programmes and seminars aim to provide basic knowledge on cultural policy, culture and art management and to empower practitioners to take a strategic approach towards the development of their institution or local and regional culture life.

The purpose of training is to develop the creativity and professional background of individuals and to share contemporary practical experiences in the field of culture and art management.

Twenty-two training programmes are implemented by LCATC every year, e.g. culture management training; training of library specialists; specialised training seminars; 'Public Relations in Museum Management', and the LCATC and OSI project, 'Baltic Freeway'. Most of the programmes include internships.

## **CONFERENCES**

### **Review: Cultural Marketing Conference, Tartu** **Tartu, Estonia, 3-4 November 2005**

The conference which focuses on cultural marketing opportunities and problems was part of the conference series „What is attractive culture“, organized by the Tartu City Government.

The general aim of the cultural conference series was to study the problems related to cultural management, marketing and funding (both on the Estonian and world level) and to find answers to the questions that have emerged.

The main questions of the first cultural conference that took place in the spring of 2004 were the Estonian national cultural policy, cultural sponsorship and the development perspectives of these fields. Now the second conference of the series focused on

topics related to culture marketing. The conference was attended by 500 cultural managers and officials, festival and event organizers, and university and government officials.

Dr. Bonita Kolb was the keynote speaker. Dr. Kolb's presentation focused on the main differences between cultural marketing in the United States and Europe as seen from the American perspective. As part of the conference a publication entitled *Ideeturg* was produced which contained a feature article on US Cultural Strategy written by Dr. Kolb. In addition, Dr. Kolb was asked to sign copies of her book 'Kultuuriturundus' – the Estonian edition of her book *Marketing for Cultural Organizations* at the conference by her publisher AS Atlex.



Related websites:

Conference: <http://www.tartu.ee/kultuuriturundus>

IFEA Seminar: <http://www.ifeaeurope.com/tartu>

Book order: <http://www.raamatukoi.ee/cgi-bin/raamat?22609>

**Preview: Conference on European Cities and their Operas, Paris (France)**  
**Paris, France, 24-25 February 2006**



La Rencontre de Paris and the conference on European Cities and Their Operas will take place in the Ateliers Berthier in Paris, on Friday 24th and Saturday 25th February 2006.

This conference intends to interest both Operas Directors and elected members of local and regional Authorities. Cooperations, co-productions of Operas in Europe, public financing, art and educational projects and opera audience are the topics which will be discussed during this meeting in order to inform and advise European elected representatives of issues at stake for Opera. It is important to develop and promote co-operation between elected members and Operas Directors for this European art.

Details: <http://www.lesrencontres.org>

-Link Advert-

Michaelstein Chamber Choir - Vocal Music Ensemble from Germany  
<http://www.kammerchor-michaelstein.de/en>

**Preview: Conference "New cultural centres in Europe", Bilbao (Spain)**  
**Bilbao, Spain, 22t-24 February 2006**

The aim of the debate under the specific title "New cultural centres in Europe", is to establish, within a framework of the 5th 'Private initiative and the public sector in cultural management' conference, a forum on the value and importance of cultural centres in the modern world.

Today, cultural centres are faced with a number of challenges as regards both supply and demand, and management and funding. The main objectives of the conference are to analyse those fields related to the value of cultural facilities and their relationship with different dimensions of cultural and territorial management, highlighting the following aspects:

- a) The new cultural centres of the 21st century, from historical perspective
- b) Cultural centres as transformers of cities. Architecture and cultural centres
- c) New cultural facilities linked to social participation: as vehicles for awareness raising and re-politisation
- d) The analysis of new target publics for cultural centres
- e) Management formulas for cultural centres. The experience of private management
- f) Quality programming in centres: urban culture, multicultural aspects, education, etc.
- g) Territorial impact / local development

The Xabide Group, Cultural Management and Global Communications aims to make the 2006 conference as event of even greater quality and scope, by considering it an International Conference on Cultural Management and inviting key European speakers from Paris, Amsterdam, Madrid, London, Valencia, Newcastle, Karlsruhe, Barcelona, Pamplona, Dundee, Oporto, Dortmund and Helsinki to participate in order to share some of the most important experiences and novelties regarding cultural facilities on the continent.

Details: <http://www.grupoxabide.es/congresos>

**Preview: 1st Balkan Performing Arts Market**  
**Thessaloniki, Greece, 1-4 June, 2006**



The Hellenic Culture Organization invites you to the 1st Balkan Performing Arts Market, which will take place in Thessaloniki from June 1 to 4, 2006. Within the framework of BPAM, an international conference on the cultural reality of the Balkans and a structured showcases' programme take also place. Wishing to facilitate an overall participation from all Balkan and other European countries, the Hellenic Culture Organization has decided to grant the exhibitors' fees, showcase fees and conference fees for all participants.

The invitation addresses to performing arts organizations, groups and independent artists from all Balkan countries, namely Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Macedonia, Greece, Moldova, Serbia – Montenegro, Slovenia and Turkey to register as exhibitors, holding a booth within the Balkan Performing Arts Market, register for the showcases programme, as well as for the conference.

It also addresses to festival directors, programmers and production companies from all over the world, providing them with the opportunities to explore a most dynamic and quite unknown cultural environment by getting in touch with artists and groups of all Balkan countries, reserve tickets for the showcases' programme and register for the conference.

Since its foundation, the Hellenic Culture Organization has been actively promoting cooperation between artists from different Balkan States, through a series of events presented in various cities within the region.

Details: <http://www.balkanperformingartsmarket.gr>

**CfP: Art and Politics. Case Studies from Eastern Europe**  
**Kaunas, Lithuania, 26-27 October 2006**

Organized by the Art Institute of the Vytautas Magnus University, this conference aims to bring together different case studies on art and politics in order to analyze the complex relationship between artistic and political regimes as well as political meanings of art in Soviet and Post-Soviet conditions.

The following topics will be discussed:

- subversions of political art in non-democratic state,
- cultural policy and culture as resistance,
- in search of panacea: resistance, transgression, appropriation,
- critique of representation and creating of new myths,
- aesthetical norms and/or national style,
- self identities [autobiography, body, individual mythologies] in the sidelines of regime, and
- ideological art and artistic ideologies.

Participants are requested to submit their papers in the form of case studies using a particular artifact, event or phenomenon as the grounds for research of a broader problem focused on the varied intersections of art and politics. Presentations will be limited to 20 minutes. A publication of conference proceedings is also planned.

Abstracts of 250-300 words, accompanied with a short CV, should be submitted by 20 April 2006. Accepted papers will be notified by 2 May 2006.

Contact: Art Institute, Vytautas Magnus University, [Linara\\_Dovydaityte@fc.vdu.lt](mailto:Linara_Dovydaityte@fc.vdu.lt)

## CALENDAR

A complete overview to all upcoming conferences you find here:  
<http://www.artsmanagement.net/Calendar-month.html>

## IMPRINT

The Newsletter is for free. It has currently 3481 subscribers worldwide.

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