

ARTS MANAGEMENT NEWSLETTER

Monthly information service by Arts Management Network
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EDITORIAL

Dear readers,

in this issue we take a closer look at the developments in Russia. With the help of two new partners - the Association of Cultural Managers and the Art Manager Magazine - Arts Management Network is able to deliver more content from this country and even from its neighbors like Belarus. A good example might be the article about the potential role of culture in forming and promotion of values, identities and symbolic capital of a region, published in the latest issue of the Art Manager Magazine. It makes obvious, that developments like the transformation of the cultural sector toward a higher factor of influence for the wealth and growth in a country is not only a topic in the U.S. or in the UK.

We just came back from an outstanding visit in Toronto, Canada, where the Arts Administration Educators mainly from Canada and the United States joined for their annual conference. We are preparing an extended review of this event for the upcoming newsletter issue in June.

Sincerely
Dirk Heinze and Dirk Schutz

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NEWS & BACKGROUND

Trends: Mobile Studios

From April until the end of May 2006, the Mobile Studios will travel as a nomadic multimedia platform from Bratislava, Budapest and Belgrade to Sofia, and will temporarily possess the urban spaces in these cities. The Mobile Studios are an internationally networked pilot project of a mobile, autonomous production laboratory for young artists, musicians, performers and cultural programmers. In a subsequent program, artists and cultural producers will be invited to recreate the studio as directors. Mobile Studios are consisting of three corresponding units: the Editorial-, the Talk- and the Live Studio.

The installations and urban interventions that take place in the Live Studio, as well as the conversations and discussions of the Talk Studios, will be transformed and broadcast in the Editorial Studio in various formats. The production and broadcast processes will be made visible at the same time.

With its 12 square meters, the Editorial Studio is the largest exhibition module: Here, daily reports from the Talk and Live Studios will be editorially processed, archived and published in various multimedia formats. Via an XML interface, comprehensive content will be transmitted to editors and cooperative partners for further use in online editorial, web, TV and radio, press, magazines, etc. In this context, we are most interested in medial reach that can be achieved with this exhibition format.

The Editorial Studio is equipped with a four-meter long work surface and four workstations with live Internet connections, scanners and streaming servers. As in the remaining Mobile Studios, the work process in Editorial will be visible from the outside through a large glass window.

The Talk Studio invites participants for interviews and discussion rounds with the host city's cultural producers and audiences. A concentrated discussion atmosphere for a maximum of four participants occurs around a small round table. Two digital cameras and a directional microphone record the conversation.

The Live Studio will be put at the disposal of any artist, performer or cultural producer for 24 hours. Here, the artist acts as a director and has the opportunity to design all the Studios. The Live Studio can serve as a point of reference... as a starting and meeting point for interventions involving the urban space. In contrast to the other two studios, the Live Studio is an empty white room and therefore represents the ideal backdrop for artistic performances.

More information: <http://www.mobile-studios.org/?navi=mobilestudios>

Trends: Changing museum in changing world

Contributed by our partner, Association of Cultural Managers (Russia)

On the 30th of May the Rewarding ceremony will be held at the State Pushkin Museum. This event is devoted to the winners of competition "Changing Museum in Changing World" held by the Vladimir Potanin Foundation. This competition has been conducting since 2003 and now it is one of the main events in the Russian museum life. The main goal of this competition is to maintain innovative patterns of museum practice and adaptation of museums to contemporary socio-economic conditions. The record-breaking number of projects - 512 were submitted to the Jury this year. The best projects will be chosen and awarded in 6 nominations. The winners will share grand fund of 300 000 US dollars.

More information: <http://acm.org.ru/contests/mmmm-3>

Trends: A Prize for Social and Cultural Business-initiative

Contributed by our partner, Association of Cultural Managers (Russia)

At the territory of the Sverdlovskaya region once a year awards the Prize for business-initiative in the field of charity, sponsorship and organization of cultural projects. Prize organizer is "Agency for Cultural Information" with the support of British-American Tobacco, Renova Corporate Development Institute, and ANO "Art in Progress" and Association of Cultural Managers (Moscow). Five nominations are for business companies of the Sverdlovskaya region, the sixth one is for mass media.

Experts and trustee committee of the Prize will evaluate the projects from the 1st till the 26th of May. In the beginning of June for the participants will be organized a conference "Social Environment of Corporations: Effective Approaches".

More information: <http://www.ultimaratio.ur.ru>

Trends: Brand as it is and as it has to be

Contributed by our partner, Art Manager Magazine (Russia)

The question of potential role of culture in forming and promotion of values, identities and symbolic capital of a region is of great importance today. By territorial brand, we usually mean something "over and above", i.e. above everything the territory already have, along with the others, that is a significant area of competence for cultural managers. Today's society with highly developed media systems provides favorable conditions for creation and promotion of brands, and cultural managers use means and techniques meeting the requirements of the show (such as sociocultural events, festivals, art fairs, forums, etc.) transforming them into "visiting cards" of the territory. However, this period might be called "exploring", as long as territorial brand management by means of culture is still a by-way of learning in Russia.

More: <http://www.artmanager.ru>

In focus: Big problems of small private museums

Contributed by our partner, Art Manager Magazine (Russia)

A great number of new museums are created today throughout Russia. In addition to federal, local and municipal ownerships, there are more and more private museums among them. However, since a private cultural institution is treated just as any other business regulated by the rules of market, those non-traditional non-state museums are forced to use any possible way to get through: they offer new commercial services, create original ideas to attract visitors and, thus, become more interesting and loved by the audience. Free of the spirit of traditionalism and of official dogmata, the new museum turns from a repository of primitive tools or an art exhibition to a lively organism.

More: <http://www.artmanager.ru>

Background: Free Theater and Self-Identification in Belarus

Contributed by our partner, Art Manager Magazine (Russia)

The Free Theater of Minsk is a rare voice of dissent in President Lukashenka's Belarus – it is currently the only drama troupe boldly resisting government pressure and censorship. The theater was founded in 2005 out of a Belarus-based international playwriting competition organized by playwright Nikolai Khalezin, has won several endor-

sements and has been gaining popularity with contemporary plays. It is not easy to catch a performance by this underground theater, the Belarussian media do not announce when or where it will put on its next show. The Theater has made bars, night clubs and private apartments its stage. Its performances abroad are still few and far between but have gain a great success. One of its three performances is called "We. Self-Identification" that has a symbolic meaning in a country that western governments have famously dubbed "the last dictatorship in Europe."

More: <http://www.artmanager.ru>

BOOKS & RESOURCES

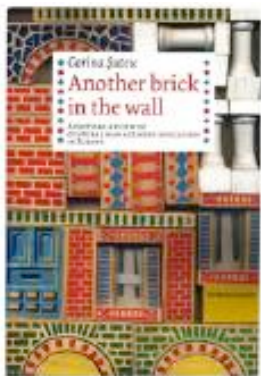
Resource: ECUMEST Fondation, Romania

The ECUMEST Association was founded in 1998 with the aim of promoting initiatives that contribute to the development and professionalisation of the cultural sector, to the development of a favourable environment for the sector and to an institutionalisation of a permanent professional collaboration and international cooperation in the field. The association aims to respond to the need of encouraging creativity and creative artists, managerial autonomy, the responsibility in designing and implementing cultural policies and in mediating the artistic and cultural production; it also aims to promote a continuous reflection on the alternatives available and the decisions taken by the politicians in the cultural field, as well as a large diffusion of European experience and values in the cultural arena.

Details: <http://www.ecumest.ro>

Book: Another brick in the wall. A critical review on Arts Management Education in Europe

by Corina Suteu



This book provides a critical comparative analysis of developments and provision in academic training in cultural management and policies in Europe. In comparison with other disciplines, cultural management as a field of education is still in its infancy. However, a multitude of training opportunities have arisen for cultural managers and administrators in Europe during the past decades.

Another Brick in the Wall makes a systematic analysis of what these courses entail and what their outcomes might be when their students are delivered into posts of responsibility.

What are the responsibilities of a cultural manager in nowadays cultural context? Accordingly, what are the competencies required to respond to the present challenges of managing a cultural organisation or project? What kind of cultural management education

programs should be designed in order to meet these needs?

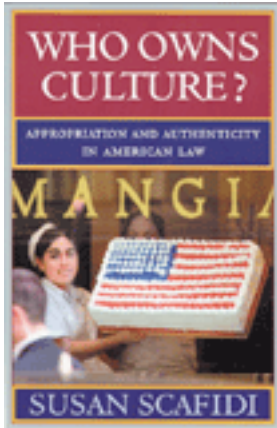
This book has grown from the knowledge that the time has come for some form of standards, some type of accreditation and possibilities for student exchange and credit transfer between the different national education models.

Raising questions and providing insight and suggestions for further reflection and action, the publication is of great interest to all those involved in or contemplating a cultural management education.

Details: <http://www.artsmanagement.net/Books-id-638.html>

Book: Who owns culture?

by Susan Scafidi



Americans are cultural copycats. White suburban youths perform rap music, New York fashion designers ransack the world's closets for inspiration, and Euro-American authors adopt the voice of a geisha or shaman. The ownership of these art forms, however, remains contested. Do they belong to the community that originally generated them, or to the culture that has absorbed them? While claims of authenticity or quality may prompt some consumers to seek cultural products at their source, the communities of origin are generally unable to exclude copyists through legal action. Like other works of unincorporated group authorship, cultural products lack protection under our system of intellectual property law. But is this legal vacuum an injustice, the lifeblood of American culture, a historical oversight, a result of administrative incapacity, or all of the above?

Who Owns Culture? offers the first comprehensive analysis of cultural authorship and appropriation within American law. From indigenous art to Linux, Susan Scafidi takes the reader on a tour of the no-man's-land between law and culture, pausing to ask: What prompts us to offer legal protection to works of literature, but not folklore? What does it mean for a creation to belong to a community, especially a diffuse or fractured one? And is our national culture the product of Yankee ingenuity or cultural kleptomania?

Providing new insights to communal authorship, cultural appropriation, intellectual property law, and the formation of American culture, this innovative and accessible guide greatly enriches future legal understanding of cultural production.

Details: <http://www.artsmanagement.net/Books-id-639.html>

MAGAZINE DIGEST

Auditoria

Issue 11 - April 2006

- Three new venues for Californian State University
- The search, recognition and design of the ideal location to feature Toronto's Blue Man Group
- Guthrie Theatre - a new architectural landmark for Minneapolis
- Does a theater need to be large in order to make an impact? Gonda Theatre at Georgetown University
- By balancing design and function, the lobby creates a venue's first impression
- The designed experience. Selling a convention center
- A hall for all seasons. Four Seasons Centre for the Performing Arts Toronto

Order the magazine: <http://www.auditoria.tv>

Art Manager Magazine (Russia)

Issue #1 (13), 2006

Scientific View

- *George Franck: THE ECONOMY OF ATTENTION
- *Gennady Dadamian: CULTURE NEEDS A NEW ECONOMIC IDEA

Education

- * BOOKS AND PERIODICALS
- * UNIVERSITIES AND COLLEGES
- * MUSIC SCHOOLS OF THE UNITED STATES

Business Briefcase

- * BRAND AS IT IS AND AS IT HAS TO BE
- * CREATIVE INDUSTRIES IN KARELIA
- * MANAGEMENT OF CONTEMPORARY ART BY THE FEDERAL AGENCY FOR CULTURE AND COMMUNICATIONS
- * BIG PROBLEMS OF SMALL PRIVATE MUSEUMS
- * HOW IDEE FIXE BECOMES A FESTIVAL BUSINESS

Professionals

STAS NAMIN: "THE FESTIVAL SHOULD HAVE A REPUTATION, A TASTE AND A STYLE"

How to do that?

- * Leonard Hoyle: THE EVENT MARKETING: HOW TO SUCCESSFULLY PROMOTE EVENTS, FESTIVALS, AND EXPOSITIONS
- * Katya Einola, Normand Turgeon
INTERNATIONAL MARKETING OF TELEVISION PROGRAMS

Sponsors, Patrons, Foundations

- * FUNDRAISING FROM A TO Z
- * Elena Nemtsovich: THE SUCCESS OF THE CHARITY AUCTION
- * HENNESSY'S PROJECTS: MUSIC HERMITAGE
- * SOCIAL AND CULTURAL POLICIES OF GAZPROMBANK
- * TNT CULTURAL PROGRAM
- * FOUNDATION "NEW PERSPECTIVES"
- * CHARITIES AID FOUNDATION "BLAGOYE DELO"
- * SOCIAL AND CULTURAL BUSINESS INITIATIVES AWARD
- * THE CONFERENCE "WHITE NIGHTS OF FUNDRAISING"

ART City

- * YAROSLAVL IS ONE THOUSAND YEARS OLD. PREPARING THE CELEBRATION
- * GLOBAL CITY FORUM
- * SOCHI, THE CITY OF FESTIVALS
- * THE FESTIVAL "OSTROV BUYAN"

Cultural Tourism

- * Anatoly Yarochkin: CULTURE AND TOURISM: POINTS OF CONTACT
- * CULTURAL PILGRIMAGE TO LITHUANIA
- * Stephen P. Hanna, Vincent J. Del Casino: MAPPING TOURISM

ART Forum

- * CREATIVE UNION OR TRADE UNION?
- * DESIGN AS A BUSINESS

- * BRIEF EXCURSUS TO EXHIBITION BUSINESS
- * FREE THEATRE AND SELF-IDENTITY IN BELARUS

ART Manager's Directory

- * LEADING ART DEALERS OF THE WORLD

Details: <http://www.artmanager.ru>

EDUCATION & CAREER

Education: Management of Performing Arts Program, Istanbul (Turkey)

Management of Performing Arts Program is a 4 year BA program in the Faculty of Communication at Istanbul Bilgi University.

This program aims at training future cultural managers capable of developing and managing sophisticated sustainable artistic and cultural institutions and projects. Students are trained in managerial skills, and are encouraged to blend an analytical and critical approach to culture and arts with creativity. The program emphasizes analysis, creation, and planning of cultural events. In addition, students participate in the production of such events in cooperation with professionals and academics.

Students have the opportunity to deepen their studies in one of the cultural and artistic fields and combine this with managerial skills by becoming familiar with diverse institutions that make up the complex field of the culture industry. This includes public and private sectors as well as voluntary and other non-profit organizations.

The Management of Performing Arts program will have a central role at all levels of management of SANTRAL İSTANBUL which is a project of Istanbul Bilgi University for transforming Ottoman Empire's first power station into a museum of contemporary arts and a cultural and educational centre. Creating an interface for interdisciplinary exchange and dialogue through residency and exchange programmes in the fields of culture, arts and new media is among the project's principal objectives. Both students and graduates of Management of Performing Arts will be working in various departments and projects of SANTRAL İSTANBUL.

Details: <http://map.bilgi.edu.tr>

CONFERENCES

Review: Venue EXPO 2006

An short report by Zenaida des Aubris, correspondent, Munich

This was the 3 trade show directly aimed at the venue owners, operators and investors of the sports and entertainment industry – be they stadium, arena or event centre professionals.

There were about 100 exhibitors with products and services such as turf optimising equipment and resources, sound and light technology, furnishings, point of sale solutions, etc. A very international offering with many companies from the US and the UK, but also from Spain, Switzerland, Italy and, of course, Germany. Additionally, a well-designed forum allowed every exhibitor to hold a 20-minute discourse on his company's product or service.

Next year's fair will be held from April 17 to 19, 2007 in Hamburg.

More information: <http://www.venueexpo.com>

Preview: Conference "Cultural Heritage in the 21st Century"
24-28 May 2006, Krakow (Poland)

Since the very beginning of its existence the International Cultural Centre has made its mission shaping and promoting a new attitude towards cultural and natural heritage, the problems of heritage management, promotion and interpretation. At the turn of May and June 2006 the Centre will celebrate the 15th anniversary of its official inauguration. The international meeting of renowned experts in the area of heritage conservation, preservation and management will be the main event of our anniversary programme. Rich in experiences of generations of our predecessors, living in the world torn between globalisation of culture and the wish to defend the regional cultural traditions we most warmly invite you to Cracow to join in the international discussion on the global philosophy of heritage, Central European experience of heritage protection and management as well as new trends in the heritage field.

The symposium will take place in Cracow on May 24–28, 2006. It will concentrate around three main problem areas:

- I - Heritage and transformation. The Central and Eastern European experience
- II - Towards the global philosophy of heritage conservation (prepared in cooperation with ICOMOS)
- III - New trends in the management of heritage institutions.

Details: <http://www.mck.krakow.pl>

-Advert-

ICCPR 2006: Vienna, 12-16 July
4th International Conference on Cultural Policy Research

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.

<http://www.iccpr2006.com>

Preview: 20th International Congress of ISPA
"The New Silk Road for the Performing Arts"
8-11 June 2006, Hong Kong (China)

Following ISPA's successful Forum in Beijing (2002), and the Congress in Singapore (2003), ISPA is back in Asia with their 20th International Congress in Hong Kong, hosted by the Leisure and Cultural Services Department.

With China entering the WTO, Hong Kong is the fastest growing market for performing arts in China and the region. Delegates will have a unique opportunity to experience this growth first-hand, and to get acquainted with local facilities, managements, artists and colleagues from this region.

Coined by a nineteenth century German scholar, Baron von Richthofen, the term "Silk Road" became commonly accepted as the description of the trade routes from China to the West (and back), which started 2000 years ago. The height of the importance of the Silk Road was during the Tang dynasty (seventh century), when the exchange of goods (including silk) was overshadowed by the exchange of ARTS and CULTURE

(including religion). It became an "information superhighway" with ideas and knowledge flowing between East and West along with goods.

And now in 2006 we gather to explore and celebrate "The New Silk Road for the Performing Arts" at ISPA's 20th International Congress in Hong Kong. We have seen an "opening up" of the "Arts Silk Road" over the past decade, and opportunities for professional exchange abound.

Arts Management Network correspondent Zenaida des Aubris, who was also active in the Chinese Performing Arts sector in the recent years, joins this event in order to report about the latest trends in this field.

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

Preview: 3rd World Summit on the Arts and Culture **„Transforming places, transforming lives“**

14-18 June 2006, Newcastle-Gateshead (UK)

The Summit will focus on the role of the arts and culture in regeneration. The conference will bring key people in cultural policy and in regional development from around the world to discuss the impact of various government and non-governmental agencies on cultural regeneration. The event will explore best practices and provide opportunities for delegates to create new connections and collaborations.

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

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 3555 subscribers worldwide.

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