

ARTS MANAGEMENT NEWSLETTER

Monthly information service by Arts Management Network

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EDITORIAL

Dear readers,

our new German website has been started 3 weeks ago. Just a new website? It is much more. This online portal is a milestone for the German speaking arts management community, because it runs as both a contemporary knowledge database and a new brand for our network. All articles, books, conferences, jobs or links are marked by keywords, topics, categories, and region. Following the needs of an arts manager today, it is possible now to find the content related to the own professional needs and interests – immediately! From now, it is only a question of months, when our English speaking users and readers will get their own platform of similar features. We work on it - please stay tuned.

We'd like to continue the monthly special topic series with Scandinavia and provide articles from Denmark, Sweden, Norway, and Finland. Some of you may argue, that Finland is not a part of Scandinavia - for some historical reasons. In terms of practice and cultural development it is nevertheless helpfully to handle these 4 countries as a whole region, which nowadays plays a dynamic role in Europe. In difference to the big industrial countries of the European Union – France, United Kingdom, or Germany – the Scandinavian countries have identified the importance of education of their people very early. To keep the economy further growing and to afford the high wages, but without losing all traditional roots, big investments in the educational system, in media, arts and tourism has been made. The result: as always as people talk about creative industries, the Scandinavian countries are a part. Thousands of Europeans choose countries like Finland and Sweden to study there. Universities like the Sibelius Academy in Helsinki offer courses in English - for example in arts management - to remove the barrier of a difficult language as Finnish it is in the opinion of most of the people. In addition, the development in the Scandinavian countries, mainly Finland and Sweden, had a big influence to the new Baltic countries Estonia, Latvia, and Lithuania. However, it will be interesting to see how this development will be continued. We hope that not only the 3 per cent of you, who come from Scandinavia, will find this newsletter issue interesting. We'd like to mention, that we've kept the chapter with articles of general topics, which are not less interesting.

Arts Management Network is now official distributor of PAYE and MOD, the two publications, which help the Performing Arts sector to get the contacts to funds, ministries, agencies, or event organizers. Check our bookstore and order your item until April for special conditions.

Yours

Dirk Heinze & Dirk Schutz

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SPECIAL SECTION: SCANDINAVIA

1. The Danish Cultural Heritage: Economics and Politics

An article by Christian Hjorth-Andersen

This paper deals with the Danish cultural heritage understood as the tangible heritage, mainly buildings. The paper briefly describes the political economy of conserving the cultural heritage and the means of preserving it. The main focus of the paper is, however, on the present Danish conservation policy. The paper presents estimates of the costs of preserving the cultural heritage on a national scale. It is concluded that while the level of conservation probably conforms to the wishes of the Danish people marginal decisions are probably misguided. In particular, a detailed examination of the practices of the Danish Conservation Board is presented. The Board is not guided by the recommended cost-benefit perspective but rather in practice devoted to preserving architectural values.

Download: <http://www.econ.ku.dk/wpa/pink/2004/0433.pdf>

Christian Hjorth-Andersen is Professor of Institute of Economics, University of Copenhagen

2. From Quality to Expenditures

A Case Study of Storsjöyran Music Festival, Sweden

A paper by John Armbrecht and Erik Lundberg

This study is based on previous research on Quality, Satisfaction, Willingness-to-Pay and Spending behaviour, in tourism and particularly in the area of festival management. A web and telephone survey on 326 festival visitors was conducted at Storsjöyran Music Festival 2005 in Östersund, Sweden to give the base for new findings concerning visitors perception of their festival experience including their spending behaviour.

This thesis approaches the complexity of causal links in a proposed and tested model, from festival experience through quality and satisfaction perceptions to the festival visitors' Willingness-to-Pay and actual expenditures. Findings show that these links need to be considered when designing, planning and operating a festival in order to succeed and create loyalty among visitors. However, findings from Storsjöyran show that there are differences in the magnitude of effects from altering specific festival activities and factors influencing the next causal stage since there are also extraneous and social-psychological events that organisers might not be able to influence, determining the outcome of the festival.

Further reading: [Download](#)

John Armbrecht and Erik Lundberg are Co-founders of HB Festivalkonsulterna GBG.

3. Digital Distribution of Music

The Role of Networks and Knowledge in the Norwegian Recorded Music Industry

A thesis by Håkon Normann

The impact of technologies facilitating digital distribution of music on the recorded music industry has in the last few years received much attention in the popular press, and to some extent in the scholarly literature. However, there have been few attempts

to explore the underlying factors explaining differences in innovative capabilities among record companies.

This thesis proposes that social networks and specific knowledge areas are important factors that can explain these differences among Norwegian record companies. The study therefore investigates the role of social networks and knowledge and their systemic properties related to innovation within digital distribution in the Norwegian recorded music industry.

The most important factors are identified using data from a questionnaire surveying the Norwegian record companies' social network activity, knowledge levels, and innovation activities. This dataset is complemented by interviews with industry representatives.

Using both quantitative and qualitative analysis, a set of factors are recognized as important drivers for innovation within digital distribution in the Norwegian recorded music industry. These are the relationship between record companies, relations between record companies and foreign firms, record companies' knowledge about digital distribution opportunities, and record companies' affiliation with Phonofile, with the latter emerging as the most significant of these factors. The study also reveals that the geographical clustering of Norwegian record companies does not appear to have a direct effect, but rather an indirect effect, on the record companies' knowledge levels or innovation related to digital distribution. In the final argument it is proposed that this may have some theoretical and policy implications with regards to the application of a cluster model as other factors may at times deserve equal attention from both analysts and policy makers.

Further reading: [Download](#)

*Author Håkon Normann is Digital Account Manager of Warner Music Norway
His personal website: <http://www.normann.biz>*

Skate's Art Investment Handbook

Skate's Art Investment Handbook describes a rational approach to investing in art with valuation drivers and market statistics, an analysis of how the art market compares to other investment markets, and a special supplement carrying the ratings of the world's 1000 most expensive paintings.

Another product of Skate's is its Art Valuation Letter - a unique art investment aide that focuses on pre-auction assessment of significant works of art for upcoming auctions. It gives updated ratings and segment tables for Skate's Top 1000 artworks as well as earnings reports and research updates on Skate's Art Stocks. The newsletter is published monthly with additional special issues published in the middle of each auction season.

Owners of major art collections, both in the public and private sector, art funds and art investment foundations can benefit from Skate's auditing services, provided by an experienced multinational team of specialists.

More: <http://www.skatepress.com>



4. Creative Directions

A Nordic Framework for Supporting the Creative Industries

A report by Dr. Dominic Power & Dr. Johan Jansson

Worldwide governments and regional authorities have begun to take seriously the idea that cultural and creative activities are crucial areas of economic activity. Industries such as music, film, media, advertising, gaming and design are seen to be increasingly worthy of not just cultural policy but also industrial policy support.

This report deals with the creative industries from an industrial and economic perspective: taking our point of departure in research on industrial competitiveness and transformation (business strategy, institutional and evolutionary economics etc.) in general, and modern research in economic geography in particular. We outline a series of policy recommendations and concrete measures that aim to help the creative industries further develop.

In particular, the report concentrates on how policies implemented and coordinated at a Nordic level have great potential to improve the competitiveness of the creative industries. Policy recommendations are presented that address five distinct but interrelated areas: 1. Knowledge and innovation in the creative industries; 2. Cooperation and collaboration between creative industries firms; 3. Connecting creative industries firms with other industries; 4. Helping Nordic creative industries reach the market; and 5. Encouraging and investing in entrepreneurship.

Further reading: [Download](#)

- 1. Dr. Dominic Power is Associate Professor of Dept. of Social and Economic Geography / Centre for Research on Innovation and Industrial Dynamics, Uppsala University*
- 2. Dr. Johan Jansson is Research Fellow at Dept. of Social and Economic Geography, Uppsala University*

5. Buying Behaviour of Theatre Distribution Agents

Purchase of Performances in Swedish Theatre Associations (Case Study)

An article by Rickard Wahlberg

The aim was, at an explorative level, to produce knowledge about and understanding of the buying behaviour of theatre distribution agents. A case study consisting of six cases was conducted. The data collection was based mainly on interviews. Findings indicated the need for an extra function in the buying centre: a confirmer. The buying process seemed more informal than the theory indicates. The programme decision did not concern a provider of a product; it was more a choice between different plays. The provider was more to be regarded as a selection criterion. There was a sort of calculation whereby the expected loss was related to the value of the performance.

To sum up, the theoretical framework from the organisational buying behaviour could definitely be applied to theatre associations, though some modifications appeared to be necessary.

Further reading: http://neumann.hec.ca/aimac2005/PDF_Text/Wahlberg_Rickard.pdf

Rickard Wahlberg is Assistant Professor in Industrial Marketing at Luleå University of Technology in Sweden.

6. Portrait: The Arts Council of Finland

An introduction by Koskinen Tuulikki

The principal purpose of the Arts Council institution is to promote art, create and develop art policies and conduct research in the field.

The Finnish state promotes art in accordance with the Government's decision-in-principle on art and artist policy (2003). The decision is based on a programme proposal made on the initiative of the Central Arts Council. It aims at a "creative welfare society, in which art is an integral part of the innovation base - an entity of new knowledge, skills, know-how and welfare - which renews and takes society forwards and which also recognises enduring cultural values". In addition, representatives of the Arts Council institution have participated in committees on the financial and social position of artists and in drafting policy programmes for architecture, design and children's culture.

The Art Councils grant support on the basis of the artistic quality of artworks, activities or projects as well as their culture political significance. Quality is assessed by peer review by experts in each field. Decision-making also takes into account regional, language, gender and age factors of the applicants.

The Arts Council of Finland is also actively involved in artist-in-residence programmes and Nordic co-operation of the Arts and Health network. The Central Arts Council gives travel grants to artists and art professionals for travelling abroad and Research Unit is involved in international research co-operation.

The Research Unit of the Arts Council of Finland focuses on research in the field of arts and cultural policy. It carries out and promotes research and offers expert services to art administration and the cultural sector. The Unit publishes research reports and statistics, working papers and statistics bulletins, maintains a library specialising in cultural policy and participates in international co-operation in the field of cultural policy research.

ARSIS is a magazine specialising in art and cultural policy issues. Its main theme is the promotion of art, preparation of related measures by public authorities and their consequences. The magazine is published four times a year with one special issue in English.

Details: <http://www.artscouncil.fi>

Koskinen Tuulikki is Communications coordinator of Arts Council of Finland.

7. Magazine Digest: Framework - The Finnish Art Review

Publisher: Finnish Fund for Art Exchange

ISSN: 14596288

Framework, a bi-annual magazine, is dedicated to contemporary art and culture. It is a continuation of FRAMEnews, the newsletter published in 2000-2003. Framework is a discursive forum that allows space for varied visual material, as well as extensive articles, analyses and international commentaries. One of its major tasks is to establish Finnish contemporary art on the international scene: to connect the local to the international.

Details and Order: <http://www.framework.fi>

8. Book: Denmark in the Culture and Experience Economy - 5 new steps

The culture and experience economy is a growing field in Denmark and abroad. The booklet 'Denmark in the Culture and Experience Economy' explores the future of stronger ties between the arts and corporate sector in Denmark and presents the Government initiatives on five new target areas...

In this publication the Government presents initiatives within five new strategic target areas designed to create favourable frameworks capable of reinforcing development and growth potential in the culture and experience economy.

Download: <http://www.kum.dk/sw8166.asp>

9. Education: Management of Creative Business Processes Copenhagen Business School, Denmark

Management of Creative Business Processes (CBP) is a new two-year master program. The aim of the CBP is thus to provide students with tools of general managerial applicability but additionally designed to handle the specific challenges facing managers when dealing with creative processes or activities in a business setting. The contents of this program have fourfold: Creative Industries, Processes and Strategies; Creative Marketing; Legal Risk Management and Intellectual Property Law, and Incentive and Reward Management. It also focuses on Managing Creative and Innovative Organizations, User Innovation and Entrepreneurship, Development and Finance of Business Concepts, and so on.

Details: [Download](#)

10. Education: Arts Management, Sibelius Academy, Helsinki

The Arts Management Master's Degree Programme at Sibelius Academy was established in 1997 in Helsinki. Since the beginning the programme has educated professionals for the field of arts and culture management in the private, public and the third sector. This programme, which takes 2 to 2.5 years of full-time studies and it leads to a Master's Degree in Arts Management (Master of Music), is taught in English and focuses on management - in particular, the challenges and possibilities of cultural management, as well as international networking. Students get versatile qualifications for a management career in art organisations, non-profit organisations or cultural institutes. In addition, the programme aims to develop student's competence in scientific research and critical thinking.

Details: <http://dept.siba.fi/am/eng/>

11. Preview: Conference on Entrepreneurship and Education in Cultural Life May 31 - June 3 2007 in Göteborg, Sweden

The 2007 ENCATC conference will focus on entrepreneurship, culture, and education. By conducting a high-quality international conference on entrepreneurship and education in cultural life from the perspective of the active in the field in West Sweden, it aims, among other things:

ENCATC 2007

1. To provide an opportunity for the exchange of experience and knowledge between people who are actively involved in cultural life from all of Europe.
2. To offer cultural organizations the chance to meet new partners and cooperations.
3. To advance the frontier of knowledge within the field of culture and entrepreneurship.
4. To share the spirit of entrepreneurial skills and knowledge that characterizes West Sweden, where there are several examples of initiatives that started from a "bottom up" perspective and which are well known today in the region, in Scandinavia, and internationally. There are several such examples like The Gothenburg Film Festival, the Clandestino Festival, the Book and Library Fair, Not Quite, the Water Color Museum, the Dance and Theater Festival, Film in the West, the Artists' Collective Workshop, Dem Collective and Nätverkstan are some of them.
5. To demonstrate West Sweden and its progressive spirit on the cultural scene.

Details: <http://encatc.natverkstan.net/>

12. Preview: Culture as Innovation -The Search for Creative Power in Economies and Societies

June 6-8, 2007 in Turku, Finland

Culture is contradictory: It is individual and creative, it is collective and empowering. It is also diverse, conservative and restrictive. If we reflect upon such contradictions and develop that perspective we raise the questions: what is the future of the creative economy, the cultural industry, economic innovation and the interaction of culture and the economy? Furthermore, what consequences and challenges do such questions hold for the development of society?

The aim of the conference is to think and discuss about these questions under the following wider themes:

- Innovativeness and creative processes in economies, cultures and societies of the future
- The future of creative clusters and industries
- The role of cultural industries in economic development and competitiveness
- The power of creativity and culture for the sustainable development
- Case studies of culture, innovation and entrepreneurship
- Futures research methodology in the study of the creative economy
- Theoretical approaches for the future interaction of culture, society and the economy

Details: <http://www.tukkk.fi/tutu/conference2007/>

Arts Management Bookstore

Arts Management Network provides the world's largest database for arts management publications. Nearly 400 books in English, Chinese, Italian or French language are introduced with extended descriptions, cover images and information about the authors and publishers. Easy to order via our partner, Amazon.com or its sister online stores in Canada, Great Britain, Germany, and France. If you purchase items (not only books) at Amazon through our bookstore in general, you can easily support the further growing of our information network.

More: <http://books.artsmanagement.net>

13. Introduction to Arts Management - Helsinki Summer School **August 7-23, 2007 in Helsinki, Finland**

The aim of the Helsinki Summer School is to bring university and college students from all over the world to Helsinki in summer 2007 for university courses and memorable summer experiences.

This introductory course in arts management is organised by the Sibelius Academy's Arts Management programme. This programme is designed for students who have experience in the arts and a passion for them, and who wish to develop their skills as professional arts managers. The course focuses on five main topics:

1. Defining Arts Management : various key texts and concepts that influence the field of arts management in general terms.
2. Production and Project Management : aspects of production and project management in the arts organisation context.
3. Audience Development and Marketing : characteristics and expectations of arts audiences. In connection to this we provide a broad overview of various kinds of marketing strategies.
4. Funding and Sponsorship in the Arts : economic issues in the arts relating to the main sources of funding for arts organisations along with an overview of sponsorship and fundraising issues.
5. Cultural Policy: recent tendencies in European cultural policy.

Details: <http://www.helsinki.fi/summerschool/>

14. Preview: The 3rd Nordic Conference on Cultural Policy Research **August 23-24, 2007, Bø in Telemark, Norway**

The purpose of the Nordic conference is to contribute to the discussion of cultural policy research issues with particular relevance for the Nordic countries. The conference should support Nordic research in this field, and promote further transnational exchange of high quality research experiences.

The conference primarily aims to recruit researchers, especially researchers who will present papers for discussion, but also other researchers that are interested in cultural policy research. It is also open for others that are interested in cultural policy research (people in the cultural sector, media).

Details: <http://www.cupore.fi/ajankohtaista07112006.php>

15. Preview: The 10th European Conference on Creativity and Innovation **October 14-17, 2007 Copenhagen, Denmark**

The Conference Theme is Co-Creation. Its aim to dissect and reanimate the debate on innovation and creativity. The two target areas will be to focus on the removal of the boundaries between lab and home, between product and user, and to rethink and recreate the whole dynamics between user, creativity and innovation; and to begin the process of dismantling and recreating innovation and creativity as such and ultimately, to innovate innovation.

Detail: <http://www.eccix.org>

16. Preview: Museum Microclimates
November 19-23, 2007, Copenhagen, Denmark

This conference aims to present a coherent picture of our knowledge of the environmental influences on rates of degradation, the environmental standards derived from this knowledge, the active and passive methods of maintaining a protective microclimate conforming to these standards and the ways of ensuring the durability of the microclimate itself.

Details: <http://www.nationalmuseet.dk/sw30434.asp>

17. Preview: Artistic on-line and real-life Encounters on the EU enlargement

The House of World Cultures realizes together with its partners Baltic Sea Cultural Centre (Poland), Danish Center for Culture and Development (Denmark), Intercult (Sweden) and Visiting Arts (Great Britain) the project Europe Now | Europe Next, a series of on-line and real-life Encounters accompanying the EU enlargement.

The public is invited to join this creative dialogue on the current and the next Europe. Send us your contributions as images, texts, video or sound files, present your related web project.

europe now | next
a culturebase.net project

Details: <http://www.europe.culturebase.net>

18. Links Collection for Scandinavia

Arts and Business Sweden (Kultur och Näringsliv) is a forum for partnership between business and the arts, and focuses on the activities around Business sponsorship of the arts (partnership), Companies' own heritage, Arts-in-business, and Business-in-the-arts: <http://www.kultur-naringsliv.se/>

Arts Council Norway administers the Norwegian Cultural Fund and launches experimental cultural activities in areas.

<http://www.kulturrad.no>

Cultural Identity, Cultural Mapping and Planning in the Øresund Region provides links, activities and researches about Cultural Planning, Cultural Diversity, Cultural and Urban Development, Culture and Business Development, etc in English and Danish versions.

<http://www.culturalplanning-oresund.net>

Danish Center for Culture and Development supports projects, does cultural development and co-operation.

<http://www.dccd.dk/dccd/cku.nsf/doc/omcku>

Danish Arts Agency operates the international cultural exchange programmes, offers funding, and provides events calendar.

<http://www.kunststyrelsen.dk/english.php>

Danish Arts Agency Music Centre provides secretariat services for the Danish Arts Council and its Committee for Music.

<http://www.danishmusic.info>

Danish Cultural Institute organizes cultural study tours, promotes cultural exchanges and supports projects between foreign and Danish cultural institutions, artists and other professionals.

<http://www.dankultur.dk>

Finnish Cultural Foundation awards grants and scholarships to scientific research and arts in all fields in order to raise up the advancement of Finnish culture.

<http://www.skr.fi/english/welcome.html>

Finnish Theatre Information Centre provides the information of oning events, festivals, projects and tranings and offers English and French language magazine on theatre in Finland.

<http://www.teatteri.org/english/>

Forum for Kultur og Næringsliv (Forum for Arts and Business) is organized around four themes of arts and business partnerships: Education and Training, Information, Networking and Lobbying / Advocacy Work.

<http://www.kulturognaringsliv.org>

Jenka Creative Industries Network of Scandinavia consists Knowledge Database, Upcomming Events and related links.

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

Kulttuuri.net offers English and Finnish versions, which includes Internet links related to Finnish culture: artists, associations, media, organisations, specialist services and so on.

<http://www.kulttuuri.net/>

Nordic Culture Point provides art and culture programs, reports and research, regular newsletter and information of Nordic Culture Fund.

<http://www.kulturkontakt nord.org/>

Norway Festivals presents all range of information of arts festivals in Norway.

<http://www.norwayfestivals.com/>

Music Information Centre Norway (MIC) aims to inform and profile on the qualities of the professional Norwegian music life.

<http://www.mic.no>

Norwegian Archive, Library and Museum Authority provides reports and articles in Norwegian and English.

<http://www.abm-utvikling.no>

Nyx is a forum for partnership, sponsorship and exchanges between culture and business in Denmark.

<http://www.nyxforum.dk>

Swedish Performing Arts (Svensk Scenkonst) offers more than 100 Swedish companies' and organisations' links within performing arts.

<http://www.svenskscenkonst.se>

Swedish Music Publishers Association provides links about music business, music publishers and music search engines, and copyright information.

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

Swedish National Council for Cultural Affairs provides publication and information about culture and cultural policy.

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

Swedish Arts Grants Committee awards government grants to individual artists within the areas of visual art and design, music, theatre, dance and film.

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

Swedish National Heritage Board protects, documents and preserves the historic environment, and offers articles category.

<http://www.raa.se/cms/extern/index.html>

Swedish Joint Committée for Artistic and Literary Professionals provides English and Swedish documents archive and safeguards the artists' right.

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

National Public Art Council Sweden offers articles and bookstore online, and has its own gallery.

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

Sweden Film Commission provides resources categories of casting agencies, film festivals, producers, sound production and so on.

<http://www.swedenfilmcommission.com/>

Foundation for Cultural Heritage without Borders consists activities and archives about preserving cultural properties.

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

Swedish Industrial Design Foundation offers a selection of books and information material, and database of design companies.

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

GENERAL TOPICS

19. Cultural Industries and Cultural Policy

An research by David Hesmondhalgh & Andy C. Pratt

This article analyses and contextualises a variety of relationships between the cultural industries and cultural policy. A principal aim is to examine policies explicitly formulated as cultural (or creative) industries policies. It seeks to address questions such as: What lies behind such policies? How do they relate to other kinds of cultural policy, including those more oriented towards media, communications, arts and heritage? The first section asks how the cultural industries became such an important idea in cultural policy, when those industries had been largely invisible in traditional (arts- and heritage-based) policy for many decades. What changed and what drove the major changes?

In the second section, we look at a number of problems and conceptual tensions arising from the new importance of the cultural industries in contemporary public policy, including problems concerning definition and scope, and the accurate mapping of the sector, but also tensions surrounding the insertion of commercial and industrial culture into cultural policy regimes characterised by legacies of romanticism and idealism. We also look at problems surrounding the academic division of labour in this area of study. We conclude by summarising some of the main contemporary challenges facing cultural policy and cultural policy studies with regard to the cultural industries. The piece also serves to introduce the contributions to a special issue of International Journal of Cultural Policy on the cultural industries and cultural policy.

Download: <http://www.artsmanagement.net/downloads/hesmondhalgh.pdf>

1. David Hesmondhalgh is Professor of Media and Music Industries in the Institute of Communications Studies at the University of Leeds

2. Andy C. Pratt is the Director of the Centre for Urban research at the London School of Economics and Political Science, University of London

20. Internationalisation Patterns of Born Globals in the Music and Fashion Industries

An article by Dr. Staffan Gullander

This paper deals with Born Globals (BG), i.e. companies which internationalise at an early stage and view the whole world as their activity field. The internationalisation concerns both the inward such as procurement as well as the outward (such as sales) in microbusinesses from two experience based, or so called creative, industries, Swedish Music and Fashion, seldom subject to internationalisation studies. The project investigates in which countries/markets these firms have international activities, why these countries/markets were selected and identifies direct or indirect connections

between the inward and outward activities. The research provides a better understanding of the driving forces in internationalization at the micro-level, and gives help for the formulation of new EU export promoting policies.

Download: <http://www.snee.org/filer/papers/360.pdf>

Staffan Gullander is Professor of Stockholm University, Stockholm School of Entrepreneurship

21. The Economic Impact of the Icelandic Music Industry – Structure and Management

A paper by Agust Einarsson

The paper describes the economic impact of music in Iceland and gives an account of the structure of the music industry and its management. Music is of significant importance for the Icelandic community. The discussion touches on the creative industries and accounts for the special position of music, as well as the strategic planning and social organisation that characterise the sector. The theoretical foundation is based on the methods of cultural economics and the methodology of the creative industries. The contribution of culture as a whole to the Icelandic GDP amounts to approximately 4%, and of this music accounts for approximately a quarter. Music fits very well in with the ideology of the creative industries. Porter's five forces model is employed to describe the competitive position of enterprises in the musical industry in Iceland. The competitive position of Iceland in the music sector is analysed by the use of Porter's Diamond.

Download: <http://www.hi.is/~agustei/Heimasida/g22.pdf>

Prof. Agust Einarsson is Rector of the Bifröst University, Iceland

22. Empowerment and Anger Learning How to Share Ownership of the Museum

An article by Cajsa Lagerkvist

The article explores the challenges of community involvement and of equal representation agendas in museums in a multicultural society. The aim is to contribute to an increased understanding of power struggles and controversies associated with community dialogue and shared authority approaches in museums. These topics are analyzed in relation to the colonial legacy of Western museums and to discourses of multiculturalism, representation and inclusion.

Two recent controversial cases of community dialogue in the Museum of World Culture in Sweden are discussed: the project Advantage Göteborg, during which extensive battles over the right of interpretation took place, and the case of the painting *Scène d'Amour* by artist Louzla Darabi, which was taken off display after strong demands from members of the public. While such cases are difficult and challenging for a museum, the author argues that they are necessary triggers for institutional change.

Further reading: [Download](#)

*Cajsa Lagerkvist is Curator of Museum of World Culture
This article had published at Museum and Society, July 2006.*

23. Magazine Digest: GIG/International Arts Manager Magazine

For almost 20 years, International Arts Manager Magazine (IAM) has been essential reading for those involved in all aspects of performing arts management.

Originally published 10 times a year, since January 2007 the magazine has appeared every two weeks, having been incorporated into Gig, Impromptu Publishing's ground-breaking news and recruitment magazine for cultural executives.

Regularly there first with the news from classical music, opera, dance, theatre and venues stories, Gig/IAM contains the freshest information about international industry appointments, premieres, competitions and awards as well as authoritative articles on the management of music, opera, dance and theatre.

Gig/IAM also includes the latest news from broadcasting, recording and film as well as careers, education and training developments.

Further information: <http://www.gigmag.co.uk/>

24. Magazine Digest: Journal of Cultural Economics

Volume 31 Number 1 / March, 2007

Publisher: Springer Netherlands

ISSN: 0885-2545 (Print) 1573-6997 (Online)

Contents comprises:

1. The Sales Effect of Word of Mouth: A Model for Creative Goods and Estimates for novels by Jonathan Beck
2. Programmatic Choices and the Demand for Theatre: The Case of Flemish Theatres by Kristien Werck & Bruno Heyndels
3. The impact of film reviews on the box office performance of art house versus mainstream motion pictures by Gerda Gemser, Martine Van Oostrum & Mark A. A. M. Leenders
4. eBay auctions for Third Eye Blind concert tickets by Dennis Halcoussis & Timothy Mathews
5. Tõnu Puu: 2006, Arts, Sciences and Economics by Harry Hillman Chartrand
6. William Faircy Condee: 2005, Coal and Culture: Opera Houses in Appalachia by Guldem Gokcek

25. Book: Museum Management and Marketing

Author: Richard Sandell

Publisher: Routledge (November 2006)

ISBN-10: 0415396298 ISBN-13: 978-0415396295

The volume will bring the coverage of marketing and management up-to-date and reflect changes in current thinking, while covering the essential elements involved in the field. Bringing together a selection of essential writings on the subject by some of the leading authorities in the field this volume is an invaluable introduction to the key issues and controversies.

Richard Sandell is the Deputy Head of Department at the Department of Museum Studies, Leicester, and a Lecturer for the Museum Management and Marketing module.

Details and Order: <http://www.artsmangement.net/Books-id-706.html>

26. The Fourth Federal Congress on Cultural Policy, Berlin

The Fourth Federal Congress on Cultural Policy, to be held on 7/8 June 2007, will address the question of the form that cultural policy geared to Europe must take in order to more effectively mobilise and exploit Europe's cultural resources in the future. This conference seeks to explore the relationship between national and European cultural policies: what role is played by culture within Europe's process of integration? How are European issues incorporated within the cultural policies of the individual member states?

In addition to Europe's cultural identity, the conference will focus on approaches towards conducting a "cultural dialogue". Concrete possibilities will be explored in a series of forums aiming to optimise cooperation on a European level between cultural operators and artists and private and public sector players.

The conference is being staged by the Kulturpolitische Gesellschaft (Society for Cultural Policy), with the support of the Bundeszentrale für politische Bildung (Federal Agency for Civic Education), the Konrad Adenauer Foundation, the Friedrich Ebert Foundation, the Federal Foreign Office and the European Commission.

Arts Management / Kulturmanagement Network is a media partner of this conference.

Details: <http://kultur-macht-europa.de/?L=1>

27. Preview: The Venice Festival of Media **April 15-18, 2007 in Venice, Italy**

The Venice Festival of Media is a four day conference and exhibition that will look at how brands, advertisers, agencies and media owners can interact to create more impactful and effective consumer advertising. The Festival will combine conference debate, a trade market atmosphere and informal social networking for all delegates with regional, pan regional and global responsibility for media advertising strategy.

It will feature:

- * presentations of innovative media advertising from global agency networks
- * updates on the potential of all media channels by global media providers
- * viewpoints from those with the power to define media advertising strategies and budgets – the global advertisers
- * open debate on the future of media communication
- * expert discussion on new ways for brands to get closer to media content
- * an examination of the changing relationship between agency and advertiser
- * an essential update on how media research is keeping up with innovative media communication
- * an eye-opening picture of emerging media markets

Details: <http://www.venice-festival-of-media.co.uk>

28. Preview: Seoul International Networking Seminar for Festival Organizers **May 2-4 2007 in Seoul, Korea**

The seminar (SINSFO) this year faces a new turning point. It used to progress mostly with performing arts festival in fall, however, it will expand its area of the Seminar to a four-season festival and provide opportunity for advertisement and strategy for the

coming festival. It will provide the origin of festival to professionals, important opportunity for festival organizers to have public ownership of creative ideas.

This year, SINSFO provides tour and workshop programs ahead of the Seminar, so that those can help understanding the main theme of the Seminar and importance of networking. Moreover, the newly presented festival booths exhibition will provide good opportunity to encourage participation in the coming festivals through heated publicity.

Details: <http://www.sfac.or.kr/english/>

29 Preview: Culture Creative Industries in Europe
Coherent Policies in a Global World
May 3-4, 2007 in Berlin, Germany

The conference aims at developing a strategy for the co-ordination of culture industries policies. How can the strategies of various political players, e.g. the municipalities, the regions, the member states and the European Union be co-ordinated? Is it possible to develop target-oriented co-ordinated strategies that nevertheless strengthen the heterogeneity and special character of the cultural sectors – sectors that are subject to an extraordinary variety of market laws as their production ranges from the creation of unique specimen to serial production?

Details: <http://www.european-creative-industries.eu/>

30. Preview: International Digital Publishing Forum
Digital Publishing in Consumers, Education and Library Markets
May 9, 2007 in New York, USA

With the explosion of digital book services and devices, more and more books are being consumed digitally making it essential for technology companies and publishers to have a clear strategy for the digital future. This educational conference will bring together the leading technologists and business leaders of the publishing, technology and library markets. See demonstrations of the latest reading devices and software, digital textbooks and curricula, publisher's digital repositories, and web book and library search. IDPF representatives will also report on industry trends as well as industry standards which will directly affect your business.

The agenda includes:

- * Industry Report: New Mobile Devices & eReading Software
- * Digital Production Update: How IDPF and XML Standards permit "One File Format" Workflows for Reflowable Digital Publications
- * Digital Textbook, Interactive Curriculum and Educational Market Update
- * Search Engine Update: Digital Libraries and Commercial Publisher Services
- * Electronic Newspaper, Magazine & Journal Developments

Details: <http://www.idpf.org/digitalbook07/>

31. Preview: Asian Arts Mart 2007
June 1-3 2007, in Singapore

A biennial event, Asian Arts Mart aims to bring the arts community together. It provides a platform for exchange, business cooperation and networking within the arts industry of Asia and the world.

With the emergence of Asian arts and the need for greater awareness of contemporary Asian arts forms, the Asian Arts Mart is a powerful catalyst for Asian arts to take root in today's world by facilitating dialogue, intercultural exchanges and artistic collaboration. It offers invaluable networking opportunities and a platform to better understand the realities and aspirations of Asian artists today.

Details: <http://www.asianartsmart.com/>

32. Preview: Arts Reach. National Arts Marketing Conference 2007 **October 27-30, Miyako Hotel, San Francisco**

Cultural Entrepreneurship Best Practices. Building Bridges to New Audiences and Donors

The 21st Century will belong to innovators who can turn ideas into action. Taking their lead from for-profit businesses, cultural organizations are beginning to redefine themselves by letting their "customers" shape the ways they engage with an institution.

Organizations that have mastered cultural entrepreneurship are sensitive to their audience, creative in their outreach and flexible but defined in their adaptation to change. They align themselves with the needs, wants and expectations of their members, subscribers and ticket-buyers who increasingly want to participate in defining their own artistic experience.

If organizations are to develop novel methods of attracting, retaining and interacting with their constituents they need to rethink old models; reposition, rebrand or repurpose; and forge alliances with unexpected partners.

Join entrepreneurial-minded arts professionals at the Arts Reach National Arts Marketing Conference 2007 in the San Francisco Bay Area - the incubator of social entrepreneurship and the home of trend-setting thought leaders. Discover how you can implement innovative best practices for building your audiences in the new era of MySpace, YouTube and Second Life.

More: <http://www.artsreach.com/conference-agenda.html>

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