

encatc



New models for arts and cultural organisations: innovative case studies from the USA

International Study Tour

Discover - Learn - Network

2 - 5 December 2013 // New York, USA

Organised by

encatc

In the framework of



A mobility programme of ENCATC

In partnership with



With the support of



European Commission

> PROGRAMME

Monday, 2 December

- 9:00 – 12:30 **Study visit 1: New York University**
Welcome by Cristina Ortega Nuere, ENCATC President
Introduction by Carlo Lamagna, New York University
Lecture: Introduction to U.S. Cultural Policy
Alan Salzenstein, AAE President, DePaul University
Lecture: The cultural policy of the city of NY: competences, funding priorities for the next years
- 12:30 – 13:30 **Lunch time** with students from the campus
- 13:30 – 15:30 **Study visit 2: The Public Theater**
Welcome and presentation by a staff member
Guided visit
- 16:00 – 17:30 **Study visit 3: Creative Capital**
Welcome and presentation by a staff member
- 17:30 **Free time**
- 20:00 **Performance at The Public Theater**

4
Days
of intensive
learning

Tuesday, 3 December

- 9:30 – 12:00 **Study visit 4: Lincoln Center for the Performing Arts**
Welcome and presentation by a staff member
Guided visit
Lecture: Culture in challenging times: towards new business and governance models for the cultural sector
- 12:30 – 13:30 **Lunch time**
- 14:00 – 15:30 **Study visit 5: Baryshnikov Arts Center**
Welcome and presentation by a staff member
Guided visit to the educational department
Lecture: Audience development
 by the Director of Development
- 16:00 – 17:00 **Study visit 6: Gagosian Gallery (tbc)**
Welcome and presentation by a staff member
Guided visit
- 17:00 -18:00 **Study visit 7: Chelsea Galleries**
 Self-guided visit
- 18:00 -19:30 **Free time**
- 19:30 **Networking Dinner**

12
Study
Visits

> PROGRAMME

Wednesday, 4 December

9:30 – 13:00	<p>Study visit 8: United Nations</p> <p>Welcome and introduction by a staff member</p> <p>Lecture: Place of culture in the sustainable development: going beyond the GDP indicators</p> <p>Marc-André Dorel, Senior Economic Affairs Officer, UN</p> <p>Lecture:</p> <p>Cristina Ortega Nuere, ENCATC President, University of Deusto</p> <p>Presentations by representatives of selected UN entities working in the field of culture</p> <p>Guided visit</p>
13:00 – 14:30	Lunch time
15:15 – 17:30	<p>Study visit 9: Museum of Modern Art</p> <p>Lecture: Building new community of followers through social media</p> <p>Visit to museum exhibitions</p> <p>Self-guided visit</p>
19:30	Networking Dinner
21:00	Performance

Thursday, 5 December

9:30 – 11:00	<p>Study visit 10: Brooklyn Academy of Music</p> <p>Welcome and presentation by a staff member</p> <p>Guided visit</p> <p>Lecture by Karen Brooks Hopkins, President (tbc)</p>
11:00 - 12:00	<p>Study visit 11: Brooklyn Cultural District</p> <p>Self-guided visit</p>
12:00 – 13:30	Lunch time
14:30 – 15:30	<p>Study visit 12: Museum of Arts and Design</p> <p>Welcome and presentation by a staff member</p> <p>Guided visit</p>
15:30	Free time
19:30	Networking Dinner

Unique opportunities to network with key players in the field

Stay tuned to know your speakers!

> STUDY VISITS



Cultural visits across the city

Monday, 2 December

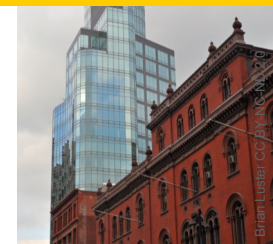
1 09:00 - 12:30 NEW YORK UNIVERSITY

Founded in 1831, [New York University](#) is now one of the largest private universities in the United States, with more than 40,000 students attending 18 schools and colleges at five major centers in Manhattan and in sites in Africa, Asia, Europe, and South America. The center of NYU is its Washington Square campus in the heart of Greenwich Village, one of the city's most creative and energetic communities that has attracted generations of writers, musicians, artists, and intellectuals. NYU, which has no walls and no gates, is deeply intertwined with New York City, drawing inspiration from its vitality.



2 13:30 - 15:30 THE PUBLIC THEATER

As the only theater in New York that produces Shakespeare and new work in equal measure, [The Public Theater](#) is dedicated to achieving artistic excellence while developing an American theater that is accessible and relevant through productions of challenging new plays, musicals and innovative stagings of the classics. Conceived nearly 60 years ago as one of the nation's first nonprofit theaters, The Public has served as an advocate for the theater as an essential cultural force in leading and framing dialogue on important issues of our day.



3 16:00 - 17:30 CREATIVE CAPITAL

Creative Capital supports innovative and adventurous artists across the country through funding, counsel and career development services. Its pioneering approach - inspired by venture-capital principles - helps artists working in all creative disciplines realize their visions and build sustainable practices. [Creative Capital](#) provides each funded project with up to \$50,000 in direct funding and career development services valued at \$40,000, for a total commitment of up to \$90,000 per project.



Tuesday, 3 December

4 9:30 - 12:00 LINCOLN CENTER FOR THE PERFORMING ARTS

Lincoln Center is the world's leading performing arts center. It is a cornerstone of New York City's cultural life and one of the most noteworthy venues for performance anywhere. Located on 16.3 acres of New York's Upper West Side, [Lincoln Center](#) is the home of 11 resident arts organizations that represent the highest standards of excellence in symphony, opera, chamber music, theater, dance, film, and arts education. Together, these institutions attract millions of visitors each year to thousands of performances, educational programs, tours, and other events.



> STUDY VISITS

Tuesday, 3 December (continued)

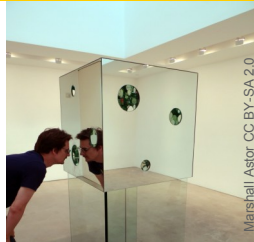
5 14:00 - 15:30 BARYSHNIKOV ARTS CENTER

BAC is the realization of a long-held vision by artistic director Mikhail Baryshnikov, who sought to build an arts center in New York City that would serve as a gathering place for artists from all disciplines. Opened in 2005, [BAC](#) comprises a total of 20,000 square feet, including the 238-seat Jerome Robbins Theater, which opened in 2010; the Howard Gilman Performance Space, a black box performance space seating 136 people; and four column-free studios. BAC serves approximately 500 artists and more than 22,000 audience members annually through presentations and artist residencies.



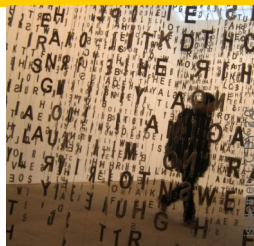
6 16:00 - 17:00 GAGOSIAN GALLERY

[Gagosian Gallery](#) is a contemporary art gallery owned and directed by Larry Gagosian. There are currently eleven gallery spaces: three in New York; two in London; one in each of Beverly Hills, Rome, Athens, Paris, Geneva and Hong Kong.



7 17:00 - 18:00 CHELSEA GALLERIES

During last 20 years Chelsea has transformed into a cultural mecca and the undisputed king of the New York art scene. Anchored on the west side by the enormously popular, art-rich High Line and home to the world-class Ruben Museum, renowned performance spaces The Joyce Theater and The Kitchen, art-book mecca Printed Matter and some 350 galleries ([map](#)), Chelsea packs an enormous amount of cultural capital into its west side streets. Wandering leisurely through the art district is a quintessential part of the New York art experience.



Wednesday, 4 December

8 9:30 - 13:00 UNITED NATIONS

The [United Nations](#) is an international organization founded in 1945 after the World War II by 51 countries committed to maintaining international peace and security, developing friendly relations among nations and promoting social progress, better living standards and human rights. Due to its unique international character, and the powers vested in its founding Charter, the Organization can take action on a wide range of issues, and provide a forum for its 193 Member States to express their views, through the General Assembly, the Security Council, the Economic and Social Council and other bodies and committees.



9 15:15 - 16:30 MUSEUM OF MODERN ART

Founded in 1929, The Museum of Modern Art aims to be the foremost museum of modern art in the world. The [MOMA](#) manifests this commitment by establishing, preserving, and documenting a permanent collection of the highest order that reflects the vitality, complexity and unfolding patterns of modern and contemporary art; by presenting exhibitions and educational programs of unparalleled significance; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting scholarship and publications of preeminent intellectual merit.



Thursday, 5 December

10 9:30 - 11:00 BROOKLYN ACADEMY OF MUSIC

BAM (Brooklyn Academy of Music) is a multi-arts center located in Brooklyn, New York. For more than 150 years, [BAM](#) has been the home for adventurous artists, audiences, and ideas - engaging both global and local communities. With world-renowned programming in theater, dance, music, opera, film, and much more, BAM showcases the work of emerging artists and innovative modern masters.



11 11:00 - 12:00 BROOKLYN CULTURAL DISTRICT

The BAM Cultural District is home to more than 40 vibrant Brooklyn-based arts groups working in all disciplines, from dance to music to the visual arts and more. The district is regarded as a national model for how cultural institutions and organizations of different sizes can contribute to the ongoing vibrancy of a community. The plan for the [BAM Cultural District](#) includes dynamic commercial and residential activity, with innovative architecture and open spaces, restaurants, cafes, and the conversion of underutilized city-owned properties into affordable performance and rehearsal spaces.



12 14:30 - 15:30 MUSEUM OF ARTS AND DESIGN

The Museum of Arts and Design (MAD) explores the intersection of art, craft and design today. [MAD](#) focuses on contemporary creativity and the ways in which artists and designers from around the world transform materials through processes ranging from the artisanal to the digital. In September 2008, MAD opened its doors and since then it has welcomed more than 1,000,000 visitors onsite, with a further 1,000,000+ online; nearly tripled its membership, to 8,000 members; and doubled its admissions and retail revenue from its former home on West 53rd Street.



> GENERAL INFORMATION

About this initiative

ENCATC, the leading European network on arts and cultural management and policy education has designed in collaboration with its American sister network Association of Arts Administration Educators, AAAE this **New York Study Tour** that will take place in New York City on 02-05 December 2013.

New York is a dynamic cultural hub home to many of the world's most famous artists, musicians, performers and renowned artistic directors and managers. It's capacity to attract new artistic talent from around the globe means we look to this city for innovative sparks and inspiration. The city has hundreds of cultural offers from museums and galleries, to music and performance halls, theatres, and art centers, many of them internationally recognized for their excellence and creativity.

The focus of this Study Tour will be on *"New models for arts and cultural organisations: innovative case studies from the USA."*

Participants will have the unique opportunity to **learn** and **exchange** with colleagues from US and Europe, **gain a better understanding** culture's role in American society, **develop collaborations and ties** with universities, art organisations and cultural companies based in New York City, as well as expand their network and offer new internships to their students.

The New York Study Tour is one of many activities organised in the framework of ENCATC's mobility programme, the Cross Atlantic Education Exchange (CAEE).

Who should attend

This Study Tour is addressed to academics, researchers, students and professionals who are interested in discovering NYC's cultural policy and its rich and vibrant cultural scene.

How many people are allowed to attend

This Study Tour is designed for maximum **30 people** to ensure close interaction and successful networking.

Working language

The Study Tour will be conducted in English.

Certificate

All Participants will be awarded an Official Certificate of attendance from ENCATC upon Completion of the Programme.

Hotel suggestion

Hotel Le Jolie
235 Meeker Ave, 11211 Williamsburg
Tel. (Toll Free): 866.526.4097

Booking.com for NYC.

> TERMS AND CONDITIONS

Registration

To register please fill in the online form:

www.encatc.org/register

Please note that the **deadline** to register is **31 October 2013**. Participation is only confirmed after payment has been made.

Fees

The registration fee includes organizational and administrative costs. This fee does not include travel and accommodation costs, meals and tickets for performances:

General inscription: **350€ / person**

A **14% discount** to attend this Study Tour is offered to ENCATC members, former ENCATC trainees and staff, members of AAAE and ANCER: **300€ / person**

Registration Policy

Please make a payment of the **due amount** into the account below **by 31 October 2013**, clearly stating the **name of the participant that the payment concerns**:

Belfius Banque, SA
BIC: GKCCBEBB
IBAN: BE80 0882 4891 9977

By registering you agree to the cancellation policy, and to any cancellation charges levied by ENCATC in the event of non-attendance and non payment.

Cancellation

In the event of late cancellation, tickets are transferable. You may give your ticket to the person of your choice. If you notify us of your cancellation at least 10 working days before the event, the full cost of the ticket will be reimbursed. **If you cancel less than 10 working days before the event, the entire cost of the ticket will remain payable.** ENCATC reserves the right to cancel the event if there should be insufficient participants, in which case all monies will be refunded.

Contact

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Register now!

Join us in NYC for this unique opportunity to learn new models and exchange ideas with colleagues from Europe and the United States!