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‘Culture Forecast’

19th Annual Conference Programme
Helsinki, Finland / 12-14 October 2011



For young researchers, ENCATC Conference participants, and invited guests

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31, 4th floor, Assembly Hall

Young Cultural Policy Researchers Forum Part II

08:30 – 08:55

Registration

09:00 – 10:30

Presentations from the 6 Cultural Policy Research Award finalists

Each CPRA finalist will present their research proposal to be followed by questions from the CPRA jury and members of the audience.

PART I CPRA Presentations

Achieving Balance in the Liaison between World Heritage and sustainable development

Ana Rita Pereira Roders, Eindhoven University of Technology, Netherlands

Imag(in)ing Diversity. Migration and Transnational Film Production in European World Cities

Arne Saeys, University of Southampton, United Kingdom

New-Regionalism, Culture and Territorial Cooperation: Experiences and perspectives from the Mediterranean Arc

Thomas Perrin, University Institute of European Studies, Spain

10:30 – 11:00

Coffee Break

11:00 – 12:30

PART II CPRA Presentations

Cultural Policy Frameworks (Re)constructing National and Supranational Identities: Balkans and European Union

Aleksandar Brkic, University of Arts in Belgrade, Serbia

Cultural Policy and Urban Regeneration during Political Transition: The case of Cardiff (Wales) and Split (Croatia)

Caitriona Noonan, University of Glamorgan, United Kingdom

Culture-led strategies for local and regional development: Comparing 5 European cases

Laura Pierantoni, Polytechnic of Milan, Italy

For all registered Conference participants and invited guests

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31, 4th floor, Assembly Hall

13:00 – 17:00

Registration to the ENCATC 2011 Annual Conference

13:30 – 17:00

Study visits to cultural organizations in Helsinki

18:00 - 19:30

Official opening of the 19th ENCATC Annual Conference hosted by the City of Helsinki. Cultural Policy Research Award Ceremony.

Venue: City of Helsinki, City Hall, Pohjoisesplanadi, 11-13

Dress code: smart casual.

Please note: Invitation card received upon registration required.

20:00 – 22:00

The evening continues at Glöd Bar & Grill

Venue: Glöd Bar & Grill, Korkeavuorenkatu 34

For all registered Conference participants, and invited guests

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31, 4th floor, Assembly Hall

08:45 – 09:05

Malti
Music performance

09:05 – 09:10

Words of welcome
Cristina Ortega Nuere, ENCATC President

09:10 – 09:20

Introduction to the Conference
Finnish conference team

PLENARY SESSION I - FORECASTING CULTURE 2012 – 2020

Keynote speeches:

9:20 – 10:05

From Global Hype to Local Participation –Creative Economy Revisited

Saara L Taalas, IKEA Professor in Business Studies, School of Business and Design, Linnaeus University, Sweden

10:05 – 10:25

Cultural networking in Europe and beyond: current trends and future scenarios

Lidia Varbanova, PhD, Faculty Member, John Molson School of Business and Research Associate, David O'Brien Centre for Sustainable Enterprise, Concordia University, Montreal, Canada

10:25 – 10:40

Questions and comments moderated by **Gerald Lidstone**, Director, ICCE Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London, United Kingdom

10:40 – 10:50

Presentation of parallel working groups sessions I & II

10:50 – 11:15

Coffee Break

11:15 – 12:15

PARALLEL WORKING GROUPS SESSION I - CULTURE FORECAST

12:15 – 13:45

Lunch (not provided)

13:45 – 15:15

PARALLEL WORKING GROUPS SESSION II - CULTURE FORECAST

15:15 – 15:45

Coffee break

15:45 – 16:15

Presentation of group work results
Wrap up and final comments about group work

PLENARY SESSION II - FORECASTING CULTURE 2012 – 2020

Keynote speech:

16:15 – 17:00

Cultural Manager 2020 – new mediator roles between art and business

Katri Halonen, PhD, Acting Head of Department of Cultural Management, Helsinki Metropolia University of Applied Sciences, Finland

17:30 – 19:00

Possibility to see the pre-festival exhibition of Cartes Flux 2011

18:30 – 19:00

Presentation of the new media art festival Cartes Flux 2011

Presented by festival director Päivi Meros

Venue: Cable Gallery, Cable factory, Tallberginkatu 1 C

19:00 – 24:00

Informal evening at Cable factory

Venue: Restaurant Hima & Sali, Cable factory, Tallberginkatu 1 C

Music performance by Niillas Holmberg & Roope Mäenpää

For all Registered Conference participants, and invited guests

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31, 4th floor

9:00 - 12:00

SEMINARS – ENCATC THEMATIC AREAS ANNUAL MEETING

Seminar: Culture does good!!

Chair: Pia Strandman, Metropolia University, Finland, Chair of the ENCATC Thematic Area “Arts and Health”

Invited speakers: Jukka Saukkolin, R&D Manager, Turku European Capital of Culture 2011, Finland

Dr Jenny Elliott, Arts Care CEO, N.I. and practicing dance professional, UK

Seminar: The Ant-Hill; The ecology of the cultural field

Chairs: Lotta Lekvall, Natverkstan, Sweden, Chair of the ENCATC Thematic Area “Creative Industries and Cultural Management”

Claire Giraud Labalte, Université Catholique de l’Ouest d’Angers, France, Chair of the ENCATC Thematic Area “Understanding Heritage”

Seminar: Cultural sustainability of a city in precarious times

Chair: Svetlana Hristova, South-West University in Blagoevgrad, Bulgaria, Chair of the ENCATC Thematic Area “Urban Management and Cultural Policy of the City”

Invited speaker: Dr. Katriina Soini, University of Jyväskylä, Chair of the COST action IS1007, Finland

Seminar: Building together the agenda for the Performing Arts Management Thematic Area

Chairs: Blanka Chladkova, Janacek Academy of Music and Performing Arts in Brno, Czech Republic, Chair of the Thematic Area “Performing Arts Management”

Svetlana Waradzinova, Academy of Music and Dramatic Arts (VSMU), Slovakia, Chair of the ENCATC Thematic Area “Performing Arts Management”

Seminar: Monitors of culture : Creativity is healthy

Chair: Cristina Ortega Nuere, University of Deusto, Spain, Chair of the Policy Grouping “Monitors of Culture”

Invited speaker: Timo Cantell, Responsible for the Urban Research Unit at City of Helsinki Urban Facts, Finland

Seminar: From cultural diplomacy to cultural cooperation?

Chair: Gerald Lidstone, ICCE Institute for Creative and Cultural Entrepreneurship, Goldsmiths University of London, United Kingdom, Chair of the ENCATC Thematic Area “Europe International”

Invited speaker: Jukka Hyde Hytti, Executive Producer of International Projects TINFO - Theatre Info, Finland

Marianna Kajantie, Cultural Director of the City of Helsinki, Finland

12:15 – 13:00

Lunch (not provided)

13:30 – 15:30

PARALLEL SESSION I – ENCATC Research Session

(See following page for further details about the Research Session)

13:30 – 15:30

PARALLEL SESSION II - Market Place Presentations of project proposals

15:45 – 16:45

PLENARY SESSION III – General Assembly (ENCATC Members ONLY)

16:45 – 17:00

Evaluation

18:00

Movie Night at Lasipalatsi

Venue: Rio Rex, Lasipalatsi, Mannerheimintie 22-24

ENCATC Research Session

Friday 14 October, 13:00 – 15:30

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

Please note: Participants are invited to select one out of the five Sessions listed below, as the Sessions will all be taking place simultaneously.

Parallel Session 1A: Education

Room: Assembly Hall

Chair: Cristina Ortega Nuere, University of Deusto, Spain

Barbara Neundlinger, KulturKontakt, Austria

Initiative Cultural Education with Schools at Austrian Federal Museums

Consuela Dobrescu, Universitat Internacional de Catalunya, Spain

The Role of the Cultural Project in Cultural Management Education - A Case Study of Good Practice

Eeva Kuoppala, Mikkeli University of Applied Sciences, Finland

Mikkeli Meets Russia: A cultural event as a vehicle of local collaboration and learning

Dejana Prnjat, Arts Academy in Belgrade, Serbia

Teaching Methodology for Education in the Field of Cultural Policy: Case Study of Universities in Belgrade, Serbia

Zdenka Sokolíčková, University of Hradec Králové, Czech Republic

Transcultural communication – Way to responsibility toward culture

Parallel Session 1B: Cultural Policy

Room: P401

Chair: Lluís Bonet, University of Barcelona, Spain

Nuria Cortés, University of Deusto, Spain

Boosting social innovation and cultural exchange by means of Cultural Diplomacy

Federica Onofri, University of Bologna, Italy

The rhetoric of Cultural Policies and the issue of „getting things done: Bologna Cultural Capital ten years after

Oksana Shevchenko, Crimean University of Culture, Arts and Tourism, Ukraine

Cultural Diversity as a cornerstone for formulation of cultural policy of city: Challenge for post-Soviet society

Fabien Van Geert, University of Barcelona, Spain

What Role for the Catalan Museums in the Immigration Integration Policy?

Natalia Grincheva, City University London, United Kingdom

Digital Diplomacy as a New Strategy for Open Access to the Culture of Europe

Parallel Session 1C: Local Development

Room: P423

Chair: Ritva Mitchell, CUPORE, Finland

Giulia Cancellieri, Bocconi University, Italy

Performing Arts and City Image Enhancement: Shedding Light on Cultural Compounds

Alice Halsdorfer, Senate Chancellery – Cultural Affairs Department of Central Policy Issues, Germany

Public Value Management in the light of the UNESCO Convention 2005

Sophia Labadi, UNESCO, France

Evaluating the socio-economic impacts of selected regenerated heritage sites in Europe

Ana Rita Pereira Roders, Eindhoven University of Technology, The Netherlands

Determining the effectiveness of heritage impact assessments: surveying the theoretical framework applied to World Heritage

Parallel Session 1D: Management

Room: P429

Chair: Fabio Donato, University of Ferrara, Italy

Pekka Uotila, Mikkeli University of Applied Sciences, Finland

Projects as the Institutional Context for the Cultural Manager: A Critical Approach

Lucie Šilerová, Janacek Academy of Music and Performing Arts, Czech Republic

Management models of symphonic orchestras in Czech Republic and their development in 21st century

Francesca Imperiale, University of Salento, Italy

Performance Evaluation in Theatre Networks

Emiko Kakiuchi, National Graduate Institute for Policy Studies, Japan

The problems of theater management in Japan: a change of funding system from government subsidy to plural funding

Francesco Badia, University of Ferrara, Italy

Opportunities and critical points of the introduction of performance measurement systems in theatres

Sanja Petričić, University of Arts, Belgrade, Serbia

Conductor as the public figure of the orchestra

Parallel Session 1E: Marketing & Entrepreneurship

Room: P421

Chair: Gerald Lidstone, Goldsmiths University of London, United Kingdom

Constance DeVereaux, Northern Arizona University, USA

Cultural Education towards Creative Entrepreneurship among Marginalized Peoples

Ekaterina Kondrashova, Institute for Cultural Programs, Russia

Northern Dimension Management: From Music Festivals to Creative Industries

Marta Maria Montella, Sapienza Università di Roma, Italy

Corporate Museums and local area marketing. Enhancement of place specific cultural heritage.

Sandra Painbéni, European Business School Paris, France

How can novel publishers access the potentially profitable "young adults" market in France? An assessment of the main methods recommended by publishing professionals and consumers.

Ashley Wong, DOXA, United Kingdom

Digital Contexts in Policy, Organisations and the Media Arts: Emerging Practices and Trends in the UK

This outstanding international conference is organised by ENCATC in close cooperation with five Finnish Universities of Applied Sciences (HUMAK, Metropolia, Novia, Mikkeli and Seinäjoki), and will be held at **Helsinki Metropolia University of Applied Sciences**. Along with these, other organisations taking part in making this all happen are: Cupore Foundation for Cultural Policy Research, TAKU Art and Culture Professionals Trade Union and To Culture With Love.



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