

en c a t c



CultureForecast

19th Annual Conference Reader
Helsinki, Finland – 12-14 October 2011



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COVER

Life Paths by Kaarina Kaikkonen
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Words of welcome

Paavo Arhinmäki, Minister of Culture and Sport



It is my great pleasure to welcome ENCATC 2011 Annual Conference and all its participants to Helsinki.

It goes almost without saying that the title of the Conference - "Culture Forecast" - is indeed topical. We are all preoccupied with trying to make sense of all the changes that are currently transforming our societies, cultures, and economies. I don't think that there are any Ministers or Ministries of Culture anywhere who wouldn't be trying to strike an appropriate balance between safeguarding our cultural institutions and finding new models for cultural governance.

Obviously, this exercise takes place in a context of drastically diminishing public spending and important changes in cultural needs and consumption by our citizens. Both phenomena pose their distinct challenges, but also opportunities.

However, I want to emphasise that not everything is changing. As far as Finland is concerned, I fully subscribe to basic cultural policy objectives as enshrined e.g. by the Council of Europe; i.e. promoting cultural identity, diversity, participation and creativity. They remain valid and form a cornerstone also for today's cultural policy agendas. The question is how to ensure the attainment of these objectives in today's circumstances.

Here, we don't start from scratch. At the European level, the European Agenda for culture by the European Commission, reflection on new models for cultural governance by the Council of Europe, and our domestic reflection in the form of Cultural Policy Strategy 2020 and the Government Report to the Parliament on the Future of Culture provide not only useful reflection but also put forward a number of concrete courses for action.

Since I cannot do justice to or elaborate the wealth of information and intelligence contained in these, and other, documents, let me concentrate briefly on two aspects that may be of relevance to your conference: cultural institutions and the interplay between culture and other policy objectives.

In several countries, cultural institutions - from national operas to municipal libraries and cultural centres

- have a prevalent role both as recipients of public funding and as providers of cultural services to citizens. In Finland, they form the backbone of cultural infrastructure and are significant employers.

However, both the imminent cuts in public spending and changes in patterns of cultural consumption, especially by younger generations, pose significant challenges to cultural institutions. I am convinced that different cultural institutions will continue to play a crucial role as cultural service providers and local cultural hubs by opening up even more to their surrounding cultural ecosystems and by becoming centres of excellence that dynamically enrich their communities and enable cultural creativity and participation to flourish. Ensuring that managers and staff of cultural institutions possess the skill-set needed is, of course, a key in this respect and ENCATC has an important role to play in this connection.

The other, rather obvious, remark that I want to make, is that culture is not a detached part of our societies. Quite to the contrary, it is the foundation of all societies. I adhere to the analysis by the UK think-tank Demos, who pointed out that the old understanding of culture as an indulgence that societies may tolerate, is, well, an old and redundant view. Instead, it is clear that culture does, in addition to its inherent role and as a clue binding societies, bring significant added value to a number of other policy objectives. These include, among others, economic, social, development, and external relations policies.

To put it succinctly, there are several policies and policy objectives that affect culture and cultural policy and vice-versa. Managing and harnessing this interplay between different policies is vital in ensuring the policy space needed for effective cultural policies. The UNESCO Convention on the Protection and Promotion of Cultural Expressions is a prime example in this respect. It is the first multilateral treaty on cultural policy and, indeed, a Magna Charta for international cultural policy.

I would encourage cultural managers and workers to develop, and effectively communicate, arguments and cases on different positive impacts of culture.

After all, culture is not an indulgence belonging or affecting only some of us, but the very essence of being a human. Culture belongs to everyone!

I wish you a stimulating and productive conference and look forward to receiving the conference report.

Paavo Arhinmäki

Minister of Culture and Sport

Pekka Timonen, WDC Helsinki 2012



Openness. That is the basis of World Design Capital Helsinki 2012. In other words, we want to be as open as possible in everything that we do. Open for suggestions and open for conversation. And of course, open for our visitors.

So, even though you are here now, please come back the next year as well. Because I promise you: If you like Helsinki in October, you will love it from November to August.

Sure design can be beautiful. There is nothing wrong with beauty. But at the end of the day design is more than just objects, wow-architecture, clothes, furniture or cell phones made of steel and glass.

One of the main goals of WDC Helsinki 2012 is to draw

attention on how design is embedded into ordinary life. That means culture as well.

In fact, there are few things in this world, if any, that have been more important to human civilization than culture.

Culture is something that touches us, forces us to feel and makes us to think. Culture is a state of mind.

Exactly the same can be said about design.

What happens when design meets culture? How do you design culture? Can you separate those two, design and culture?

I leave the questions for you to answer.

Have a wonderful time.

Pekka Timonen

Executive Director, World Design Capital Helsinki 2012

Pekka Vartiainen, Finnish conference team



"Nothing endures as change." This famous sentence by Heraclitus over 2500 years ago seems to fit well in our present situation where societies are in motion all over the world. To predict future or even what will happen the day after tomorrow is something that can be characterized as an uncertain action. Political, social and cultural changes are revising our everyday life with quick steps. Are we able to control these changes? Do we have the right or even any tools to do that?

Welcome to the 19th ENCATC Annual Conference. Titled "CultureForecast", we will focus on future aspects that are shaping the cultural field. With our pedagogical, practice oriented and theoretical approaches we give teachers, researchers, students and practitioners possibilities to share their opinions on the present situation and visions to conquer the challenges that face us right around the corner.

The ENCATC Annual Conference will center around three themes that have recently been focal points in arts and cultural management. These are Culture and the City, New Audiences as well as Networking. Social redistribution has led to a situation where more and more people are concentrated in cities. From a cultu-

ral perspective this has meant that managers and other cultural workers are facing new challenges and given new possibilities and opportunities. Preserving existing cultural services, offering new ones for those who are used to consume culture and for those who are not, informing and marketing of possibilities to customers and producers within reach, building networks between interest groups and regions, nationally or internationally – the nature of our future work field will be shaped by complex and manifold social interaction.

Forecasting the culture is as difficult as forecasting the weather.

On behalf of the whole Finnish conference team and our local partners I wish you all a warm welcome.

Pekka Vartiainen

Chairman of Finnish Conference Team



Foreword



Dear Members,

Dear Colleagues

It is a great pleasure for us to welcome you to Helsinki on **12-14 October 2011** for the ENCATC 19th Annual Conference, “Culture Forecast”. Set to become a **milestone event** in the debate about future trends and developments in the culture and education sector, this important event puts the spotlight on three themes that have recently been focal points in arts and cultural management and which will determine future developments in the cultural field: **Culture and the City, New Audiences, and Networking**.

Around 300 academics, researchers, students, arts and culture decision makers, community leaders, cultural operators and artists, from **over 36 countries** have confirmed their registration. It’s a privilege for ENCATC to bring together in Helsinki so many interesting people to share their ideas, research, curricula, methods, projects and working realities.

One of the main goals of ENCATC is to contribute to future thinking. To achieve this goal ENCATC constantly monitors trends and developments that affect the future of arts and culture, support businesses and organizations with strategy development by means of scenario planning, and develop new educational and training curricula, services and business concepts based on these scenarios.

In creating this year’s agenda our goal has been to offer you the possibility to hear from internationally renowned speakers, create a programme that addresses a number of crucial themes for anyone working in the cultural management and cultural policy field, while at the same time encouraging a dynamic and open environment with every possible opportunity for interacting, and engaging in interesting discussions and debates. There is no doubt that in Helsinki you will be stimulated and inspired from the wealth of case studies, seminars, study visits, and activities proposed by your colleagues!

Through substantiated research and innovative presentations, keynote speakers and cultural experts **Dr Saara**

Taalas, Dr Katri Halonen and **Dr Lidia Varbanova** will predict the future of the cultural management sector, by providing insight into a wide range of imminent questions: What new forms of creative organization will succeed in the future and who will participate? How will cultural production evolve in line with the changing role of artists, consumers and production work? Will monopolization, marketization, formatization and privatization take the lead on the cultural scene? What is the future of our cultural networks in Europe and beyond and how can they balance their not-for-profit purpose with an effort to become more innovative, entrepreneurial and sustainable?

Structured around interactive and innovative working sessions, ENCATC’s 2011 Annual Conference will provide participants with the opportunity to put into practice the **newly developed “cooperative working” training method**. Following last year’s success, this Annual Conference will also include **ENCATC’s 2nd Annual Research Session**, an ideal platform for researchers to interact and strengthen their research knowledge about new and upcoming research currently being conducted in cultural management.

In order to immerse the strongly international audience into the **Finnish experience** and with the aim of supporting local artists and cultural institutions, on the evening of October 13th at the Cable Factory you will be invited to listen to Europe’s northernmost indigenous people, the **Sami**. In addition, **study visits** of six cultural organisations across the Finnish capital will equip participants with ideas of new creative activities, projects, or businesses which have succeeded in Helsinki as sources of inspiration.

One of the culminating events of these four days will be the ceremony of the **8th Cultural Policy Research Award (CPRA)** on October 12th. A joint initiative of the European Cultural Foundation along with the Swedish Riksbankens Jubileumsfond in partnership with ENCATC, the CPRA is embedded in the 5th edition of the **Young Cultural Policy Research Forum**

(YCPRF) which will regroup 40 young cultural policy emerging researchers from Europe and beyond on October 11 - 12.

To promote synergies between our members and their students, but also to gather fresh and innovative ideas, visions and perspectives from the future generation of cultural managers, ENCATC invited **around 90 students** to join the ENCATC Conference. Their analysis and innovative perspectives will be recorded by the ENCATC team and widely disseminated.

ENCATC in close cooperation with the Finnish team has put together this Reader in order to facilitate your understanding of the issues which will be dealt with during the Conference and to help you find your way between the various venues and exciting activities on offer over the next four days! I hope you find it useful!

Our most sincere thanks go firstly to our Finnish members: the Universities of Applied Sciences **HUMAK, Metropolia, Novia, Mikkeli** and **Seinäjoki**, that made this possible thanks to their financial and intellectual contribution to this outstanding event along with the Cupore Foundation for Cultural Policy Research, TAKU Art and Culture Professionals Trade Union and To Culture With Love.

ENCATC acknowledges with respect and sincere gratitude the members of the **Conference’s Scientific Committee** for their intellectual contribution. Their continued commitment and vital role in the content design of this Conference was crucial for the realisation of this project.

For the second year ENCATC is organising a half-day Research Session. This important gathering of established and emerging reserchers from Europe and beyond was possible thanks to the efficient work of **Professor Fabio Donato** and **Elizabeth Darley**.

ENCATC also wants to deeply thank **Riikka Wallin**. Her role was pivotal for the realisation of the logistic of the conference.

Our sincere gratitude goes to **all the speakers** who kindly accepted to join us for this event. Their knowledge will be crucial for forecasting the future scenario in the field of culture and education, for the quality of the debate as well as for the future policy recommendations, research and training needs.

From the ENCATC team, ENCATC acknowledges **Elizabeth Darley, Magdalena Liskova** and **Caroline Simpson**. Their enthusiasm and tireless energy during the different phases of the implementation of this major ENCATC event are highly appreciated by the ENCATC Board and the management of the organisation.

ENCATC wish to deeply thank all the **students** involved in this project, in particular **María Rodés** from the University of Deusto, Spain, **Helena von Schoultz** from Novia University of Applied Sciences, Finland, and **Francesco Rende**, Leonrado programme. Their efficient support in the organization of this Conference was one of the key elements of its success.

We hope that this Reader and the Conference outcomes will help all the participants to better understand the future needs and trends as well as to actively contribute to the flourish of new synergies among the main stakeholders present in Helsinki, certainly one of the most cultural vibrant city in Europe!

*Cristina Ortega Nuere
ENCATC President*

*Giannalia Cogliandro Beyens
ENCATC Secretary General*

Meet the teams

The Finnish team



PEKKA VARTIAINEN - CHAIRMAN

Pekka Vartiainen has been working for several years as a researcher and teacher in cultural field. He has done his PhD in comparative literature and is a specialist of German literature, literary history and book business, distribution and production. He has taught in many universities in Finland and abroad, in Germany, United Kingdom, USA and Canada. He started to work at his present position as principal lecturer in HUMAK in 2001. He has published several books and articles on literary theory, history and cultural studies.

JUSSI KAREINEN

Jussi Kareinen, M.A. (Drama and Theatre Research) is a senior lecturer in the Degree Program in Cultural Management at Seinäjoki University of Applied Sciences. Jussi is tutoring adult education degree in Cultural Management and involved with many regional development activities and projects. Seinäjoki is a capitol of South Ostrobothnia –region which is known by big events and strong enterprising -spirit.

MARIA BÄCK

Maria Bäck, M.Sc. (Econ.) is a senior lecturer in the Degree Program of Cultural Management at Novia University of Applied Sciences. Maria takes an interest in Arts and Business and currently involved in several development projects. She is also vicechairperson at The Finnish Association of Business School Graduates and therefore at the core in the policy making for education in Finland.

LEENA BJÖRKQVIST

Leena Björkqvist, M.A (Art History) is a senior lecturer in the Degree Program of Cultural Management at Helsinki Metropolia University of Applied Sciences.

Leena is tutoring the Master degree in Cultural Management and involved with several development projects.

JAAKKO PITKÄNEN

Jaakko Pitkänen is currently working as a senior lecturer in the Degree Programme of Cultural Management at the Mikkeli University of Applied Sciences. He is specialized in culture and wellbeing, copyright issues, music, and event management and event technology. He is also the coordinator of international relations of the degree programme of Cultural Management. He is one of the writers of “Wellbeing and Health through Culture” publication (MUAS 2006).

RIIKKA WALLIN - COORDINATOR

Riikka Wallin is a freelance arts manager based in Helsinki, Finland. She works as manager in artistic projects, to develop the field of arts management and with visualization. Community arts, participatory art, audience development and sociocultural projects are key in her work. Riikka is active in Produforum, a Finnish network for independent groups, artists and managers and founding member of To Culture With Love, an international network for young professional arts managers and cultural workers.

RIINA KONTKANEN - COORDINATOR FOR YOUNG CULTURAL POLICY REASERCHERS

Riina Kontkanen is a project researcher in the Finnish Foundation for Cultural Policy Research Cupore, which is an ENCATC partner. Riina's task is to be the contact person in Cupore regarding the Young Cultural Policy Researchers Forum and the Annual Conference; and to coordinate Forum logistics closely with Riikka Wallin, Elizabeth Darley and Michael Quine.

HELENA VON SCHOULTZ

Helena von Schoultz is a second year student at Novia University of Applied Sciences in the programme of Cultural Management. She has a bachelors degree in Political Science from Åbo Akademi University and has also studied Cultural Diversity Management for a year. Helena is currently working as an intern for ENCATC Annual Conference 2011 helping out in the areas of organisation, administration as well as communication.

MARÍA RODÉS

María Rodés is an Audiovisual Communication graduate by the University of Burgos, Spain. She's also a fourth year student at the University of the Basque Country in the Advertising and Public Relations BA. Maria is also currently working as an intern for ENCATC Annual Conference 2011.

The ENCATC team



GIANNALIA COGLIANDRO BEYENS

Giannalia Cogliandro Beyens is the Secretary General of ENCATC since 2003. Giannalia has over 15 years of experience in managing European networks and in designing, implementing and managing transnational cooperation projects in the field of culture and education. She is also the administrator of the Thomassen Fund. She has worked at Policy Officer for the Cultural Forum of EUROCITIES. Earlier, she has worked as Secretary General of the Association of European Cities of Culture of the year 2000 set up in 1996 by the European Commission and nine European Capitals of Culture. Journalist since 1993, she was Press & Public Relations officer for the N.A.T.O organization in Rome. For the European Commission she wrote 10 report on social European policy and a major study on European Cities of Culture for the year 2000. Giannalia holds a Degree in Political Science - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution.

MAGDALÉNA LIŠKOVÁ

Magdaléna Lišková is Assistant to the Secretary General and Responsible for social networks and blogs at the ENCATC Office. She assists the Secretary General and provides general administrative support, as well as taking care of membership administration and development. She is also involved in the management of the ENCATC Blogs and in the development of the social networks of the organization.

ELIZABETH DARLEY

Elizabeth Darley ensures the efficient implementation of the 2011 CPRA package and the logistical coordination of the CPRA ceremony and YCPR Forum. Elizabeth is also involved in implementation of the 2011 ENCATC Annual Conference Research Session and the publication of the ENCATC Journal of Cultural Management and Policy.

CAROLINE SIMPSON

Caroline Simpson is responsible for all Communication material within the ENCATC Office. Caroline coordinates the monthly Newsletter, drafts the Office's Press Releases, conducts video interviews and manages the ENCATC website. She also supports the promotion and visibility of the CPRA and of the YCPR Forum.

Scientific committee

The Scientific Committee 2012 of the 19th ENCATC Annual Conference is a provisional scientific committee which defines the structure and themes of the conference, selects speakers and facilitators, and outlines the cultural programme and the study visits. Some of its members are also involved in the review of the abstracts and papers for the Research Session.

CHAIR OF THE SCIENTIFIC COMMITTEE
Cristina Ortega Nuere, President
Institute of Leisure Studies, University of Deusto, Spain

MEMBERS OF THE SCIENTIFIC COMMITTEE

Jacques Bonniel Université Lumière Lyon II, France	Gerald Lidstone Goldsmiths University of London, United Kingdom
Leena Björkqvist Helsinki Metropolia University of Applied Sciences, Finland	Jaakko Pitkänen Mikkeli University of Applied Sciences
Maria Bäck Novia University of Applied Sciences, Finland	Pia Strandman Helsinki Metropolia University of Applied Sciences, Finland
Blanka Chládková Janacek Academy of Music and Performing Arts in Brno, Czech Republic	Pekka Vartiainen Humak University of Applied Sciences, Finland
Giannalia Cogliandro Beyens ENCATC General Secretary	Riikka Wallin Humak University of Applied Sciences, Finland
Fabio Donato University of Ferrara, Italy	Svetlana Waradzinova Academy of Music and Dramatic Arts, Slovakia
Jussi Kareinen Seinäjäki University of Applied Sciences, Finland	



Programme

Wednesday 12 October – Full day and evening

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
20:00 – 22:00	The evening continues at Glöd Bar & Grill Venue: Glöd Bar & Grill, Korkeavuorenkatu 34

Thursday 13 October - Full day and evening

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	Maltti 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 <i>Keynote speeches:</i>
09:20 – 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 PLENARY SESSION II - FORECASTING CULTURE 2012 – 2020 <i>Keynote speech:</i>
16:15 – 17:00	Wrap up and final comments about group work 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	Nordic evening at Cable factory Music performance by Niillas Holmberg & Roope Mäenpää
	Venue: Restaurant Hima & Sali, Cable factory, Tallberginkatu 1 C

Friday 14 October - Full day and evening

For all Registered Conference participants, and invited guests
Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

09:00 – 12:00	SEMINARS – ENCATC THEMATIC AREAS ANNUAL MEETING See pages 16-23 for venues and more information
12:15 – 13:30	Lunch (not provided)
13:30 – 15:00	PARALLEL SESSION I – ENCATC Research Session See pages 24-32 for rooms and more information
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



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Keynote speakers



DR. SAARA L. TAALAS - LINNAEUS UNIVERSITY, SWEDEN

Professor Dr. Saara L. Taalas is IKEA Professor of Business Studies in Linnaeus university, Sweden and Professor of Media Business and Head of Media Futures Network in Turku University, Finland. She holds visiting professorships in management in Universities of Jyväskylä and Oulu, and associate professorship in organization theory in Lund University. Her research interests focus on the boundary conditions of organising and management in cultural and media economy and dynamics of soft innovation. She gained the degree of Doctor of Philosophy in Industrial and Business Studies, Warwick Business School, Warwick University UK (2001). Her work has been published in journals such as Entrepreneurship and Regional Development, and Management and Organizational History. Taalas has been employed as a specialist in the field by private companies, Nordic media industry associations, and the Finnish Ministries of Culture and Education, and the Employment and the Economy. She has worked with three European Commission DG's relating to creative sector development and creative economy foresight. Saara Taalas has been the responsible leader of over 50 research projects since 2004.



DR. LIDIA VARBANOVA – CONCORDIA UNIVERSITY, CANADA

Dr. Lidia Varbanova has over 20 years of professional experience as a consultant, researcher and lecturer in more than 50 countries. Her portfolio covers subjects as diverse as strategy, management, entrepreneurship, innovative marketing and fundraising, organisational development and change, online technologies, with a special emphasis on (but not limited to) cultural, entertainment and nonprofit sectors. A professor in prominent universities and training centres in Europe and Canada and an acclaimed conference speaker, she also provides consultancy and research services for government authorities, foundations, businesses, international associations and networks. Lidia obtains PhD in Economics and has received a number of awards, among them from the Fulbright Program, the Japan Foundation, North Atlantic Treaty Organisation, NISPACE, ArtsLink, Webb Memorial Trust Oxford. An internationally acclaimed conference speaker and moderator, she is an active member of several Canadian and international professional associations and networks, former Board member and Vice-President of ENCATEC.

Dr. Varbanova moderates the Young Cultural Policy Researchers Forum online. This group facilitates young cultural policy researchers to meet online, to get to know each other, to collaborate on joined initiatives, and to stay informed. The Forum offers young researchers the possibility to interact, develop their network and contribute to the research debate online, in addition to attending the 5th Annual YCPR Forum which will be held this year in Helsinki, Finland.

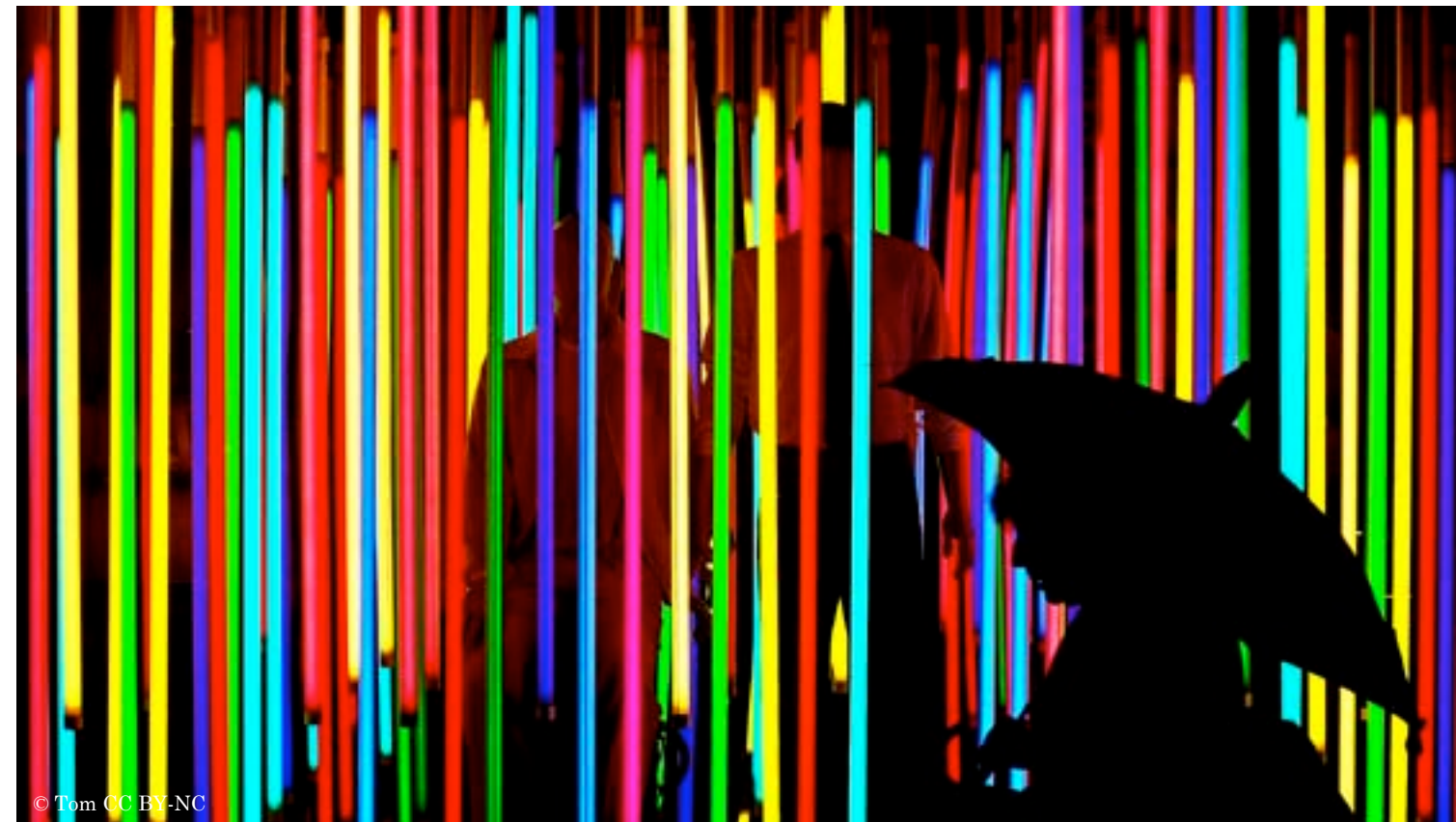


DR. KATRI HALONEN - HELSINKI METROPOLIA UNIVERSITY OF APPLIED SCIENCES, FINLAND

PhD Katri Halonen is acting head of degree program in Cultural management at Helsinki Metropolia University of Applied Sciences. Halonen has a doctors degree in sociology (Cultural politics) and licenciate degree in musicology both from Jyväskylä University. She is also project manager for a CULTURAL MANAGER 2020 project conducted in Finland by several cultural manager educational training programs.

Cultural Manager 2020 is a cultural research project conducted in Finland. Cultural Manager 2020 project predicts the state of event production in 2020 and aims to recognize future challenges with respect to competence. The highlighted viewpoints consist of both insights of the cultural managers as well as the views of the surrounding professionals. The research process in the project aims at developing the national Bachelor's and Master's degrees in Cultural Management, as it simultaneously defines the skills needed in the future and discusses the competency profiles. The project is carried out by a group of experts working in cultural management programmes in different universities of applied sciences in Finland.

Working groups session



Time: Thursday 11:15 – 12:15 & 13:45 – 16:15

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

These sessions will give you the chance to dive further into the three themes of the conference: Culture & City, New Audiences and Networking in the cultural field. We will discuss these from four different perspectives: the trainers', the researchers', the students' and the practitioners' or cultural managers'. Choose your theme and your perspective.

STEP 1 – ONE GROUP, ONE THEME, ONE PERSPECTIVE

Introduce yourself. What experiences do you have regarding the theme? What was the input from the keynote speakers? What about the study visits? How will your theme influence the future work of cultural managers?

STEP 2 – NEW GROUP, SAME THEME, MANY PERSPECTIVES

New group. Make a portrait of the cultural manager of 2020. How should the education of cultural managers look like in 2020?

STEP 3 – SHARING

Share your portrait and thoughts with another group.

STEP 4 – CONCLUSIONS WITH KATRI HALONEN

Thematic areas



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Seminar presentations

SEMINAR: CULTURE DOES GOOD!!

Room: 423

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

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, United Kingdom

Within ENCATC our strengths lie in two areas: in education/training and in administration. We have important competencies to offer in order to enrich cooperation between the arts and the social and health services. In this meeting we will focus on the role of art, artists and cultural managers in this context and discuss which opportunities and challenges we consider relevant for the future. How does education/training monitor these changes?

The first keynote speech of the meeting will offer a presentation on “Turku 2011: Culture does good” by R&D Manager Jukka Saukkolin. Well-being is a main objective of the European Capital of Culture year. Culture does good and culture and artistic work are of value themselves. This twofold approach to culture is at the heart of the year. Since 2008, the theme is emphasized from different perspectives such as communality and active participation. Nearly half of the productions of the year demonstrate partnership between culture and well-being. The other keynote speech, Dance Mirrors, delivered by Dr Jenny Elliott from Arts Care, N. I. articulates how to use dance practices and embodied knowledge to inform and generate a contemporary arts-based management methodology. The presentation will also assess the meaning and evaluate the impact of a professional contemporary dance residency practice within a specific trauma recovery healthcare environment.

This seminar is for everybody who shares the opinion that art, art based practices and services are important for rehabilitation and for community and social purposes. Art and arts based practices within health settings have been widely discussed over the past few years as there is an obvious, growing demand and financial pressure for finding and developing new and more effective working methods. Arts and health are also viewed as a growing sector in the meaning-intensive production and creative economy. For an artistic community this context can offer job opportunities.

There is a demand for bridge builders!

SEMINAR: THE ANT-HILL; THE ECOLOGY OF CULTURAL INDUSTRIES AND HERITAGE

Room: ASSEMBLY HALL

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

Chairs:

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

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

To achieve the objectives of the EU 2020 strategy, the European Union is asking for a better relationship between the culture sector, educational institutions and industries through reinforced cooperative schemes. This ENCATC seminar is a challenging event aimed at creating synergies between two sectors with different aims: the cultural industries and cultural heritage.

The seminar will take the shape of a workshop addressing several key questions. The cultural field is often described as being an ecological system of different processes rather than a mechanic, linear one. There is a great mix of processes and it is difficult to obtain a clear overview of the system, which involves cultural and social entrepreneurship, civil society, voluntary actions, high artistic quality, and aesthetic values. The labour market is highly volatile consisting of short- or longterm projects or contracts. Working voluntarily is as common as paid job opportunities. A highly valued competency is, today, to be able to navigate and understand the ecology of the cultural field which can reach from voluntary work to great international success-stories. What does that mean for us as educators and or trainers preparing future cultural managers to work in the field of cultural heritage and cultural and creative industries?

The crucial point in the seminar is our role as educators. We will look at clips from a film showing an example from a success-story in 1930s Sweden, bringing it up-to-date to see similarities and differences. We will ask questions such as what system needs to be in place in order for an artist or cultural manager to be able to succeed. What should be taught at our training institutions?

The workshop is a participative one where participants share experiences and knowledge.

SEMINAR: CULTURAL SUSTAINABILITY OF A CITY IN PRECARIOUS TIMES

Room: N1

Venue: Humak University of Applied Sciences, Annankatu 12 A 17, 3rd floor

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

This topic was discussed in Barcelona (2009) during the ENCATC 17th Annual Conference, where a special session was devoted to urban sustainability. Cities have been seen as special cultural ecosystems which, to put it in the words of Jordi Marti, Barcelona Culture Councilor, plant the seeds of sustainable development where culture will play a central role. This theme was re-energized in the framework of the 18th ENCATC Annual Conference in Brussels (2010) at the seminar devoted to Cultural Innovations and Creativity as an Engine for Sustainable Urban Development.

Unquestionably, in times of tight budgetary constraints, this topic gains new importance. And although it has been implicitly touched upon in such visionary documents as Europe 2020 strategy, where the priorities for smart, sustainable and inclusive growth have been set up, including the idea of smart cities, it still deserves to be further elaborated and illuminated. On the other hand, although over the last two decades culture is increasingly recognized in the theoretical analyses and various NGOs platforms as the fourth pillar of sustainable development (along with economic vitality, social equity and ecological balance) it is still treated more as a decorative element than an aspect of the overall planning in political strategies and programs. With the belief that understanding the multiple meanings of sustainability and the central role of culture in this framework is critical to advance this new priority for effective urban governance, we invited Dr. Katriina Soini, Chair of the COST action IS1007 Investigating Cultural Sustainability (http://www.cost.esf.org/domains_actions/isch/Actions/IS1007) to present and debate with us various discourses on cultural sustainability and to present the newly initiated action of COST program of ESF. The main discussion topics are: Understanding better cultural sustainability of cities; Creativity and innovation as engines for cultural sustainability of European cities; Mapping successful examples of cultural innovative events and accounting their effects upon urban sustainable development; New innovative networks between universities, NGO-sector and urban administrations; Practice-led education programs for development of new competences for sustainable urban governance.

SEMINAR: BUILDING TOGETHER THE AGENDA FOR THE
PERFORMING ARTS MANAGEMENT THEMATIC AREA

ROOM: 429

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

Chairs:

Blanka Chladkova, Janacek Academy of Music and Perfoming 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”

The Performing Arts Management Thematic Area was established in May 2011. Blanca and Svetlana wish to take the opportunity of ENCATC’s 19th Annual Conference in Helsinki to present the upcoming aims of the Performing Arts Management Thematic Area to those of you who are involved in the performing arts management education. Both consider performing arts management to be a specific branch of the cultural/ arts management. The challenge is to establish a flexible working international platform to 1) identify new training needs and educational and managerial skills (within the new/reshaped) European requirements of professional sphere and employers in Europe; 2) discuss how to incorporate the development of professional environment into study programs and profiles, and how to design appropriate curricula in performing arts; 3) discuss how to incorporate the needs of the professional environment into research activities; 4) develop the teaching methodology, collect national specificities of performing arts management and offer diverse views within Europe; 5) strengthen mobility issues in the performing arts management.

This first meeting will be formative, open to suggestions and based on the following programme:

1. Background of the new Thematic Area: topics, objectives, suggestions; 2. Reshaping the study programme: Project management implementation, process, results and effects. Theatre Management BA and MA programme in Brno, Czech Republic. 3. Mapping the needs and potential of establishing this Thematic Area. 4. Volunteering within the performing arts management education. Benefit or threat, personal development or strain? Experience of teachers and students.

SEMINAR: MONITORS OF CULTURE : CREATIVITY IS HEALTHY

ROOM: 421

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

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

Monitors of Culture is a unique platform of academics, researchers and cultural observatories. Its aim is twofold: set up a framework to discuss and exchange best practices as well as to improve the design and the evaluation of culture policies in Europe. It is led by Cristina Ortega from the Institute of Leisure Studies of the University of Deusto in collaboration with institutions such as the Budapest Observatory (HU), ATER Fondazione (IT), and the Observatoire des Politiques Culturelles (BE). Monitors of Culture is one of the initiatives emerged from the Working Group of Cultural Observatories and Information and Knowledge set up in 2007 by ENCATC.

The main outcome of the PG in 2010 consists of a final publication: « Monitors of Culture » both in English and Spanish. This book is organised in different parts, according to the following structure: the “SaCO”, the State of Art of Cultural Observation; a section with key articles focusing on different topics; and a set of Recommendations on the conditions needed for the setup of a Common Cultural Observation Methodology (CECOM). This seminar in Helsinki will be the first occasion to present this publication to a widely International audience.

The presentation will be followed by an interesting talk about the gathering of cultural data and cultural statistics in Finland as well as about the creativity of Helsinki by Timo Cantell, responsible for the Urban Research Unit at City of Helsinki Urban Facts.

SEMINAR: FROM CULTURAL DIPLOMACY TO CULTURAL COOPERATION?

ROOM: 401

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

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 speakers:

Jukka Hyde Hytti, Executive Producer of International Projects TINFO - Theatre Info. Finland

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

The concept of “soft” power has shaped a lot of international and diplomatic thinking in recent years. It has heightened interest in the principles and practices of public diplomacy and cultural diplomacy. What is cultural diplomacy? How are the wider, connective and human values of culture being used to negotiate and recalibrate international relationships in a fast-changing and sometimes dangerous world? How can culture be used to explore differences and appreciate commonalities at an international level without being turned into a tool of public diplomacy and potentially of national propaganda? Who sets the cultural diplomacy challenges and agendas and who are the players? To what extent is people-to-people communication across borders and the sharing of knowledge and information changing? Will new social networking tools and evolving social media technology present an opportunity or challenge to the future course of cultural and public diplomacy? These are some of the main questions we will debate together in Helsinki. Moreover, the seminar will be the occasion to be introduced to the curriculum of a course in Cultural exchange and Diplomacy at postgraduate level. Finally, you will also have the opportunity to listen to Jukka Hyde Hytti, Executive Producer of International Projects TINFO - Theatre Info, and thus to know more about the place of the Finnish culture in the world and the capacity of Finnish artists to efficiently promote the image of their country abroad. Marianna Kajantie, Cultural Director of the City of Helsinki, will talk to us about the Finnish identity and cultural cooperation.

Invited speakers



DR JENNY ELLIOTT, ARTS CARE CEO, N.I. AND PRACTICING DANCE PROFESSIONAL, UNITED KINGDOM

Jenny Elliott originally graduated through the School of Radiographers and subsequently gained her post grad teaching certificate. In her early career she lectured in Patient Care Practice Development in the School of Radiography, Altnagelvin Hospital, Derry. Jenny later trained as a Laban dance practitioner and choreographer in the late 80’s. She has developed her dance artistry in Health and Education locations locally and internationally, recently undertaking a short residency in Lombardi Cancer Hospital, Georgetown University, Washington DC.

She is at present dancer-in-residence with Arts Care at, Knockbracken Healthcare Park, Belfast Health and Social Services Trust. In 2008 Jenny completed a Phd researching the impact of a Laban-based dance programme on people with an enduring brain injury and the healthcare staff who care for them. The core element of the Phd text was the use of performance and film documentary to capture the participants’ experience of an arts-based activity. She is also Artistic Director of Orbit Dance and Company Maine, two integrated ability dance companies that have evolved out of her dance residency.



TIMO CANTELL, RESPONSIBLE FOR THE URBAN RESEARCH UNIT AT CITY OF HELSINKI URBAN FACTS, FINLAND

Timo Cantell is in charge of Urban Research Unit at City of Helsinki Urban Facts. where over 20 researchers are engaged in studying various urban phenomena, including population, housing, economic issues, urban policies, cultural participation, etc. He is responsible for urban research strategy and activities within Urban Facts and develops urban research activities in liaison with universities and other research institutions located in the Helsinki metropolitan region.

Prior to Urban Facts Dr Cantell was professor in arts management at Sibelius Academy. He has published and lectured extensively on arts audiences, arts and urban growth strategies, urban regeneration and arts management.



DR. KATRIINA SOINI, UNIVERSITY OF JYVÄSKYLÄ, CHAIR OF THE COST ACTION IS1007, FINLAND

Dr. Katriina Soini is a Cultural Geographer working at the University of Jyväskylä, Department of Social Sciences and Philosophy, Unit of Cultural Policy. She has been involved in research on social and cultural sustainability, with a special focus on rural development and old industrial areas. She has been a co-ordinating a multidisciplinary PhD research Programme Cultural sustainability of Rural Areas. Currently she is acting as a Chair of a new COST Action, Investigating Cultural Sustainability (2011-2015). At the University, she is lecturing on Geography in Cultural Policy.



JUKKA SAUKKOLIN, R&D MANAGER, TURKU EUROPEAN CAPITAL OF CULTURE 2011, FINLAND

MA Jukka Saukkolin has worked in the Turku 2011 Office since February 2005. During the years 2005–2007, Saukkolin worked as a project planner and prepared City of Turku's bid to become European Capital of Culture 2011. Since 2008, Saukkolin works as Research and Development Manager for Turku 2011, where he coordinates several research projects which are included into the Turku 2011 programme. He has also worked continuously with the Turku 2011 Strategy since 2005. In addition to these tasks, Saukkolin has also worked with programme projects which combine well-being and culture in several ways. Alongside with his work at the Turku 2011 office, Saukkolin has also started work on his PhD thesis, which focuses on how humour can lessen the work-related stress and prevent depression within different work communities.



JUKKA HYDE HYTTI, EXECUTIVE PRODUCER OF INTERNATIONAL PROJECTS TINFO - THEATRE INFO. FINLAND

Jukka Hytti is a producer, director and freelancer. Jukka is a Member of Q-theatre, Helsinki, Finland (www.Q-teatteri.fi) and is a founder member of the international theatre festival Baltic Circle(www.balticcircle.fi). Jukka has been Project Manager for several EU projects, in 2000, 2003 and 2005 and became Executive producer of international projects / TINFO - Theatre Info in Finland in 2011-- (www.tinfo.fi). TINFO facilitates artistic networks and supports international co-productions and partnerships. TINFO promotes Finnish contemporary theatre and drama abroad. Jukka was also a Lecturer of cultural management at HUMAK - University of applied sciences in 2008-2009 (www.humak.fi). Jukka's publication include Theatre Producer's Manual (Teatterituottajan opas), published by Like Ltd, 2005, and The Anthology of Contemporary Lithuanian Drama - Kolme kerettiläistä (with Jussi Lehtonen, translator), published by Like Ltd, 2007.



MARIANNA KAJANTIE, CULTURAL DIRECTOR OF THE CITY OF HELSINKI, FINLAND

Graduated from the Faculty of Education, Helsinki University 1982. After receiving a master's degree in Education she started working in the cultural office of the city of Helsinki. Her first assignment was to plan the Art education programme for the Annantalo Arts Centre for children and youth. She was the director of the Centre until 1992, until she was appointed director of the Alexander Theatre as well as deputy cultural director. Then she became head of the division for cultural policies, which is her current position. She has been involved in several EU-funded projects, such as Lasipalatsi Film and Media Centre (of which she is the current managing director), Arts and Diversity, promoting immigrant artist, Urban Culture, cultural actions in suburban areas of the city etc.

Thematic area chairs



LOTTA LEKVALL

Thematic Area: Creative Industries and Art Management

Email: lotta.lekvall@natverkstan.net, lotta.lekvall2@bredband.net

Lotta Lekvall is Director of Nätverkstan, a Cultural and Civil Society Organization based in Göteborg, Sweden. Nätverkstan provides services and projects within the small-scale cultural and civil society field, main focus is training and education, bookkeeping and subscription services, Medialab with a workshop area for artists and development projects. The organization run several international projects and workshops. Entrepreneurship within arts and culture and how viable art organizations can be built within this field has been a focus area for ten years and has resulted in several reports and documentations, the most well-known in Sweden being "Den ofrivillige företagaren" (The Reluctant Entrepreneur) together with co-writer David Karlsson. She has been active in several focus and reference groups in this area and together with the team of Nätverkstan developed and run new educational ideas, such as the International Project Management Programme, Globalverkstan; the two-year programme Project Management within Culture, Kulturverkstan; as well as the latest together with the University of Göteborg and the Academy of Music and Drama on "The Art of living on Art". Since start, Nätverkstan has been active on the international scene, invited to several conferences, seminars and discussions, but mainly running projects and workshops in countries like Georgia, Kenya, India and others. Lotta Lekvall is a Boardmember of The Arts Grants Committee in Sweden, an Observer in the board of the European network Encatc, member of the think tank in Region Västra Götaland (Sweden) on cultural industries and member of the Swedish Council of Cultural and Creative Industries under the Ministry of Culture and Ministry of Enterprise, Energy and Communication.



CLAIRE GIRAUD-LABALTE

Thematic Area: Understanding Heritage

Email: claire.giraud-labalte@uco.fr

Art Historian and Professor at the Université Catholique de l'Ouest. She oversees the programs in Cultural Promotion and Heritage at the University, the masters in Heritage, Live Performance and Cultural Management, and International Relations within the Arts, Literature and History Institute. From 1981 to 2006, she has been a consultant and founder for the program "La clé des arts," its studies, continuing education, and consulting in cultural heritage promotion; these among other professional programs.

Her education and research studies include subjects like Knowledge and Patrimony: Its Mission and its Intervention for the Well Being of its Audience; other subjects include Patrimony Intervention in Anjou in the 19th century (doctorate thesis published in 1996), the Restoration for Landmark Monuments (Abadia de Fontevraud and Castillo of Saumur), the Artist's European Journeys Through his Notes and Drawings, and her own edition, the Sculpted Monuments (e.g., homage monuments for the deceased in Angers and monuments in Antibes), A Nation's Patrimony: Its Resources and Meaning (Brière, Pays de Lorient, Marie-Galante, Tikvinn en Rusia, etc.), and A Heritage's International Context: its Interpretation and Interventions. Her international missions include subjects in intercultural studies like, The Role of its Leaders: Its Public's Understanding and Its Issues. These studies have taken place around the world including the Nordic Countries, Georgia, Bulgaria, Mali, Russia, the Baltic's Network, and France (e.g., Martinica and Marie-Galante).



CRISTINA ORTEGA NUERE

Thematic Area: Monitor of Culture

E-mail: cortega@ocio.deusto.es

Cristina Ortega Nuere is PhD in Leisure and Human Potential, Bachelor of Arts and MA in Leisure and Culture Management.

She is Professor at the University of Deusto and works as Project Director and Coordinator of International Programmes for the Institute of Leisure of Studies of the University of Deusto. She is President of ENCATC Board since 2009 and Chair of the ENCATC Working Group of Cultural Observatories and Cultural Information and Knowledge



GERALD LIDSTONE

Thematic Area: Europe International

Email: g.lidstone@gold.ac.uk

Gerald Lidstone BA MA ATC Dr.h.c FRGS is director of the Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London, and founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes. He originally trained as a theatre designer and has managed and toured productions extensively in Eastern Europe and the USA. For the British Council and other agencies he has also taught Arts Management training courses including Arts Marketing, Arts Education, Fundraising, Copyright and Strategic Planning in over 20 countries. He was also the director of a four-year British Know-How Fund (Foreign Office) project establishing in partnership with VSMU Vysoka Skola Muzických Umeni, Arts Management education in Slovakia. He has been working for the last ten years on behalf of The Ministry of Culture and Information in Viet Nam establishing Arts Management education in Hanoi University of Culture, funded by the Ford Foundation. He is co-author of a needs evaluation of Arts Management in Vietnam and Curriculum Development in the Management of Arts and Culture in Viet Nam in a Market Economy Context he has also contributed a chapter on the evaluation of arts education projects to the ippr 2004 publication For Art's Sake? Society and the Arts in the 21st Century. He has undertaken an evaluation of the National Endowment for Science Technology and the Arts [NESTA], Graduate Pioneer Programme for Creativity and has written a report on Cultural Management training needs for the city of Odessa and was recently part of the UNESCO group working on 'Towards a New Cultural Policy Profile'. He has been awarded an honorary doctorate by VSMU, 2004 and by Hanoi University of Culture in 2009.



SVETLANA HRISTOVA

Thematic Area: Urban Management and Cultural Policy of city

Email: sv.hristova@abv.bg

Svetlana Hristova is an Associate Professor on Sociology of Culture and Cultural Anthropology at the South-West University in Blagoevgrad, Bulgaria. She is a founder and Director of the Centre for Intercultural Dialogue and Integration 'Lyuben Bumbarov' at the SWU (2002-2008); Head of Department of Cultural Studies at the Faculty of Arts (1999-2003), Vice-dean of the Faculty of Arts (since 2003 until May 2010). She has been also a senior researcher at the Central European University, Budapest on the topic 'Places And Non-Places In Central And East-European Cities: A comparison between Sofia and Budapest' (2007); a leader of the national inter-university project 'Public Spaces of the Bulgarian City – Heritage and Development' (2006-2009), and coordinator of the INTAS project 'Imaging of Public Space in European Cities and its Role in Social and Ethno- cultural Integration'(2006-2008) with the participation of the Manchester Metropolitan University (UK), The Center for Independent Social Research, Saint-Petersburg, Russia, and National University 'Ivan Franko', Lviv, Ukraine, (2006-2008). In 2008 she became an initiator and a chair of WG7 'Urban Management and Cultural Politics of the City' at ENCATC. At the present moment she is a leader of a project commissioned by the Ministry of Regional Development and Public Construction for Preparation of guide lines for a grant scheme 'Support and Promotion of Innovative Cultural Events' for the Bulgarian urban municipalities.

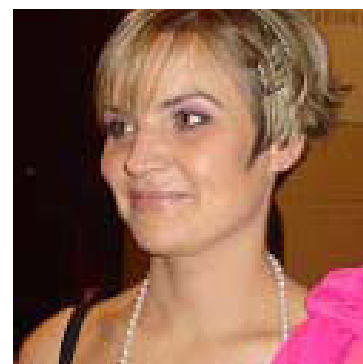


PIA STRANDMAN

Thematic Area: Arts and Health

Email: pia.strandman@metropolia.fi

Pia Strandman is senior lecturer at Cultural Management Degree Programme, at Helsinki Metropolia University of Applied Sciences, ENCATC board member since May 2007 and Chair of the ARTS and HEALTH Thematic Area since October 2009. She is a member of the group "Arts in Hospital" in Finland. Her doctoral thesis (Aalto University School of Art and Design) on art services for care units is in process. In arts/cultural coordinating and project management she has long experience in various roles. She has worked as pr-manager, editor and project manager, mostly in the sector of design and visual arts. She has worked with various educational and pedagogical activities, as pr-manager and editor at University of Art and Design Helsinki and Design Forum Finland, and as a member of exhibition team at The Museum of Finnish Architecture. The projects include special emphasis on audience development, publishing and marketing issues. Several of the projects and exhibitions have been carried out in international context. In addition she has worked as educational curator for Design Museum and as an instructor with immigrant groups and with elderly people.

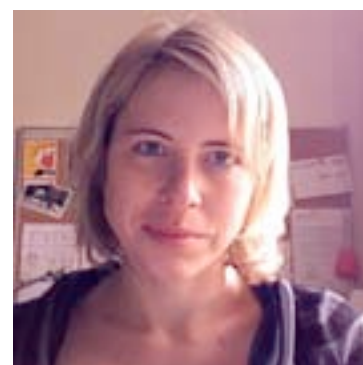


SVETLANA WARADZINOVA

Thematic Area: Performings Arts Managements

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Svetlana Waradzinova: Graduated 1997 from the Dept. of Directing and Dramaturgy at the Theatre Faculty of the Academy of Music and Dramatic Arts, 1997- 1998 fellowship on Course of Arts Administration and Cultural Policy at Goldsmiths College London University, 2006 – habilitate for Associate Professor. Working full time at the Theatre Faculty as a Head of Dept. of Arts Management and Vice-Dean for Study Affairs and as a consultant for Slovak professional theatres and NGO's at different projects (connected with marketing strategy, fundraising and training programmes)



BLANKA CHLADKOVA

Thematic Area: Performings Arts Managements

E-mail: chladkova@jamu.cz

Blanka Chládková is lecturer of Theatre Management Department, Theatre Faculty, Janacek Academy of Music and Performing Arts in Brno (DIFA JAMU), Czech Republic. She specialises in culture policy, strategy management, quality management, research methodology, festival and event management. She is constantly looking for the answer to the question about the role of an art manager in the artistic team and hopes that new established ENCATC Thematic Area "Performing Arts Management" could help to answer it. Blanka Chladkova is vice-dean for development and external relations of DIFA JAMU since her nomination in 2008. She is involved in ESF (Operational Programme Education for Competitiveness) development projects also as a member of the arbitration. She represents her faculty in international networks ENCATC, ELIA as well as in the representative body of the Czech higher education institutions Council of Higher Education Institutions.

Blanka Chladkova guarantees the performing art section within the pilot project of the Registry of Artistic Projects and Achievements.

She is the research team member of the Czech Arts Institute, particularly participated in the long-term analytic projects of Theatre Transformation (2000 – 2002), Study of state, structure, terms and financing of art in the Czech Republic (2006 till now), Artistic Sector Performance (2008 till now). Publishes.

Blanka Chladkova is founding member of a civil association smART (2008) which offers services in the field of public sector strategies and development in arts and culture.

Research session

Friday 14 October, 13:30 – 15:30
Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31



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Programme

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 Sokolicková, University of Hradec Králové, Czech Republic**
Transcultural communication – Way to responsibility toward culture

PARALLEL SESSION 1B: CULTURAL POLICY

ROOM: 401

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 Rhetoric: International Policy Frame Transformations in Diplomatic Discourse (The case study of the UK digital diplomacy)

PARALLEL SESSION 1C: LOCAL DEVELOPMENT

ROOM: 423

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: 429

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**
The performance measurement in Theatre networks
- Emiko Kakiuchi, National Graduate Institute for Policy Studies, Japan**
Theater management in Japan: the changes from subsidy to plural funding
- Francesco Badia, University of Ferrara, Italy**
Opportunities and critical points of the introduction of performance measurement systems in theatres
- Sanja Petricic, University of Arts, Belgrade, Serbia**
Conductor as the public figure of the orchestra

PARALLEL SESSION 1E: MARKETING & ENTREPRENEURSHIP

ROOM: 421

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, the Arts and Cultural Sector and Digital Arts: Emerging discourses and trends in the UK

Researchers



FRANCESCO BADIA

Francesco Badia, Ph.D. in Business Economics, is currently Researcher for the “TekneHub”, Department of Economics Institutions and Territory and Lecturer in Economics of Cultural Organisations for the Faculty of Humanities, at the University of Ferrara. He cooperates also to the organisation of the Master in Cultural Management “MuSeC”. He has been coordinator of national projects about the Management Plans for UNESCO Heritage sites and their role as managerial supports. He has studied and conducted various researchs abroad, at the London School of Economics, Nottingham Business School and at the Department of Economía Financiera of the University of Granada; worth mentioning are also his research experiences at some important international cultural organisations (e.g., Mission Val de Loire, Bayerische Schloesserverwaltung, Patronato de Alhambra, Statue of Liberty National Monument). He has written a monography on the valorisation of cultural sites and heritage from a business economics perspective, and he is the author of several articles and essays.



GIULIA CANCELLIERI

Giulia Cancellieri was born on the 22nd of April 1985 in Reggio Emilia. After receiving a bachelor degree in International Economics and Marketing at Università degli Studi di Modena and Reggio Emilia, she completed musical studies at the Istituto Superiore di Studi Musicali A.Peri, where she took a degree in piano. Meanwhile she had internship experiences in various cultural institutions, including the Peggy Guggenheim Collection in Venice, Teatro Comunale Luciano Pavarotti in Modena and Fondazione Nazionale della Danza/Aterballetto in Reggio Emilia. She graduated at the Bocconi University in Milan, where she received a Master of Science degree in Economics and Management for Arts, Culture, Media and Entertainment (2011). She is currently working as a researcher at Ask Research Center on Arts, Science and Knowledge at the Bocconi University. Besides a deep involvement in cultural research studies, she teaches piano and she studies opera singing.



NURIA CORTÉS

Nuria Cortés holds a Bachelor of Administration Management degree from the University of Navarre in Pamplona, Spain. Subsequently, after her degree studies, she received an International Commerce Postgraduate Degree from the Chamber of Commerce of Navarre. She is currently completing a master’s degree in Leisure Management from the University of Deusto in Bilbao. Ms. Cortes’ thesis deals with cultural management and cultural policies. As a research assistant working with the Institute of Leisure Studies, she has also gotten involved in different projects such as “festival dimensions of leisure investigation”, “tourism-cultural heritage, “ and “children’s educational entertainment in the region of Madrid “. She has also assumed some management responsibilities with the Leisure Studies Institute as Coordinator of the International Relations. As she continues with her doctoral work, she will be focusing on International Culture Relations in the first decade of the 21st century, in particular on the full meaning of the terms “cultural diplomacy.” Cultural diplomacy, a new trend in cultural relations around the world, is based largely on the 90’s concept of “soft power,” suggested by the American political scientists Joseph S. Nye and Milton C. Cummings. (This term is contrasted with “hard” (mostly military) power in trying to explain the political changes of recent decades.)



CONSTANCE DeVEREAUX

Dr. Constance De Vereaux is an international expert in arts and cultural policy and management. She has been a Fulbright Senior Specialist in Arts and Cultural Management since 2006. In this capacity, she has worked with universities in Finland, South Africa, and Romania. She has also worked with universities internationally to develop curriculum and training for programs in arts and cultural management. Constance is Senior Lecturer and Coordinator of Arts Management at Northern Arizona University. She is also Principal Manager of De Vereaux et fils, Consulting specializing in arts and cultural management, policy, non-profit management, and higher education. Constance earned an Interfield PhD at Claremont Graduate University (CGU) in Philosophy and Political Science with specialties in aesthetics, political philosophy, and public policy. She holds an MA in Philosophy from CGU and an MFA in Creative Writing from Antioch University, LA. She is an award-winning playwright and radio journalist.



CONSUELA DOBRESCU

Consuela Dobrescu received her M.A. in Spanish and English Philology from the University of Bucharest, Romania in 2005. PhD student of the University of Navarra; title of the thesis: “La recepción de los estrenos de Eugène Ionesco en la prensa francesa”. She completed her research stay at the Bibliothèque Nationale de France from September to November 2008. Her research interests include: 20th century theatre; theatre history; the theatre of the Absurd: Eugène Ionesco, Samuel Beckett, Jean Genet, Arthur Adamov, Harold Pinter; and cultural studies.



NATALIA GRINCHEVA

Through her professional experience, Natalia Grinceva earned a reputation of an enthusiastic and energetic international art projects coordinator experienced in completing cross-cultural programs among organizations from Russia, Europe, and the USA. She was involved in organizing numerous groundbreaking international arts events (Photography Exhibition in Besancon, France in 2002, Art workshops in Slough, England 2004), promoting cultural projects (Preservation and Enhancement of Cultural Heritage project in Russia in 2006), and establishing collaborative relations among artists and organizations in the USA, France, England, Italy, and Russia. Recently, Natalia was engaged with the work of international foundations in the USA and UK that promote the State Hermitage Museum in their local communities (The Hermitage Museum Foundation in New York, UK Friends of the Hermitage in London). At the moment, Natalia is working on her doctoral project at Concordia University in the Centre for Interdisciplinary Studies in Society and Culture in Québec, Canada. Her research is across such disciplines as cultural diplomacy, social media, and new museology. The project focuses on the use of social media in museums’ international outreach and diplomatic activities. The main objective of the research is to evaluate the impact of cultural diplomacy programmes developed in different countries and implemented online within a museum context.



ALICE HALSDORFER

Dr. Alice Halsdorfer, M.A. studied art history, philosophy, psychology and law in Aix-la-Chapelle, Rome, Munich and Cologne. In her doctoral thesis she discussed the implementation of the UNESCO Convention 1970 in Germany. She qualified as a commercial mediator with further courses in international and intercultural conflict management. She works at the Senate Chancellery – Cultural Affairs in Berlin with focus on central policy issues including cultural diversity. She was a lawyer at the international law firm Lovells LLP and an assistant curator for the International Center for Curatorial Studies ICCARUS. She collected practical experiences at museums in Rome, South Africa, Mexico City and New York as well as the German Embassy in Athens. She is – among others – a member of the Berlin Committee for UNESCO Work.



FRANCESCA IMPERIALE

Francesca Imperiale is researcher of Business Administration and temporary professor of Economics of Tourism and Management of cultural organizations, University of Salento. She is 37 years old, lives in Lecce in Apulia Region, Southern East of Italy. Here she works at University of Salento where carries out researches at the “Environmental and Cultural District” Laboratory since 2005. She is researcher in Business Administration and Temporary Professor of “Economics of Tourism” and “Management of cultural organizations”. She is also the technical reference for the University of Salento in the UNIMED network on “Tourism in the Mediterranean” and in the Coordination Team of the “Public-private Network for integrated tourism development of the Salento area in Apulia Region”. The main research interests concern: the governance structures and the systems of measurement and reporting of cultural/arts organizations; the dynamics of networks and public-private partnerships in the fields of culture and tourism, aimed at regional development. On these issues she has developed and coordinated several applied research projects financed by European funds, according to an interdisciplinary approach.



EMIKO KAKIUCHI

Dr. Kakiuchi obtained her doctoral degree in Urban Planning from the University of Tokyo. She is a professor and Director of the Cultural Policy Program of the National Graduate Institute for Policy Studies (GRIPS), and is also a member of the National Land Council of Japan. She was a member of the Senior Staff of the Japanese government for more than twenty years, with experience in various positions in the Japanese government and international organizations, including the Ministry of Education, the Agency for Cultural Affairs, the staff of the House of Representatives of the Japanese Parliament, and the Institute of Advanced Studies of the United Nations University. She previously held faculty positions at Hitotsubashi University and Shiga University, and has held short-term lectureships at several universities in Japan and overseas. She has conducted consultancy activities for the central and local governments of Japan and international institutions including the World Bank. Most of her publications have been in the field of cultural policy. She received the City Planning Institute of Japan Award in 2002, and the Japan Association for Planning Administration Prize for Excellent Papers in 2009.



EKATERINA KONDRASHOVA

Ekaterina Kondrashova has graduated from the St. Petersburg Electrotechnical University where she studied humanities and social sciences with the focus on public relations. Since 2007 she works for Institute for Cultural Programs as a PR manager and project coordinator. Has professional experience in international projects in culture and arts.



Eeva KUOPPALA

I have been working as a senior lecturer in Degree Programme of Cultural Management in Mikkeli University of Applied Sciences. The subjects I teach connects to art education, art history and creativity. Beside this the essential part of my work has been to develop a work-based pedagogy. I have worked systematically with my colleagues to develop a pedagogical approach and structures that make collaboration with working-life partners possible. For the moment I am writing my dissertation about the work-based pedagogy. The research case is a new cultural event which target group was Russian tourists. Through that case the dissertation studies development of strategic partnership between MUAS and Mikkeli Theatre, commitment of local partners and learning of students, teachers and working-life partners.



SOPHIA LABADI

Sophia Labadi has a PhD and a Masters in Heritage Studies from the Institute of Archaeology, University College London (UK) and graduated from the Institute of Political Sciences in Grenoble (France). Since 2001, she has worked for a number of regional and international organisations. For UNESCO, she has worked in the Secretariat of the 1972 World Heritage Convention and the 2003 Intangible Cultural Heritage Convention and participated in the strategic planning and drafting of the 2009 UNESCO World Report on Cultural Diversity. In parallel, she has been an active researcher on topics ranging from migration museums to heritage regeneration or culture and development. Her latest publication includes the edited volume ‘Heritage and Globalisation’ published by Routledge in September 2010. For her research she has received a number of scholarships and awards, most recently the 2008 Cultural Policy Research Award. Sophia Labadi is on the editorial board of the International Social Science Journal and Heritage and Society.



MARTA MARIA MONTELLA

Marta Maria Montella (Perugia, 27-01-'79) is Research Fellow in Economics and Business Administration at the Department of Management and Technology, Faculty of Economics, Sapienza University of Rome. After graduating in Modern Art History (Faculty of Humanities, University of Perugia), has acquired significant degrees of a path of scientific research concerning the economics and business administration, with particular regard to cultural heritage management (University of Florence; University of Padua; University of Essex, Colchester- UK; University of Rome Tor Vergata). She has collaborated with private companies and public agencies on projects particularly but not exclusively related to the enhancement of cultural heritage. She has participated as a speaker at conferences dedicated to studies of industrial heritage (2007, 2009) and has published contributions mainly economic-managerial and dedicated mostly to the management of cultural heritage.



BARBARA NEUNDLINGER

Barbara Neundlinger is head of the cultural education department at KulturKontakt Austria. She completed university studies in communications. Since 1992 she works in the field of arts and culture with a focus on EU funded projects, programmes and networking. Her area of responsibility today includes contributions and advise to EU expert groups (Working group on synergies between culture and education, Working group on the role of public arts and cultural institutions in the promotion of better access to and wider participation in culture), as well as the coordination of European networks and platforms such as ACEnet | Arts Culture Education Network and comACE | Community of Knowledge on Arts and Cultural Education in Europe.



FEDERICA ONOFRI

Federica Onofri is Program Coordinator of the GIOCA Master Program - Graduate degree in Innovation and Organization of Culture - since 2009 and member of the GIOCA research group on Arts Management at the University of Bologna (Italy). She has been Jr Research Assistant at the Department of Management, with a research activity on Arts management and academic programs and she is currently participating at a research project on the heritage management in Turkey. Federica holds a BA in Foreign Languages and Literatures at the University of Bologna in 2006 and a MA in 2008 in GIOCA - with a thesis focused on the evaluation of the impact of the European project for the Intercultural Dialogue Year in Malta – at the University of Bologna, where she lives and co-founded in 2009 BAM- Bologna Art Managers, a cultural association conceived to help cultural institutions in dealing with organizational and managerial problems.



SANDRA PAINBÉNI

Sandra Painbèni has a Master's Degree in Languages (English and Spanish) from Paris Nanterre University, is an Alumni from Sciences Po Paris and has a Ph.D in Marketing from Paris Dauphine University (France). Her Ph.D was about "Book recommendations in the consumer decision-making process", especially as regards novels. Her current research are based on this topic and, more globally, in the sector of culture (i.e. cultural goods and activities). She also works on two other main topics with co-authors : Marketing and Strategy in the wine industry, Marketing in the sector of tourism. Ms Painbèni has worked as a Professor of Marketing for 8 years in several business schools in France and at university as well as a Consultant in Marketing for 10 years. Since September 2011, she has been recruited as a Professor in Marketing at the European Business School (EBS) in Paris and focused on consultancy projects in the sector of culture.



ANA RITA PEREIRA RODERS

Ana Pereira Roders graduated as an architect at the University Lusíada (Portugal), specialized on Urban and Architectural Rehabilitation. During her PhD research, a design process for rehabilitation interventions was modeled and implemented into a pioneer design process support system (RE-ARCHITECTURE®) where designers could freely access, through the internet, technical guidelines and tools in each stage of their design process (Pereira Roders, 2007). Since 2009, Ana Pereira Roders has been working as Assistant Professor at Eindhoven University of Technology (the Netherlands), awarded within the "Women in Science" tenure track program. Together with Dr. Ron van Oers (UNESCO World Heritage Centre), she has been leading an innovative, collaborative and comparative research entitled "OUV, WH CITIES & SUSTAINABILITY: Surveying the relationship between Outstanding Universal Value (OUV) assessment practices and the sustainable development of World Heritage (WH) Cities". Currently, Ana Pereira Roders is also member of several international expert groups such as ICOMOS, TICCIH and CIB. Since 2010, Ana Pereira Roders became co-editor of the groundbreaking Journal of Cultural Heritage Management and Sustainable Development, from Emerald Publishing (UK).



SANJA PETRICIC

Sanja Petricic, was born in 1978 in Belgrade, Serbia, first performed a piano concerto with orchestra at the age of eleven. Ms. Petricic performed solo and chamber music concerts in Italy, Greece, Serbia, Macedonia, Croatia, France, Finland and United States including famous halls such as Salle Gavot in Paris and Alice Tully Hall in New York. In 2002, Ms. Petricic became the founder of the International Music Society Libera Musica and has organized projects in Serbia, Greece, Finland and US focusing on cultural exchange and educational outreach. Ms. Petricic has participated in summer festivals at Indiana University, Cleveland Institute of Music and the International Summer Music Festival in Casalmaggiore, Italy. Ms. Petricic has completed her Bachelors Degree in Music at Oberlin Conservatory of Music majoring in piano performance under the full scholarship. After graduating from Oberlin Conservatory in 2001, she returned to Serbia where she was working at the Belgrade Conservatory of Music as an accompanist for the String Department. In 2006 Ms Petricic completed her Graduate diploma in collaborative piano from the Juilliard School in New York. In 2009, Ms Petricic was invited to teach a seminar on Career development for musicians at the Music Development Center in Belgrade and the International Summer Music Festival in Cassalmaggiore in Italy where she worked with young musicians from Canada, U.S.A and Europe. The following year Ms. Petricic gave a lecture on Team leadership comparing the fields of art management and sports management at Belgrade University, Faculty of Sports. Ms Petricic is currently teaching at the Faculty for media and communications in Belgrade.



DEJANA PRNJAT

Dr. Dejana Prnjat currently works at Arts Academy in Belgrade. She is a Head of Arts and Media Production Department (undergraduate program) and Head of Creating Image in Arts and Media (master program). She teaches Arts and Media Production (includes Arts Management, Cultural Management, Arts Production, Media Production, Cultural Policy, Arts Marketing and Public Relations), and Marketing and PR at undergraduate level. She also teaches Creating Image in Arts and Public Relations course at master's level and Creating and Promoting Image course at doctoral level. She graduated from Faculty of Dramatic Arts, Theatre and Cultural Production Department, University of Arts in Belgrade. She got her M.Sci and Ph.D at Faculty of Political Sciences, University of Belgrade (M.Sci at the Department of Sociology of Culture and Cultural Policy and Ph.D. at the Department of Journalism and Communication). She did her postdoctoral research on arts marketing at London Metropolitan University. She is actively presenting her work at many international conferences, the UNESCO's 2nd World Conference on Arts Education 2010 being among the most important ones.



OKSANA SHEVCHENKO

Oksana Shevchenko received her MA with honors in 2004 from the Tavrida National university. She continued her post-graduate studies at the Institute of foreign philology at Kherson State university. Her PhD thesis "Political Programme Statement as a Type of a Text: Cross-Cultural Approach" revealed major cultural phenomena addressed at the time of an election campaign.

She is currently Head of Linguistic and Cross-Cultural Studies Department at the Crimean University of Culture, Arts and Tourism. She is currently developing a project for UNESCO chair "Cross-Cultural Dialogue as a Basis of Sustainable Regional Development".

She is interested in facilitating cross-cultural dialogue in Crimea and implementing joint projects with ethnic and cultural minorities in Crimea to promote linguistic and cultural diversity. In April 2011 she won a regional contest on research analytics from the International Academy of Science and Higher Education (London) within the project "Present Problems of Human Society Development" and at present is the expert for IASHE in Ukraine.



LUCIE ŠILEROVÁ

Lucie Šilerová works as assistant professor at the Music Faculty, Janáček Academy of Music and Performing Arts (JAMU) in Brno, Czech Republic. She is focused on research of symphony orchestras, in particular on their organization, structures, financial sustainability and their social functions. Her continuous interests lie also in historical research on exiled artists and musicians (native groups of resettled Czechs in Minnesota (USA after 1858) and Austrians in London (after 1938). She received her master degree (MgA.) from the JAMU and her economical master degree (Ing.) from the University of Economics in Prague, Czech Republic. Lucie worked and studied abroad, co-working on various arts projects in Minneapolis (USA), Vienna (AT), London (UK), Leipzig (DE) and in other places. As a professional she acquired deep experience in managing international projects – among others The Central Europe Arts Management Symposium Prague in 2009 where Michael Kaiser and other prominent people were hosted. At present she is finalizing her doctorate at Janáček-Academy of Music and Performing Arts.



ZDENKA SOKOLÍČKOVÁ

Zdenka Sokolíčková (*1983) completed her MA (2007) and PhD (2010) in Cultural Studies at the Department of Cultural Studies, Faculty of Arts, Charles University in Prague. In 2011, she received a double-degree MA in Euroculture at Palacký University in Olomouc (Czech Republic) and University of Groningen (the Netherlands). During her studies, she completed several research internships, e.g. in Germany (Europa Universität Viadrina), Italy (Università degli Studi di Trento) or Japan (Osaka University). In September 2011, she joined the Department of Cultural and Religious Studies, University of Hradec Králové as a lecturer. Her research is focused on value dynamics in contemporary Western society, cultural policy and the European Union environmental strategy.

Study visits



PEKKA UOTILA

Dr. Pekka Uotila works as acting principal lecturer for the degree program of Cultural Management in the University of Applied Sciences of Mikkeli. He gained the degree of Doctor of Philosophy in Applied Linguistics, University of Vaasa (2011). He has prior experience as project manager in several development projects. Research interests: organizational discourse analysis, critical project management, the narrativity of projects.



FABIEN VAN GEERT

Fabien Van Geert studied History of Art at the University of Louvain-la-Neuve (Belgium) before completing a Bachelor of Education at the same institution and a Master Degree in Cultural Heritage Management at the University of Barcelona. He is actually working on his Ph.D. in Cultural Heritage Management at the University of Barcelona about the representation of cultural diversity in the actual National Museums of Ethnology for which he got a fellowship from the Catalan Autonomous Government (Generalitat de Catalunya). Apart from this Ph.D., he is actually coordinating subjects at the University of Barcelona about Ethnological Heritage and Civilization Museums.



ASHLEY WONG

Ashley Wong is a cultural worker and independent researcher based in London, UK. She is co-founder of international research collective DOXA (www.doxacollective.org). Founded in 2010, DOXA has produced discussion events in London and Hong Kong to produce a comparative analysis between cultural models and infrastructures in different cities globally. The events aim to facilitate cross-sector and cross-disciplinary dialogue to explore new collaborative modes of work (such as open source) for developing culture today in light of the economic crisis (and the wide-spread cuts to the public sector across Europe), globalization, and digital developments. DOXA has presented at the European Congress on Aesthetics in Madrid, participated in the 'On the Commons' Residency at the Banff Centre in Canada, and published in the book series, Critical Cities: Vol 3 (London). Born and raised in Canada, Ashley attained a BFA in Digital Image/Sound and the Fine Arts from Concordia University in Montreal and an MA in Culture Industry at Goldsmiths University of London. She is founder of independent arts platform LOUDSPKR (www.loudspkr.org) and has produced projects internationally since 2006. She is former project manager of Videotage - Hong Kong's Media Art Organization, and has worked as a digital producer for Sound and Music - UK's landmark organisation for new music and sound. Having lived and worked across three continents, her research is intrinsically global - reflecting the multi-disciplinary, nomadic and digitally engaged generation that poses challenges to notions of culture, creativity and national boundaries.

Wednesday October 12th, 13:30

Departures in groups from the main building of Helsinki Metropolia University of Applied Sciences, Bulevardi 31

Suvilahti

Address: Sörnäisten rantatie 22



Suvilahti is the the old energy production area in Helsinki. In the coming years the area will be developed into a cultural centre that will be utilised for cultural activities and businesses supporting these activities. Work, atelier and performance space is being renovated at Suvilahti for use by artists and artist groups, as well as by other cultural operators.

The goal is to create an inspiring, creative community in the area whose membership neither obligates nor binds, but instead offers the opportunity of working together with others at Suvilahti.

The district will eventually house around 17 000 residents and 10 000 workplaces.

Suvilahti will be preseted by Managing Director Stuba Nikula and Communications Officer Anni Syrjänen.

www.suvilahti.fi

Korjaamo Culture Factory

Address: Töölönkatu 51 a- b



Korjaamo Culture Factory is a place where people and culture come together in the heart of Helsinki, whether It's for theatre, visual arts, clubbing, or meeting up over a coffee or beer. Think of it as Helsinki's urban living room, where you're guaranteed to see something fresh.

Situated in the old tram depot, Korjaamo is made up of galleries, a café, bar, club space, theatre, shop, and even the Tram Museum is still here. Since the Vaunuhalli was opened is the summer of 2008, Korjaamo is now one of the largest culture centres in the country. While the work is diverse, you could say that the kind of art on offer at Korjaamo is independent, different, and worth keeping an eye on.

The program will take place in the new loft space. The General manager Ms Marja Pekkanen will first present Korjaamo in general after which Mr Timo Haapanen, music producer, will talk about how the music productions are done. The presentations will end with Ms Mirva Pulkkinen, theatre producer, who will talk about theatre productions. After the presentations there will be time for Q&A and discussion. The group will also get a possibility to walk around the building.

www.korjaamo.fi

YLE National Public Service Broadcasting Company

Address: Radiokatu 5



YLE is Finland's national public service broadcasting company. It operates four national television channels and six radio channels and services complemented by 25 regional radio programmes. In 2010, YLE TV1 was the most popular television channel in Finland and its daily television viewing was 45%. The company's programmes and content reach almost 5% of Finnish people.

The public considers YLE to be a reliable source of news and current affairs. The company plays a major role in producing and presenting programmes dealing with national arts, educational programmes and children's programmes. Yle's services to the public also cover special and minority groups.

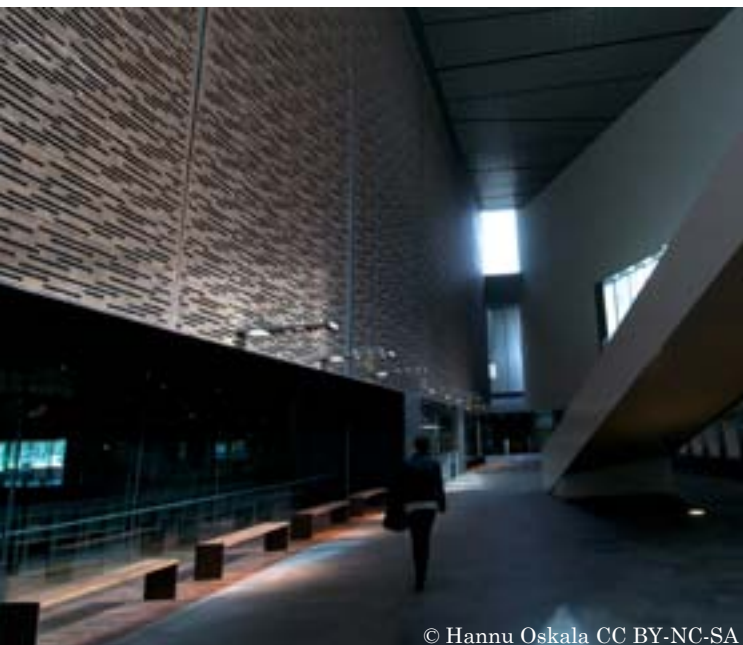
Katja Karasvaara, YLE's media manager, will be receiving us at YLE studio. She will then give us a short presentation about YLE's cultural productions.

After the presentation the group will get a tour in YLE studios and get to follow a TV production done there.

www.yle.fi

The Helsinki Music Centre

Address: Mannerheimintie 13



The Helsinki Music Centre is a concert venue and meeting point that prides itself on a policy of openness and approachability. At the Music Centre visitors can hear and see a variety of concerts and performances, take a look around in the lobby or the exhibition spaces, or pop in the shop or stop off at the Sibelius Academy Library to browse music books, magazines, and databases or listen to a wide range of recordings.

The Music Centre is the home for two eminent orchestras, the Helsinki Philharmonic Orchestra and the Finnish Radio Symphony Orchestra, and the one and only music university in Finland, the Sibelius Academy. Because these entities support each other, they are able to provide a wealth of inspiration to all sectors of art.

Osmo Palonen will host the groups at the Music Centre and hold a tour in the building while presenting it.

www.musiikkitalo.fi

Helsinki Design District

Address: Design Forum Finland, Erottajankatu 7



Helsinki's Design District is located in the centre of Helsinki. It is a vibrant area full of design and antique shops, fashion stores, museums, art galleries, restaurants and showrooms. The district has become a cluster of creative businesses in the heart of the Finnish capital. It's a neighbourhood association that offers residents and visitors shopping, dining, accommodation and experiences.

The Design District comprises nearly 200 members including design shops, galleries, workshops, museums, restaurants, hotels and design agencies. It offers an ideal place to get to know Finnish design and to buy top-class Finnish design products. It plays a large role in boosting Helsinki's reputation as a city of design.

Laila Alanen will host the group at Design Forum and after her presentation Katarina Siltavuori, producer for World Design Capital Helsinki 2012, will hold a small presentation on WDC Helsinki 2011. After the presentations there will be time to walk around the Design District.

www.designdistrict.fi

Arabus Business Incubator

Address: Hiilikatu 3



Arabus Business Incubator is part of the Aalto University's Start-Up Center. The Center is a successful, fast-developing business incubator that provides start-up companies with the essential initial momentum required for success and combines the know-how from the fields of business, technology and art.

The initial focus is on the planning and development of the company's business model as well as securing proper funding. The next step is to formulate a sales strategy and fine tune selling techniques to deliver actual sales. We also draw on the expertise of the Aalto University School of Economics' marketing department in the process. The final step is to ensure the ongoing development of the company's growth.

Ville Simola will host the group and present the Arabus Business Incubator.

www.start-upcenter.fi/arabus/esittely

Social programme

Official Opening & Cultural Research Award Ceremony



Time: Wednesday October 12th, 18:00

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

The Official Opening of the 19th ENCATC Annual Conference is hosted by the City of Helsinki.

Welcome, Acting Cultural Director Veikko Kunnas, City of Helsinki

Official opening of the 19th Annual Conference, ENCATC President Cristina Ortega

Greetings from the Finnish conference team, Pekka Vartiainen

Buffet dinner

Cultural Policy Research Award Ceremony

Dress code: smart casual.

Please note: Invitation card received upon registration required.

The evening continues at Glöd Bar & Grill, Korkeavuorenkatu 34

Maltti ensemble



Time: Thursday October 13th, 08:45

Venue: Helsinki Metropolia University of Applied Sciences, Bulevardi 31

MALTTI ensemble is a one-year-old band created by four students from the cultural field attending the Seinäjoki University of Applied Sciences. The show consists of different kinds of folk and rhythm music from the Northern part of the world, respecting the Finnish tradition on it.

Cartes Flux 2011



Time: Thursday October 13th, 17:30

Venue: Cable Gallery, Cable factory, Tallberginkatu 1 C

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

Presentation of the new media art festival Cartes Flux 2011 at 18:30, festival director Päivi Meros

Cartes Flux 2011 is an international festival of new media art organised October 18th - 23rd 2011. The festival programme consists of short films, installations and performances chosen by a professional jury. In addition there are artist talks, an open lecture and a workshop as part of the programme. The festival takes place in Helsinki at the Cable factory and in Espoo at Kino Tapiola and WeeGee.

The pre-festival exhibition is at Cable Gallery October 5th - 23rd.

Installations:

Digital Enhancement by Martin Bircher

Ping Pong Rocking Chairs by Pasi Rauhala & Matti Niinimäki

Nordic evening at the Cable Factory



Time: Thursday October 13th, 19:00

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

Welcome, Ritva Mitchell, Foundation for Cultural Policy Research Cupore

Traditional Nordic meal

Dessert and coffee

Live music, Niillas Holmberg and Roope Mäenpää



Niillas Holmberg & Roope Mäenpää

Niillas Holmberg & Roope Mäenpää is a fresh Sami folk-duo. They entertain with a unique style, mixing their cultural and musical back- grounds. Niillas Holmberg is from Utsjoki, or Ohcejohka in the Sami language, the second most northern village in Finland.

At 16-years old Niillas Holmberg moved to Tampere to study in Tampere's high school for arts where he met Roope Mäenpää, originally from Tampere, who had been studying cello and com- posing at the conservatory. Since then they've been making music together. You can hear many things in their music, such as Niillas's way of mixing

Sami and American folk music and Roope's multi-instrumentalist skills with classical background.

They have been performing in Finland and Norway, and published their debut album "Manin guottán girjji fárus" (Why do I carry a book with me) in August 2011.

WHAT IS SAMI?

The Sámi people are the arctic indigenous people inhabiting Sápmi, which encompasses parts of far northern Sweden, Norway, Finland, the Kola Peninsula of Russia, and the border area between south and middle Sweden and Norway. The Sámi are Europe's northernmost and the Nordic countries' only officially indigenous people. Their traditional languages are the Sami languages and are classified as a branch of the Uralic language family.

Movie Night at Lasipalatsi



Time: Friday October 14th, 18:00

Venue: Rio Rex, Lasipalatsi, Mannerheimintie 22-24

Join us at Finland's only historically restored cinema to watch an internationally renowned Finnish movie. Hosted by the City of Helsinki Cultural Office.

Welcome, Marianna Kajantie, City of Helsinki Cultural Office

Movie screening

About the social programme venues



HELSINKI CITY HALL, POHJOISESPLANADI 11-13

In the heart of Helsinki's Neoclassical town centre lies the City Hall quarter, more known as the Lion Block. Most buildings here today are owned by the city. The Lion Block as it stands today dates from the early 19th century. The building was designed by the Russian Tsar Nicholas I favourite architect; C.L. Engel, and was the centre of society life in the 19th century Helsinki. 1901 the city purchased the site with the intention to build a new town hall on it. However, the plans lay dormant for many years. During the First World War Helsinki was a military hospital base for the Russian army, and the building became a Russian naval hospital. It was only in the 1920's that the building was refurbished to suit its new role as a town hall. The Helsinki City Council held its sessions at the city hall 1932-1965. Today the City Hall houses City offices and the main hall is used for receptions and official events.



THE CABLE FACTORY, TALLBERGINKATU 1 C

Finlands first cable business was established in 1912 as Arvid Wikström founded Suomen Kaapelitehdas Oy. For production to grow a new factory was to be built. The new Cable factory was designed by Wäinö Gustaf Palmqvist and built in three stages during the years of 1939-1954. At the time the Cable Factory with its 55 800 m2 was the biggest building in the country. As the city grew and residence buildings were planned in the neighbourhood of the Cable Factory, there was a decision to relocate the factory. As industry moved out, the space was rented out to many artists and businesses. As the factory building was handed over to the city these artists and businesses risked being thrown out as the city did not want to save the building. Pro Kaapeli was formed by the tenants to save the building, and after a lot of work and as a committee was formed by the city to work on cultural activities in Helsinki, the plan changed and the city decided to keep the factory in its original form.



LASIPALATSI & BIO REX, MANNERHEIMINTIE 22-24

Lasipalatsi (Glass palace) is one of the premier functionalist style buildings in Helsinki. The building, which contains businesses, restaurants and a movie theatre, was originally planned to be a temporary structure that was supposed to be demolished in favour of a new bigger business complex. The inhabitants of the city protested against the demolition again and again, and even the The National Board of Antiquities started to favour the protection of the building. After years of not being taken care of, the building was finally protected and renovated into a cultural and media centre in 1998.

Bio Rex is the only historically restored cinema in Finland. Today it is mostly used for private events and movie festivals. When Bio Rex was built it was one of the biggest movie theatres in the city and the opening night galas for many Finnish films were held there.

Practical information

Conference venue

Helsinki Metropolia University of Applied Sciences, Bulevardi 31

In the heart of the Kurki neighbourhood next to Hietalahti marketsquare we find what today is the main building of Metropolia University of Applied Sciences. The building was originally built for the Polytechnic school of Helsinki in 1877. F.A. Sjöström was the architect. If you look at it today the three first floors in the middle part are from that first era of the building. In the late 1920's extensions were made to the building where decorations and roofpaintings were made in a classical style. During the war the building was bombed twice, first in 1939 and then in 1944. After the bombings it was almost completely restored, but in 1964 the polytechnical collage moved away from the building and it was left to deteriorate for three decades before new renovations

took place in 1991. Metropolia was formed in 2008 when two other schools, EVTEK University of Applied Sciences and Helsinki Polytechnic Stadia, merged. Metropolia has 15 different campuses in the Helsinki metropolitan area, and this building on Bulevardi 31 is the main building of the university.

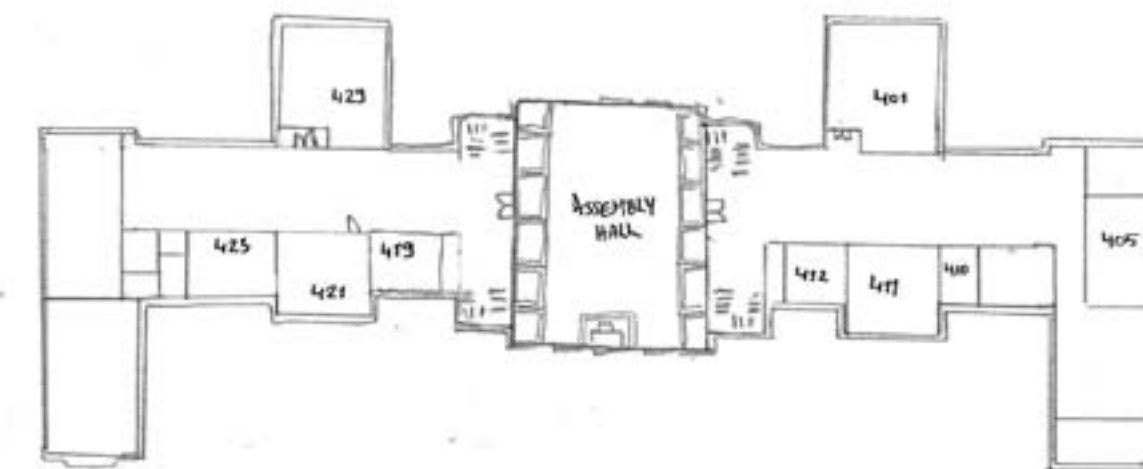
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STUDENT LUNCH

International students can get lunch for a student price (4,27 €) at Palmia in Helsinki Metropolia University of Applied Sciences by showing their student card and wearing their conference name tag.



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Call +358-9-10023 for Information about Health Services when you need instructions for treating illnesses or information on Helsinki health services.

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Address: Lapinlahdenkatu 16, building 15 C, inner yard

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SECURITY

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Service telephone 24h: +358-71 877 4002

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- | | |
|--|---------------------------|
| 1. Helsinki Metropolia University of Applied Sciences | Bulevardi 31 |
| 2. Humak University of Applied Sciences | Annankatu 12 A 17 |
| 3. Novia University of Applied Sciences | Yrjönkatu 18 |
| 4. Design District Helsinki - Forum Design | Erottajankatu 7 |
| 5. Cable Factory | Tallberginkatu 1 C |
| 6. Arabus Business Incubator | Hilikkatu 3 |
| 7. City Hall | Pohjoisesplanadi 11-13 |
| 8. Railway Station | Kaivokatu 1 |
| 9. Korjaamo Culture Factory | Töölönkatu 51 a-b |
| 10. YLE - National Public Service Broadcasting Company | Yleisradio Oy Radiokatu 5 |
| 11. The Helsinki Music Centre | Mannerheimintie 13 |
| 12. Sörnäisten rantatie 22 | |



Participants

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MR	Tuononen	Jari Jukka	MUAS/MAMK	Senior Lecturer	Finland
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MR	Valkonen	Terho	SEAMK	Student	Finland
MR	Van Geert	Fabien	University of Barcelona	Ph.D student	Spain
MRS	Varbanova	Lidia	---	Consultant	Canada
MS	Varho	Jenni	City of Helsinki Cultural office	Cultural planning officer	Finland
MR	Vartiainen	Pekka	HUMAK University of Applied Sciences / Finnish AC team	---	Finland
MR	Venturelli	Andrea	University of salento	Researcher	Italy
MRS	Vesén	Anna	Metropolia University of Applied Scinces	Master student	Finland
MS	Vezic	Aida	CRVENA - Association for Culture and Art	Researcher / Programme Manager	Bosnia and Herzegovina
MS	Vilen	Tanja	Sibelius Academy	Lecturer, Head of Arts Management Department	Finland
MS	Virolainen	Jutta	University of Jyväskylä	Master's Degree Programme Student	Finland
MS	Von Schoultz	Helena	Novia University of Applied Sciences / Finnish AC team	Intern	Finland
MS	Waktel	Emelie	Södertörns University	Student	Sweden
MR	Wallin	Riikka	HUMAK University of Applied Sciences / Finnish AC team	Coordinator	Finland
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MS	Weingarten	Anna Klara	Södertörn univeristy	Student	Sweden
MR	Weinstein	Alexander	IDC "Light people" Ltd.; Loft Project "Svetoch"	General Director	Russia
MR	Westas	Bo	DIK	Researcher	Sweden
MS	Widén	Emy	Södertörn University	Student	Sweden
MS	Willborg Jonsson	Lovisa	Södertörn University	Student	Sweden
MS	Willows	Towe	Södertörn University	Student	Sweden
MS	Wilschut	Karin	University of Amsterdam/Amsterdam City Council	Lecturer/Policy Advisor	The Netherlands
MR	Winiewski	Micha	International Cultural Centre	Head	Poland
MS	Wisniewska	Milena	Sibelius Academy	Student of Arts Management	Finland
MS	Wong	Ashley	DOXA	Founder /Director	United Kingdom
MRS	Ylihärsilä	Anne Susanna	Metropolia University of Applied Science	Master student	Finland
MS	Ylimutka	Kirsi	Sibelius Academy	Student of Arts Management	Finland
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MS	Zlata	Denisa	Slovak Governance Institute	Project Manager	Slovakia
MS	Zontou	Zoe	University of Manchester	Honorary research fellow	United Kingdom

About ENCATC

Since 1992, ENCATC is **the leading European network on Cultural Management and Cultural Policy education**. ENCATC hold the status of an **international non-profit organisation**, an **NGO with operation links with UNESCO**, and of **observer** to the Steering Committee for Culture of the **Council of Europe**. At date, it counts over 100 members in 38 countries.

ENCATC is the only European network gathering higher educational institutions and vocational training organisations active in the field of cultural management and cultural policy. ENCATC was founded to provide a forum for debate among its members and to advocate quality and efficiency of education and training in the field of cultural management and cultural policy. The association encourages its members and young researchers to carry out, publish, present, and disseminate research in cultural management and cultural policy to strengthen the understanding of cultural management and cultural policy issues in the academic, political and professional field.

To contribute to future thinking ENCATC monitor trends and developments that affect the future of arts and culture, support businesses and organizations with strategy development by means of scenario planning, and develop new educational and training curricula, services and business concepts based on these scenarios.

ENCATC actively encourages by means of mobility programmes and transnational activities the mobility of educators, researchers, students, artists and cultural managers across the sectors and among countries because this experience is invaluable for skills development and for achieving the objectives of the Europe 2020 strategy.

The **mission** of ENCATC is to “provide its members a Platform for the development of cultural policy and management education within Europe and beyond”.

To achieve its mission ENCATC **has the following objectives**:

1. **ADVOCACY: ENCATC** develops and influences policies. It provides expertise in advancing debates in cultural policy and management to intergovernmental organisations, the EU and Member States. Additionally, it provides the membership with tools to influence and create change within their own organisations and cultural administration of their countries.

2. **NETWORKING: ENCATC** is a powerful tool for sharing knowledge inside and outside the network by providing expertise through its pool of high level experts and by organising activities for academics, students, policy makers, researchers, and professionals by providing a space for cross-disciplinary and cross-organisational ex-

changes often leading to the implementation of transnational projects or major studies/research.

3. **CAPACITY BUILDING.** ENCATC creates contexts to debate and share curricula, and pedagogic best practice to further develop theory and cultural management learning that is rooted into practice. It also ensures that the membership has access to the latest learning strategies, tools and materials. In recent years, ENCATC has been using its knowledge and experience as a European network to facilitate other cultural organisations in becoming more established and prominent European players and professionals. In 2007, ENCATC set up a high level pool of experts for a peer to peer learning exchange inside and outside the network.

4. **KNOWLEDGE: ENCATC** creates, collects and disseminates information to improve the quality and efficiency of education and training. It provides through engagement with its partners in governments and cultural organisations a two-way flow of knowledge related to new learning strategies, employment competencies and attributes for future cultural policy makers and managers.

5. **RESEARCH:** ENCATC carries out, publishes, presents, and disseminates research in arts and cultural management and cultural policy to strengthen the understanding of cultural management and cultural policy issues in the academic, political and professional field. It promotes access to cutting-edge research and publications on cultural management and cultural policy. ENCATC also ensures that research feeds into policy making and decision makers have a better understanding of cultural policy and educational issues and ways to address them.

6. **COOPERATION:** ENCATC maintains close relationships with emerging countries, including Brazil, Canada, China, Hong Kong, and the USA. It also regularly nourishes its close links with partners and institutions based in Europe and beyond. Among our major partners we count the European Cultural Foundation, ESEF, EFACCA and AAAE IFACCA, Interarts, ERICarts, EUROPA NOSTRA, European Council Music, CAE, and EFA.

7. **MOBILITY:** ENCATC encourages the mobility of educators, students, artists and cultural managers actively across the sectors and among countries because this experience is invaluable for skills development and contribution to the Europe 2020 objectives for smart, sustainable and inclusive growth. Increased mobility of academic, researchers and students in cultural management and cultural policy contributes to the reform and modernisation of education and training systems by facilitating cross border dissemination of ideas and best practices.

Notes



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 is 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.