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ENCATC/AAAE International Study Tour  
PROGRAMME & SPEAKERS

9-11.10.2016  
Barcelona

An initiative of:



In partnership with:



With the support of:



# PRESENTATION

*New York, Shanghai, Barcelona, Boston and now back to Barcelona! ENCATC is teaming up with the Association of Arts Administration Educators and ENCATC member, the University of Barcelona to bring you an exceptional programme to one of Europe's top cultural destinations for an insider experience not possible anywhere else.*



From 9-11 October the ENCATC/AAAE International Study Tour in Barcelona will be an exceptional occasion to meet leading cultural managers and visit the most interesting arts and heritage institutions in the city. From a pedagogical point of view, ENCATC and AAAE members and their followers will have the opportunity to gain insight on best practice and case studies for how to efficiently lead cultural institutions, analyze audiences, and improve marketing and public strategies. Participants will also learn how to benefit from networking both at national and international levels.

For those attending the 24th ENCATC Annual Conference from 5-7 October in Valencia, Barcelona is an easy train ride along the Balearic Sea coast.

Once in Barcelona the programme will begin on the evening of Sunday, 9 October with a networking dinner for participants to get settled, continue networking from the Annual Conference, and meet new participants who are just joining for this study tour. Take a moment to relax, and savour traditional local cuisine.

Being described by registered participants as "*An arts manager's dream!*" the next two days will include visits for privileged access to meet and discuss with top cultural managers and directors. You'll also meet cultural experts, practitioners, academics, researchers, and policy makers, to gain insider perspective on the cultural happenings and policy of one of Europe's top tourist destinations.

First there will be the **Palau de la Música** with **Joan Oller**, General Manager to visit one of the most beautiful music halls in Europe that is privately owned by a foundation.

Next, participants will meet with managers **Renato Della Poeta** and **Laura Olea** of **The Blueproject Foundation**, a private entity with creative space in the old part of the city and is leading in international contemporary collections.

Moving to one of Barcelona's most culturally diverse neighbourhoods, a visit is being organised to the **Centre civic Convent de Sant Agustí** to meet **Jordi Fàbregas** and **Joan Pedregosa** where you'll discover how this heritage site is successfully managing a programme of local activities for residents along with major European and international projects.



The second day will begin with a visit to **Museu Nacional d'Art de Catalunya (MNAC)** with **Pepe Serra**, one of the most innovative museum directors in Europe and the world. He is admired for breaking down barriers and is highly regarded around the globe for his innovative visions. A former director of the Picasso Museum, he has also worked internationally, including at the request of the MoMa to help it rethink its approach in New York.

Continuing on, participants will go the **Mercat de les Flors**, where they'll be welcomed by **Francesc Casadesús**, Director of the venue and a great European networker who is one of the most well known managers in the field of dance and praised for his open-minded approach to successfully lead major EU contemporary dance projects.

The last visit will be to **Central del Circ** for a meeting with **Johnny Torres**, Artistic Director, and **Ione Hermosa** Manager of the venue. The former factory invites circus programmes from across Europe to learn and share ideas and projects and foster innovation in this transformative space for creatives.

To complement the visits, lectures will be given to provide background, context, and expertise on cultural policy and audiences. Participants will learn about cultural policies of Barcelona and Catalonia in which these cultural institutions operate from **Lluís Bonet**, Professor at the University of Barcelona. **Pepe Zapata**, a partner of TekneCultura will also give a lecture on "From big data to audience analysis" which will be key for having new perspectives for understanding and growing audiences.

We look forward to sharing these experiences with you as together we embark on a wonderful discovery of another culture, experiencing how cultural institutions are managed in another country, and learning how common challenges are addressed in a different context. We will also expand our perspectives, connect theory to practice, enlarge professional networks, and raise the international visibility of member institutions.

As this study tour just follows the 24th ENCATC Annual Conference, registration can be found on the registration page for the conference:

<http://blogs.encatc.org/annualconference2016/#register>

# PRACTICAL INFORMATION:

## DATES

9-11 October 2016

## PLACE

Barcelona, Spain

## VENUES

Refer to map on page 10.

## FEES

50€ per person per day. This does not include travel, accommodation or subsistence costs.

## REGISTRATION

<http://blogs.encatc.org/annualconference2016/#register>

## LANGUAGE

English

## ACCOMODATION

Rooms at the University of Barcelona's Penyafort Residence are available for participants. The rooms are clean, comfortable but simple and at a very favourable cost at around 46€ per night with breakfast.

To reserve a room, write to Tino Carreño: [tinocarreno@ub.edu](mailto:tinocarreno@ub.edu) and be sure to mention ENCATC/AAAE Study Tour 2016.

Accommodation location:

The Penyafort Residence is located at Diagonal Ave. 639, in front of the Metro stop Palau Reial (line 3). If you come from Valencia by train (the most comfortable way), the Sants railway station is only 4 stops from it, and there is a direct new line to the airport from Zona Universitaria next stop.

## CONTACT

GiannaLia Cogliandro Beyens,  
ENCATC Secretary General  
[info@encatc.org](mailto:info@encatc.org)  
T: +32 (0)2 201 29 12

# PROGRAMME

## SUNDAY, 9 OCTOBER

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*Arrival in Barcelona*

20:00 Welcome Dinner (*at participants' expenses*)

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## MONDAY, 10 OCTOBER

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9:15 – 9:30 Welcome by **Annick Schramme**, ENCATC President and **Sherburne Laughlin**, AAE President and

9:30 – 10:30 **Lluís Bonet**, Professor at the University of Barcelona will introduce the context and the cultural policies of Barcelona and Catalonia, and the learning sense of the different study visits

10:30 – 11:30 "From big data to audience analysis" with **Pepe Zapata**, partner of TekneCultura

11:30 – 11:45 Coffee-break

11:45 – 13:30 STUDY VISIT at the Palau de la Música with **Joan Oller**, General Manager of the Music Hall  
Address: Palau de la música 4-6

13:30 – 15:30 Lunch break (*at participants' expenses*)

16:00 – 17:30 STUDY VISIT at The Blueproject Foundation with managers **Renato Della Poeta** and **Laura Olea**  
Address: Comerç 36

17:45 - 19:15 STUDY VISIT to the Centre civic Convent de Sant Agustí, with **Jordi Fàbregas** and **Joan Pedregosa**

20:00 Networking dinner (*at participants' expenses*)

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## TUESDAY, 11 OCTOBER

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9:30 – 11:30 STUDY VISIT: Museu Nacional d'Art de Catalunya (MNAC) with **Pepe Serra**, Director  
Address: *Palau Nacional, Parc de Montjuïc (METRO: Espanya)*

11:45 – 13:30 STUDY VISIT: Mercat de les Flors with **Francesc Casadesús**, Director  
Address: Lleida, 59 (METRO: Poble Sec)

13:30 – 15:30 Lunch break

16:00 – 17:30 STUDY VISIT at Central del Circ with **Johnny Torres**, Artistic Director, and **Ione Hermosa**, Manager of the venue  
Address: Moll de la Vela 2

17:30 End of the Study Tour

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*Please note the programme is subject to minor changes.  
For the latest updates visit us on the web: [www.encatc.org](http://www.encatc.org)*

# VISIT INFORMATION

## PALAU DE LA MÚSICA CATALANA



Barcelona built one of its most magnificent art nouveau buildings – the Palau de la Música Catalana – in just under three years, from 1905 to 1908. It was built at the behest of the choral society, the Orfeó Català, and commissioned from the architect and politician Domènech i Montaner. This concert hall, a designated UNESCO World Heritage Site, is an artistic landmark of outstanding beauty and a highly prestigious music venue. In 1999, the expansion of the Palau has made the entire exterior wall at the side visible, realising Domènech i Montaner's dream. The project also created a new 600-seater underground auditorium, the "Petit Palau", and a restaurant, "El Mirador del Palau".

Excellence, participation, social commitment and Catalan identity are the values which lie behind the strategic positioning of the Fundació Orfeó Català-Palau de la Música Catalana. A programme based on the international cycle Palau 100, within which every concert aims to be a unique and extraordinary event, the central role of the Orfeó choirs and the young choirs academy, a commitment to contemporary music, the attention to Catalan performers, and a desire to attract new audiences to the Palau. The Palau is member of the European Concert Hall Organization (ECHO), the association of concert halls most important of Europe.

FOR MORE: [www.palaumusica.cat/en](http://www.palaumusica.cat/en)



**Joan Oller. General Manager**

Oller studied music at the Liceu Conservatory and he is graduated in Business Management and in Philosophy. He pursued studies in Orchestral Management in New York. After working as general manager of many different orchestras (Vallès, Pablo Sarasate, Castilla y Leon), he was appointed general manager of the Barcelona Auditori and the Symphonic orchestra of Barcelona (2001-2011). In 2011 he moved to the Palau de la Música. Among other professional commitments, he had been president of the Catalan association of cultural managers and board member of the European Concert Hall Organisation.

## THE BLUEPROJECT FOUNDATION

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The Blueproject Foundation is a multidisciplinary arts centre and creator of quality content, aimed primarily at offering a respectful and in-depth vision of modern and contemporary artistic creation. The building presents collective unreleased exhibitions to the viewer, from private collections, as well as ambitious personal projects carried out by renowned artists of our time. This is a centre for reflection and debate on all current aesthetic and intellectual issues that helps to better understand and enjoy the culture that surrounds us. The Blueproject Foundation offers a lively and direct approach to great works of art in an environment that serves, simultaneously, as an experimental laboratory for new ideas and a useful platform for young artists. The large exhibition area of the foundation is divided into two complementary

spaces. Il Salotto is reserved for the most celebrated artists and iconic works, while the Sala Project is characterised by its multidisciplinary dimension, which allows it to house work by both promising artists and renowned figures from the art world. The Blueproject Foundation opens its doors to all kinds of ideas, creations and projects, from performance, dance or music to sculpture or installations, as well as painting and video. Its halls are open to any artistic format or aspiration that offers a stimulating view on current and future aesthetics.

FOR MORE: <http://blueprojectfoundation.org/en/>

## CONVENT DE SANT AGUSTÍ

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Convent de Sant Agustí is one of the 45 civic center's own by the municipality of Barcelona. It is managed by a private company, Trànsit projectes, who won the public tender. This company manages many other cultural and educational venues, as it is quite active doing consultancy and participating in European projects.

FOR MORE: <http://conventagusti.com>



Jordi Fàbregas



Joan Pedregosa



## THE NATIONAL ART MUSEUM OF CATALONIA (MNAC)

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The Museu Nacional d'Art de Catalunya houses the most important collection in the World of Romanesque mural paintings and art nouveau decorative art. Its collection included art from early mediaeval times to mid XX Century Catalan art. Recently the museum reinstalls its modern collections with a new museological discourse. The museum is now also looking at contemporary creation with the aim of presenting new proposals and provoking a dialogue and critical revisions of the collection. With 713,000 visitor annually, the museum is strengthens its audience strategy with applied research and a quite active friends of the museum association.

FOR MORE: [www.museunacional.cat](http://www.museunacional.cat)



**Pepe Serra. Director**

BA in Art History from the Universitat Autònoma de Barcelona. His professional activity has been mainly focused on heritage and art museums management and direction, covering public administration institutions as well as private cultural foundations. Since 2010 he has been also involved in several academic and educational programs regarding museums and cultural management. From 2012 he is the Director of the National Art Museum of Catalonia. Previously he had been Director of the Museum Picasso of Barcelona, Deputy Director of Museums and Cultural Heritage at the Department of Culture of the Government of Catalonia, Head of Public Programs and Cultural Services at Foundation Caixa Catalunya-La Pedrera, or Exhibitions Coordinator at the Museum of Contemporary Arts of Barcelona (MACBA).

## THE MERCAT DE LES FLORS

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The Mercat de les Flors, founded in 1985, is both a driving force and hub for the promotion of movement arts. It plays a key role to ensure the establishment of first-rate companies and audiences for dance and similar arts. To achieve this, the dance house joins forces with other key players, national and internationally, and it is the leader of two large European projects. The Mercat boasts 4 spaces with uninterrupted programming. Most of them are very flexible so they can host many different types of shows. One of the halls is shared with the nearby Institut del Teatre (the Professional Theatre School of Barcelona). Just close to these two main venues, there is the Teatre Lliure, one of most relevant theatres of the city. The building of the Mercat de les flors is the old flour market of the city and its

central great dome is cover by the work of Miquel Barceló, the world well-known Majorcan artist. The Mercat also manages El Graner, a centre for creation and study of the body and movement language, one of the specialized creation factories of Barcelona.

FOR MORE: [www.mercatflors.cat](http://www.mercatflors.cat)



**Francesc Casadesús. Director**

He holds a degree in Psychology and a Master in cultural Management. He was director of communication for the MACBA (Barcelona Museum of Contemporary Art), He was Manager of the Cultural Institute of Vic.. He is also Vice President of the Association of Cultural Managers of Catalonia. National Culture Award 2008 and recently awarded by the French Ministry of Culture with l'Ordre des Arts et des Lettres in the Chevalier degree.

## LA CENTRAL DEL CIRC

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La Central del Circ is a creative space dedicated to circus professionals. The venue, over 3,000 m2, it is an open resource available for artists needed for training, practicing and pre-production. It includes creation residences and international mobility. The Circ's mission is to support circus projects in the areas of creation, management, production and dissemination.

FOR MORE: [www.lacentraldelcirc.cat](http://www.lacentraldelcirc.cat)



**Ione Hermosa**

Manager of the Central del Circ. She is expert on Gender, public policy, cultural management and international cooperation. She worked previously at FLACSO-MEXICO and Interarts Foundation in Barcelona.



**Johnny Torres**

Artistic director of the Central del Circ. He is an active circus player. He worked with Los Galindos, Transe-express, Circus Ronaldo or Circo de la Sombra, he creates his own company Circ Teatre Modern.



# FIRST DAY SPEAKERS



**Lluís Bonet** is Director of Cultural Management Program and Professor of Economics at the UB. Author of numerous publications and research analysis of the cultural sector, has lectured in more than forty countries. Jury member ENCATC Research Award on Cultural Policy and Management and Cultural Studies Award Roca Boncompte. He was president of the Jury Prize for research in cultural policy ECF. In the field of festivals, has published the book "Music Festivals, a Changing World" and "The run of scenic festivals. Concepts, looks and debate".



**Sherburne Laughlin** holds an MBA from Yale University and is a cum laude graduate of Davidson College. A professor since 1995 at American University, she has pioneered top-ranked courses in strategic planning, fundraising, grant writing and governance. Her consulting work focuses on issues of governance, organizational development and strategic planning and serves all types of nonprofits, arts and non-arts, large and small, national and local. She has served on many arts panels, including the DC, Montgomery and Fairfax County Arts Council panels and the national VSA arts panel. She is currently serving on the City Fund, which is awarding \$15 million over 3 years to the arts and workforce development in the District of Columbia. Until recently, she was a member of the Advisory Board of Round House Theater and for 16 years served on the Board of Trustees and Executive Committee of Davidson College. She is now the President of the Association of Arts Administration Educators.

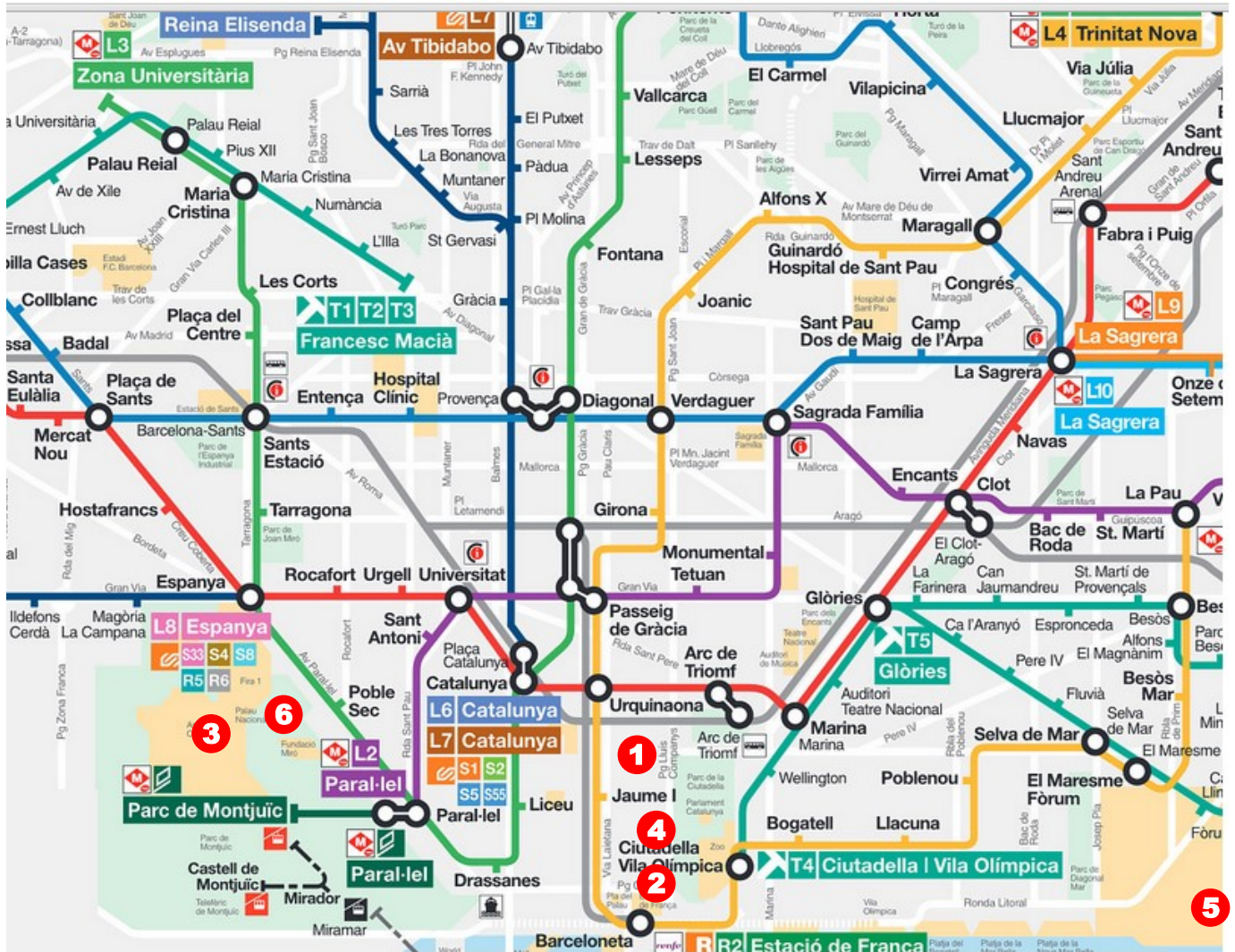


**Annick Schramme** is President of ENCATC and a full professor and academic director of the master in Cultural Management and the Competence Center Management, Culture & Policy (Faculty of Applied Economics at the University of Antwerp). Annick Schramme is a full professor and academic director of the master in Cultural Management and the Competence Center Management, Culture & Policy (Faculty of Applied Economics at the University of Antwerp). Additionally, she is academic director of the Competence Center Creative Industries at the Antwerp Management School. She has published about Arts policy in Flanders, cultural governance, international cultural policy, public-private partnerships in the heritage sector, leadership and cultural entrepreneurship, etc. From 2004 until 2013 she was also advisor-expert of the Vice-Mayor for Culture and Tourism of the City of Antwerp. In 2013 she became the president of ENCATC, the international network on cultural management and cultural policy education.



**Pepe Zapata** is partner and consultant in Teknecultura. During 5 years was Director of marketing and communications in Mercat de les Flors. Tutor of creative projects in the field of creative industries. Tutor and teaching partner in Pompeu Fabra University. Speaker in several training programmes and Masters of Cultural Management and congresses.

# VENUES TO VISIT



1. Palau de la música
2. Convent de Sant Agustí
3. MNAC
4. Blueproject Foundation
5. Central des Circ
6. Mercat de les Flors

### About ENCATC

Established in 1992, ENCATC is a network of more than 100 member institutions and professionals in over 40 countries active in education, training and research within the broad field of cultural management and policy. ENCATC members have an impact on the education of thousands of cultural managers worldwide. Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies and technology. Our members are higher education institutions, training centres, arts and cultural organisations, consultancies, public authorities and artists who are interested in the broad field of culture. We believe in the power of cultural management and cultural policy education, training and research to make the cultural sector strong and sustainable in Europe and beyond. ENCATC is an NGO which works in partnership with the European Union, UNESCO and is an observer to the Council of Europe. [www.encatc.org](http://www.encatc.org)

### About our partner - The Association of Arts Administration Educators

The Association of Arts Administration Educators (AAAE) is an international organization incorporated as a nonprofit institution within the United States. Its mission is to represent college and university graduate and undergraduate programs in arts administration, encompassing training in the management of visual, performing, literary, media, cultural and arts service organizations. Founded in 1979, the AAAE was created to provide a forum for communication among its members and advocate formal training and high standards of education for arts administrators. The Association, moreover, encourages its members to pursue, publish, present and disseminate research in arts management and administration to strengthen the understanding of arts management issues in the academic and professional fields. Recognition of arts administration as a profession is a recent development. Because formal education was not begun until the mid-1960's, the profession is still in its adolescence, even as arts institutions are demanding higher levels of sophistication from their administrators. The Association believes that higher education remains the appropriate response to these demands and to the present and future management needs of the arts. Information is available on each member program's history, purpose, background, administration, degree(s), curriculum and application procedure through this web site. [www.artsadministration.org](http://www.artsadministration.org)

### About our partner - The University of Barcelona

The University of Barcelona is the most formidable public institution of higher education in Catalonia, catering to the needs of the greatest number of students and delivering the broadest and most comprehensive offering in higher educational courses. The UB is also the principal centre of university research in Spain and has become a European benchmark for research activity, both in terms of the number of research programmes it conducts and the excellence these have achieved. Its own history closely tied to the history of Barcelona and of Catalonia, our university combines the values of tradition with its position as an institution dedicated to innovation and teaching excellence: a university that is as outward-looking and cosmopolitan as the city from which it takes its name. With over 25 years of academic experience, the Arts and Cultural Management Programme of the University of Barcelona offers a selection of innovative courses that respond to the needs of today's rapidly evolving cultural field. Since its inception, the programme has provided high quality education and training to over 1,500 professionals from 75 countries, many of whom have gone on to lead cultural&artistic institutions in their home countries and around the world. The courses combine a balance of theory, research and practice. They offer a unique understanding of the cultural manager's mediation role between artists, art institutions, and the public. <http://www.ub.edu/web/ub/en/universitat/universitat.html> and <http://www.ub.edu/cultural/en/>

### About our funder

Creative Europe is the new EU programme to support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion<sup>1</sup> for 2014-2020, it will support tens of thousands of artists, cultural and audiovisual professionals and organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry. The funding will allow them to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity. <http://ec.europa.eu/programmes/creative-europe/>



ENCATC is the European network on cultural management and policy. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

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