



### ENCATC NEWS

is a monthly information service for ENCATC Members

**Editor:** GiannaLia Cogliandro /

**Articles from:** Rosa Díaz Domínguez, Emilia Niewiarowska, Vanessa Bianchi

### ENCATC OFFICE

Place Flagey B-1050 Brussels, Belgium

Tel: +32 2 201 29 12 / [info@encatc.org](mailto:info@encatc.org)

## THE CONSUMPTION OF CULTURE - THE CULTURE OF CONSUMPTION

Venice, Italy, 16th, 17th and 18th April 2009



**ICARE** – International Center for Art Economics – University Ca' Foscari of Venice in collaboration with **ENCATC** - European Network of Cultural Administration Training Centres, **St. Thomas University** and **Istanbul Bilgi University** with the support of **Fondazione di Venezia** are organising in Venice next 16<sup>th</sup> and 17<sup>th</sup> April the Conference: "The Consumption of Culture, the Culture of Consumption".

*This international event will focus on the consumption of culture and cultural markets as the site of social and*

*economic behaviour relating to. It will offer a platform for academics and researchers to present and debate the state-of-the-art of the research on the importance of cultural consumption, which is deemed to play a significant role in our society, more and more immaterial and knowledge based.*

*The conference aims to encourage discussion of the demand and supply side of cultural consumption: which features does have the modern cultural consumer? What with culture of consumption he/she is concerned with? Which are the relevant determinants in his/her choice to consume? Which is the role of management and organizations in society, especially in terms of production, consumption?*

*The conference, structured in 3 main sessions (economics, marketing and management, and sociology) provides researchers from different disciplines the opportunity to create interdisciplinary networks and to take part in inquiring and construction the material conditions and meanings of consumption of culture.*

*Join us in Venice and be part of the debate!*

Yours truly,  
 Giannalia Cogliandro  
 ENCATC General Secretary

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### **EU/CULTURE: The EU Council believes that education could contribute to a rapid economic recovery**

On 16<sup>th</sup> February 2009 the EU ministries in charge of "Education, Youth Affairs and Culture" met in Brussels to discuss, among other important topics, about the effects of the crisis on education and culture. In its key messages, the Council stressed the vulnerability of young people to the current economic crisis and the potential of education to contribute to a rapid economic recovery. In this framework, the Council exchanged views on structural measures to facilitate the insertion of young people into the labour market and on strategies to support education and training as means to reach socio-economic stability. In this regard, the Commission presented the project "New Skills for new jobs: anticipating and matching labour market and skills needs", which aims to promote employment and reintegration into the labour market of workers made redundant. Against the background of the crisis and emerging social unrest, the Council debated on how to ensure better implementation and greater visibility of the European Cooperation in the youth field and the European Youth Pact, which was adopted by the European Council in March 2005 as an instrument to promote growth, employment and social inclusion. The Council also discussed on the creation of a new strategic European framework in education and training that is to cover the period until 2020, suggesting to widen EU cooperation to new areas as well as reconsidering standards, scopes and contents.

**To read the background note of the EDUCATION, YOUTH and CULTURE Council click here:**  
<http://www.eu2009.cz/scripts/file.php?id=15574&down=yes>

### **EU/CULTURE: Boosting Europe's knowledge economy**

"Boosting Europe's knowledge economy" was the topic of the first Brussels debate of the European Year of Creativity and Innovation 2009 which took place on 16<sup>th</sup> February in Brussels. The debate focused on the knowledge society and on how Europe's creative potential can be channelled towards finding innovative solutions, products and services fostering economic growth. Participants discussed on the need for Europe to promote innovation policies and create an internal market where knowledge can move freely, bringing economies of scale for the knowledge society, as well as innovative products and services. Special attention was placed on the importance that stronger collaboration, partnership between universities, research centres, the public sector and businesses can play in the construction of a pan-European knowledge economy. The Debate was also an occasion to present the nascent European Institute for Innovation and Technology (EIT), the first European initiative to integrate Higher Education, Research and Business-Innovation, which intends to be a reference model for existing education and research institutions. In the framework of the EYCI 2009, other five thematic debates will be hosted in Brussels, discussing education, the public sector, sustainable development, cultural diversity and creative arts and industries.

**More about the Brussels Debates:**  
[www.create2009.europa.eu/index\\_en/debates.html](http://www.create2009.europa.eu/index_en/debates.html)

### **EU/CULTURE: Towards an European model for artistic studies coordination**

On 16<sup>th</sup> February 2009 the Committee on Culture and Education of the European Parliament reported on artistic studies in the European Union. In particular, Maria Badia I Cutchet highlighted the necessity of expanding artistic education throughout the European Union as a mean to preserve and promote European culture and cultural diversity, as well as to reinforce individual and collective identities and values. She pointed out that, although artistic education programmes are currently a compulsory subject in many European school systems, there are still significant differences between artistic education models. A Europe-wide model for coordinating of artistic education should therefore be considered and established. The report also drew attention to the impact of arts studies on a dynamic and future-oriented market of cultural industries, considering the role that artistic studies have in the development of technical advances embracing other applications that go beyond artistic activity, as well as innovation and creative capacities in a knowledge-based economy.

**To read the report click here:**  
[http://www.europarl.europa.eu/meetdocs/2004\\_2009/documents/pr/748/748962/748962en.pdf](http://www.europarl.europa.eu/meetdocs/2004_2009/documents/pr/748/748962/748962en.pdf)

### **EU/EDUCATION: The global economic crisis is an opportunity for universities and business**

High level representatives from business, higher education and politics met in Brussels on 5<sup>th</sup> and 6<sup>th</sup> February for the 2009 European University-Business Forum. Participants at this year's conference discussed how to modernise governance structures within universities, how to develop curricula and how to improve continuing education within businesses. They also explored the best forms of knowledge transfer and how to increase mobility between different disciplines, sectors and research settings. EUA Board Member, Prof. Tadeusz Luty, highlighted that "the global economic crisis should be an opportunity for universities and

business to work more closely to improve the European Higher Education and Research Areas". The Commission will incorporate the results of this year's Forum in a Communication on University-Business cooperation, which will be presented in April 2009. The European University-Business Forum is an opportunity to network, showcase successful partnerships and discuss new forms of cooperation between higher education and businesses. Its objective is to achieve more intense forms of collaboration and more structured relationships between the two sides to better meet the challenges of globalisation.

To read more about the Forum click here: <http://forum.teamwork.fr/>

#### **EU/EDUCATION: A new agenda for European cooperation in the field of school education**

On 16<sup>th</sup> February the Committee on Culture and Education of the European Parliament reported on improving school education in Europe. The rapporteur, Pål Schmitt, stressed the importance of high quality school education, as well as good social climate, innovative pedagogical methods, openness and flexibility as means of improving literacy rates and reducing the number of early school leavers. He insisted on the need for strategies to train and retain excellent teachers through support and guidance about new pedagogical methods and fair remuneration and rewards systems but he also emphasised that parents and the wide community have important responsibilities in the education of children. Since the European Union plays an eminent role in the collection and dissemination of best practices in this field, he underlined the importance of cooperation between Member states, as a unique opportunity for educational institutions to exchange views and experiences and to adopt the methods that best fit their needs and expectations.

To read the report click here:

[http://www.europarl.europa.eu/meetdocs/2004\\_2009/documents/pr/763/763224/763224en.pdf](http://www.europarl.europa.eu/meetdocs/2004_2009/documents/pr/763/763224/763224en.pdf)

#### **EU/EDUCATION: Extended scopes and new features presented at the Erasmus Mundus Infoday**

The Erasmus Mundus 2009-2013 Conference and Info day took place in Brussels from 16<sup>th</sup> to 18<sup>th</sup> February at the MCE - Management Centre Europe. While the launch conference, held on 17<sup>th</sup> February under the auspices of the Czech Presidency, marked the new phase of Erasmus Mundus programme, the Infoday aimed to give potential applicants a detailed insight in the programme management aspects as well as advice on the preparation and submission of applications (administrative and financial aspects). The Agenda included a detailed presentation of the programme's new features and the 2009 calls for proposals for Action 1 – Joint Masters and Doctoral Programmes and Erasmus Mundus External Cooperation Windows (EMECW) (future Action 2 – Partnerships). Erasmus Mundus 2009-2013 in fact continues and extends the scope of the activities already launched during the first phase (2004-2008), benefiting from a substantially increased budget and commitment from the EU, and includes new schemes as a complement to the original project. The new programme implies support to masters and doctoral programmes and award of three years fellowships for doctoral candidates, as well as to the most highly-talented students and professors from countries outside the EU with grants to take part in joint programmes in Europe. Full participation of Third Country HEIs in consortia implementing joint programmes at masters or doctoral level has also been introduced.

To read more about the Erasmus Mundus (2009-2013) programme click here:

[http://eacea.ec.europa.eu/static/en/mundus/erasmus\\_mundus\\_2009\\_2013\\_en.htm](http://eacea.ec.europa.eu/static/en/mundus/erasmus_mundus_2009_2013_en.htm)

#### **EU/EDUCATION: Expected and unforeseen effects of Erasmus Mundus on EU higher education**

On 20<sup>th</sup> February 2009 the European Commission diffused the results of a recent study on EU's Erasmus programme for mobility and cooperation in higher education. The study focused on the impact of Erasmus since its launch in 1987 and it is based on a survey to 750 institutions' top managers and more than 1,800 Erasmus coordinators. Its main findings gave evidence that Erasmus has contributed to improving, opening up and modernising both higher education institutions and education policies. On the one hand, Erasmus was the driving force behind the Bologna Process and many actions have been directly drawn from it, such as comparable degrees, the establishment of a credit system, quality assurance and the application of joint and double degrees. On the other hand, the institutional impact of Erasmus has been strong in larger institutions and in the new EU Member States. The programme has stimulated the introduction of international offices; it has led to the introduction of new teaching methods and new international curricula as well as the transparency and transferability of qualifications. Finally, it has unexpectedly encouraged closer cooperation between universities and businesses.

To read more about the study click here:

[http://ec.europa.eu/education/erasmus/doc922\\_en.htm](http://ec.europa.eu/education/erasmus/doc922_en.htm)

**Keep Growing!!! Three new ENCATC members in February!**

**HEC Montréal**

**Professor François Colbert** is founder and holder of the Chair in Arts Management, which offers a Graduate Diploma in Management of cultural organisations, and a Master degree in Management of cultural enterprises (to be launch in September 2010).



This Canadian member joined ENCATC aiming to share experience with European colleagues, and to be kept informed of the European scene on arts administration training.

**More information:** [francois.colbert@hec.ca](mailto:francois.colbert@hec.ca)  
[www.gestiondesarts.com](http://www.gestiondesarts.com)

**Université d'Avignon**

This new French member offer the studies « Mention Stratégie du développement culturel » and the Masters "Médiations de la culture et du patrimoine" et "Publics de la culture et communication".



This member looks for contacts in the network at international level, teacher and student exchange, as well as sharing teaching methods and contents as *mediation*, audience development, among others.

**Contact:** [emilie.flon@univ-avignon.fr](mailto:emilie.flon@univ-avignon.fr)  
<http://www.univ-avignon.fr>

**NGO Agency for support of creative initiatives «KusiCreaVision», Ukraine**

Natalia Kusik, General Director looks for further development of curricula, methodology in relation to current trends and perspectives in Europe.



Natalia aims to find *"understanding through eyes of the others what we do wrong and what are our weak points needed improvement"*. She also wants to create friendship together with partnership and to have a more fun!

**More information :** [www.kusicreavision.com](http://www.kusicreavision.com)

**ENCATC SEMINAR  
 On European Cultural Statistics,  
 Brussels, 18 February 2009**



40 participants met for SEMINAR ON EUROPEAN STATISTICS in Brussels, Belgium on 18 February 2009. This event was the first meeting of the ENCATC "Cultural observatories, cultural information and knowledge" working group chaired by Dr. Cristina Ortega, in this year. The aim of this meeting was to offer the possibility to know more about recent statistics and methodologies in the field of culture. Therefore there were invited as speakers several officials from the Commission who are involved in statistics (statistics on creativity, innovation etc....) but also experts who presented the case-studies and exchange best practices. This very interesting seminar was supported by Mr. Philippe Pepin, our member from the Ministry of French Community in Belgium.

**More information? Please contact Giannalia Cogliandro:** [g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)

**EXPERT MEETING  
 Information systems to support the mobility of artists and other professionals in the culture field  
 Brussels, 13 February 2009**

On the 13<sup>th</sup> February 2009 ENCATC attended in Brussels the expert meeting on *"information systems to support the mobility of artists and other professionals in the culture field"*.

The aim of this meeting was to discover , analyse and debate the firts results of the research commissioned to ECOTEC by the European Commission DG Education and Culture with the scope of providing an overview of existing **information systems on the different legal, regulatory, procedural, fiscal and financial aspects to the transnational mobility of cultural workers in Europe**. The study addresses systems at European, national and regional levels in the 27 Member States of the European Union and the three EEA/EFTA countries.

**To know more please write to:**  
[Michel.Lepropre@ecotec.com](mailto:Michel.Lepropre@ecotec.com)

## ENCATC PROJECT MEETING "Artists' Moving and learning" met for the first Scientific Committee meeting, Brussels, 20 February 2009



10 partners of the project "Artists' Moving and learning" met for the first Scientific Committee meeting in Brussels, 20 February 2009.

This research team consists of: ENCATC, Mediana sprl (BE), Fondazione ATER Formazione (IT), Deusto University (ES), Budapest Observatory (HU) and Politiques publiques, Action politique, Territoires – PACTE (FR).

The aim of the meeting was to discuss the **methodology of the research and to agree on the main priorities and notions that will be used throughout the project.**

The researchers will now start analysing and comparing the learning (formal and informal) potential of artists in mobility and at identifying standards, conditions and schemes of learning that contribute to innovation in several European countries. It was decided that the geographical coverage of the project. There are 8 partners from 6 countries but the project may cover more than 10 countries: Italy, Spain, Portugal, France, UK, Belgium, Slovenia, Hungary, Romania, Bulgaria and Germany. The situation of Artists' mobility in Europe will be analyzed from an educational and Life Long Learning point of view.

The **project website** will be soon open and access will be provided through the ENCATC webpage.

The **Final Conference** of the project will be organised in Italy in 2010. The event will offer participants the opportunity to get the study and to analyse and debate the results of the research.

**Do you want to know more about this project?  
Please write us: [g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)**

## STUDENTS' ACTIVITY



### Synaxis Baltica 2009 CULTURAL MANAGERS BETWEEN CAMOMILES AND CARROTS COMMUNITY GARDENS & GUERRILLA GARDENING IN POTSDAM / BERLIN

International Summer Academy for Cultural Management from July 24th to August 7th 2009

**COMMUNITY GARDENS** have an important integrative function. They offer an experimental ground for the reduction of social distances.

Community Gardens offer residents of a city the chance to design public space. On account of their involvement citizens make a contribution to the beautification of their town. Community gardens may touch many different levels of individual and collective being. The benefit is multiple.

Community Gardens provide potential for various forms of social interaction. An exchange can be achieved across generations, cultures and languages. In this respect Community Gardens become places for a production of transcultural knowledge and can be regarded as a systematic tool in the process of integration.

#### The Summer Academy

Students from all partner universities can apply for the Synaxis Baltica Academy. The group will consist of 20 to 25 attendants. Students prepare themselves in advance by researching the topic from their home countries. The results will be evaluated during the academy. Aside from systematic transfer of knowledge and theory, moderated by experts during lectures and workshops, the focus lies on project-related work. Empirical research, presentations of concepts and inspecting of local particularities will be aimed at an implementation of a self-generated "action".

The summer academy wants to encourage the students to participate in international discussions about various manifestations of **COMMUNITY GARDEN MOVEMENTS** in Europe. Based on their researches, participants can share their knowledge and draw comparative conclusions.

By reference to the topic, participants learn how to conceive social processes and how to understand and analyze them.

**For more information, visit:  
<http://www.synaxisbaltica09.com/> or write to:  
[team@synaxisbaltica09.com](mailto:team@synaxisbaltica09.com)**



## ENCATC International Conference Creative Entrepreneurship and Education in Cultural Life

15 – 18 July, 2009  
Chicago, USA

Join us for the conference Creative Entrepreneurship and Education in Cultural Life held on July 15-18 in Chicago, USA! This is a unique opportunity to explore creative entrepreneurship in the city that is home to Picasso's monumental sculpture and Chagall's mosaic, the world's finest museums and symphony orchestra, famous blues clubs, jazz cafes and gospel churches, stunning architecture and award winning parks! Spend a week visiting Chicago's arts businesses, touring the city's historic neighborhoods (including Barak Obama's Hyde Park!) and enjoying its cultural attractions!

The conference is a joint event presented by the European Network of Cultural Administration Training Centers (ENCATC) and the Arts, Entertainment and Media Management Department of Columbia College Chicago. Our goal is to continue and further the dialogue on the subject of creative entrepreneurship that began on both continents. More specifically, we seek to: 1) **Understand the latest developments in creative entrepreneurship while engaging in productive dialogue and learning from each other's experience.** 2) Discuss the practical approaches to teaching creative entrepreneurship and developing efficient creative entrepreneurship curricula. 3) Explore what has been done and how in the area of creative entrepreneurship in the US.

The conference venue is University Center located in downtown Chicago steps away from Columbia College. Breakfast will be provided at the Center. We do not charge the registration fee. We expect that the participants will pay for their meals (except for breakfast), cultural attractions and farewell dinner/reception.

**Please send your comments and suggestions to Anna Bernadska at [abernadska@colum.edu](mailto:abernadska@colum.edu)**

For more information about this event (agenda, hotels, study visits) please visit our website: [www.encatc.org/pages/index.php?id=91](http://www.encatc.org/pages/index.php?id=91)



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## ENCATC WORKING GROUPS

### ENCATC Seminar

#### Is it possible to build creative cities and regions?

20-21 April 2009  
Brussels, Belgium

Is it possible to build creative cities and regions? This is the challenging title of the next ENCATC seminar organised in **Brussels next 20 & 21 April 2009**. This event will gather together for the first time the members of the ENCATC Working Groups **“Creative entrepreneurship and education in cultural life”** and **“Urban management and cultural politics of the city”** to discuss about creative and innovation experiences in our regions and cities. It aims to analyse and present as learning experience a number of projects and good practices in the field of creativity, innovation and regional development. This ENCATC event takes place alongside the Forum: **“Europe's Creative regions and Cities”** *organised by the Committee of the Regions together with the European Commission next 20 and 21 April 2009.*

For draft agenda and registration, visit:  
[www.encatc.org/pages/index.php?id=103](http://www.encatc.org/pages/index.php?id=103)



### ENCATC Meeting and Study Visits

26-27 March 2009  
Paris, France  
Musée du Louvre

The ENCATC Working Group will meet for the first time in 2009 next 26-27 March in Paris. During this event the participants will have the possibility to experience two innovative ways of “mediation” in museums but also to continue the discussions on bibliographies and human resources in the Interpretation / mediation applied to heritage sites.

More information and agenda available on our webpage: [www.encatc.org](http://www.encatc.org).



### ENCATC Meeting and Study Visit

17-28 April 2009  
Venice, Italy

The first meeting of the Working group on Audience Policies will be organised in Venice next 17-18 April 2009 just after the Conference: The Consumption of Culture - The Culture of Consumption.

A detailed programme for this event will be available soon on our website.

### **News from EUCLID: Calling all Cultural Experts! Share your Cultural Expertise Internationally**

As someone with considerable expertise in the cultural field EUCLID would like to invite you to join an exciting online service recently launched: <http://askanexpert.culture.info>

[askanexpert.culture.info](http://askanexpert.culture.info) is an interactive service allowing people working or interested in arts and culture to directly engage with experts from across the globe in a particular cultural area or theme. It's the perfect opportunity for experts in heritage, media, performing arts, visual arts, literature or a professional area such as management, education, marketing, funding, creative industries, etc., to share their knowledge and expertise with those who need help.

[askanexpert.culture.info](http://askanexpert.culture.info) is a free service and as an expert you can answer as many questions as you wish at your leisure. It will also develop over time as an important resource and archive, providing questions and answers on a range of topics of interest to the arts and cultural sector.

**To register as an expert and to find out more about how this service works simply visit <http://askanexpert.culture.info>**

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### **Sneak preview! Be part of the European Year of Creativity and Innovation 2009**

EUCLID is currently organising a series of events across the UK in April/May to celebrate the European Year of Creativity and Innovation, and they are currently seeking inspirational individuals to be part of these events.

The aim of this series of events is to highlight the importance of creativity and innovation in the broad economic and social context and individuals from Europe and beyond will be invited to stimulate debate and discussion.

Rather than being traditional conferences, the format for each event will seek to provide the maximum opportunity to best explore these themes and allow for a genuine input and participation from those attending.

**If you would be interested in participating or would like to recommend someone who would make a positive contribution to these events then please email [geoffrey@euclid.info](mailto:geoffrey@euclid.info)**

### **Culture, territories and society in Europe May 28th and 29th 2009, Grenoble**

The first symposium of a 3-yearly event looking at research in the field of cultural policy in



Europe, the Grenoble meeting will seek to promote the works of young European researchers, to allow us to identify new skills and better identify the role of research in the development of a society of knowledge. The Observatory of cultural policies has joined forces with the research laboratory PACTE - CNRS - Grenoble University to organise this meeting which will be an opportunity to debate the contribution of research to public decision-making. This meeting is organised in collaboration with ENCATC.

#### **More information:**

<http://www.observatoire-culture.net/>



### **International Conference: Ethical Fashion Milano, 7th – 8th May 2009 Università Cattolica del Sacro Cuore**

The conference intends to offer a site for debate on the often contradictory issues that characterize the new phenomenon of Ethical Fashion, first of all the fact that both production and consumption are confronted everyday with economic and cultural problems that sometimes make it really difficult for people to unconditionally adhere to these new lifestyles. The conference intends to start a reflection on the main characteristic of ethical fashion by particularly focussing on the following issues: Environmental sustainability: the production and consumption of natural fabrics, in particular cotton and the dyes; Fashion and globalization; Ethics as a new marketing tool; The communication of ethical fashion; The fashion of second-hand items

**Visit their blog to know more about  
"Ethical Fashion"  
<http://modacritica.wordpress.com>**



**Job Offer: Assistant Professor**  
**Centre for Cultural Policy Studies**  
**University of Warwick**

Our members at Warwick University have an open position for a full time Assistant Professor.

The post will contribute to research and research supervision within the Centre, and to the acquisition of appropriate external funding to support a developing research

Skills/Experience required:

You will hold a doctoral degree and have experience of both teaching and research in a university context. You will have a strong research record, including academic publications, within any field appropriate to the Centre's work.

**Closing date: Friday 23rd March, 2009.**  
**Interview date: 21st April 2009**  
**Start date: June 16th 2009**  
**Queries to: [c.bilton@warwick.ac.uk](mailto:c.bilton@warwick.ac.uk)**  
**See Centre website:**  
**[www.warwick.ac.uk/culturalpolicy](http://www.warwick.ac.uk/culturalpolicy)**  
**<https://secure.admin.warwick.ac.uk/webjobs/jobs/academic/job29117.html>**

**Course: Cultural Affairs Journalism**  
**6 – 10 July, 2009**  
**Budapest, Hungary**

The CEU Summer University in Budapest announces the course: **Beyond the Rumor Mill: Cultural Affairs Journalism and its Grasp of Cultural Policy as a Systemic Context**, to be held on July 6 - 10, 2009, Budapest, Hungary.



This intensive one-week workshop addresses professional development needs of cultural journalists, editors and media managers as important mediators in a system of cultural production, distribution and reception.

The objective of the course is to provide training in identifying and scrutinizing cultural policy issues at a practical, applied level of journalistic investigation, reporting and

commentary; but also to motivate media professionals to develop a cultural policy of culture coverage in their own specific media and, possibly, establish mutually beneficial partnerships (programs, projects, campaigns etc) with diverse cultural actors. The course program is designed for 20-25 journalists, editors and media managers, mainly younger ones, from print, electronic and online media.

The course directors are Milena Dragicevic Sestic, University of Arts, Belgrade, Serbia and Dragan Klaic, Felix Meritis, Amsterdam / Central European University, Budapest, Hungary, and the Faculties are Peter Inkei, Director of the Budapest Observatory, Hungary and Chris Koelemans, Writer and Cultural Journalist.

**Application deadline is March 31, 2009.**  
**For further information on the course and funding options visit the course website at <http://www.sun.ceu.hu/rumor>**

**CONFERENCE: Centre/Periphery: Devolution/Federalism New Trends in Cultural Policy**

**Friday 16th October 2009**  
**City University, London, UK**

*Cultural Trends*, the journal that champions the need for better evidence-based analyses of the cultural sector, is delighted to announce the theme for its second one-day international conference. 'Centre/Periphery: Devolution/Federalism' **New Trends in Cultural Policy.**

The tension between the power and resources at the centre and the interests and ambitions of the periphery is a long-standing issue in cultural policy. The United Kingdom has witnessed simultaneously the decline of regionalism and the rise of devolved governments that are using experiments in cultural policy as their first exercises in independence from London.

The organisers wish to invite abstracts on these issues, particularly from Wales, Scotland and Northern Ireland and consider models from elsewhere - France, Germany, Spain and Canada in particular.

**The deadline for submission is Thursday 9<sup>th</sup> April 2009. To submit your abstract please send an email to Sara Selwood: [S.Selwood@city.ac.uk](mailto:S.Selwood@city.ac.uk).**

**More details about *Cultural Trends* can be found on the website [www.tandf.co.uk/journals/ccut](http://www.tandf.co.uk/journals/ccut)**

## University of South Australia

ENCATC in CONTACT is a space for members to present themselves and their institutions. In this issue we contacted Associate Professor Jo Caust PhD, Director of the Arts and Cultural Management Program at University of South Australia.

### e When and why did you join ENCATC?

**Jo Caust:** We joined ENCATC formally in 2004 although we attended the ENCATC/AAAE conference in Turin in 2003. We had been a member of AAAE since 2000. I was elected to the Board of AAAE in 2002. I thought it would be good to join as we are an international program online and we are part of the international family in all parts of the world. Our program has been fully online since 1999 and this has meant that, from this time, we have been attracting students who are located in many different countries including several countries in Europe. So I thought being a member of ENCATC was another way of going forward for the program.



### e Can you tell us more about the activities and courses your offer?

**JC:** Our program offers Post-Graduate Diplomas, Coursework Masters and Masters and Doctoral Research Degrees. The Graduate Diploma and course work Masters Programs are offered both on campus and online and both can be done full-time or part-time. There are two full-time academic staff attached to the program and we employ several specialist session staff also. We are also the home of an international free online academic Journal, *the Asia Pacific Journal of Arts and Cultural Management* and we are the oldest and largest program in this area in Australia. 2009 is the 30<sup>th</sup> anniversary of the program.

### e What do you expect of the network personally, and for your institution?

**JC:** I think international networks are very important for all academic programs but particularly ours given the geographical location of Australia. However we have difficulty currently attending ENCATC conferences and workshops which is matter of

regret, because the cost for us is prohibitive (given the geographical distance and time involved). Also your conferences are often held at times when traveling overseas is not possible for us in terms of our teaching. I would like very much to participate more but this is not possible at present. It would be easier if your annual conference was in July (as we are more likely to be traveling around that time) and not earlier in the year or attached to a research conference which we can get funding to attend. Perhaps programs such as ours need to be affiliated with ENCATC and not be full time members given the fact that we have little capacity to actually participate. It is an issue I am not sure of at present.

### e Which are the future plans of the Arts and Cultural Management Program?

We are currently reviewing the program and examining our curriculum, modes of delivery, target audience, physical location and every issue about the program that essentially defines it, including our membership of ENCATC!! We want to ensure that we are offering the highest quality content, methodology and approach and are continuing to be relevant to our market. The program also has a new academic member Dr Helen Rusak, who has replaced Dr Stephen Boyle (who is now engaged in general university administration).



Dr **Jo Caust** is currently Associate Professor in Arts and Cultural Management at the University of South Australia and academic leader of the Arts and Cultural Management Program within the School of Management. She is also a Hawke Institute Researcher and Managing

Editor of the *Asia Pacific Journal of Arts and Cultural Management*. Her major research interests relate to management and leadership of the arts, the impact of the economic and industry paradigm on the arts sector, creativity and leadership, and cultural policy in general.

To know more about this members, visit:  
<http://www.unisa.edu.au/management/>

### IAMIC Annual Conference & General Assembly

June 4 – 10, 2009

Toronto-Vancouver, Canada

The annual IAMIC conference is an international reunion of new music specialists and an educational event with seminars and discussions on



all aspects of new music promotion, performance, policy and politics. The Canadian Music Centre will host the IAMIC members and friends in Toronto and Vancouver for IAMIC 2009 Annual Conference, June 4 - 10, 2009. Main topic is "Many music" and representation of the social life and multiculturalism in music. Sub themes are: the business of new market development; new technologies (all open sessions will be broadcasted), future of music information centres...

In the framework of the Conference each Music Information Centre will submit recordings of works from different time period and genre, which will be selected and remixed by a jury of Canadian remix artists. The remixes will be premiered at IAMIC Remix Concert at Toronto's Drake Underground, on June 6th, 2009.

For registration or more information visit [www.iamic.net](http://www.iamic.net) or email [iamic@iamic.net](mailto:iamic@iamic.net)



### Trans Europe Halles Meeting 67

May 7th – 10th, 2009

Stanica, Zilina, Slovakia

TEH is delighted to invite you to TEH Meeting 67 "Deconstructing 68/89, a Story-Telling Meeting" that is going to take place in Zilina, Slovakia, at their cultural base camp: the train station Stanica Zilina- Zarietie.

This time the TEH Meeting will include both the inauguration of Stanica's new, innovative venue, story-telling sessions around the fire-place and the launch of TEH's new mobility project Changing Room!

Register by the 31st of March! Contact: Martina Filinova, TEH Meeting 67 Coordinator  
[martina@stanica.sk](mailto:martina@stanica.sk)

Labforculture.org

### Adriatic region in focus, Part II Albania, Italy and Montenegro

The concluding part of the Adriatic Euroregion Part II brings Labforculture's attention to Albania, Italy and Montenegro. The new feature examines the historical and cultural conditions of collaborative **working across the region from three viewpoints: an in-depth conversation, a photographic collection and a comprehensive mapping of artistic organisations.**

Moderated by Eriola Pira, the conversation viewpoint invites the Albanian columnist, Ardian Vehbiu and Italian artist, Stefano Romano to explore the current scene in cross border collaboration between Italy and Albania. The resulting dialogue draws on the **historical background of the region** and reveals thoughtful personal insights as to how cultural policies, national infrastructure and education can further encourage collaborative work between the two countries.

The organisational mapping highlights those working within the region and engaged in cross border activities, vividly illustrated by the up and coming photographer Bevis Fusha, based in Tirana, Albania. The organisations work across all cultural sectors, with several magazine publications and specific projects included in the feature.

For further reading, visit:

[www.labforculture.org/en/content/view/full/4221](http://www.labforculture.org/en/content/view/full/4221)

### French Culture Ministry celebrates 50<sup>th</sup> Anniversary

To celebrate its 50th anniversary, the French Ministry of Culture and Communication created a website completely dedicated to this event.

The website offers the chronological history of the Ministry and its departments since its foundation; its missions and the actions; dates, personalities, events and major achievements done during these 50 years in the service of the culture. The website informs about all the cultural events which will take place during the year 2009. This site evokes the past, the accomplished work but also the present and the future of the culture in France.



Read more in:

<http://www.50ans.culture.fr>

## SELECTED LIST OF EVENTS



### Cooperation within the cultural sector

March 9th 2009

Antwerp, Belgium

Every year the R. Bilsen Fund for Cultural Management, the Cultural Management Group of the Management department of The Antwerp University and the Flemish-Dutch House deBuren join forces to organize a colloquium on an actual topic within the broad field of Cultural Management. The topic of this year's edition will be cooperation within the cultural sector. One can not ignore the increase of different sorts of cooperation within the field: artistic organizers and cultural institutions merge, resulting in new collaborative models. In addition, administration offices call for cooperative behavior, in order to reduce costs. **This conference explores the opportunities and critical success factors related to these collaborations. Can the cultural sector hereby learn from the profit sector, and vice versa?** Which conclusions can be drawn from recent practices? Which recent developments can be discerned?

The colloquium will take place in Antwerp University on Monday, March 9th, 1pm – 6pm. Hof Van Liere, Prinsstraat 13, 2000 Antwerp, Belgium. (in Dutch Language)

**Admission is free, reservation required.**  
([viv.lefeber@ua.ac.be](mailto:viv.lefeber@ua.ac.be))  
[www.fondsvoorcultuurmanagement.be](http://www.fondsvoorcultuurmanagement.be)

### Colloque «Culture et création, facteurs de développement»

2 et 3 avril 2009

Bruxelles, Belgique

Dans le cadre de la **coopération ACP-UE**, la Commission européenne organise cette manifestation, les **2 et 3 avril 2009** à Bruxelles. Le Colloque a pour ambition de réunir des artistes et professionnels de l'industrie culturelle, des décideurs politiques des pays d'Afrique, des Caraïbes et du Pacifique (ACP) et de l'Union Européenne, ainsi que des représentants des média et de la société civile particulièrement intéressés aux questions de la coopération au développement.



[www.culturedev.eu/website.php?rub=colloqueinternational&lang=fr](http://www.culturedev.eu/website.php?rub=colloqueinternational&lang=fr)

### Culture Programme Conference

28-30 September 2009

Brussels, Belgium

The second annual Culture Programme Conference and the mid-term European Culture Forum will take place in Brussels.

The Culture Programme Conference on Monday 28 September will present past and ongoing projects (funded by Culture 2000 and the Culture Programme 2007-2013), encouraging exchange of experience and good practice between cultural operators.

The European Culture Forum on 29-30 September aims to bring together around 600 participants from culture civil society, Member States and EU institutions to take stock of progress in implementing the European Agenda for Culture. Over two days, participants will exchange views and experience around the three strategic objectives of the Agenda: **cultural diversity and intercultural dialogue; culture as a catalyst for creativity; and culture as a vital element in the EU's international relations.**

Soon more information in :

[http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)

### Euroamerican Campus in Argentina

24-27 March, 2009

Mar del Plata, Argentina

The sixth edition of the Euroamerican Campus for Cultural Cooperation will take place between 24 and 27 March in Mar de Plata, Argentina. Organised by the Organisation of Ibero-American States for Education, Science and Culture (OEI) and Interarts, in collaboration with the Spanish Agency of International Cooperation for Development (AECID), the Spanish Ministry of Culture and the Secretariat for Culture of the Republic of Argentina, this edition, as in previous occasions, has as its main focus the presentation of reflections based on experts' papers, the creation of an exchange space for cultural agents and arts networks and the promotion of discussions on the impact of cultural diversity and the contact and knowledge of supranational discourses that affect the cultural sector. The main subject in this edition of the Campus will be the exchanges between culture and science, looking for synergies between cultural and scientific policies and the scientific dimension of cultural management.



More info:

<http://www.interarts.net/en/encurso.php>

## CALL FOR PROPOSALS

### Call for Applications! International Cultural Management

The Robert Bosch Stiftung invites 14 fellows from Central, Eastern and Southeastern Europe to Germany for a thirteen-month course qualifying them in international cultural management. Citizens of all Central, Eastern and Southeastern European countries with a degree from an institute of higher education and good knowledge of German may apply. We expect persons with experience in cultural work and good connections to the cultural networks in their home country.

**For further information and the pdf-application in the language of your respective country see the program's website: [www.moe-kulturmanager.de/jetzt-bewerben](http://www.moe-kulturmanager.de/jetzt-bewerben). Online application until March 15th 2009.**

### Summer course: Value of Culture August 17-26, 2009 Deventer, the Netherlands

Academia Vitae in the Netherlands is pleased to introduce an international program in Cultural Economics: Value of Culture: On the relationship between Economics, Culture and the Arts. The program will take place at Academia Vitae, Deventer, the Netherlands, August 17-26, 2009.

The organisers are reaching out to relevant educators, professionals and institutions to pass this opportunity on to interested students, city planners, politicians, teachers, business leaders, cultural managers and other workers in the cultural field. This course examines the relationship between culture and economics. The programme will focus on: the practices of cultural entrepreneurship; the challenge of financing precious works; the functioning of the art market; international cultural policies; the important role of creativity in the modern economy; the economics of cultural heritage.

Participants will take part in debates on recent thought in the economics of the arts and cultural entrepreneurship, and learn from actual cases in the world of the arts and culture. They will engage with prominent cultural entrepreneurs and well-known academics in the charming, historical town of Deventer, situated between the cultural and economic meccas of Amsterdam and Berlin

**Applicants are invited to visit the website: [www.academiavitae.nl/summer](http://www.academiavitae.nl/summer) or contact Dr. Lyudmila Petrova, [petrova@academiavitae.nl](mailto:petrova@academiavitae.nl). The application deadline is May 20, 2009.**

## academicJournals

### Introducing "Journal of Educational Administration and Policy Studies"

The *Journal of Educational Administration and Policy Studies (JEAPS)* is a multidisciplinary peer-reviewed journal published that will be monthly by Academic Journals. JEAPS is dedicated to increasing the depth of the subject across disciplines with the ultimate aim of expanding knowledge of the subject.

JEAPS is seeking qualified researchers to join its editorial team as editors, subeditors or reviewers. Kindly send your resume to [JEAPS@acadjourn.org](mailto:JEAPS@acadjourn.org)

**Call for Papers:** JEAPS will cover all areas of the subject. The journal welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence.

Colleagues are invited to submit manuscript(s) for publication in the Maiden Issue (April 2009). The objective is to inform authors of the decision on their manuscript(s) within four weeks of submission. Following acceptance, a paper will normally be published in the next issue. Instruction for authors and other details are available on the website.

**Webpage: [www.academicjournals.org/JEAPS](http://www.academicjournals.org/JEAPS)  
Email: [JEAPS@acadjourn.org](mailto:JEAPS@acadjourn.org)**

### EU Funding Opportunities in Culture, Environment and Tourism

The European Institute of Public Administration (EIPA) invite you to the seminar on **EU Funding Opportunities in the Fields of Culture, Environment and Tourism.**

This activity will take place in Maastricht (NL) on **20-21 April 2009** and it will be held in English.

Should you wish to receive more details about this seminar, please do not hesitate to contact Ms Eveline Hermens, Programme Organiser, email: [e.hermens@eipa-nl.com](mailto:e.hermens@eipa-nl.com). You can also consult the web site: <http://www.eipa.eu/en/home/>

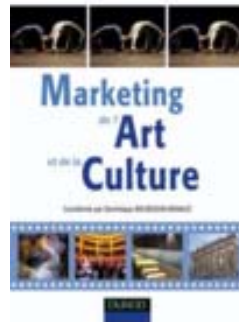


## RESEARCH AND PUBLICATIONS

### Marketing de l'art et de la culture

Coordonné par Dominique Bourgeon-Renault  
Éditeur: Dunod

Dans le secteur des arts et de la culture le marketing souffre d'un fort déficit d'image. Pourtant qu'il s'agisse de lancer des projets, de nouer des relations avec des partenaires, d'attirer et de fidéliser des publics, de démocratiser l'accès aux oeuvres d'art, de financer un équipement, **les organisations culturelles modernes ont besoin d'une démarche et d'outils marketing rigoureux adaptés à leurs spécificités.** Cet ouvrage poursuit un double objectif : éclairer le lecteur sur les caractéristiques du secteur et définir les enjeux stratégiques et outils opérationnels du marketing dans les principaux domaines des arts et de la culture (spectacle vivant, patrimoine, industries culturelles). Objectif : devenir le livre de référence sur le Marketing des arts et de la culture.



<http://www.hachette.com/livre/dominique-bourgeon-renault-stephane-debenedetti-anne-gombault-christine-petr-le-huerou-marketing-de-l-art-et-de-la-culture-324295.html>

### Eurozine Review

#### Comparing cultural capital(s)

Don't miss this interesting comparison and compilation of articles that Eurozine offers online, in order to compare cultural capital(s).

"Kulturos barai" watches Linz turn from smalltown to cultural metropolis; "Blätter" calls for a collective European politics of memory; "Osteuropa" sees the dawn of Great Russia; "Merkur" doubts the benefit of hindsight; "Ny Tid" follows a reluctant EU president; "Varlik" talks to Turkish poets about their support for the Palestinians; "Springerin" asks if there is art without a market; "Akadeemia" disapproves of hedonistic students; and "Transit" lights the way in climate politics.



Available in:

<http://www.eurozine.com/articles/2009-02-10-eurozinerev-en.html>

### Publications / Buffalo University



Our member, the University at Buffalo, Arts Management Program announces two new publications in its Arts Management and Policy Occasional Paper series:

#### THE AESTHETIC CONTRACT by EMERITUS PROFESSOR JOHN PICK, (Volume 5)

The Aesthetic Contract is an exploration on how the arts manager is ultimately in charge of securing the connection between the 'best art' and the 'best public'.

Author, Emeritus Professor John Pick founded Europe's first Department of Arts Policy and Management at City University, London. Pick has also held a number of visiting professorships in European and American universities and was twice appointed Gresham Professor of Rhetoric in the City of London. Professor Pick has published extensively and is author of Arts Administration, one of the definitive textbooks in the field. His other books include The West End: Mismanagement and Snobbery; Managing the Arts: The British Experience; The State and the Arts, The Theatre Industry, Vile Jelly: The Birth, Life and Lingering Death of the Arts Council of Great Britain; Building Jerusalem: Art Industry and the British Millennium, and Managing Britannia.

#### Its first bilingual (English/Chinese) publication: **COMPARING FUNDING MODELS: CONVERSATIONS AT THE HONG KONG ARTS FESTIVAL 2008**

Published in co-operation with the Hong Kong Arts Festival (Volume 4). Covers a symposium at the 2008 Hong Kong Arts Festival, in which different funding models for the arts were compared and contrasted in order to highlight various approaches to policy across the globe.

Contributors: Ruth Bereson Director UB Arts Management Program, Tisa Ho, Director Hong Kong Arts Festival Robert Sirman, Director, Canada Council for the Arts, Patrick de Clerck, Creative Director Festival van Vlaanderen Brussels among others.

Please order through the website:  
[www.artsmanagement.buffalo.edu](http://www.artsmanagement.buffalo.edu)

For further inquiries:  
[ub-artsmanagement@buffalo.edu](mailto:ub-artsmanagement@buffalo.edu)

## What is ENCATC?

Established in Warsaw in 1992, the European Network of Cultural Administration Training Centres (ENCATC) is an independent umbrella organization, and **the only European organization for training institutions and individuals** (experts, lecturers and consultants in cultural management and administration, cultural policies and funding) **professionally involved in education and training for the arts and cultural sectors**. Currently, ENCATC has over hundred **members** and operates through **36 countries** including **Australia and the United States**.

ENCATC believes that education and training of cultural operators is key to development, improvement and social transformation. The cultural sector is characterized by the immense importance of its human resources over other production factors. It is fundamental to invest in the education and training of those actors.

Since its creation, the Network cooperates in many ways with other international and European institutions, including UNESCO, the Council of Europe, the European Commission, the European Parliament, the European Cultural Foundation and the Nordic Cultural Fund.

## HOW TO BECOME A MEMBER OF ENCATC?

If you are interested in joining the ENCATC Network, you just have to fill in the Membership Application Form and send it back to ENCATC Coordination Office. You can apply for full, associate, individual or supporting membership.

The applicant may indicate the type of membership required. However, all applications are subject to the review and approval of the Board of the Network.

Together with the duly completed and signed application form, the applicant should also send, a profile of his/her program.

For more details on joining ENCATC feel free to contact our Coordination Office in Brussels (phone: +32 2 201 29.12 or email: [g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)).

We will be very glad to assist you!!

## MEMBERSHIP SCHEME

### Full members: 450 EURO

Institutions (Educational institutions - colleges, universities -; training organizations; research organisations; agencies; government bodies; business organizations; foundations; professional associations; non-profit organizations) which have at least three years of experience of providing and delivering a publicly-recognized education / training program in the field.

### Associate members: 280 EURO

Institutions, providing and delivering a publicly recognized education and training program in the field but have not been doing so for a minimum of three years.

Institutions, which are important in the development of the education and training sector. Institutions with related activities (for instance, cultural administrations, other networks).

### Supporting members:

Organisations or individuals, which provide some financial or other support for the Association.

## APPLICATION FORM

*Please fill in this page and send it by e-mail or fax to GiannaLia Cogliandro ENCATC Executive Director*

+32.2.201.29.12

### Type of Membership:

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Name & Forename:

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Name of the Organisation:

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Address:

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Telephone/Fax:

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E-mail & website:

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Reasons for applying:

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Date & Signature: