

encatc

Internationalise
your career &
expand your
network with
colleagues from
Europe & Asia!

ENCATC International Study Tour in Shanghai

“Understanding Cultural Cooperation between China and Europe”

9-12 April 2014 // Shanghai, China

Much more than just theatre and museum visits, this tour will be filled with lectures and explorations into a variety of innovative institutions that push audiences to expand their definitions of how art and culture are defined, created, funded, and presented.

ENCATC is the leading European network on Cultural Management and Cultural Policy Education. It is an independent membership organization gathering over 100 higher education institutions and cultural organization in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy, professionalise the cultural sector and make it sustainable, and to create platforms of discussion and exchange at the European and international level.

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This four-day international study tour will provide you with a unique opportunity to meet with colleagues from Europe and Asia to explore one of Asia's fastest-growing cities with an innovative and expanding art scene. Insider knowledge provided by academics, researchers and local cultural operators will reveal the inner workings of this vibrant city and its rich cultural offer.

Overview

“It is commonly acknowledged that we are living in a period where the focus of economic development is shifting from West to East, especially through the emergence

of the new economies of China and India. The changing direction of economic power and influence is accompanied by an increasing interest in cultural engagement between the East and the West, both on governmental and civil society level. In view of the current global crisis however, one can see that culture is not necessarily top priority on the agenda of decision makers. But particularly in difficult times, culture is there to assure human development beyond national GDP and it plays an important role in developing a healthy, balanced modern society. Therefore support towards cultural exchange between the East and

Organised by
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In the framework of
aree
asia region education exchange

A mobility initiative of ENCATC.

In partnership with
Shanghai Institute of Visual Arts

With the support of

**Creative
Networks**



Why should you attend?

Learn and exchange

with colleagues from Asia and Europe on cultural diplomacy, innovation, creativity and Entrepreneurship

Gain a better understanding

of culture's role in Chinese society

Develop collaborations & ties

with universities, art organisations and cultural companies

the West is important in assuring a continuous dialogue and increased cultural understandings. Support for international cultural cooperation is at the core to achieve this.”¹

Structure

This four-day international study tour is an intense interactive programme including lectures, study visits, cultural tours, and lively discussions lead by experts in the field to create a once in a lifetime experience to learn about arts and culture in Shanghai.

Programme style

- The study tour is for an exclusive group of about 10-15 participants
- The programme will be held on four consecutive days

What will you learn?

The intention is to offer participants a number of lectures enabling them to start a long lasting cooperation with China colleagues.

In particular the ENCATC International Study Tour in Shanghai will explore the topics of:

- Cultural Policy in China and in particular about the cultural policy in Shanghai
- How the Cultural sector works in China
- Financing and cultural management
- Chinese university education in cultural and creative industry
- Reflecting on Current trends and the future of Chinese society

- The role of artists and art in China
- Basic principle in Europe-China cooperation
- From getting prepared to partnership Building and making project with European and Chinese's operators sustainable

Participants will also be introduced to innovative case stories, experiences and views on Europe-China collaborations.

Who should attend?

- Academics
- Researchers
- Cultural managers
- Policy makers
- Artists
- Students
- Anyone interested on this topic

Practical information

Dates: 9-12 April 2014

Location: Shanghai, China

Price: 500 EUR (ENCATC members); 550 EUR (Non members). Please note that travel, accommodation and local travel and subsistence costs are at the expense of the participant.

A welcome dinner (9/04) and farewell dinner (12/04) are offered by ENCATC.

Language: English

Hotel suggestion:

Marvel Hotel
123 South Xizang Road Huangpu Shanghai 200021



¹ Europe Cultural Compass. Goethe Institute, 2011 Print