

ENCATC IN CONTACT



In the framework of the 7th ENCATC International Study Tour in New York City, ENCATC sat down with Sandra Lang, Director of the Visual Arts Administration M.A. Programme at NYU Steinhardt, a member of the network since 2016. As a co-organiser of the event and with her close ties to New York's vibrant visual arts scene, we wanted to talk about how she adapts her teaching and curriculum in face of constant change and learn about her experience co-designing a study tour programme for ENCATC members and our followers.

What are the specifics of New York City's visual arts scene?

The visual arts scene in NYC is incredibly vibrant, varied, diverse, and economically powerful, both in the non-profit sector and the for-profit sector and all the areas in between. There's a great deal going on if you want to be involved in the visual arts world. The main challenges for museums and non-profit spaces is fundraising, it is absolutely the main challenge. And also how to incorporate the digital world into all that artists are creating in the digital world and how to communicate about what your program is in your arts organization or what an artist is doing.



Sandra Lang (far left) at the 7th ENCATC International Study Tour in New York City that took place from 12-14 February 2018.



How do you think Visual Arts Administration Education has changed over the years?

I believe very much that Visual Arts Education must keep consistent with the times, so we are constantly looking at what our curriculum should be, what new courses should be taught, and what professors should be brought in. For instance, we just launched a course on cultural

creative place-making. We've also had a course in ethics, because that's a big issue nowadays. We are running colloquiums, which the students are helping run 2-3 times a term. We just had a fabulous colloquium on crime, and we are having another on art-finance because there are so many issues about art being an asset. We are also having a colloquium on advocacy because in our country,

we have to lobby for money, and teaching students how to do that is key to running an arts organisation. There's a lot of different areas-people don't realise how varied the visual arts administration world is. You need to know business, you need to know about your discipline, you need to know about artists, you need to know about art history, and organisational management.

You also co-organised the 7th ENCATC International Study Tour to NYC, could you explain a bit how the programme was conceptualised and which were some of the main highlights?

The mandate of ENCATC was to have a tour about cities and cultural diplomacy. The rising role of cities was the 7th ENCATC Academy's mission, and with that in regard, we wanted to take a look at a lot of the new venues in New York City. New York City is so big and in the last few years it's absorbed a couple new large non-profits. And yet they're funded differently because they are funded in part by the Parks Department of NYC as well the arts component, like the Park Avenue Armory. They're sort of like new creative enterprises and we wanted to expose those to the visitors in the study tour as well as learn some of the history and the background. To achieve this we went to big organisations like the MET and small organizations like the Tenement Museum so that everything we saw told a fuller picture of what NYC is about.

The 7th ENCATC Study Tour to NYC has been implemented in partnership with the Association of Arts Administration Educators (AAAE) and NYU Steinhardt, how do you think higher education institutions benefit from international collaboration such as the one this ENCATC event represents?

I think the benefits are immeasurable. The students I have today are a blend of so many different cultures. The biggest thing that came out of the study tour in every regard was communication with each other across the world, and arts are such a terrific way of doing that. Whether its in combination with

economic efforts, social efforts, or governmental efforts having the arts as part of the picture as a way of telling what is going on in the world is extraordinarily important.

FOR MORE ABOUT THE 7TH ENCATC INTERNATIONAL STUDY TOUR: www.encatc.org/en/events/detail/7th-encatc-international-study-tour-to-nyc/

FOR MORE ABOUT THE 7TH ENCATC ACADEMY ON CULTURE RELATIONS AND DIPLOMACY: www.encatc.org/en/events/detail/encatc-academy-on-cultural-relations-and-diplomacy-the-rising-role-of-cities/



Sandra Lang is Clinical Associate Professor of Art and Art Education. She is the Director of the Visual Arts Administration M.A. Program. Extensive experience in both not-for-profit and for-profit organizations. Formerly Administrative Director, Art Advisory Service, The Museum of Modern Art, and Executive Director, Independent Curators International. Adviser to corporations and not-for-profit organizations on administrative, programmatic and fundraising issues.

LEARN MORE ABOUT SANDRA LANG HERE: <https://steinhardt.nyu.edu/faculty/>



Established in 1992 in Warsaw, ENCATC is an independent organisation and the only European network in the field of cultural management and policy. Currently, it is made up of more than 100 member institutions in over 40 countries. ENCATC is an NGO in official partnership with UNESCO and an observer of the Council of Europe's Steering Committee for Culture.

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, cultural organisations, consultancies, public authorities, and artists. Since its creation, ENCATC cooperates in many ways with the Council of Europe, UNESCO, European institutions, and the European Cultural Foundation. As results of our internationalisation policy, ENCATC is also a strategic partner of the Asia-Europe Foundation, the Association of Arts Administration Educators in the United States, and the Taiwan Association of Cultural Policy Studies.

We believe cultural management and policy education, training, and research have the power to make the cultural sector stronger, resilient, and sustainable in Europe and beyond.