



ENCATC

The European network on cultural management and policy

2018 ENCATC Research Award Ceremony

27.09.2018 in Bucharest, Romania

ROMÂNIA



PREȘEDINTELE
ROMÂNIEI



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of Romania



#ENCATCaward

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ENCATC RESEARCH AWARD

Launched in 2014, the ENCATC Research Award on Cultural Policy and Cultural Management is bestowed annually upon the best recent PhD thesis on comparative cultural policies or management topics presented by a young researcher.



ABOUT THE AWARD

It is becoming more and more evident that education in cultural management and cultural policy cannot and should not be separated from research being conducted in the field. Since its creation, ENCATC has recognised this need and has always been actively pursuing, publishing, presenting, and disseminating research in arts and cultural management and cultural policy. Launched in 2014, the ENCATC Research Award on Cultural Policy and Cultural Management is one of ENCATC's initiatives to strengthen the understanding and knowledge of cultural management and cultural policy issues.

The **ENCATC Research Award on Cultural Policy and Cultural Management** is bestowed upon the best recent PhD thesis on comparative cultural policies or management topics presented by a young researcher. This prestigious recognition aims to further stimulate

academic research in the field of cultural policy and management to explore issues at stake through comparative and cross-cultural research. Possibly anticipating new cultural policy orientations, this research can inform and influence policymaking and benefit practitioners active in the broad field of culture. With this Award, ENCATC contributes to the process of creating an "infrastructure", a network of scholars who are competent in doing comparative research projects in cultural policy and management issues.

The 2018 Award competition was open to young researchers from all over the world who had defended their PhD thesis within the last four years.

There are three recent PhD recipients in the running for the only international Award recognizing excellence in cultural policy and cultural management research. Having been selected by the Award's



international jury, these finalists are authors of important research that sheds light on contemporary cultural issues and challenges by analyzing them and offering policy solutions

The winner will be chosen by the Award's international jury from among the finalists: **Francesca Giliberto**, for her PhD on *"Linking Theory with Practice: Assessing the Integration of a 21st Century International Approach to Urban Heritage Conservation, Management and Development in the World Heritage Cities of Florence and Edinburgh"* obtained from Politecnico di Torino in Italy and the University of Kent in the United Kingdom; **Matina Magkou**, for her PhD on *"Value and evaluation in international cultural cooperation programmes focus on the EuroArab region"* obtained from the University of Deusto in Spain; and **Alba Victoria Zamarbide Urdaniz**, for her PhD on *"Re-defining the role of 'buffers' in the management of the historical territory. The discrepancies between theoretical concepts and practical interpretations of 'buffer' zones in Eastern and Western Cultural World Heritage sites."* obtained from Waseda University in Japan."

The winner's PhD thesis will be published in the **ENCATC Book Series Cultural Management and Cultural Policy Education** published by P.I.E. Peter Lang International Academic Publishers. For forty years, Peter Lang has been successfully publishing books written by scholars throughout the world, making academic research available worldwide. Among their publications and clients, to quote just a few, are the College of Europe Studies, Université de Paris Sorbonne, Université catholique de Louvain, Université de Padoue, Europe of cultures: Forum Europe of Cultures, Centre Jean Monnet – Monash University, Georges Pompidou – Association Georges

Pompidou, Documents diplomatiques français – Ministère des Affaires étrangères Français, Diplomatie et Histoire – Ministère des Affaires étrangères Français.

The winner will also join the ranks among previous ENCATC Research Award winners: Dr. Rebecca Amsellem (2017), Dr. Elena Borin (2016), Dr. Alessi Usai (2015), Dr. Annika Hampel (2015), and Dr. Elodie Bordat-Chauvin (2014).

Finally, the ENCATC Research Award is just one of ENCATC's initiatives to promote access to cutting-edge research in the fields of cultural management and cultural policy to help anticipate the future and better understand the past. In line with this objective, ENCATC's other research activities include: the publication of the scientific *[Journal of Cultural Management and Policy](#)*, the *[ENCATC Book Series on Cultural Management and Cultural Policy Education](#)*, and the *[ENCATC Scholar](#)* e-bulletin, as well as the organisation of the Annual ENCATC Education and Research Session and the Forum for Young and Emerging Researchers.

To learn more about the ENCATC Research Award: <http://www.encatc.org/en/award/>

ABOUT THE CEREMONY

The Award is an excellent opportunity for ENCATC to prove once again its commitment to enhance the international careers of young researchers.

The winner of the **2018 ENCATC Research Award on Cultural Policy and Cultural Management** will be revealed to an international audience of academics, researchers, professionals from the cultural sector,

policy makers, artists, and media at the high-level Award Ceremony on the evening of **27 September in Bucharest, Romania**, during the **26th ENCATC Congress "Beyond EYCH 2018. What is the Cultural Horizon? Opening up perspective to face ongoing transformations"**.

The Ceremony will begin with a welcome by ENCATC President, **Francesca Imperiale** followed by Board Member, **Tanja Johansson** who will deliver the opening speech.

Next the three finalists will take the floor to present their research.

ENCATC is very honoured to have **Mr. Mircea Diaconu**, Member of the European Parliament and Vice-chair Committee on Culture and Education who will announce the jury's choice for the 2018 ENCATC Research Award winner.

Finally, the Ceremony will close with remarks by ENCATC Secretary General, **GiannaLia Cogliandro Beyens**.

After the Ceremony, attendees are invited to a networking cocktail and artistic performance.

To learn more about the 2018 ENCATC Research Award Ceremony:

<https://www.encatc.org/en/events/detail/5th-encatc-research-award-ceremony/programme/>

To learn more about the ENCATC Research Award:

<https://www.encatc.org/en/encatc-research-award/about-the-award/>



AWARD CEREMONY PROGRAMME

Date: 27 September 2018

Venue: National Library of Romania and the Ministry of Culture and National Identity, Bulevardul Unirii 22, Bucharest 030833, Romania

Entrance: Mircea Vodă Boulevard through the Ministry main entrance

Room: Atrium on the ground floor

19:00-19:05	WELCOME	Francesca Imperiale ENCATC President and Assistant Professor at the University of Salento, Italy
19:05-19:15	OPENING SPEECH	Tanja Johansson ENCATC Board Member and Professor, Sibelius Academy, University of the Arts Helsinki, Finland
19:15-19:45	PRESENTATIONS AND EXCHANGES WITH THE FINALISTS	Francesca Giliberto PhD on <i>"Linking Theory with Practice: Assessing the Integration of a 21st Century International Approach to Urban Heritage Conservation, Management and Development in the World Heritage Cities of Florence and Edinburgh"</i> obtained from Politecnico di Torino in Italy and the University of Kent in the United Kingdom Matina Magkou PhD on <i>"Value and evaluation in international cultural cooperation programmes focus on the EuroArab region"</i> obtained from the University of Deusto in Spain Alba Victoria Zamarbide Urdaniz PhD on <i>"Re-defining the role of 'buffers' in the management of the historical territory. The discrepancies between theoretical concepts and practical interpretations of 'buffer' zones in Eastern and Western Cultural World Heritage sites."</i> obtained from Waseda University in Japan
19:45-19:55	ANNOUNCING THE 2018 WINNER	Mircea Diaconu Member of the European Parliament, Vice-chair Committee on Culture and Education
19:55-20:00	CLOSING REMARKS	GiannaLia Cogliandro Beyens ENCATC Secretary General

2018 RESEARCH AWARD CEREMONY PRACTICAL INFORMATION:

Date:

27 September 2018

Timing:

19:-20:00

Venue:

National Library of Romania and the Ministry
of Culture and National Identity
Bulevardul Unirii 22
Bucharest 030833, Romania

Language:

English

Registration:

The ENCATC Research Award Ceremony is taking place during the 26th ENCATC Congress. "Beyond EYCH 2018. What is the Cultural Horizon? Opening up perspective to face ongoing transformations".

Registration is required and open until 20 September 2018.

ENCATC does not cover any travel, accommodation, subsistence, or other incidental costs for participants.

RESERVE YOUR PLACE

Website:

<https://www.encatc.org/en/events/detail/5th-encatc-research-award-ceremony/>

Contact:

GiannaLia Cogliandro Beyens
ENCATC Secretary General

g.cogliandro@encatc.org

+32 (0)2.201.29.12



ENCATC Research Award on Cultural Policy and Cultural Management

Award Ceremony Programme

25 November 2015

CIVA, Centre International pour la Ville, l'Architecture et le Paysage

2018 ENCATC RESEARCH AWARD FINALISTS

PhD Thesis: *"Linking Theory with Practice: Assessing the Integration of a 21st Century International Approach to Urban Heritage Conservation, Management and Development in the World Heritage Cities of Florence and Edinburgh"*



Dr. Francesca Giliberto is an emerging researcher and consultant in cultural heritage management, policy analysis and sustainable development. After a B.Sc. and a M.Sc. in Architecture and Heritage Conservation, she specialised with a master in "World Heritage and cultural projects for development". In February 2018 she obtained a PhD at Politecnico di Torino (Italy) and at the University of Kent (UK), where she carried out an interdisciplinary, international and comparative research that advanced knowledge in the field of urban heritage conservation and management as well as in cultural/heritage policy analysis. During her PhD, she also worked as research fellow for the preparation of the UNESCO nomination dossier of "Ivrea, industrial city of the XX century". She currently works as cultural researcher for Fondazione Fitzcarraldo (Torino, Italy) and also collaborates to a research project entitled

"Rethinking the role of culture in sustainable development" with the University of Kent (Canterbury, UK).

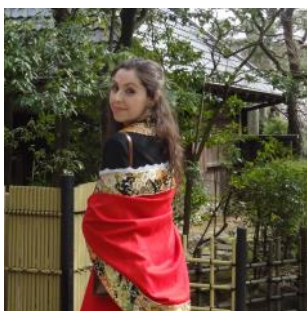
PhD Thesis: *"Value and evaluation in international cultural cooperation programmes focus on the EuroArab region"*



Dr. Matina Magkou is a cultural researcher, manager and consultant. She holds a PhD from the University of Deusto (Institute of Leisure Studies) focusing on the evaluation of cultural cooperation projects in the EuroArab region. She cooperates with cultural and civil society organisations on the international level on project management and consulting, research, training and editorial management. She has worked for festivals in Greece, Spain and Qatar, for international theatre touring and large scale events including the European Capital of Culture 2006, the Athens Olympic Games, the International EXPO Zaragoza and the Spanish Presidency of the EU. She is currently the Head of Communications at the Athens Development and Destination Management Agency. She is member of the Compendium team for Greece and teaches seminars and workshops on cultural policy and management at

Panteion University and at the University of Hildesheim.

PhD Thesis: *"Re-defining the role of 'buffers' in the management of the historical territory. The discrepancies between theoretical concepts and practical interpretations of 'buffer' zones in Eastern and Western Cultural World Heritage sites."*



Dr. Alba Victoria Zamarbide Urdaniz graduated in Architecture from Navarra University (Spain) in 2011, with a specialization in History of Architecture and Heritage Preservation. In 2012, she joined Shigeru Satoh's laboratory in Waseda University, Tokyo, Japan. In March 2018 she received her PhD titled "Re-defining the role of "buffers" in the management of the historical territory The discrepancies between theoretical concepts and practical interpretations of "buffer" zones in Eastern and Western Cultural World Heritage sites" from the same institution. Her work gives an overview of different European and Asian historical regions bringing up the debate on alternative meanings for "buffer" zones as a possible catalyst of holistic regional

management. In parallel to her personal research, Alba has collaborated in diverse community participatory "machizukuri" (town-making) projects including disaster prevention and mitigation participatory urban planning in high density wooden areas in Tokyo, and rural development strategies based on local resources and traditions in Iwate prefecture, Japan. From 2013, she has been fully involved in the long-term project that Waseda University is developing in Thua Thien Hue, Vietnam, in collaboration with the HMCC (Hue Monuments Conservation Centre). The project's goal is to create a new preservation strategy for the Huong (perfume) river basin by connecting regional development with the idea of historical eco-cosmology and linked bottom-up initiatives. More recently, the team focused on the creation of a reference management, in which she tried to combine her own research insights with HUL ideas.

MEET YOUR SPEAKERS

GiannaLia Cogliandro Beyens, has been since 2004 the Secretary General of ENCATC, the leading European network in the field of cultural management and cultural policy education. She is also the administrator of the Thomassen mobility programme and serves on several boards. With more than 20 years experience in international relations, GiannaLia is an expert in advocacy, cultural policy and strategic management, in particular in the context of international cultural organisations. Former Policy Officer of the Cultural Forum of EUROCITIES, the network of major European cities, she successfully designed and coordinated several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. Giannalia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.



Mircea Diaconu is Member of the European Parliament, Vice-chair Committee on Culture and Education

1972-1982 : actor, Bulandra Theatre, Bucharest

1977-1978 : assistant teacher, 'Ion Luca Caragiale' Theatre and Film Institute, Bucharest

1982-1990 : actor, 'Nottara' Theatre, Bucharest

1990-2001 : Self-employed actor

1990 : founder member of Civic Alliance Foundation

1990-1996 : teacher, 'Ion Luca Caragiale' National Film and Theatre University, Bucharest

1996-2000 : Member of the National Audiovisual Council

2000-2011 : director, 'Nottara' Theatre, Bucharest

2008-2014 : member of National Liberal Party, deputy leader

2008-2012 : senator, member of Committee on Culture, Arts and the Media, Equal Opportunities Committee, member of Joint Standing Committee of the Chamber of Deputies and Senate for relations with UNESCO

2012 : Minister of Culture

2014- ... : Member of the European Parliament, independent



Francesca Imperiale is President of ENCATC since December 2017. She has her Ph.D. in business administration and management from the University of Salento, Italy where she is Assistant Professor. Since 2008, she teaches management of cultural organizations, with a focus on heritage assets management, in the master degrees of the Department of Management and Economics and the High School of Archeology, University of Salento. She specialized her research activities in the field of cultural heritage management and cultural network performance. The main topics of investigation in these fields are: public-private governance, community engagement, co-creation processes, heritage asset accounting and network performance evaluation systems. Francesca is also interested in catastrophic risk management related to heritage assets and has written about 40 publications on these topics. Furthermore, she participates as a principal investigator in several research and local development projects on cultural heritage management which she designed, developed or proposed for funding in partnerships with public institutions in Italy and in the Mediterranean area (particularly Greece, Croatia, Albania).

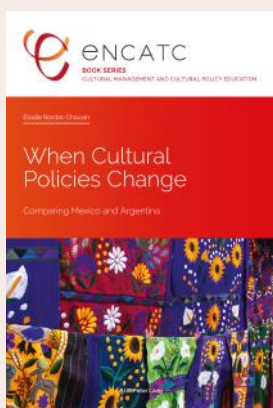


Tanja Johansson is a professor in arts management at the Sibelius Academy of the University of the Arts Helsinki. She has ten years of experience in arts management teaching at the university level during which she has taught both Master's and doctoral students, supervising Master's and doctoral thesis, and involved in several EU projects (e.g., in Lifelong Learning and Erasmus+ projects). As the Head of Arts Management for last seven years, she is also experienced in pedagogical and curriculum development within arts management, take part in the university management and hold several positions of trust in the University of the Arts Helsinki. She originally graduated from a music conservatory and became a professional piano teacher. After working some time within music pedagogy, she got interested in arts management and finalized Bachelor degree in Art, Culture, and Economy Programme at the Södertörn University in Stockholm. She continued the Master's degree studies at the Swedish speaking business school Hanken, management and organization as my major. In 2010, she finished a doctoral degree at Hanken, again management and organization as her major. The doctoral thesis was written about opera house management. Post-doctoral research include topics such as managing cultural joint ventures, networks, creativity, societal impact and regional development. These research have been published in journals such as International Journal of Arts Management and Journal of Arts Management, Law and Society.



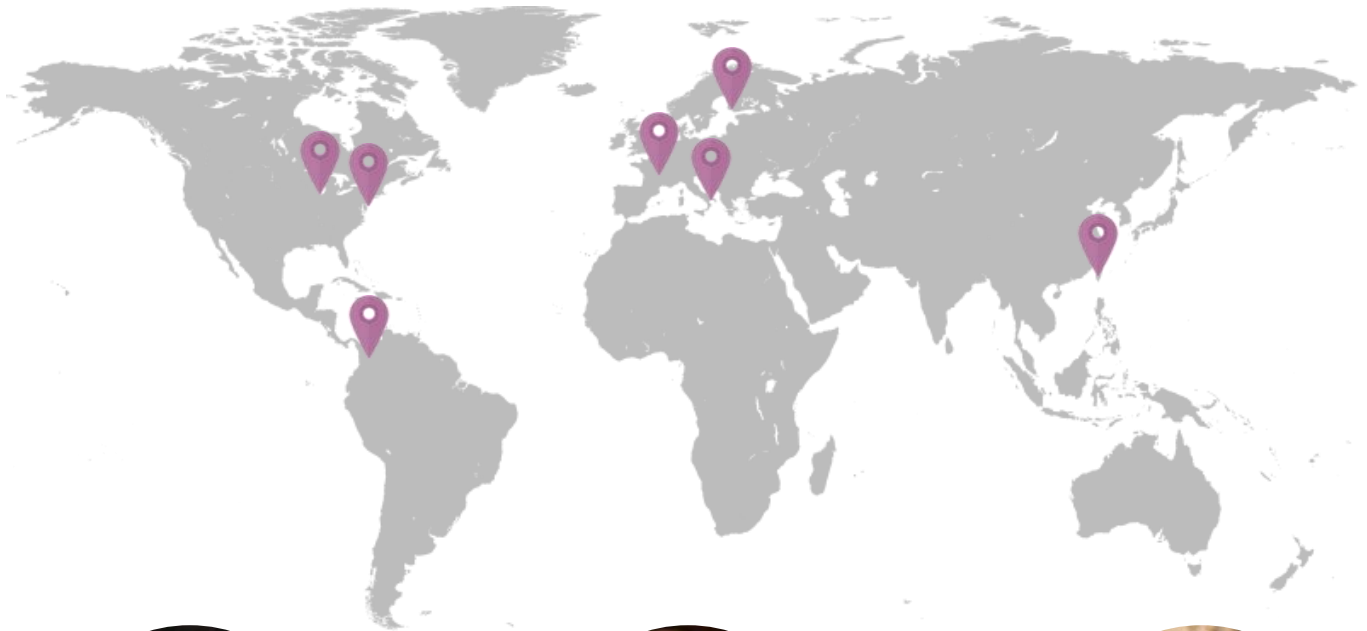


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ENCATC RESEARCH AWARD JURY

The ENCATC Research Award on Cultural Policy and Cultural Management international jury is comprised of leading experts and academics from Europe, Asia, North and South America.



ENCATC Jury President

FRANCESCA IMPERIALE

ENCATC President
University of Salento, Italy



Jury Member

JAIME ALBERTO RUIZ GUTERRIEZ

Universidad de los Andes at
Bogota, Colombia



Jury Member

ELODIE BORDAT-CHAUVIN

LAMES-CNRS, UMR, France



Jury Member

ANITA KANGAS

University of Jyväskylä,
Finland



Jury Member

JERRY C Y LIU

National Taiwan
University of the Arts,
Taiwan



Jury Member

RICHARD MALONEY

New York University,
United States



Jury Member

ALAN SALZENSTEIN

DePaul University in
Chicago, United States

ENCATC RESEARCH AWARD

STEERING COMMITTEE

The strategic direction of the Cultural Policy and Cultural Management Research Award is overseen by the international Award Steering Committee comprised of representatives from European and international organisations. The members of this committee were selected because they are all close partners in the design and implementation of ENCATC research activities.



President

FRANCESCA IMPERIALE

President of ENCATC
University of Salento



Member

ANTHONY KRAUSE

Chief of Policy and Research Unit
at UNESCO - Section on the
Diversity of Cultural Expressions,
Creativity Division



Member

CATHERINE MAGNANT

Advisor, Head of the 2018
European Year of Cultural
Heritage Task Force, European
Commission



Member

KEVIN MAIFELD

President of the Association of
Arts Administration Educators



Member

VALENTINA MONTALTO

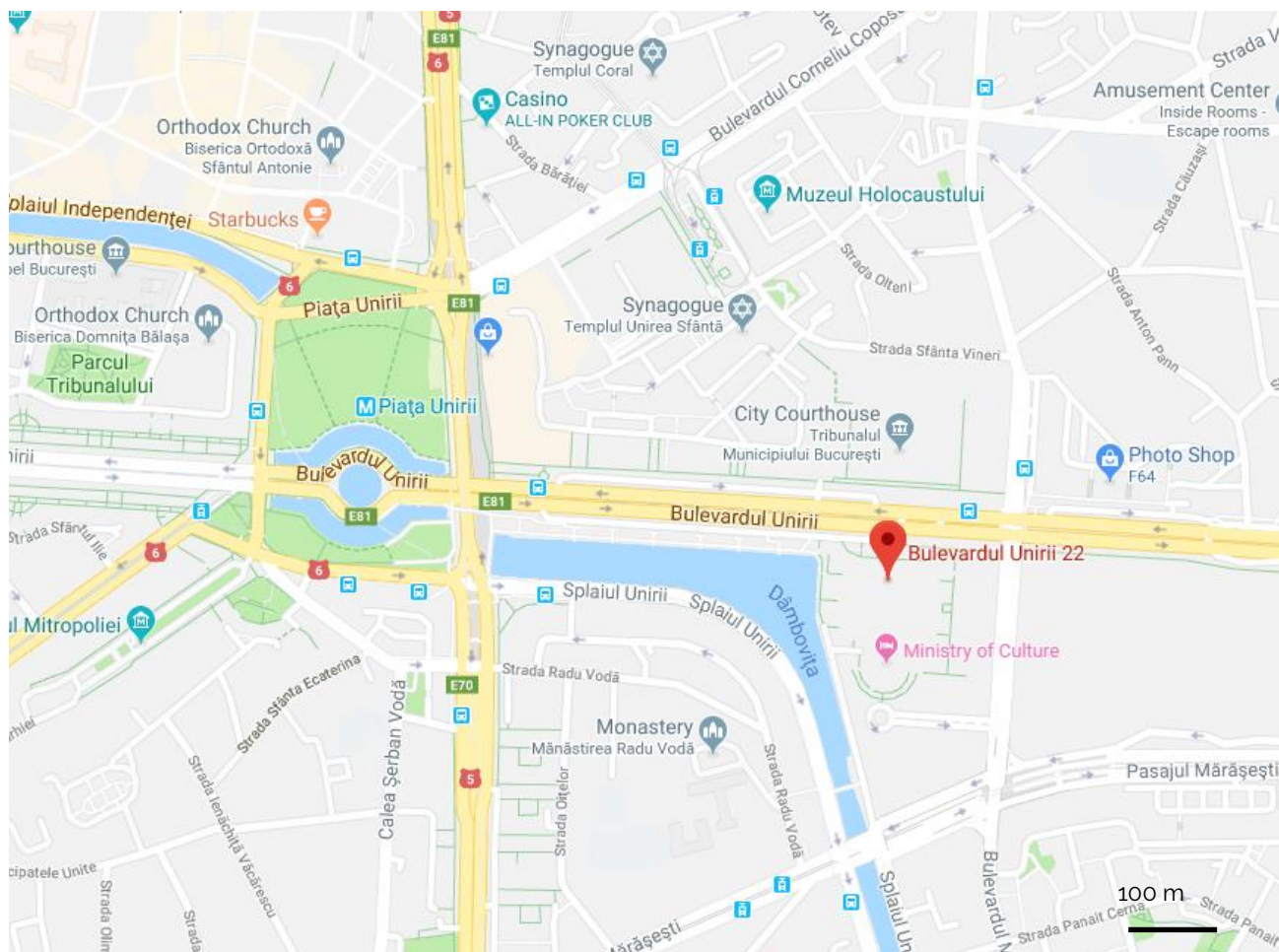
Research Fellow at the European
Commission - Joint Research
Center

THE AWARD CEREMONY VENUE

Venue: National Library of Romania and the Ministry of Culture and National Identity, Bulevardul Unirii 22, Bucharest 030833, Romania

Entrance: Mircea Vodă Boulevard through the Ministry main entrance

Room: Atrium on the ground floor



Privacy Policy: Members, participants, experts and stakeholders, engaged in or attending the ENCATC Congress on cultural management and policy (26-29 September, Bucharest), expressly authorize ENCATC and the local organizer of the event – the National Institute for Cultural Research and Training (INCFC), unless legally established otherwise, to make free use of the photographs and recorded material bearing their image, in accordance with the applicable European data protection regulations. This material may be used in all type of printed and online communication such as brochures, readers, reports and e-magazines, videos, and digital images such as those for the ENCATC and INCFC websites, partner websites and social networks (including the official pages of ENCATC and INCFC). They also accept that their name and institution is included in the participation list provided to other participants. There is no obligation for ENCATC or INCFC to request prior authorization, and no compensation will be provided. Personal information (name, address, email, etc.) is intended only for the express purpose of organising the event. By registering to this Event, participants agree that ENCATC and/or INCFC may use their email address to send Events updates and post-event survey evaluations and that ENCATC may send Event-related messages (SMS, MMS or otherwise) at the cell number provided on the Registration Site event. Should you prefer your e-mail address not to appear in any documents, please write to info@encatc.org (ENCATC Internal Rules 6.3. Image Right). Should you prefer your name and function and/or to my image/voice being video/audio not being recorded and used by ENCATC, both off and on- line, please write to info@encatc.org or dpo@culturadata.ro (for Romanian participants only).

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Never miss a beat!

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Learn more and visit us on the web at: encatc.org/resources



ENCATC interview series

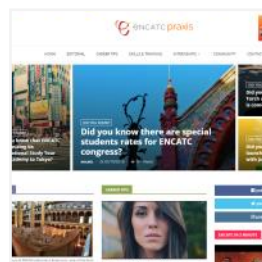
Our interview series brings you discussions with people at the very top of our field, inspiring cultural entrepreneurs, and innovators. These insightful conversations are useful in the classroom, to share with colleagues, or if you are just in need of some inspiration!

WEEKLY



ENCATC Flash

An essential weekly must-read for the latest news and happenings in cultural management and policy. Always benefit from a free publication, a rich offer of training and networking events, and a cultural discovery to satisfy your cultural curiosity!



ENCATC Praxis

Where can today's students and tomorrow's cultural managers get a jump start on their careers? Including exciting internship and training offers, inspiring interviews and more, students are equipped with tools and opportunities to internationalise and build up their profile to enter today's competitive job market with

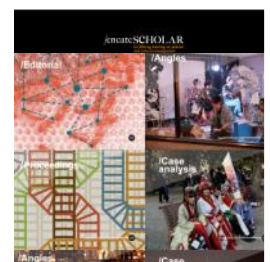
MONTHLY



ENCATC News

Feeling too much is happening too fast? Ease your mind as we work to find and compile key EU policy developments, calls, publications, events, conferences and more. You'll get what you and your institution need to stay on top of progress and opportunities in our field.

TWICE-YEARLY



/encatcSCHOLAR

This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interview: case studies, conference reports and more from around the globe and across sectors useful for the

YEARLY



ENCATC Journal of Cultural Management and Policy

Be part of the stimulating debate on hot research topics in our field happening among scholars, educators, policy makers and cultural managers. Benefit from the Journal's scientific rigor to bring you a multidisciplinary perspective bridging theory and practice.



ENCATC Book Series on Cultural Management and Cultural Policy Education

Designed to promote the work of young promising researchers, this series is a must for your university library or collection on the topic of cultural management and policy.



Conference Proceedings

Nowhere else will you find a collection of articles on cultural management and policy and with such expansive geographic coverage. Stay on top of the newest research being conducted each year in the field.



ENCATC

video series

Our YouTube channel is rich with more interviews with leading thinkers and influencers.

Useful to launch classroom discussions and compliment your existing teaching material.

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.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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