The ENCATC Congress on Cultural Management and Policy is a global gathering designed for academics, trainers and researchers from the cultural management and policy educational fields with cross-disciplinary interests to mingle with professionals, policy makers and artists and thus to bridge the knowledge gap, promote research esteem and the evolution of pedagogy.

This reader has been designed to support your experience through the Congress’ format that includes 6 main activities: the Members’ Forum, the Conference, the Young and Emerging Researchers’ Forum, the Research Award Ceremony, the Education and Research Session, the guided cultural excursions.

Begin your journey!
Dear members,

Dear colleagues,

It is with great pleasure that we welcome you to Bucharest for the 2018 ENCATC Congress on Cultural Management and Policy “Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations”. This event is organised by ENCATC in a very special year for Romania: its centennial anniversary. It marks the unification of Transylvania, Bessarabia, and Bukovina with the Romanian Kingdom on 1 December 1918. What a better moment for bringing in this fascinating country our annual global gathering!

The year 2018 is also labelled as “the European year of Cultural Heritage, EYCH”. To contribute to the discussions organised all over Europe in this frame, the 2018 ENCATC Congress will focus on the ongoing cultural transformations and claims according to a socio-anthropological approach to critically analyse and contextualise the role of education and research in shaping the process by which culture and values are built, transmitted and appropriated, and to re-frame with new views, approaches and perspectives their contributions to a common European Cultural Heritage, its sustainability and exploitation for inclusive growth.

We are proud to present you a rich programme of learning activities, cultural events and excursions. We will start on 26 September with two major activities in parallel, the 11th edition of the ENCATC Young and Emerging Researchers’ Forum and the 3rd edition of the Members’ Forum. The first one is meant to advance the future generation of researchers in their careers and offer them the opportunity to enlarge their networks in Europe and beyond. It is designed to create a space for exchange on research trends, address topical research issues, methodology, professional cooperation, publishing opportunities, online knowledge exchange and collaboration. All this from a global perspective. The second one will gather around two main round tables eminent experts, artists and policy makers to reimagine all together European cultural heritage. It will be the occasion to discuss about past, ongoing transformations, and their future. In the afternoon of this same day, participants will have the opportunity to learn about trends on cultural policies in Europe and beyond from the authors of the Compendium as well as to listen to ENCATC member Paul Dujardin who will join us to present his own view on the future development of the cultural policies in Europe as well as to give a glimpse on the rich programme he is designing in the frame of the Festival Europalia Romania 2019. The intervention will be followed by the ENCATC Annual General Assembly. This first day will culminate with the official opening of the Congress where the theme, the methodology and the detailed programme of the four days in Romania will be presented to the participants.

On the morning of 27 September morning, participants will start a discovery journey meant to observe the local cultural field. In the afternoon, participants will have the opportunity to sit all together to share their perceptions, analyse and reflect on their common experience. This exchange will be followed by the Congress Keynote from Professor Jean-Louis Fabiani and by an exchange with the public animated by Dea Vidović. This dense day will end with the ENCATC Research Award Ceremony honoured this year by the presence of the European MEP, Mircea Diaconu. Once more ENCATC will celebrate the young generation of researchers. This year three women are in the running for the prize! We cannot wait to discover the winner and read her applied research in our Book Series!

The morning and part of the afternoon of 28 September, will be devoted to Educational and Research presentations, thus allowing us to get the most updated information about new learning methodologies, practice and research trends from different world regions. A selected number of papers presented during the Research session will be published in the ENCATC Journal, while a selected number of presentations of the Educational session will be included in the /encatcSCHOLAR. This year, for the first time, ENCATC is also designing and presenting two panels in the educational session: one about evaluation and one about digital tools for learning. During the morning, the participants will also have the opportunity to visit a dedicated gallery where project leaders will present their posters. This new initiative is designed by ENCATC to offer its members and stakeholders a space that is open to a global audience, for showcasing ongoing transnational projects and present in a didactic way new policy.
development in Europe and beyond. The afternoon will widen our horizon with a final round table where a selected number of experts will analyse their own 2018 Congress experience and will tell us how the lessons learned during these days will help them changing their practices or teaching methodologies once back home. This reflective moment will be followed up by the International Book Exchange project, a unique occasion for the participants to promote their new publications and share them with their colleagues from all over the world. The “Grand Finale” of the Congress is reserved to the FRH Torch initiative held in the prestigious local cultural landmark, the Romanian Athenaeum. At this occasion representatives of the official cults in Romania will join this ceremony and will contribute with their personal memories via handwritten letters which will be placed in the “treasure box”, a collection of personal stories from Europeans citizens that will be delivered to the European Commissioner for Education, Culture, Youth and Sport. Mr. Tibor Navracsics next October 2018 in Paris.

The cultural programme of the 2018 ENCATC Congress prepared for us by our local partners will feature a mix of modern and traditional music as well as a guided excursion on the 29th to Peles Castle.

For the second time in the frame of its annual gathering, ENCATC has invited a renowned journalist, Effy Tselikas, to join and follow us during the entire Congress and thus to produce articles, interviews, videos, animate discussions and prepare the final report of the Congress. To make the Congress a true participative experience, Effy will also lead a team of co-redacteurs who will collect, co-edit and publish every day, in a blog format, the contributions from the participants. We are very curious to experience this new project proposed to us by Effy and we invite all the participants to be very reactive to this idea. The Blog can only work if you cooperate with us!

This year’s Congress is once again an opportunity for ENCATC to demonstrate its strong commitment both to the sustainability of the planet and to support of the careers of artists and young managers. In terms of green policy, we continue with our practice of reducing as much as possible the printed material. Being an engaged actor in society also means creating new jobs and professional networking opportunities, especially for those at the beginning of their careers. Not only is their presence and time greatly appreciated by ENCATC to help with the Congress, we are also happy to offer this opportunity for them to learn about international event management, gain new knowledge during the different sessions, and open the door for them to network with the participants. The winner of the 2018 ENCATC Research Award will receive a unique artwork statue designed by Romanian artist Nicolae Stoica. Finally, the artistic images of paintings and sculptures were kindly given to us by our member and talented artist Evgeni Velev with his permission to use in this Congress reader and on the cover of the notebook you received. He is from our member institution, SULSIT, University of Library Studies and Information Technologies in Bulgaria.

We have so many people to thank this year, foremost we want to thank all ENCATC members. Your continued and loyal membership, financial support, intellectual contributions, and dedication to our field, makes it possible for ENCATC to be the leading network on cultural management and policy.

As the Congress is taking place in Romania this year and the country is celebrating its Centennial, we are very privileged to hold it under the High Patronage of the President of Romania.

This Congress would not have been possible but for the generous support and co-funding of the Creative Europe Programme of the European Union. ENCATC is very proud to have this strong partnership and recognition that European Union values ENCATC’s work and especially its Congress on Cultural Management and Policy.

This event has been made possible thanks to the support of our member and conference partner, the National Institute for Cultural Research and Training. First, ENCATC would like to sincerely thank Carmen Croitoru, General Manager of the Institute, who led the local team. She also contributed her expertise as a serving member of the conference’s scientific committee. Second, we want to thank her entire team and especially to Alexandru Avram, Anda Becut Marinescu, Georgina Ene, Delia Hanzelik, Cristina Nichimis, Aurora Padureanu and Geronda Popescu.

Also contributing to the success of this event is our hosting partner, the Romanian Ministry of Culture and National Identity. We are very grateful they have opened their doors and for being gracious hosts.

Our gratitude goes also to the cultural institutions, CINETic the International Center for Research and Education Innovative Creative Technologies, The National Museum of Contemporary Arts, and Nod makerspace for welcoming our participants during the Sharing Perceptions Experience, and graciously sharing their insider knowledge with us.

This four-day event in Bucharest has also been made possible thanks to the commitment of our 2018 Congress Committees. It was a pleasure for us to serve on the Steering Committee with Antonio Ariño Villarroya, Carmen Croitoru, Fabio Donato, and Claire Giraud Labalte.

We sincerely thank the valuable contributions of the Scientific Committee members Patrick Boylan, John Carman, Mara Cerquetti, Hsiao-Ling Chung, Carmen Croitoru, Jean-Louis Fabiani, Annukka Jyrämä, Visnja Kisić, Johan Kolsteeg, Tuuli Lähdesmäki, Bernadette Lynch, Marco Mossoinkoff, Virgil Niţulescu, Marcin Poprawski, Carole Rosenstein, and Alis Vasile. Last but not least, we deeply thank the fellow ENCATC board members serving with us on the Operational Committee: Ana Gaio, Gabrielle Kuiper, Dea Vidović, Richard Maloney, Tanja Johansson, and Michal Lázňovský. Their involvement and additional support have been incredibly valuable.
The Congress’ Scientific Committee members were also part of the 2018 Education and Research Session Scientific Committee. This committee’s important task is to select and invite academics, researchers and practitioners offering the most compelling, trending, and innovative research being conducted right now. We are deeply thankful to Tanja Johansson and Isabel Verdet who have been working hard during the whole summer to organise the Education and Research sessions. The production of this year’s “Congress Proceedings “Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations” which is a compilation of papers presented in the sessions has been done thanks to the efforts and time dedicated by Tanja Johansson. A special thanks also goes to the chairs of each session who have kindly accepted to moderate this important part of the programme.

We are delighted that Professor Jean-Louis Fabiani will keynote the Congress. Known on the international stage, his research has addressed the study of what he calls “configurations of knowledge” understood as the ways in which disciplines and scientific institutions are built and how they change making for a perfect fit with this year’s theme.

We are also grateful to all our speakers who have travelled near and far to share their expertise and perspectives to nourish our discussions with their years of experience, knowledge, and key insights.

The international jury of ENCATC’s Research Award on Cultural Policy and Cultural Management includes: Elodie Bordat-Chauvin, Francesca Imperiale, Anita Kangas, Jerry C Y Liu, Richard Maloney, and Jaime Alberto Ruiz Gutierrez. and Alan Salzenstein. They have had the significant responsibility of reviewing applications, selecting the Award finalists, and here in Bucharest choosing the 2018 winner. We extend our gratitude for their work and dedication to the Award and what it means for the international research community and the careers of researchers having recently obtained a PhD.

Our gratitude extends to our strategic partners with whom we have signed Memorandums of Understanding in 2016 and 2017 respectively: The Association of Arts Administration Educators led by AAAE President Kevin Maifeld and the Taiwan Association of Cultural Policy Studies led by TAPCS President Jerry C Y Liu. It is our pleasure to have them and their members here with us for the 2018 ENCATC Congress. Once again, we are convinced that bringing together members of ENCATC, AAAE and TACPS in this setting will ignite exciting collaborations, partnerships, and exchanges that will render positive outcomes and benefits for our networks.

We would like to thank everyone who is participating in our International Book Exchange project and shares our values of transferring knowledge across countries and culture.

Last but not least, the ENCATC Secretariat has been dedicated, professional, and hardworking! We are so incredibly grateful to have this dream team with us! We thank Manon Deboise for all her work in supporting the coordination and logistics for this high-level international event. From the Communication Department, we deeply thank Julie Maricq for implementing the communication campaign, design the Congress Blog and taking care of the 2018 Congress branding and Elizabeth Darley for preparing the materials for the participants and keep all of us regularly update with the congress developments. Finally, we thank our new trainee Grace Guynn, from the United States. Having only just arrived at the end of August, we are grateful to have her with us and she’s been a wonderful team player having jumped right into our Congress preparations with enthusiasm and efficiency!

To conclude, our profound hope for this 26th edition of our annual Congress is that the programme we have designed will help each participant to widen his or her own horizon, once back home to be able to sow new ideas that will deeply transform educational programmes, practice and his/her own life as a citizen.

We wish you all a wonderful experience in Bucharest!

Yours sincerely,

Gianna Lia Cogliandro Beyens
ENCATC Secretary General

Francesca Imperiale
ENCATC President

Gianna Lia Cogliandro Beyens
ENCATC Secretary General
Dear ENCATC Congress participants,

I am one of the many cultural managers who did not joined the ENCATC network from a personal ambition or just to check another membership to a network.

I joined a network of researchers and cultural managers for the people who were there and for the countless projects that each of them could generate, but also because I reject passive cultural management.

Being the first Romanian organization that joined ENCATC I was lucky to capture the interest of professionals who knew Romania and who also became permanent collaborators and guests of the projects and conferences organized by the National Institute for Cultural Research and Training. The ENCATC Congress was an unexpected big opportunity and challenge that represents the way I understand an active membership.

As local partner of the ENCATC Congress of this year – a premiere in Romania and an event of great importance especially in this Anniversary year that we Romanians are celebrating – the National Institute for Research and Cultural Training (INCFC) is once again aiming to place an emphasis on a crucial topic for the cultural management field – the cultural heritage – in the context of the European Year of Cultural Heritage celebrated throughout Europe in different forms.

This year’s Congress theme comes to draw the attention on a subject that we may sometimes take for granted and whose relevance and potential we, all too often, fail to understand. Heritage has a direct, strong link with cultural management, a discipline that can provide solutions to the increasingly complicated problems that heritage faces. We are aware this is not an easy topic and we know that for most of the people heritage is of marginal importance but it is our responsibility as cultural managers, researchers, professors, academics, cultural operators and practitioners to raise a red flag and to put together all our know-how, our experience and expertise to change this situation for the better.

The presence in Bucharest of so many high-profile personalities from all over the world is also significant because it allows us all to be part of a bigger picture, to enter a dialogue on the current important topics on an international level and to point out – again and again – the fact that having and using structured models and methods of cultural management is essential in valuing and promoting the cultural heritage or any other form of ‘culture’, be it material or immaterial.

Romania is the expression of cultural diversity in forms we no longer find in the rest of Europe.

You can find here not only blends of regions from the three historical provinces, but also mixtures of ancient Gentiles that have formed a particular cultural conglomerase. These aspects combined with some historical disparities have placed on the map of Europe a country totally out of ordinary.

I invite you to enter a world that does not fit any known pattern. I invite you to try to abandon what you have been told about Romania, and to discover that beyond the contradictory and disconcerting aspects of this uncivilized eclectic civilization, there are common values of a cultural humanist Europe.

Carmen Croitoru
Associate Professor – National University of Theatre and Film, General Manager of the National Institute for Research and Cultural Training (INCFC), Romania

Welcome from our member and local partner
THE ROMANIAN CENTENARY
A national celebration of unity

The Romanian Centenary is a national cultural and socio-political event that celebrates 100 years from the unification – in 1918, at the end of World War I – of the historic Romanian provinces – Transylvania, Banat, Crișana, Maramureș, Bessarabia, and Bukovina – with the Old Kingdom of Romania in one democratic, national state.

The official union was declared on the 1st of December 1918 – a date which symbolically marks the union of the last former medieval Romanian territories with the modern Romanian state and is today celebrated as the National Day of Romania, signifying the achievement of a long desired goal of national unity.

100 years later, in 2018, this historic moment is marked through a series of cultural events, organized throughout the country and internationally with a common message: the strength that comes from unity, from acting and working together for a common goal.

The central theme has been broken down into several main themes and principles, reflected in all these events in various forms (festivals, galas, fairs, concerts, performances, tours, TV and radio productions, books, albums, as well as public monuments and works of cultural infrastructure). The main principles that encompass these cultural manifestations refer to: the celebration of the national identity and national values, of the great Romanian personalities from different fields of activity, the spirit of civic patriotism, the tolerance and cultural diversity, as well as the development of the international cooperation and the affirmation of Romanian values in an international context.

“...To be united does not mean to be all the same, but to define and preserve a common sanctuary. Differences are not a source of vulnerability, but a source of enrichment. We must be able to look face to face and find, beyond everyone’s options, those sacred things that bring us together and that can contribute to a more stable and dignified Romania for at least another 100 years.

I believe that the Centennial Anniversary must be achieved through an integrated and unitary approach on the lines of national unity, cohesion and consensus, in the spirit of valuing the past, the national values and traditions, internally and internationally, as well as creating a solid ground, fundamental for stimulating and shaping Romania’s future strategic development directions.”

(George Ivașcu, Minister of Culture and National Identity, Romania)

The ENCATC Congress, initiated by the ENCATC network and co-organized by the National Institute for Cultural Research and Training (INCFC), is one of the main events taking place in the context of the Romanian Centenary, all the more so since it addressed a theme of the utmost importance for Romania in this anniversary year: the value and the significance of the cultural heritage in a European context, as well as the crucial contribution of cultural management and policies in harnessing and raising the profile of this important legacy.

George Ivașcu
Minister of Culture and National Identity, Romania
Under the main theme ‘Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations’, the ENCATC 26th Congress on Cultural Management and Policy (26–29 September, Bucharest, Romania) aims to thoroughly explore the ongoing cultural transformations that are shaking the very foundations of our understanding and practice of culture. Among these changes, Jean-Louis Fabiani points at the following moves occurred in Europe and the world in the past 30 years: digitization, the development of the knowledge society, the rise of NGOs and the shrinking of the nation-state, marketization and commodification, the emergence of new powers, and marketization and commodification, the emergence of new powers, and the collapse of socialism in Europe. While responding to global trends and phenomena, cultural transformations express also locally. Considering therefore “essential to examine our own professional and educational context, strongly influenced by the cultural history and the institutional framework of our countries”, as pointed out by Claire Giraud-Labalte, the debate will be enriched by the contributions on the impacts of these transformations across Europe and beyond.

**Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations**

What cultural horizon for Europeans?

As expressed by Jean-Louis Fabiani, in Europe globalization has brought about “the emergence of neo-nationalisms, and revamped populisms seem to be a more powerful agent of European homogenization than the very modest attempts to delineate common cultural interests”. Europeans move today between the optimistic view that “technological change will bring about the equalization of conditions through a form of electronic horizontality and that the electronic peace will be perpetual. (...) [and the] fear that the decline of the welfare state will foster the destruction of our lifestyles, particularly when it comes to cultural habits”. Based on the notion of a ‘cultural public sphere’ coined by Jim McGuigan, Fabiani advocates for what McGuigan calls “critical interventions” – as opposed to and in between uncritical populism and radical subversion. While in uncritical populism consumers are considered “active citizens and their consumption is a way of voting for different cultural and political offers, (...) radical subversion considers that the mass-produced world of infotainment (...) prevents rather than shapes democracy”. Halfway in the spectrum, critical interventions, Fabiani argues, could be considered “prototypes’ of a democracy to come”.

What is the role of cultural policy in tackling emerging challenges such as the rise of populism and isolationism? Johan Kolsteeg explains that, “while global problems are unmistakably addressed in local cultural production, they are hardly addressed in national cultural policy discourse”. In cultural policy, as argued by Kolsteeg for the case of the Netherlands, “the societal issues that are mentioned are for local use only and concern internal topics such as changes in financing, taste and audience behaviour, demographic changes and the position of cities and regions in cultural policy development. These issues can hardly be said to reflect serious societal and political challenges such as (cultural) identity, (performative) democracy, (real) participation, solidarity, migration, populism, (cultural) glocalisation and (true) integration. (...) Attempts to connect global and local discourses are found in the work of network organisations such as ENCATC, the European Cultural Foundation, Trans Europe Halles and the biennial Forum on European Culture in Amsterdam. They provide the transnational agora (...) for agonistic debates between West, East, North and South (both global and inside Europe) (...). They contribute to a shared vocabulary for making sense of our situation, and for reflecting and imagining possible futures. The European globalist/ idealist agenda, though not without its flaws and pitfalls, offers a platform for local cultural action on global issues. It calls for cultural institutions and entrepreneurs to connect to transnational issues and to contribute
to a space for imagining the future. But the European agenda also provides national governments with the opportunity to keep their cultural policy out of poignant discussions on global challenges and the role of culture.

When looking at European cultural horizon, special caution is required when dealing with concepts such as ‘upheavals’ and ‘(European) values’. As claimed by Tuuli Lähdesmäki, most of what are usually qualified as ‘upheavals’ are ‘rhetorical and discursive constructions that do not hardly affect daily routines of ‘a European man in the street’ – but that are, however, politically performative. This means that they produce and enable diverse political strivings in which politicians and other ‘concerned people’ seek to ‘take into account’, ‘care’ and ‘tackle’ the expected or imagined implications of these ‘upheavals’. Particularly problematic are those political attempts that seek to defend so-called European values as these attempts rarely explicate what and whose European values they deal with. European values are not essentialist and static but dynamic, and understood and interpreted in diverse way both in Europe and beyond it. (...) The idea of shared European values is commonly used in political discourses around Europe – particularly when the speaker is concerned of something that he/she identifies as non-European. Thus, the idea of European values creates also distinctions and discursive borders between ‘us’ and ‘them’ and produces both inclusion as well as exclusion”, Lähdesmäki explains.

But these certainly troubled times are also times of opportunity. According to Virgil Niţulescu, “Europeans have at present the chance to have the most diverse cultural horizon in the world and in their history”. Furthermore, “access to the ‘high culture’ (...) is today more democratic than ever”. Niţulescu further argues that people just need the intellectual tools to make the best choice among the wide offer. Along the same lines, Alis Vasile expresses that “we live unprecedented access to education and culture and the contemporary social imperatives call for accelerated innovation; so, we have choices, we have opportunities and infinite possibilities in the professionalized world of culture and, to some extent, at individual and social group level”.

Every piece of cultural heritage bears witness of our transformational continuity. The mere concept of cultural heritage is a reflection of this fundamental process.

Maintaining cultural continuity or disrupting it?

“In human history”, Virgil Niţulescu argues, “there was never a total cultural rupture, between generations or epochs. Transformation was gradually induced in different social layers. However, in the last century, the speed of these movements was tremendously increased and cultural expressions have lost much of their coherence. The time for ‘burning’ each cultural item is shorter than ever and cultural consumers are very quickly passing from a favourite to another”. In Niţulescu’s opinion, “we cannot talk about cultural discontinuity, but rather about cultural, incoherence and lack of sustainability”.

Alis Vasile further reflects on the binary continuity-disruption, which together are inherent to cultural heritage. “Human civilization”, Vasile explains, “is thoroughly based on continuity, on passing over to new generations, on adding on, building on the past, and, ultimately, on heritage – be it family inheritance, mother tongue, writing, knowledge, technology or all of them and beyond – our cultural heritage. Disruption, on the other hand, is only temporary or at least episodic, and its destiny is to be integrated into the continuous flow of human culture (...). It can bring change, improvement, adjustment, regress, regret, delay, but it will be used and inevitably overcome through assimilation. Overcome disruptions become continuity and so do successful revolutions. Every piece of cultural heritage bears witness of our transformational continuity. The more concept of cultural heritage is a reflection of this fundamental process”.

Establishing a parallelism between fashion marketing and Europe’s branding – in the sense of creating an Anderson’s ‘imagined community’ and providing it with meaning, Marco R. H. Mossinkoff suggests to “use the ‘old order’ to create new icons, imbue these with (new) meaning by using them in the context of every upheaval affecting our countries”.

Finally, in some specific cultural subsectors, continuity might not even be desirable. Bernadette Lynch explains it for the case of museums: “The world is changing all around museums. (...)The point surely is not to ignore these changes but to become a safe space where people can come together from different backgrounds, to explore identities and together, try to make sense of these changes in light of the past. The museum must, more than ever, become a forum for dialogue and debate, to use the past to help understand the present and collectively plan for a future. We must disrupt museum precedent if it gets in the way of facilitating such an important role”.
The role of cultural management and policy education

Amidst this changing (and sometimes turbulent) cultural panorama, cultural management and policy education play a major role which is both reactive and proactive, as indicated by Miikka Pyykkönen. “On the one hand, education tries to understand the changes (…), offering conceptualizations and definitions of/ for the transformations, (…) and linking the transformative policy discourses and practices to the wider societal changes (…). “On the other hand, education also raises new visions and tendencies in the fields of culture”, being proactive in defining and shaping new areas of knowledge such as cultural entrepreneurship, as explained for the case of Finland by Pyykkönen.

It is also educational institutions and stakeholders’ role to provide room for experimentation towards the development of true cross-sectoral approaches. With transformations and their effects over spilling from other – economic, social, environmental, etc. – areas of life into the cultural sector and vice versa, cross-sectoral approaches seem the most – if not the only – reasonable path to face present and future challenges, “integrating outwardly diverse perspectives from stakeholders without diluting the critical and reflexive thinking”, as suggested by Hsiao-Ling Chung. However, “the rationalist thought developed in Europe over centuries has resulted in a very elaborate system of classification and specialization of knowledge, as well as in an over-partitioning of the domains”, Claire Giraud-Labalte notes. “This segmentation has favored a disjunctive thought, which separates what is actually linked and erases the complexity of the world”, Giraud-Labalte adds. Beyond the sometimes pompous inter-disciplinary and cross-sectoral rhetoric, education is responsible for providing spaces for students to go out their comfort zones and engage in effective collaboration with others across cultural domains – but not only cultural.

Education and training implications are also to be found in workplaces, as explained by Hsiao-Ling Chung. “Firstly, while digital competencies will define the foundation of future job skills, 36% of all jobs across all industries will require ‘complex problem-solving’, ‘critical thinking’ and ‘creativity’ as the top three core skills by 2020. Secondly, it is the ‘human or soft skills’, such as emotional intelligence or cognitive flexibility, that will help workers embracing the rapid and radical changes, and future-proofing themselves with resilience from upheavals. (…) Therefore, in order to confront the rapidly evolving and transforming world, organizations need to have a system in place to adapt with and accommodate the ongoing internal and external transformations, and such a system has to foster a continuous lifelong learning culture. The implication is that policy-makers, decision-makers, educators, researchers and practitioners in the field of cultural policy and management need to understand what conditions could foster and facilitate the continuous learning environment”. Hsiao-Ling Chung concludes.

Editor’s Note:

We thank our Congress Scientific Committee and Steering Committee members and ENCATC members who contributed their valuable insight to this narrative of the 2018 ENCATC Congress and to this Concept Note.

Hsiao-Ling Chung, Associate Prof. Institute of Creative Industries Design, College of Planning and Design, National Cheng Kung University, Taiwan, 2018 ENCATC Congress Scientific Committee Member

Jean-Louis Fabiani, member of the Institute for Advanced Study in Princeton, USA and Professor at the Central European University in Budapest, Hungary, 2018 ENCATC Congress Scientific Committee Member

Claire Giraud-Labalte, Art historian, University of Nantes, France, 2018 ENCATC Congress Steering Committee Member and ENCATC member

Johan Kolsteeg, Assistant Professor, Groningen University, The Netherlands, 2018 ENCATC Congress Scientific Committee Member and ENCATC member

Tuuli Lähdesmäki, Adjunct Professor working in the Department of Music, Arts and Culture Studies, University of Jyväskylä, Finland, 2018 ENCATC Congress Scientific Committee Member and ENCATC member

Marco R. H. Mossinkoff, Senior Lecturer and research fellow at the Amsterdam Fashion Institute (AUAS), and Associate Lecturer at Nyenrode New Business School, The Netherlands, 2018 ENCATC Congress Scientific Committee Member

Virgil Nitulescu, Head of cabinet of a secretary of state in the Ministry of Culture and National Identity and editor-in-chief of the Romanian journal of museums, Romania, 2018 ENCATC Congress Scientific Committee Member

Miikka Pyykkönen, Professor, Department of Social Sciences and Philosophy, University of Jyväskylä, Finland, ENCATC member

Alis Vasile, Lecturer for the museology programme, Romanian National Institute for Cultural Research and Training, Romania, 2018 ENCATC Congress Scientific Committee Member
#ENCATC2018

Listen, react, share!

We’ll be tweeting up a storm and we hope you will too!

Join the discussions online this year and be a leading powerful voice to your audience and ours!

Follow us on Twitter @ENCATC and tweet with #encatc2018

Follow and share with us on Facebook @ENCATC

Follow and tag us in your favourite photos @encatc_official
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<td>09:00</td>
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<td>Registration opens</td>
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<td>Annual Members’ Forum Part I. (For ENCATC, AAAE, and TACPS members only)</td>
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<td>Speech “New renaissance and imaginaries for citizens” (For ENCATC, AAAE, and TACPS members only)</td>
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<td>26th ENCATC General Assembly (For ENCATC members only)</td>
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<td>15:30-17:30</td>
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<td>Opening Perspectives Session, Part II. Sharing Perceptions Experience: time to analyse and to reflect</td>
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<tr>
<td>17:30-18:45</td>
<td></td>
<td>Opening Perspectives Session, Part III. Keynote and Debate</td>
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<tr>
<td>19:00-20:00</td>
<td></td>
<td>2018 ENCATC Research Award Ceremony</td>
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<tr>
<td>20:00-22:00</td>
<td></td>
<td>Networking Cocktail</td>
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<tr>
<th>DAY 3: 28 SEPT</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td>09:00</td>
<td></td>
<td>Registration opens</td>
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<tr>
<td>10:00-12:00</td>
<td></td>
<td>Education and Research Session Part I.</td>
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<tr>
<td>12:00-12:30</td>
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<td>Poster Exhibition</td>
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<tr>
<td>12:45-14:00</td>
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<td>Networking Lunch</td>
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<tr>
<td>14:15-15:30</td>
<td></td>
<td>Education and Research Session Part II.</td>
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<tr>
<td>15:30-16:00</td>
<td></td>
<td>Coffee Break</td>
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<tr>
<td>16:00-18:00</td>
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<td>Round Table “Widening the Horizon: Sowing Ideas for the Future”</td>
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<tr>
<td>18:00-18:05</td>
<td></td>
<td>Conclusions</td>
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<tr>
<td>18:05-18:30</td>
<td></td>
<td>International Book Exchange</td>
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<tr>
<td>20:00-22:00</td>
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<td>Celebrating Cultural Diversity - FRH Torch and Cocktail</td>
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<thead>
<tr>
<th>DAY 4: 29 SEPT</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00-15:30</td>
<td></td>
<td>Guided Cultural Excursion (Optional) to Peles Castle</td>
</tr>
</tbody>
</table>
### DAY 1: Wednesday, 26 September

**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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Room</th>
<th>Location</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Registration opens on the ground floor at the Ministry of Culture</td>
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<tr>
<td>10:00-10:30</td>
<td><strong>PLENARY: WELCOME AND INTRODUCTION TO THE MEMBERS’ FORUM</strong></td>
<td>Symposium on the ground floor</td>
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<tr>
<td></td>
<td><em>Open to members of ENCATC, AAAE, and TACPS only.</em></td>
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<tr>
<td></td>
<td>Francesca Imperiale, ENCATC President</td>
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<td></td>
<td>Effy Tselikas, Journalist, Greece</td>
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<td>GiannaLia Cogliandro Beyens, ENCATC Secretary General</td>
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<tr>
<td>10:30-12:30</td>
<td><strong>ANNUAL MEMBERS’ FORUM, PART I. REIMAGINING EUROPEAN CULTURAL HERITAGE: THE PAST, ONGOING TRANSFORMATIONS AND THE(IR) FUTURE - WHOSE EUROPEAN CULTURAL HERITAGE?</strong></td>
<td>Symposium on the ground floor</td>
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<td></td>
<td><em>Open to members of ENCATC, AAAE, and TACPS only.</em></td>
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<tr>
<td>10:30-10:30</td>
<td><strong>ROUND TABLE N°1:</strong> What is emerging on the cultural horizon for Europeans? What are potentially the issues and current challenges shaping it? The point of view of the artist and cultural operators.**</td>
<td>Symposium on the ground floor</td>
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<td></td>
<td>Moderator: Blanka Chládková, Vice Dean and Head of Theatre Management and Stage Technology Dept., Theatre Faculty, Janáček Academy of Music and Performing Art, Czech Republic</td>
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<td>Speakers:</td>
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<tr>
<td></td>
<td>Anne Krebs, Head of the Socio-Economic Studies and Research Division, Research and Collection Department, Louvre Museum, France</td>
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<td></td>
<td>Dragos Neamu, Founder of the National Network of Romanian Museums, Romania and board member of Network of European Museum Organisations</td>
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<td></td>
<td>Savina Tarsitano, Artist and Co-founder of Espronceda Center for Art &amp; Culture, Spain</td>
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<tr>
<td>11:30-12:30</td>
<td><strong>ROUND TABLE N°2:</strong> What’s next? What are the future scenarios for cultural policy making?</td>
<td>Symposium on the ground floor</td>
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<td>Moderator: Claire Giraud-Labalte, Art historian and Professor Emeritus, University of Nantes, France</td>
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<td>Speakers:</td>
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<td></td>
<td>Kimmo Aulake, Ministerial Advisor, Ministry of Education and Culture of Finland</td>
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<td></td>
<td>Milena Dragićević-Šešić, Head of UNESCO Chair in Interculturalism, Art Management and Mediation, Serbia</td>
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<td></td>
<td>Tanya Hristova, Mayor of Municipality of Gabrovo, Bulgaria and Head of the Bulgarian delegation in the Committee of the Regions /CoR/</td>
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<td></td>
<td>Lotta Lekvall, Director, Folkteatern Göteborg, Sweden</td>
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<tr>
<td>10:00-12:40</td>
<td><strong>2018 YOUNG &amp; EMERGING RESEARCHERS’ FORUM</strong></td>
<td>Auditorium on the 1st floor</td>
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<td></td>
<td><strong>GLOBAL CULTURAL ENCOUNTERS: Career Building in Cultural Management and Policy Research</strong></td>
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<tr>
<td>12:45-14:30</td>
<td>Networking Lunch in the foyer on the 1st floor</td>
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</table>
| 14:30-16:00 | **ANNUAL MEMBERS' FORUM, PART II. A COMPENDIUM PERSPECTIVE ON TRENDS AND TRANSFORMATIONS IN EUROPE AND BEYOND**<br>Open to members of ENCATC, AAAE, and TACPS only.  
Moderator: Marielle Hendriks, Director, Boekman Foundation, Netherlands  
**Lecture:** Trends in Public Cultural Policy Objectives and Funding – European Comparisons by Andreas Wiesand, Executive Director, European Institute for Comparative Cultural Research (ERICarts)<br>**Intervention N°1:** Trends and Current Cultural Themes from within the EU and the Council of Europe by Kimmo Aulake, Ministerial Advisor, Ministry of Education and Culture of Finland<br>**Intervention N°2:** Reflections from Bucharest: Cultural Policies in Romania and the importance of Cultural Strategies in Relation with the Development of the Legal Framework by Carmen Croitoru, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania<br>**Intervention N°3:** Reflections from Paris: Compendium Collaborations in Practice by Jean-Cédric Delvainquière, Research Officer, Department of Studies, Future Trends and Statistics, Ministry of Culture, France<br>**Short presentation:** Meet the New Compendium Association by Helen Johnson, Project Manager, Compendium<br>**Sneak Preview:** Compendium Grid Renewal: a Work in Progress by Anna Villarroya, Associate Professor, University of Barcelona, Spain<br>**Final remarks and closure** by Marjo Mäenpää, Chairperson, Compendium Association and Director, Cupore, Finland | Symposium on the ground floor |
| 16:00-16:30 | Coffee Break in the Euphoria on the ground floor                     |                           |
| 16:30-16:50 | **SPEECH “NEW RENAISSANCE AND IMAGINARIES FOR CITIZENS”**<br>Open to members of ENCATC, AAAE, and TACPS only.  
Paul Dujardin, CEO and Artistic Director, Centre for Fine Arts - BOZAR, Belgium | Symposium on the ground floor |
| 17:00-18:30 | **26TH ENCATC GENERAL ASSEMBLY**<br>Open to ENCATC members only. | Symposium on the ground floor |
| 18:45-21:00 | **OFFICIAL OPENING OF THE CONGRESS FOR ALL CONGRESS PARTICIPANTS**<br>Francesca Imperiale, ENCATC President  
Claire Giraud-Labalte, Art Historian and Professor Emeritus, University of Nantes, France  
Carmen Croitoru, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania  
George Ivașcu, Minister of Culture and National Identity, Romania  
Sergiu Nistor, Presidential Adviser - Department of Culture, Religious Affairs and Centennial Activities, Romania<br>**Followed by a networking cocktail** | Atrium Hall on the ground floor |
**DAY 2: Thursday, 27 September**

**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

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>09:00-09:30</td>
<td>Registration on the ground floor at the Ministry of Culture</td>
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<tr>
<td>09:30-10:30</td>
<td><strong>ATTENTION!</strong> The buses will leave from the National Library of Romania at 09:30 sharp! Please arrive at least 30 minutes prior.</td>
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</tbody>
</table>
|               | **OPENING PERSPECTIVES SESSION, PART I.**  
|               | Sharing Perceptions Experience: time to observe the field.  
|               | Alexandru Berceanu, Founder and Director, CINETic, Romania  
|               | Călin Dan, General Director, National Museum of Contemporary Art Bucharest, Romania  
|               | Tamina Lolev, Co-Founder, Architect, and Project Manager, Nod makerspace, Romania  | Euphoria on the ground floor              |
| 15:30-17:30   | **OPENING PERSPECTIVES SESSION, PART II.**  
|               | Sharing Perceptions Experience: time to analyse and to reflect  
|               | Chairs:  
|               | Lluís Bonet, Professor, University of Barcelona, Spain  
|               | Blanka Chládková, Vice Dean and Head of Theatre Management and Stage Technology Dept., Theatre Faculty, Janáček Academy of Music and Performing Art, Czech Republic  
|               | Gianna Lia Cogliandro Beyens, Secretary General, ENCATC  
|               | Carmen Croitoru, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania  
|               | Manuèle Debrinay-Rizos, Cultural expert, consultant, teacher, Aix-Marseille University, France  
|               | Jean-Louis Fabiani, member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary  
|               | Claire Giraud-Labalte, Art historian and Professor Emeritus, University of Nantes, France  
|               | Francesca Imperiale, ENCATC President and Associate Professor, University of Salento, Italy  
|               | Efvy Tselikas, Journalist, Greece  
|               | Dea Vidović, ENCATC Board Member and Director, Kultura Nova Foundation, Croatia  |                                           |
|               | **17:15-17:30** | Debriefing by Lluís Bonet, Professor, University of Barcelona, Spain  |                                           |
| 17:30-18:45   | **OPENING PERSPECTIVES SESSION, PART III.**  
|               | KEYNOTE: “Beyond Cultural Wars. Is the Idea of a Common Culture still worth it in our fractured times?”  
|               | Jean-Louis Fabiani, member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary  
|               | Special intervention from:  
|               | Liliana Țuroiu, President of Romanian Cultural Institute  
|               | DEBATE: “Ongoing Transformations”  
|               | Animated by Dea Vidović, ENCATC Board Member and Director, Kultura Nova Foundation, Croatia  | Symposium on the ground floor             |
| 19:00-20:00   | **2018 ENCATC RESEARCH AWARD CEREMONY**  
|               | See pages 27-28 for details  | Atrium on the ground floor                |
| 20:00-22:00   | Networking Cocktail in the Atrium on the ground floor  |                                           |

**DAY 2**
## DAY 3: Friday, 28 September

**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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Registration opens on the ground floor at the Ministry of Culture</td>
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<tr>
<td>10:00-12:00</td>
<td>EDUCATION &amp; RESEARCH SESSION, PART I.</td>
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<td></td>
<td>See pages 30-33 for parallel research session programmes and rooms</td>
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<tr>
<td>12:00-12:30</td>
<td>POSTER EXHIBITION</td>
<td>Mezzanine floor</td>
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<tr>
<td>12:45-14:00</td>
<td>Networking Lunch in the foyer on the 1st floor</td>
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<tr>
<td>14:15-15:30</td>
<td>EDUCATION &amp; RESEARCH SESSION, PART II.</td>
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<tr>
<td></td>
<td>See pages 30-33 for parallel research session programmes</td>
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<tr>
<td>15:30-16:00</td>
<td>Coffee Break in the Euphoria on the ground floor</td>
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<tr>
<td>16:00-18:00</td>
<td>ROUND TABLE &quot;WIDENING THE HORIZON: SOWING IDEAS FOR THE FUTURE&quot;</td>
<td>Auditorium on the 1st floor</td>
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<td>Chair: Effy Tselikas, Journalist, Greece</td>
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<td>Speakers:</td>
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<td></td>
<td>Sorin Antohi, Professor, Historian, Romania</td>
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<td>Lluís Bonet, Professor, University of Barcelona, Spain</td>
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<td>Jean-Louis Fabiani, member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary</td>
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<td></td>
<td>Claire Giraud-Labalte, Art historian and Professor Emeritus, University of Nantes, France</td>
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<td>Tanja Johansson, ENCATC Board Member and Professor, Head of Doctoral School, Sibelius Academy, University of the Arts Helsinki, Finland</td>
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<td>Alan Salzenstein, Professor, DePaul University, United States</td>
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<tr>
<td>18:00-18:05</td>
<td>CONCLUSIONS</td>
<td>Auditorium on the 1st floor</td>
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<td></td>
<td>Francesca Imperiale, ENCATC President</td>
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<tr>
<td>18:05-18:30</td>
<td>INTERNATIONAL BOOK EXCHANGE</td>
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<tr>
<td>20:00-22:00</td>
<td>CELEBRATING CULTURAL DIVERSITY - FRH TORCH AND COCKTAIL</td>
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</table>
|         | ATTENTION! The venue will change to the Romanian Atheneum Strada Benjamin Franklin 1-3, Bucharest 030167, Romania | Move to different venue: Romanian Atheneum.
**GUIDED CULTURAL EXCURSION TO PELES CASTLE (OPTIONAL)**

**Peleş Castle** (Romanian: Castelul Peleş) is a Neo-Renaissance castle in the Carpathian Mountains, near Sinaia, in Prahova County, Romania, on an existing medieval route linking Transylvania and Wallachia, built between 1873 and 1914. Its inauguration was held in 1883. It was constructed for King Carol I.

The cost of the work on the castle undertaken between 1875 and 1914 was estimated to be 16,000,000 Romanian lei in gold (approx. US$ 120 million today). Between three and four hundred men worked on the construction.

It has one of the finest collections of art in Eastern and Central Europe with statues, paintings, furniture, arms and armour, stained glass, ivory, fine china, tapestries, and rugs.

- **SCHEDULE:** These times below may change due to traffic!
  - Starting at 8 AM, participants will be picked up from their hotels
  - Transportation to the Castle: 90-120 minutes
  - Arriving at the Castle: 10:30-11:00
  - Visiting the domain and the castle 90-120 minutes
  - Around 13:30 departing from the Castle to the Hotels
  - Transportation from the Palace to the airport: 90-100 minutes
  - From the Airport the rest of the participants will be dropped off at their hotels

- **PRICE:** 51 € / person which includes transportation hotel-castle, castle-airport, airport-hotel by bus/minibus, AC, entrance ticket at the museum, English speaking guide. For an extended visit of the Castle, there is an optional fee of 7 EUR/person.

- **LOCAL CURRENCY:** It is strongly recommend by the local partner that all participants on this trip have Romanian currency if they want to buy souvenirs or to have lunch/coffee.

- **COFFEE/LUNCHES:** If the tour has a break for coffee or lunch it is at the expense of the participants.

- **TRANSPORT TO THE AIRPORT:** The the bus/minibus will stop at the Henri Coanda International Airport on the return to Bucharest. Participants can bring their luggage with them.
Keynote speaker

Jean-Louis Fabiani has been professor of Sociology at the Central European University in Budapest since 2008. Born in 1951 in Algiers (Algeria), he studied at the Ecole normale supérieure and received his PhD in 1980 from the EHESS (Paris). From 1980 to 1988 he was agrégé-repétiteur then maître-assistant at the Department of Social Sciences at the Ecole normale supérieure. In 1988, he moved to the administration of culture, being appointed as Director of Cultural Affairs in Corsica. He went back to the academic world in 1991 when he joined EHESS, first in Marseilles, then in Paris in 2002. He is the author of eleven personal books. He was the chairman of the board of the Mediterranean Youth Orchestra from 1998 to 2014.

Congress speakers & chairs

Learn more about our speakers and chairs on the official ENCATC Congress website: http://blogs.encatc.org/encatccongress/speakers/

Sorin Antohi
Professor, Historian

Călin Dan
National Museum of Contemporary Art
Bucharest, Romania

Kimmo Aulake
Ministry of Education and Culture of Finland

Manuèle Debrinay-Rizos
Aix-Marseille University, France

Alexandru Berceanu
CINETic, Romania

Jean-Cédric Delvainquière
Ministry of Culture, France

Lluís Bonet
University of Barcelona, Spain

Mircea Diaconu
European Parliament

Blanka Chládková
Janáček Academy of Music and Performing Art, Czech Republic

Milena Dragićević-Šešić
UNESCO Chair in Interculturalism, Art Management and Mediation, Serbia

GiannaLia Cogliandro Beyens
ENCATC

Paul Dujardin
Centre for Fine Arts - BOZAR, Belgium

Carmen Croitoru
National Institute for Cultural Research and Training, Romania

Francesca Giliberto
Fitzcarraldo Foundation, Italy and the University of Kent, United Kingdom
Claire Giraud- Labalte  
University of Nantes, France

Marielle Hendriks  
Boekman Foundation, Netherlands

Tanya Hristova  
Gabrovo Municipality, Bulgaria and European Committee of the Regions

Francesca Imperiale  
University of Salento, Italy

George Ivașcu  
Minister of Culture and National Identity, Romania

Tanja Johansson  
Sibelius Academy, University of the Arts Helsinki, Finland

Helen Johnson  
Compendium

Anne Krebs  
Louvre Museum, France

Lotta Lekvall  
Folkteatern Göteborg, Sweden

Tamina Lolev  
Nod makerspace, Romania

Marjo Mäenpää  
CUPORE, Finland

Matina Magkou  
Cultural Manager, Researcher, Greece

Dragos Neamu  
National Network of Romanian Museums and NEMO, Romania

Sergiu Nistor  
Presidential Adviser - Department of Culture, Religious Affairs and Centennial Activities, Romania

Alan Salzenstein  
DePaul University, United States

Savina Tarsitano  
Espronceda Center for Art & Culture, Spain

Effy Tselikas  
Journalist, Greece

Liliana Țurcu  
President of Romanian Cultural Institute

Dea Vidović  
Kultura Nova Foundation, Croatia

Anna Villarroya  
University of Barcelona, Spain

Andreas Wiesand  
European Institute for Comparative Cultural Research (ERICarts)

Alba Victoria Zamarbide Urdaniz  
Waseda University, Japan
On 26 September, the Annual Members forum will welcome members of ENCATC and from our partners the Association of Arts Administration Educators (AAAE) and the Taiwan Association of Cultural Policy Studies (TACPS).

Special access to the Members’ Forum and exclusive exchange of knowledge, methodology and best practice. The first plenary session “Reimagining European Cultural Heritage: the past, ongoing transformations and the(ir) future - whose European cultural heritage?” will include two round tables on the topics of:

- What is emerging on the cultural horizon for Europeans? What are potentially the issues and current challenges shaping it? The point of view of the artists and cultural operators.
- What’s next? What are the future scenarios for cultural policy making?

There will also be a second plenary session with the Compendium group on “A Compendium Perspective on Trends and Transformations in Europe and Beyond. Members’ Forum participants will gain knowledge on current cultural policy trends in Compendium Member States and Compendium’s future development.

Moreover, the Forum is our members’ annual opportunity to shape the future developments of the network, and prepare policy requests for the future of the industry.

This gathering of members from three networks in Europe, Asia and North America is one of the many benefits enjoyed by ENCATC members and its partners. It is a wonderful opportunity for networking and exchange before the official opening on the evening of 26 September and the arrival of all Congress participants. In this convivial setting members can share ideas and find partners for projects and programmes and nurture valuable professional contacts within the network that will lead to new collaborations and exchanges in the future.
Why wait to join our network?

New ENCATC members SAVE 40%

www.encatc.org
On 26 September, renowned researchers in cultural management and cultural policy will lead a programme designed for a new generation of young and emerging researchers on "GLOBAL CULTURAL ENCOUNTERS: Career Building in Cultural Management and Policy Research".

Now in its 11th edition, the Forum will have senior researchers and academics will lead a programme designed for young and emerging cultural policy researchers to advance in their careers and enlarge networks in Europe and beyond.

Participants will exchange research trends, address topical research issues, methodology, professional cooperation, publishing opportunities, online knowledge exchange and collaboration.

After the Forum’s opening it will being with an introduction on “Opening the window to cultural policy and management research - an intercultural and intergenerational dialogue” where three senior members will remind the audience about regional, cultural, disciplinary and generational differences of cultural policy/management research.

Next will follow the sessions: “We all started from there: MA young researchers in cultural policy/governance and management” and “We all started from there: PhD young researchers in cultural policy/governance and management”. Both groups of researchers in different career stages will talk about their work and how they perceive their Research Environment of Cultural Policy/management studies. They will be joined by senior researchers who will share their reactions.

The 2018 e-reader for the Young and Emerging Researcher’s Forum can be found on our website: www.encatc.org/en/events/detail/11th-young-emerging-researchers-forum/programme/

The 3 B’s - tips for a great Forum experience!

1. **BE ACTIVE.** Forum participants that they are precisely that - participants - not observers, let alone passive observers. The Forum is only as valuable as the input shared. Don’t be shy about sharing your ideas in this open environment.

2. **BE OPEN.** This is your opportunity to learn about different ideas and perspectives from across the world! Take advantage of a diverse group of researchers and academics.

3. **BE CURIOUS.** Although it is the “Young and Emerging” Researchers’ Forum, participants will be at different career stages. Regardless of where you stand, we can all learn from one another so don’t hesitate to ask questions!
Sharing Perceptions Experience
A journey to open up our perspectives

Under the main theme “Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations”, ENCATC Congress 2018 invites participants to take an active part in a process that goes from the observation of the context to the sharing of new pedagogical methods.

This Congress is held in Romania, Bucharest. Marked by its geography, its history and its culture, this big city offers in itself a playground that we decided to explore, to put at the heart of our reflections starting with a sequence in immersion.

In three groups, Congress participants will visit three key cultural institutions in the city: CINETic, The National Museum of Contemporary Arts, and Nod makerspace.

CINETic is leading in technological innovation and research in the fields of digital interaction and applied neuroscience in the performing arts. Its knowledge and expertise gained in the field of theatre and film, through research and innovation, are used in interdisciplinary art-science-technology projects.

The National Museum of Contemporary Art in Bucharest is housed in the Palace of the Parliament, one of the largest administrative buildings in the world. Explore the relationship between this building (an ambitious construction from the communist era), today’s museum institution and urbanization.

Nod makerspace is creative hub established in an old factory of the communist era. It has been transformed to be a space for nurturing a dynamic ecosystem, a community made up of designers, inventors, creatives, artists, engineers, freelancers and entrepreneurs.

Museum of Contemporary Arts, and Nod makerspace. During the journey our academic facilitators and local experts will use historical and cultural points of interest to narrate stories and launch questions for reflection.

After the journey, we will join again for a plenary session for Part II. “Time to analyse and to reflect” with breakout discussion groups will happen. In Part III. we will continue to reflect about our observations and remarks with the Congress’ keynote speaker, Professor Jean-Louis Fabiani. Our horizons will continue to broaden even further as the days go on and more knowledge is shared.
Actors in the world of culture, practitioners as well as thinkers, have lived in a rather simple world for a long time. The horizon was quite clear: a better world was possible through the improvement of diverse cultural tools: thanks to a better management, to the definition of clear and homogeneous goals and to a common, albeit vague, conception of Europe, we could use the concept of culture in the singular.

This relative consensus is dead: identity politics and neo-nationalism have imposed the plural. Cultural wars are no longer only symbolic fights. They can be war tout court. We thought that the patient construction of ways of peaceful communication and of a common heritage would lead us to an eternal cultural spring. This is not the case. The necessary recognition of the Other, that was our common goal, tends to be replaced by her silencing. Regretting the past is not a solution.

The current critique of the myth of a homogenous European culture has some positive effects: it forces us to adopt a more reflective way when using tools and concepts that we tended to take for granted. The Bucharest Congress is crucial in envisaging the reframing of our endeavours in troubled times. We can’t consider that Europe is hegemonic in the realm of culture any longer. Other voices exist that claim equal legitimacy, and even more, the deconstruction of the very concept of legitimacy. Europe is no longer the dominant voice, and we must think that it is a very good thing.

For the time being there is neither a new hegemony in sight nor a form of emerging consensus about cultural values. The Global South remains quite heterogeneous while the production centres of cultural industries remain largely in the North, in spite of emerging soft powers. What should we do? As Europeans, we must subtly navigate between two reefs: the temptation of the guilt trip on the one hand; the proliferation of neo-nationalist invented narratives on the other hand. As non-Europeans, we should not only demand equal consideration for our cultural endeavours; we have to invent new forms of production and diffusion that would be in line with the decolonising imperative, and bring real innovation to cultural life and cultural policy. We must say that, at least for the time being, Europeans will not buy the story portraying them as the bad guys in history: in the current conjuncture, the radical “decolonial” view will just increase the level of cultural violence. Some activists are just sorcerer’s apprentices. But we must fight also the discourse of cultural roots that leads to invented traditions and worse, to the spreading of fake news.

If nobody believes that music softens the mores any longer, we should not let it prepare the war. The professionals of culture have a central role in the redefinition of the ways by which we talk together without fighting each other. The European ideal is not obsolete, if only we avoid self-imposed guilt and absurd hatred.

Professor Jean-Louis Fabiani, 2018 Congress Keynote

Share your reactions with us!
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The winner of the 2018 ENCATC Research Award on Cultural Policy and Cultural Management will be revealed on 27 September at the Award Ceremony organised in frame of the 2018 ENCATC Congress.

The Award aims to foster academic and applied cultural policy and cultural management research. It also has the ambition to contribute to new competence building among researchers in comparative cultural policy research. The Award encourages and enables young cultural policy researchers to take a step from evaluative (descriptive) to comparative applied research that can inform policymaking and benefit practitioners active in the field. The Award is devoted to PhD theses which sheds light on contemporary cultural issues and challenges by analysing them and offering policy solutions, and extraordinary contributions for informing policy making and benefiting practitioners active in the broad field of culture.

The 2018 winner will be selected by the Research Award’s international jury. The ENCATC Research Award is the only award recognising research excellence in cultural policy and cultural management.

This year, the three recent PhD recipients in the running for this only international Award recognizing excellence in cultural policy and cultural management research are:

Dr. Francesca Giliberto, 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. Francesca 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).

Dr. Matina Magkou, PhD on “Value and evaluation in international cultural cooperation programmes focus on the EuroArab region” obtained from the University of Deusto in Spain. Matina 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.

Dr. Alba Victoria Zamarbide Urdaniz, 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. Alba Victoria 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.

The winner will receive unique artwork statue designed by Romanian artist Nicolae Stoica. She will also have her work published in the ENCATC Book Series on Cultural Management and Cultural Policy Education (encatc.org/en/resources/book-series/) published by Peter Lang, P.I.E., an international academic publishing group. The ENCATC Book Series exists to foster critical debate and to publish academic research in the field of cultural management and cultural policy as well as to open up a forum for discussions and debate on the topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers. At date, the book series collection includes four titles by previous winners: www.encatc.org/en/resources/book-series/

### Award Ceremony Programme

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<th>Time</th>
<th>Session</th>
<th>Presenter/Title</th>
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<tr>
<td>19:00-19:05</td>
<td>WELCOME</td>
<td>Francesca Imperiale, ENCATC President and Assistant Professor at the University of Salento, Italy</td>
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<td>19:05-19:15</td>
<td>OPENING SPEECH</td>
<td>Tanja Johansson, ENCATC Board Member and Professor, Sibelius Academy, University of the Arts Helsinki, Finland</td>
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| 19:15-19:45| PRESENTATIONS AND EXCHANGES WITH THE 2018 FINALISTS | Francesca Giliberto, 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, PhD on “Value and evaluation in international cultural cooperation programmes focus on the EuroArab region” obtained from the University of Deusto in Spain  
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| 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                                                                 |
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Special offer only for ENCATC Congress participants!
Connect to the most cutting-edge education practices and research

Once again on 28 September, the Education and Research Session is an annual gathering of the international research community. It will provide a unique interdisciplinary environment to get the latest world-class research conducted in the field of cultural management and policy and the most innovative practices in teaching and training.

There will be a focus on the main topic of the Congress, addressing the critical and inclusive views of cultural heritage and its relation with other cultural and creative sectors. The session also includes hot topic issues related to the wider field of cultural management and policy research and education.

After the Congress, authors and presenters of this Research Session will also be invited to submit their work in two ENCATC publications. The first is the ENCATC Journal of Cultural Management and Policy. Launched in October 2011, the Journal’s objective is to stimulate the debate on topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers. The Journal is based on a multidisciplinary perspective and aims at connecting theory and practice in the realm of the cultural sector. Presenters in the Education Session will be invited to submit their papers to the /encatcSCHOLAR, a unique tool for education and lifelong learning on arts and cultural management and policy. Composed of articles, exclusive interviews, case studies, conference reports and more, /encatcSCHOLAR was born to satisfy the growing demand for the latest teaching material from academics, researchers, cultural operators and students in over 40 countries around the world.

The ENCATC Education and Research Session builds on the success of previous edition organised in Brussels (2010), Helsinki (2011), London (2012), Antwerp (2013), Brno (2014), Lecce (2015), Valencia (2016), and Brussels (2017). At date more than 300 researchers and educators from around the world have presented their work.

2018 ENCATC Education and Research Session Documents online:

Abstracts: blogs.encatc.org/encatccongress/abstracts/
Chair and presenter biographies: blogs.encatc.org/encatccongress/presenters/

ENCATC CONGRESS PROCEEDINGS

Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations

PART I. 10:00-12:00

Please note this programme includes only the names of the authors attending the Congress.

**PART I. SESSION N°1:**
From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 202

Chair: Jerry C Y Liu, Graduate School of Arts Management and Cultural Policy, National Taiwan University, Taiwan

*Local creative networks and cultural democracy*
Andrew Ormston, Drew Wylie Projects, United Kingdom

*How peri-urban areas contribute to the Creative Economy. Following up on the strategic development of the creative industries’ ecosystem in South Tyrol (Italy).*
Eleonora Psenner, Eurac Research, Italy

*Landscape as a common good. Tools for its protection and enhancement in a legal and managerial perspective*
Mara Cerquetti, University of Macerata, Italy

*Instrumentality to which end? A case study on the instrumentalization of the German cultural policies*
Ruirui Zhou, University of Hamburg, Germany

**PART I, SESSION N°2:**
Post-colonial and neo-colonial practices in heritage making, management, tourism, and culture-led development programmes

ROOM: 229

Chair: Virgil Stefan Niţulescu, Ministry of Culture and National Identity, Romania

*Malta’s colonial heritage in cultural and tourism management: A critical assessment of post-colonial and neo-colonial policies and practices*
Karsten Xuereb, University of Malta, Superintendence of Cultural Heritage, Malta

*The role of ethical hiring practices in decolonizing the museum*
Rend Beiruti, Avesta Group, United Arab Emirates

*There is no such thing as European values*
Michael Wimmer, EDUCULT, Institute for Cultural Policy and Cultural Management, Austria

*Industrial heritage led Community Regeneration. A New Approach to understanding and Intervention on Industrial Heritage in Post-Socialist Europe.*
Cristina-Lucia Sucala, University of Birmingham, United Kingdom

**PART I, SESSION N°3:**
Understanding heritage as a phenomenon

ROOM: 217

Chair: Alis Vasile, The National Institute for Research and Training, Romania

*Beyond the classical mind-set: The challenge of incorporating diverse musical cultures in Higher Music Education*
Stefan Gies, AEC (Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen) and the AEC Working Groups on Diversity and Learning&Teaching, Belgium

*Heritage, Culture, and the Securitization Paradigm*
Asko Kauppinen, Malmö University, Sweden and Berndt Clavier, Malmö University, Sweden

*Istanbul biennial: a cultural identification arena?*
Melek Feride Çelik, PhD, Art Lecturer, Instructor and Project Coordinator, Freelance, Turkey

*Case study of Philippi Park: The dialogue between the community and public sector through the vehicle of heritage in Philippi’s cultural landscape, presented through a Viable System Model with aim in the continuous sustainability of the region*
Gesthimani Tsouroukidou, Democritus University of Thrace, Department of Economics, Greece
PART I, SESSION N°4:
Cultural management and policy education to tackle the ongoing transformations

ROOM: “Angela 1” (first floor)

Chair: Tanja Johansson, Sibelius Academy, University of the Arts Helsinki, Finland

Educational programmes for the development of entrepreneurial skills across Europe. Does the offer meet needs?
Piotr Firych, Adam Mickiewicz University, Poznan, Poland

The institutionalization of Artistic and Cultural Education in France and its experimentation in the festivals’ sphere
Lauriane Guillou, Sciences de l’information et de la communication, Équipe Culture et Communication, Université d’Avignon, France

Communication between the stakeholders in cultural policies: Case of Cycle Art without Borders, Ivan Meštrović Museums – Meštrović Gallery, Split
Vesna Bulić Baketić, Prokultura – Cultural policies observatory, Split, Croatia

Shifting the Romanian cultural perspective through design and design education to address a transformative society
Alexandra Ghic, ‘George Enescu’ National University of Arts, Romania and Radu Carnariu, Octav Bancila National College of Arts, Romania

PART I, SESSION N°5:
Cultural management and policy education to tackle the ongoing transformations

ROOM: 228

Chair: Marco Mossinkoff, Amsterdam Fashion Institute, Netherlands

Social design thinking as a method for cultural managers (teaching demonstration)
Maria Bäck, Arcada UAS, Finland

Marketing the intangible cultural heritage: exploring consumer’s motivation in attending a theatre performance
Raluca Radoi, The National University of Theatre and Film Bucharest, Romania

Cultural Policies for building an efficient state, cultural, artistic and educational infrastructure for training in arts and culture in lifelong learning
Evgeni Velev, SULSIT University of Library Studies and Information Technologies, Bulgaria

PART I, SESSION N°6:
Cross-sectoral approach to cultural heritage sustainability and heritage-led innovation

ROOM: 223

Chair: Annukka Jyrämä, Estonian Academy of Music and Theatre, Estonia

The unbearable sustainability of cultural heritage: index of cultural heritage sustainability in conflict and war regions
Andrej Srakar, Institute for Economic Research (IER), Ljubljana, and Faculty of Economics, University of Ljubljana, Slovenia

Cultural diplomacy from Lula to Dilma: Brazilian dynamism in the field of International identities
Leonardo de Souza Boy, University of Paris-Saclay, France

Co-creating toward creative ecology in the Cultural Capital of Taiwan - the case of the cultural and creative industries transformation in the Tainan City
Hsiao-Ling Chung, Graduate Institute of Creative Industries Design, National Cheng Kung University, Taiwan

New technologies in performing arts - applications for the fields of cultural marketing and artistic education
Cristina Nichimis, The National University of Theatre and Film, Romania
PART II. 14:15-15:30

Please note this programme includes only the names of the authors attending the Congress.

PART II. SESSION N°1:
From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 217
Chair: Mara Cerquetti, University of Macerata, Italy

Places and people of memory. First World War Heroes’ monuments as heritage landmarks
Anda Becuț Marinescu, National Institute for Cultural Research and Training, Romania

Cultural Cooperatives as Participatory Governance Tool - Reviewing the Idea from East-European Perspective
Svetlana Hristova, South-West University, Bulgaria

From the Schizophrenia of an Identity to a Cosmic ID
Giada Pieri, MED - Mediterranean Explore Diversity, Italy

PART II. SESSION N°2:
From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 202
Chair: Johan Kolsteeg, Groningen University, Netherlands

Local cultural policies for regional revitalization in Japan – Challenge for ‘local and global city’
Kiyoshi Takeuchi, Tottori University, Japan

Using counterfactual thinking to increase organizational resiliency and strengthen cultural placekeeping (teaching demonstration)
Leah Hamilton, University of Kentucky (Arts Administration), United States

International approaches in education to cultural heritage in Global South countries
Simeng Chang, Burgundy School of Business, Université Bourgogne Franche Comté, France

PART II. SESSION N°3:
Cultural management and policy education - Teaching and technology transformations

ROOM: 229
Chair: Michal Lázňovský, Academy of Performing Arts in Prague, Czech Republic

Creative Arts Marketing third edition: Using cases and content face to face and online (teaching demonstration)
Terry O’Sullivan The Open University Business School, United Kingdom and Catherine O’Sullivan, COS, United Kingdom

New technologies in education - tools, needs and digital behaviour
The panel will consist of presentations and discussion on the role of digital tools in the education and practice of cultural management and policy. What are the trends in use of ICT, online social media, software and other digital tools in our field? What do we really use and need? Do we need to teach our students how to control specific apps? Is it the typology of the software currently offered on the market? Is it the philosophy, nature, potential and risks of the digital world? In a close interaction with the audience the panellists will look for some of the answers and further questions and challenges of digitalization relevant for our sector.

Chair: Michal Lázňovský, Academy of Performing Arts in Prague, Czech Republic
Panellists:
Blanka Chládková, Janáček Academy of Music and Performing Art, Czech Republic and Njordur Sigurjónsson, Bifrost University, Iceland

PART II. SESSION N°4:
The evaluation tool for the Congress and the General Assembly

ROOM: "Angela 2" (first floor)
Chair: Pascale Bonniel Chalier, ENCATC Working Group on Evaluation of International and European Transnational Cultural Projects

This panel will discuss about further development of the evaluation of the ENCATC Congress and General Assembly. Each year, this is a core activity of our network and we would like to test and implement a new method to measure this strategic moment and know more about members expectations and satisfaction.
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Poster Exhibition

Your interactive space for sharing, networking, exchanging good practices, and deepening knowledge

The Poster Exhibition invites you to learn about transnational or current policies projects and UNESCO projects. It will be on prominent display during the entire ENCATC Congress with a devoted presentation tom on 28 September from 12:00-12:30.

A wide range of topics will be presented: from intangible cultural heritage, new business models for the cultural sector, virtual reality applications for cultural heritage, audience development, to landscape heritage, and more:

- Qualitative analysis of the organization of the traditional Romanian music festival Trio Transilvian
- Inventing business models in the field of culture: at the crossroads of private and commercial logic
- The Extent Of Community Involvement In The Process Of Conserving Objects With Power: The Case Study Of Heritage Conservation Centre
- Bringing heritage into the classroom: Observing the European Year of Cultural Heritage
- Recycling the terror: Remembering or forgetting strategies in cultural heritage policies
- SoST - Soft skills for the Tourism Management
- Boost to local services in Unesco Heritage Sites of Central Finland
- Creativity and Higher Education: Turning creativity into successful students projects at the Cultural management study programme
- European Heritage Strategy for the 21st Century
- UNESCO – ENCATC Project “Learning on intangible heritage: building teachers’ capacity for a sustainable future”

In this dedicated exhibition space on 28 September you’ll have the time in the programme not only to learn about these different projects, but also engage with the researchers, educators, trainers, and practitioners who have been working on them.
The ENCATC Congress is very honoured to be an important milestone on the route of the FRH "Torch of Heritage and Culture" initiative as it makes its way across Europe this year. An initiative of Future for Religious Heritage, the initiative aims to raise awareness and safeguard the importance of Europe’s rich religious heritage.

The "Celebrating Diversity Ceremony - FRH Torch" will be held on the evening of 28 September in Bucharest. It will be held at the Romanian Athenaeum, the most emblematic building of Bucharest, built in 1888. The city’s main concert hall, it is home of the "George Enescu" Philharmonic and of the "George Enescu International Music Festival".

This venue was selected to host the Torch Initiative as this ceremony during the Congress is held in the frame of the 2018 European Year of Cultural Heritage and because Romania celebrates its Centennial this year. On December 29, 1919, the Atheneum was the site of the conference of leading Romanians who voted to ratify the unification of Bessarabia, Transylvania, and Bucovina with the Romanian Old Kingdom to constitute the Kingdom of Greater Romania.

For centuries, heritage and culture have had a profound effect on our communities and continue to play an integral part in community life today. 2018, the European Year of Cultural Heritage, offers a unique chance to showcase that religious heritage, a legacy from the past but also a resource for the future. The FRH Torch, inspired by the Olympic Torch of Athens, is a memory treasure box containing personal letters from prominent members of the international community (artists, scientists, politicians) and also from European citizens and refugees.

All Congress participants will be invited to contribute their personal memories related to religious heritage and help recognise the value of shared heritage as a symbol of unity on which Europe was built.

The initiative was launched on 8 January 2018, in Leeuwarden, the European Capital of Culture. On that occasion, Peter de Haan, chairman, Church of Huizum in Leeuwarden said: "We live with stories. Stories originate when people get together and pass them on. The churches will always be buildings full of stories. Religious stories, part of religious heritage, but also stories about big or small happenings in the community that are told again and again."

The collected memories from the ENCATC Congress will be presented along with collections from the other Torch events throughout the year to the European Commissioner for Education, Culture, Youth and Sport, Mr. Tibor Navracsics, at the FRH Conference taking place on 11-13 October in Paris.
The ENCATC Congress is an opportunity to learn about another culture! The cultural programming will delight with local traditions and artistic performances for an unforgettable experience of Romania—especially as the country is celebrating its centennial anniversary! We are also delighted this year to have a local artist contribute an artwork to the ENCATC Congress for the 2018 ENCATC Research Award Ceremony.

The proposed programme, consisting of original pieces and transcriptions, reflects technical and expressive possibilities of one of the most popular musical instruments - the cello, and the stylistic diversity that this can express.

violoncellissimo.ro/eng/

VIOLONCELLISSIMO Ensemble

Viloncellissimo will be performing at the 2018 ENCATC Congress. It is one of the most famous Romanian ensembles which developed in the last 15 years. It was founded by the renowned cellist Marin Cazacu who, together with his students, created a new way of promoting chamber music and young talented Romanian musicians.

The performance which took place in George Enescu International Festival in 2001 was a great success. Seven years later Violoncellissimo amazed the public with an unique concert in Romania performed by 60 cellists in the Romanian Athenaeum. They repeated the event on 26th of May 2013 but this time with 100 cellists.

In the last years of activity Violoncellissimo performed in Romania and abroad within important cultural events. The most significant are: the Celebrating Concert of 140 years since the birth of Constantin Brâncuși - in Bruxelles, National Day of Culture, Hope and Homes for Children and UNITER Gala Awards.

Nicolae Stoica

Nicolae Stoica (1961, Bucharest), is a sculptor. In 1996 he graduated from the Academy of Fine Arts Bucharest, Sculpture department.

In 1997 he became a member of the Romanian Artists Union and in 2009 he founded the Cultural Center H.D.U. in Bucharest.

In 2001 he won the Special Prize at the Toyamura International Sculpture Biennale in Japan and in 2006 he received the Romanian Artists Union Award (Ambient section).

He created several monumental artworks and participated in numerous personal and group exhibitions, both nationally and internationally.

For the 2018 ENCATC Research Award Ceremony, he has created a special sculpture for the winner to be announced on the evening of 27 September in Bucharest.
The organisers

The Congress is an initiative of

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<td>Coordinator of Postgraduate Degrees in Arts and Cultural Management</td>
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<td>Cathy</td>
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<td>The Open University, Senior Lecturer in Management</td>
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<td>Julia</td>
<td>Janacek Academy of Music and Performing Arts in Brno, Theatre Faculty, Student</td>
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<td>Pieri</td>
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<td>Transilvania University of Brașov, Associate Prof.</td>
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<td>Raluca</td>
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<td>Jaime</td>
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<td>Alan</td>
<td>DePaul University, Director/Prof-Performing Arts Mgmt/Arts Leadership</td>
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<td>Scripceanu</td>
<td>Geo</td>
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<td>Alexandre</td>
<td>Universidade Estadual de Campinas UNICAMP/SENAC SP, Professor, PhD student</td>
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<td>Srakar</td>
<td>Andrej</td>
<td>Institute for Economic Research (IER) and University of Ljubljana, Assistant Professor, Research Associate</td>
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<td>Esponceda Center for Art &amp; Culture, Artist, co-founder</td>
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<td>Tomus</td>
<td>Ion</td>
<td>Lucian Blaga University of Sibiu, Head, Dept. of Drama and Theatre Studies</td>
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<td>Effy</td>
<td>Freelance, Journalist</td>
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<td>Anna</td>
<td>University of Barcelona, Associate Professor</td>
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<td>Virto Marcilla</td>
<td>Maria</td>
<td>European Cultural Foundation, Manager Funding and Partnerships</td>
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<td>Voinea</td>
<td>Gheorghe Daniel</td>
<td>Transylvania University of Brasov PhD Student</td>
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<td>Vukicevic</td>
<td>Vuk</td>
<td>Center for Study in Cultural Development Director</td>
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<td>Wasowska-Pawlik</td>
<td>Agata</td>
<td>International Cultural Centre Director</td>
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<td>Andreas Joh.</td>
<td>ERUCarts Institute and Network Executive Director</td>
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<td>Wimmer</td>
<td>Michael</td>
<td>EDUCULT, Institute for Cultural Policy and Cultural Management Research &amp; Consulting</td>
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<td>Xuereb</td>
<td>Karsten</td>
<td>Superintendence of Cultural Heritage Policy Manager</td>
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<td>Zamarbide Urdaniz</td>
<td>Alba Victoria</td>
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<td>Zarodňanská</td>
<td>Daniela</td>
<td>Janáček Academy of Music and Performing Arts in Brno Project Manager, Teacher</td>
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<td>Zbranca</td>
<td>Rarita</td>
<td>Cluj Cultural Centre Programme Director</td>
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<td>Zbuchea</td>
<td>Alexandra</td>
<td>SNSPA National University of Political Studies and Public Administration Associate Professor</td>
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<td>154</td>
<td>Zhou</td>
<td>Ruirui</td>
<td>University of Hamburg PhD</td>
<td>DE</td>
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USEFUL INFO

INFORMATION & CONGRESS REGISTRATION DESK
National Library of Romania and the Ministry of Culture and National Identity
Unirii Blvd., no. 22
Bucharest 030833
Romania
Tel. 004 0725 579 069 – INCFC Office

VENUES
The Congress is taking place at two main venues:

-The main venue is the National Library of Romania and the Ministry of Culture and National Identity
Unirii Blvd., no. 22
Bucharest 030833
Romania
*Entrance will be made from Mircea Vodă Boulevard/ Main entrance of the Ministry of Culture

-The Celebrating Cultural Diversity—FRH Torch Ceremony will take place at the Romanian Atheneum - Benjamin Franklin St., no. 1-3, Bucharest 030167, Romania

WIFI AT THE CONGRESS
Wifi access is posted in each room.

TOURIST OFFICE IN BUCHAREST
Address: Universității Square underpass (Pasajul Universității)
Tel: 021 305 55.00, extension 1003
turism@bucuresti-primaria.ro
www.SeeBucharest.ro

CURRENCY
The Romanian Leu is the currency of Romania. The currency symbol is Lei. The currency code for Lei is RON. You can change dollars and euros at the airport or by card at a bank ATM machine. Depending on the bank or exchange office, 1 euro is about 4.7 lei, but it is always advised to check daily conversion rates.

TAXI
If using a taxi, there are several taxi companies operating in the city. Taxis can be summoned by telephone or hailed on the street. Fares per km are posted on driver’s and passenger’s doors.

Taxi services: rates between 1.39 and 3.50 lei / km (price between 6 and 15 euros).
For a free Bucharest taxi fare estimate please visit www.TarifTaxi.ro Fare estimates offered by TarifTaxi.ro are for the shortest route/ normal traffic conditions.
Check the taxi fares and ask the driver to confirm the approximate cost of the ride, if not sure.
As - +40 21 9435
Cristaxi - +40 21 9461
Cobalcescu - +40 21 9451
Fly - +40 21 9440
Leone - +40 21 9425
Meridian - +40 21 9444
Mondial- +40 21 9423
Speed - +40 21 9477
Uber services can also be used and are very reliable.

PUBLIC TRANSPORTATION
Bucharest’s public transportation network includes: bus (autobuz), tram (tramvăi), trolley bus (troilebuz) and subway (metrou). Tickets are interchangeable for the bus, tram and trolley bus, with the exception of express buses. Payments are made only in the national currency.
To find your best options for point to point public transportation or to locate a street in Bucharest please check www.transporturban.ro/en
Buses, trams and trolley buses operate - between 5 am and 11:59pm.
The subway operates - from 5 am until 11 pm.
Tickets/cards must be purchased
beforehand and validated upon boarding. Travelers may be asked to show the validated ticket/card during the trip. Travelers without a validated ticket must pay a 50 Lei (€12.00) penalty (suprataxă).

Tickets or passes can be purchased at any kiosk displaying the RATB logo. Prices range from 1.30 Lei to 5 Lei.

‘The public transport in Bucharest can often suffer unexpected delays.

**AIRPORT**
Most international flights arrive at Henri Coanda Airport (OTP)
Address: Calea Bucureștilor 224
Tel: +40 21 204.12.00 or +40 21 204.12.10
www.BucharestAirports.ro

Transportation from the airport to the center of the city can be made by car (taxi or Uber services) or by bus: 783 Express Line which will leave you at the Unirii Square (Piața Unirii) in the center of Bucharest (as final destination). The 783 Express Line busses run at intervals of 40 minutes and Bus stops are located in front of the arrivals terminal and departure terminal. The magnetic card with two trips costs 7 lei (less than 2 euros – check the link [http://www.ratb.ro/expres.php](http://www.ratb.ro/expres.php)). There are 16 stations to the center (Unirii Square) which is also the end of the Express 783 line. The schedule of this bus ([https://bit.ly/2IIOfwg](https://bit.ly/2IIOfwg)).

**EMERGENCY NUMBERS**
European emergency number: 112

**PHARMACIES & HOSPITALS**
Pharmacies in Bucharest are well stocked and pharmacists are authorized to recommend medication for most (minor) ailments. There are several pharmacies (Farmacie) open 24 hours a day.

Emergency Clinic Hospital
(Spitalul de Urgență Floreasca)
Address: Calea Floreasca, no. 8
Tel: +40 21 317 01 71 or +40 21 317 01 21

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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. 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).
ENCATC EVENTS
Get out your calendar and reserve your place for our next major event!

2018 ENCATC International Study Tour
5-9 November 2018 in Tokyo, Japan

WHEN WILL YOUR INSTITUTION HAVE ANOTHER OPPORTUNITY LIKE THIS?
From 5-9 November in Tokyo, the 2018 ENCATC International Study Tour is designed as an intensive learning programme for professionals who are academics, researchers, cultural operators, creators, decision makers, and artists. They will have the opportunity to learn, from inside, the cultural management and cultural policy in Japan.

The 5-day programme also includes the ENCATC Academy on Cultural Policy and Cultural Diplomacy and Study Visits. Moreover, ENCATC wants to back up recent EU-Japan policy developments to foster international mobility of people and ideas, to allow joint projects between universities and/or cultural organisations based Japan and Europe to flourish, as well as to give participants from different world regions to access to current research trends in Japan, and grow their professional network.

TIMELY WITH MAJOR EU-JAPAN CULTURE & EDUCATION POLICY DEVELOPMENTS
The ENCATC International Study Tour is perfectly timely with the recent European policy development in culture and education. On 6 July 2018, Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport, and Yoshimasa Hayashi, Japan Minister of Education, Culture, Sports, Science and Technology (MEXT), met in Budapest to officially launch the EU-Japan Policy dialogue on Education, Culture and Sport. The meeting was the occasion to launch two new Japan-EU joint initiatives: a joint call for proposals to co-finance consortia of excellent European and Japanese universities, and a short-term staff-exchange programme for EU and MEXT officials to promote peer-learning and boost cooperation. Both initiatives emphasize the importance of people to people contacts within the EU-Japan relations, especially within the framework of the Japan-EU Strategic Partnership Agreement (SPA) which is expected to be signed in the near future.

FIRST SPEAKERS REVEALED
- Tamotsu Aoki, The National Art Center Tokyo
- Paolo Calvetti, Italian Cultural Institute in Tokyo
- Bernard Catrysse, Arts Flanders Japan
- GiannaLia Cogliandro Beyens, ENCATC
- Carla Figueira, Goldsmiths, University of London
- Mari Kobayashi, Department of Cultural Resources, University of Tokyo
- Gerald Lidstone, Goldsmiths, University of London
- Nancy Snow, Kyoto University of Foreign Studies, Japan
- Mitsuhiro Yoshimoto, Arts Council Tokyo and NLI Research Institute

DEEPEN KNOWLEDGE TO ADVANCE YOUR ACTIVITIES ON
- European Perspectives on Japanese Cultural Policy, Relations & Diplomacy
- Japan’s Cultural Policy & Practice
- Japan’s Cultural and Creative Industries
- Doing Cultural Diplomacy in Japan
- Tokyo as a world city, its cultural policy, Tokyo’s cultural programme and 2020 Olympic Games
- Promoting cooperation between EU and Japanese universities

SPECIAL RATES FOR MEMBERS!
Open to any who wish to attend!
Members of ENCATC, AAAE & TACPS benefit from 20% discounts.
Visit us on the web for more information and to register!
blogs.encatc.org/internationaltour/
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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!

ENCAT 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 confidence.

ENCAT 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.

/encaScholar
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 classroom and in the field.

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 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!

ENCATC video series
Our YouTube channel is rich with more interviews with leading thinkers and influencers. Useful to launch classroom discussions and complement your existing teaching material.
JOIN THE NETWORK

Together we have the power to make the education and cultural sectors stronger and more sustainable!

Influence
Shape the sector and European policy on cultural management and policy education by engaging with UNESCO, the Council of Europe, EU institutions, and national, regional and local governments.

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Subscription to the latest developments in culture and education.

Resources
Get exclusive access to the ENCATC bibliography database with more than 1,000 titles, the Members’ Handbook to find trusted partners and experts, and the online Members’ Platform.

Savings
Enjoy a 20% discount to ENCATC events.

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www.encatc.org/en/members/apply-now/

2018 ENCATC CONGRESS PARTICIPANTS CAN SAVE 40% ON NEW MEMBERSHIP!

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500€
300€

ASSOCIATE MEMBER:
330€
198€

SUPPORTING MEMBER:
550€
330€

INDIVIDUAL MEMBER:
200€
120€
ENCATC IS THE LEADING 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.

ENCATC holds the status of an NGO in official partnership with UNESCO, of observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

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