



ENCATC

The European network on cultural management and policy

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9th ENCATC International Study Tour to Morocco

Casablanca and Marrakesh: 2 Cities, 2 Different
Perspectives of Arts and Culture

Casablanca
10-11 June 2019
Marrakesh
12-14 June 2019

An initiative of:



In partnership with:



les trois plumes asbl

With the support of:



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ENCATC has produced this e-brochure to reduce our carbon footprint! We suggest you download it to your smartphone or tablet before arriving to Morocco.

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PRESENTATION

For its 9th edition of our popular annual international study tour, we will bring you in two incredible cultural cities: Casablanca and Marrakesh.

Started for the first time in New York City in 2013, the ENCATC International Study Tour aims to foster international exchanges of ideas, projects, and best practice among participants coming from different world regions. This year it will be a unique and intensive experience will be provided through discovery with special focus on aspects of development in Morocco. As we will be in the two cities of Casablanca and Marrakesh, participants will benefit from gaining two very different perspectives of arts and culture.

During the **first day of the visits in Casablanca**, participants will discover the **urban jungle and its rich cultural and urban heritage**. The development of Casablanca coincides with pioneering research in space planning. In this sense, the city has been a true experimental laboratory. The visits will reveal a hybrid aesthetic called Neo-Moorish, resulting from the mix of Art Nouveau, Art Deco and Bauhaus styles and local architectural know-how. The walking tour will be an opportunity to show the coexistence of the three monotheistic religions in the old medina of Casablanca and the rehabilitation of certain places of worship in cultural spaces.

This first day ends with the visit of the art gallery CARRÉ CRÉATEURS, a gallery founded by artists Caroline PEYRON & Hakim DAOUDI, is located in the heart of the hip district of the Golden Triangle. This visit offers the opportunity to discover the universe of talented artists, but also to exchange with them about the influence of the world of finance in the listing of art in Morocco.

Continuing in **Casablanca**, during this **second day of the visits**, it is about presenting **Moroccan cultural policy** by highlighting its spheres of influence, its privileged partnerships, but also its history: The Maghreb in the Arab world (link with Dubai, Turkey and formerly Egypt...), the African policy led by Mohammed VI, but also the complex relationship that Morocco has with France: What is the place of French alliances in the Moroccan cultural landscape? The impact of colonization? And then, the major European cultural projects on Moroccan territory?

To contextualize this cultural debate, it is interesting to decipher the social reality of the country: the relationship to art in education, protest, and Islam. In this context, we can, among other things, address the issue of the language: highlighting the divide between the French-speaking elite and the Arab-speaking majority and thus, explain the underlying issues of the government's Arabization policy, or in contrast, present how the music scene the Darija dialect has been appropriated to free speech, and the Tifinagh language (Berber language) which was belatedly recognized as an official language has become a symbol of reclaiming identity.

We will also listen **civil society actors who will present their cultural practices**. This second day ends with a visit to L'UZINE, a multidisciplinary cultural and artistic space dedicated to the creation, the transmission and the meetings between the public, the artists and creation. It is also a question to honor the artists who question norms, move the lines, and take risks... We will look at angles like: Is social injustice the engine of creative anger? Which structures accompany alternative artistic forms? What censors? What transgressions?

During **this third day of visits** we will be in **Marrakesh** where participants will discover the Yves Saint Laurent Museum and the magnificent Majorelle Garden. These visits are an opportunity to return to the **close links that have been woven between the international art scene and the "ocher city" of Marrakech** (in reference to the red color of a large part of his buildings and its houses). . This is a true love story that has transformed Marrakech into a glamorous city in which the stars and creators of Europe and Africa rub shoulders.

During this **fourth day in Marrakesh**, the participants **will be able to discover the traditional "souk"** of the mythical place of Jemaa el-Fnaa, a square and marketplace in Marrakesh's medina quarter (old city) to the industrial zone of the creators designers of Sidi Ghanem. The focus will be on design and its relationship with traditional crafts. We will also **meet with local gallery owners and artists**. How can tradition and modern business mix and help one another? How is Morocco's rich knowledge of artistic craftsmanship and know-how being promoted abroad? What are the implications for local artists? For local economic development?



Finally, the **last day of visits** will include a visit to the Museum of Contemporary African Art, MCAAL, another meeting with local artists, as well as an Artist Residency.

This exciting 5-day programme has been made possible thanks to the design and implementation **Géraldine Bueken** from *les trois plumes* asbl and **Manuèle Debrinay-Rizos** who have served on the International Study Tour's Scientific Team.

To offer a rich and innovative learning experience before, during, and after the study tour, participants will **gain access to unique learning material** thanks to our **partnership with Med Culture** that will contribute to deepening their experience about Morocco as well as the Arab region.

For a second time, we are partnering with the **World Leisure Organisation** to assist in the dissemination of this ENCATC initiative as well as to bring networking opportunities between members of the two organizations.

The study tour is also made possible thanks to the support and co-funding received from the **Creative Europe programme of the European Union**. ENCATC is very proud to have this strong partnership and the recognition of the European Union to value the work ENCATC does.

MEET DISTINGUISHED SPEAKERS

The 9th ENCATC International Study Tour is a unique opportunity to meet with leaders and influencers in cultural management and cultural policy: **Batoula Bencheikh**, Stylist; **Bouchra Bendany**, Board Member

of the "Dante Alighieri" Institute in Casablanca; **Dounia Benslimane**, Development & Partnerships at Racine Association; **Martin Chénot**, Director of the French Institute in Casablanca; **GiannaLia Cogliandro Beyens**, ENCATC Secretary General; **Björn Dahlström**, Director of the Yves Saint Laurent Museum in Marrakech; **Kenza Sefrioui**, Editor and journalist at "En toutes Lettres"; and **Samba Soumbounou**, Cultural mediator & project leader at "Casamemoire"

TOUR AT A GLANCE

- 9 June in Casablanca: Arrival of the participants
- 10 June in Casablanca: **"Urban Jungle"**
- 11 June in Casablanca: **"Insight into cultural policy in Morocco"**
- 12 June in Marrakesh: **"The Place to Be, Part 1."**
- 13 June in Marrakesh: **"The Business of Tradition"**
- 14 June in Marrakesh: **"The Place to Be, Part 2."**

WHO IS THIS STUDY TOUR FOR?

The 2019 ENCATC International Study Tour has been designed for academics, researchers, cultural operators, representatives from local, regional, and national governments, artists, policy makers, students, and the wider public interested in gaining knowledge and unique access to cultural institutions in Morocco. Thanks to this activity, participants will also expand their international cultural relations,

establish partnerships in Morocco, learn from leading experts, and grow their international network!

SCIENTIFIC TEAM

Géraldine Bueken, Writer - TV Author - Editorial Manager, and Media Expert for *les trois plumes* asbl

GiannaLia Cogliandro Beyens, ENCATC Secretary General

Manuèle Debrinay-Rizos, Professor, speaker, consultant in politics, diplomacy and cultural management, and Cultural expert Creative Europe 2014-2020.

9 KEY BENEFITS WAITING TO BE UNLOCKED

For you

Explore a vibrant cultural country - Get to know Morocco with special access to major cultural institutions

Receive first-hand knowledge - Learn from leading experts and practitioners

Leave inspired - Get the latest trends and practices happening in the cultural field right now in this important world region

Expand your professional contacts - Network and share your experiences with other participants from ? North Africa, Europe and beyond

Gain access to a rich and updated bibliography - Have at your finger tips the most relevant sources on cultural policy and management in Morocco

For your institution

Develop collaborations and ties - Meet with representatives from universities, art organisations, and cultural companies

Find partners - Share your project ideas to find partners in Morocco

Professionalise your staff - Bring back best practice and cases to be shared with colleagues

Raise the profile of your institution - Present your institution to an international audience



SPOTLIGHT

The present data has been produced with the assistance of the European Union. The contents of the data published under the present country profile are the sole responsibility of Med Culture Technical Assistance Unit and can in no way be taken to reflect the views of the European Union.

OVERVIEW OF THE CULTURE SECTOR IN MOROCCO



LEGISLATION AND FUNDING

LAW 22.80 DATED DECEMBER 25, 1980 ensures the conservation and protection of Moroccan cultural heritage by regulating the registration and documentation of Historical monuments, sites, inscriptions, art pieces, and antiques.

Draft reform submitted by the Ministry of Culture, dated June 3, 2013, to the General Secretariat of the Government.

THERE ARE TO DATE TWO LEGISLATIVE TEXTS MANAGING THE “AFFAIRS” OF ARTISTS:

THE STATUTE OF ARTISTS of Aug. 25, 2016

Law No. 68-16 on the Artist and the Arts and Crafts (August 25, 2016) Sets the conditions of exercise of these trades, the terms and criteria for granting and withdrawing the artist's card and the professional card of technicians and administrators of artistic performances.

THE COPY-RIGHTS of Feb. 15, 2000

The Communication Department of the Ministry of Culture and Communication, oversees the implementation of Law No. 2.00 on Copyright and Neighboring Rights (February 15, 2000)



MOROCCO has ratified the UNESCO conventions in 2005 for the promotion and protection of the diversity of cultural expression & for the 2003 convention for safeguarding of intangible cultural heritage

RABAT was included in the UNESCO World Heritage List in June 2012



Cultural enterprises are subject to VAT rate of 20% (i.e. movie theatres, galleries, etc.)
1- Except self-entrepreneurs, cooperations and associations of public utility.
2- There is a reduced rate of VAT at 10% (instead of 20%) for works of art.



Art and cultural associations are subject to the tax law provided for all other private companies, and so they do not benefit from any tax exemption.



The sale of books is exempt from VAT.



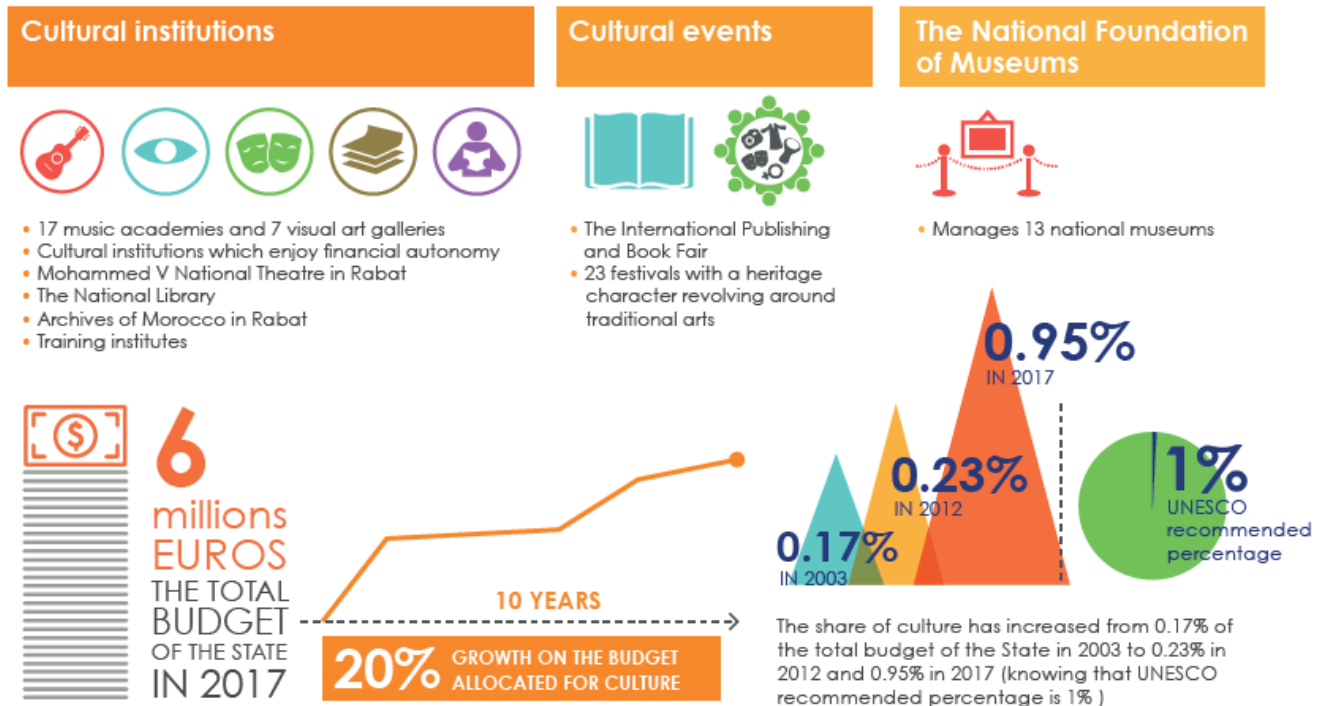
There is no law on sponsorship that would encourage donations to the art and cultural sector



Freedom of expression and creation is still fragile, and there were recent cases of censorship and prohibition of cultural and art events

The Ministry of Culture is the main source of funding for culture in Morocco. It is the only party offering support programs for the fields of music, theatre, dance, book, publishing, visual arts, and cultural associations.

THE MINISTRY OF CULTURE SUPERVISES:



Many sponsors are enabling the realisation of cultural and art events in Morocco i.e.



INFRASTRUCTURE

The big majority of structures are located in the big cities



of the structures (association, union, public and private structures ...) and places of creation, training and dissemination, all disciplines combined, are located in the axis

TANGIER-RABAT-SALÉ-KÉNITRA-CASABLANCA-MARRAKECH

31.6% Books, Publishing and Public Reading Sector
14.2% Music

12.7% Cinema
12.4% Visual Arts
9.0% Theatre

There are more places of dissemination and creation than places of training.



69
THEATRE



103
TRADITIONAL
MUSIC



294
MODERN
MUSIC



86
AUDIO-VISUAL



98
CLASSIC AND
CONTEMPORARY
MUSIC



484
PUBLISHING



92
ARCHITECTURE
AND HERITAGE



114
PHOTOGRAPHY



29
GASTRONOMY



828
BOOKS



20
DANCE



45
FASHION

- The House of Culture of the city of El Hajeb (east central Morocco) is a great example of the operation of a public body attached to the Ministry of Culture
- The EAC L'Boulevard association has allowed for the emergence of the new music scene in Morocco thanks to the L'Boulevard festival for young musicians
- The Darja Space (Casablanca) In 2016, professionals in contemporary dance published a manifesto calling for "the implementation of a public policy of culture that offers efficient tools to support and accompany dancers and

choreographers of today, and tomorrow, in the formation, creation and dissemination of their works "

- The February 20, 2011 movement: New cultural spaces that promote the proximity and democratisation of access to culture have opened their doors in Casablanca, with the support of private foundations (L'Uzine, Center Les Etoiles de Sidi Moumen)
- The associations in the suburbs are more and more dynamic and at the origin of various initiatives (Agadir, Azrou, Tiznit, Oujda ...)

■ GENERAL AUDIENCE

A national survey on the cultural practices of Moroccans was conducted in 2016 by the Racines association. Results on www.culturalpractices.ma



There is no survey on the cultural consumption and practices of Moroccans



Low demand and willingness to pay for culture by the public



Low engagement of youth in culture



Raised awareness of the importance of arts & culture is needed both at school and in the media

CIVIL SOCIETY:



Dialogue between civil society and the State is gradually developing "Etats Généraux de la Culture au Maroc" within the framework of the event 'National Forum on Culture in Morocco' organised by the Racines association.

The 3rd edition is scheduled for November 2018 under the theme "Cultural Policies in Regions"

MUNICIPALITIES MANAGE:



**CULTURAL
FACILITIES**



**MUNICIPAL
LIBRARIES**



The amount of funding for local authorities depends on the budget of each municipality and municipalities are under no legal obligation to fund culture



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DRAFT PROGRAMME
(last update 06/06/2019)

SUNDAY 9 JUNE - CASABLANCA

Start	End	Programme Details
19:00	19h30	Welcome and official opening of the Study Tour by GiannaLia Cogliandro Beyens , ENCATC General Secretary
19:30	22:00	Get-together dinner with the participants

MONDAY 10 JUNE – CASABLANCA: “URBAN JUNGLE”

Cultural Guide of the day: *Mr. SAMBA SOUMBOUNOU*, cultural mediator, sociologist, guide of the house of the Memories will guide us in the discovery of this Urban Jungle!

9:30		Get together at IBIS City Center Hotel
10:00	13:30	STUDY VISIT N°1 Guided tour of Casablanca: management of the city's heritage and introduction to the Casablanca urban policy
13:30	15:30	Networking lunch in presence of a local cultural guest Location: restaurant SQALA
15:30	18:00	Free time with suggestions coming for cultural activities
18:00	19:00	STUDY VISIT N°2 Visit of the CARRÉ CRÉATEUR art gallery and meeting with artists
20:30	22:00	Networking Dinner at the restaurant: La taverne du dauphin

TUESDAY 11 JUNE – CASABLANCA: "INSIGHT INTO CULTURAL POLICY IN MOROCCO"		
9:30		Get together at IBIS City Center Hotel
10:00	10:30	Welcome and introduction to the role and activities of the French Institute in Morocco
10:30	11:00	Introduction to Morocco's Cultural Policy followed by Q&A session <u>Presentation by:</u> Ms Kenza Sefrioui , editor and journalist at <i>En toutes Lettres</i>
11:00	12:00	Promoting European arts and culture in Morocco the role of EUNIC and its CLUSTER IN CASABLANCA: mission, projects and impact. Mr Martin Chénot , Director of the French Institute in Casablanca Mrs Bouchra Bendany , Board member of the "Dante Alighieri" Institute in Casablanca
12:00	12:30	Talks with a representative from the civil society in Morocco Ms Dounia Benslimane , Association Racines
13:00	15:30	Networking lunch at the French Institute
15:30	17:30	STUDY VISIT 3 L'UZINE
20:00	22:00	Networking Dinner at the restaurant: ZAYNA in the Habous district (traditional Moroccan restaurant with gnaoua music)
WEDNESDAY 12 JUNE – MARRAKESH: "THE PLACE TO BE PART 1"		
9h00		Get together at the entrance of train station "CASA VOYAGEURS"
9:35		Departure from Casablanca to Marrakech
12:30		Arrival. Participants check into their hotels. Free time

14:00	15:30	STUDY VISIT N°4 Yves Saint Laurent Museum Björn Dahlström, Director
15:30	17:30	STUDY VISIT N°5 and STUDY VISIT N°6 Jardin Majorelle and Musée Berbère Björn Dahlström, Director
19:00		Free evening
THURSDAY 13 JUNE – MARRAKESH: “THE BUSINESS OF TRADITION” Cultural Guide of the day: Ms. BATOULA BENCHEIKH , <i>stylist and creative, will guide us in the discovery of Marrakesh!</i>		
9:45		Get together at Hotel Dellarosa
10:30	12:30	STUDY VISIT N°7 Visit of Sidi Ghanem industrial zone and a stroll around several emblematic creators' places
13:00	14:00	STUDY VISIT N°8 Visit of the traditional “souk” of the mythical place of Jemaa el-Fnaa
14:30	16:00	Lunch at La Pergola
16:30	18:00	STUDY VISIT N°9 Visit of the Foundation Dar Bellari
18:30	19:30	STUDY VISIT N°10 Guided tour of the Riad Yima Gallery
19:30		Free evening
FRIDAY 14 JUNE – MARRAKESH: “THE PLACE TO BE PART 2” Cultural Guide of the day: Ms. BATOULA BENCHEIKH.		

9:15		Get together at Hotel Dellarosa
10:00	12:30	STUDY VISIT N°11 Visit to the Museum of Contemporary African Art, MACAAL
12:30	15:30	Lunch and meeting artists from Tahannaout and Marrakesh at Al Maqam
16:00	18:30	STUDY VISIT N°12 Visit of Al Maqam Artist Residency and visit of the places and workshops of painter Mahi Binebine and others
19:00		End of the International Study Tour

STUDY TOURS (at date 28.05.2019)



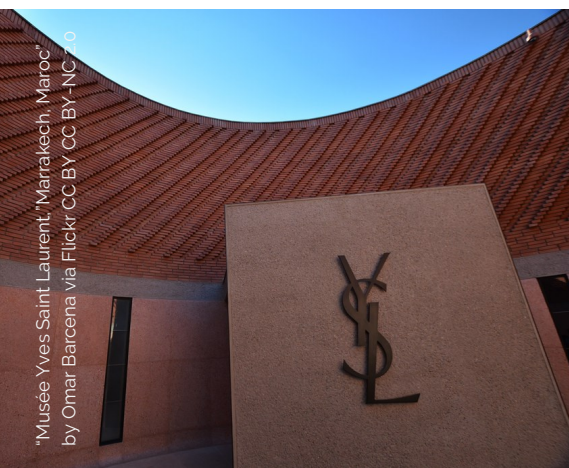
CARRÉ CRÉATEUR

Carré Créateur in **Casablanca** is a place of creation by the creators with a focus on fashion, art and design.



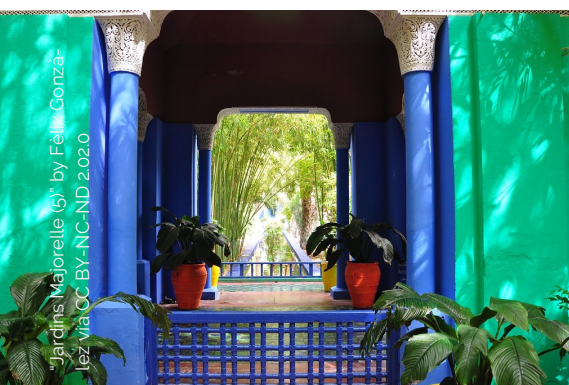
L'UZINE

L'UZINE is a multidisciplinary cultural and artistic space dedicated to the creation, the transmission and the meetings between the public, the artists and creation. It has as missions to offer: a space of expression through art and culture; a work space (reflection, rehearsals, creation) to artists (music, dance, theater, photography, cinema, comics); a space of diffusion to the Moroccan and international creation; a space for meetings and exchanges around creation; members workshops, internships, meetings with experienced artists and professionals, and master classes. Located in the heart of Aïn Sebâa, the Uzine cultural space allows through its actions, whether broadcast or transmission, to decompartmentalize the neighborhood and open on the territory of Casablanca through culture and culture. <http://luzine.ma/luzine-quest-ce-que-cest/>



YVES SAINT LAURENT MUSEUM

Fifteen years have gone by since the last Yves Saint Laurent runway show at the Centre Pompidou and the closing of the couture house that bears his name. Located very near the Jardin Majorelle – acquired by Yves Saint Laurent and Pierre Bergé in 1980 – the musée YVES SAINT LAURENT marrakech occupies a new 4,000 m² building. It includes a 400m² permanent exhibition space devoted to the work of Yves Saint Laurent and designed by Christophe Martin. The museum also includes a hall for temporary exhibitions, a research library with over 5,000 volumes, a 140-seat auditorium, bookshop and terrace café. The facade of the building appears as an intersection of cubes with a lace-like covering of bricks, creating patterns that recall the weft and warp of fabric. As with the lining of a couture jacket, the interior is radically different: velvety, smooth and radiant. <https://www.museeyslmarakech.com/en>



JARDIN MAJORELLE IN MARRAKESH

The Jardin Majorelle in Marrakesh is one of the most visited sites in Morocco. It took French painter Jacques Majorelle (1886-1962) forty years of passion and dedication to create this enchanting garden in the heart of the "Ochre City". In the garden path turns unexpectedly, revealing a building with Moorish charm, with a hint of Art Deco, painted in astonishingly vibrant primary colors, glowing with an intense blue the artist perceived in the Atlas Mountains. Be soothed and enchanted by the harmony of this luxuriant and vivid imagery, which issues a delicate summons to the senses, offering a calming retreat

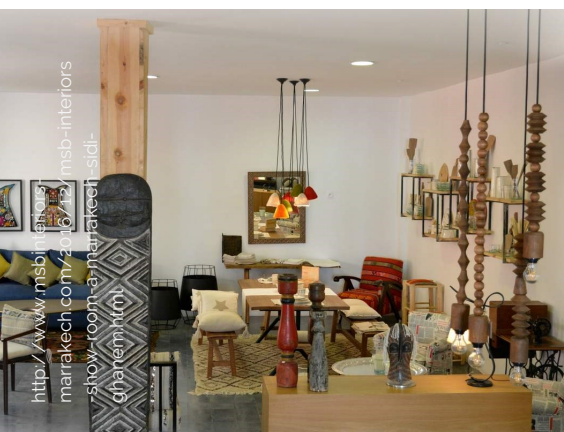
near, and yet so far from the bustling city, sheltered from time by high earthen walls. <http://jardinmajorelle.com/ang/>



Berber woman, 1921, Jacques Majorelle
<http://jardinmajorelle.com/ang/introduction-to-berber-culture/>

MUSÉE BERBERE

In his speech on March 9, 2011, echoing the founding of the Royal Institute for the Amazigh Culture in 2001, His Majesty the King Mohammed VI evoked the "plurality of the Moroccan identity, united and rich with the diversity of its branches, and at the heart of which is Amazigh, the heritage of all Moroccans." The new Moroccan constitution, adopted in July 2011, rendered official the Amazigh language. It was in this context that the Jardin Majorelle finalized a long anticipated project and opened its Berber Museum. There are three sections: (1) Know-how, both tangible and intangible, which transforms a great diversity of raw material into artefacts for daily or ceremonial use. (2) Sets of jewels that illustrate age-old beliefs and knowledge. (3) A sense of grandeur expressed in costumes, weapons, weaving and decorated doors. All these objects invite the visitor to appreciate the beauty of Berber art across rural Morocco. They testify to the rich diversity and creativity of this culture. <http://jardinmajorelle.com/ang/introduction-to-berber-culture/>



<http://www.msbinteriors.com/marrakech.com/2016/12/msb-interiors-show-room-a-marrakech-sidi-ghanem.html>

SIDI GHANEM

Due to lack of space in Marrakech, many craftsmen have taken up residence in Sidi Ghanem, allowing them to find the necessary space to link workshop and showroom. Today the industrial district of Sidi Ghanem offers to meet a large number of craftsmen in many areas, such as: Furnishing, decoration, household linen, garden furniture, candles, lighting, objects, bedding, wrought iron, porcelain, leather goods... But also other brands for clothing, transport, air conditioning, food, even cars.



Jemaa el-Fnaa in the evening, looking toward the Medina and the covered souk. G. BY-SA 3.0

"SOUK" IN MARRAKESH'S MEDINA QUARTER (OLD CITY)

The traditional "souk" in mythical place of Jemaa el-Fnaa, is situated in a square and marketplace in Marrakesh's medina quarter (old city) is during the day predominantly occupied by orange juice stalls, water sellers with traditional leather water-bags and brass cups, youths with chained Barbary apes and snake charmers despite the protected status of these species under Moroccan law. As the day progresses, the entertainment on offer changes: the snake charmers depart, and late in the day the square becomes more crowded, with Chleuh dancing-boys (it would be against custom for girls to provide such entertainment), story-tellers (telling their tales in Berber or Arabic, to an audience of locals), magicians, and peddlers of traditional medicines. As darkness falls, the square fills with dozens of food-stalls as the number of people on the square peaks. The square is edged along one side by the Marrakesh souk, a traditional North African market catering both for the common daily needs of the locals, and for the tourist trade. On other sides are hotels and gardens and cafe terraces, and narrow streets lead into the alleys of the medina quarter.



FOUNDATION DAR BELLARJ

Dar Bellarj Foundation Marrakech is located in the oldest district of Marrakech, close to Ben Youssef Madrasa. This foundation aims to promote the living culture in the medina: transmission of knowledge, appropriation of traditions,... It organises concerts (Sufi music, among others), performances, workshops (theater, calligraphy, music ...), and exhibitions. Among the exhibitions: adobe construction, the art of stucco, colors and scents, Ashura, the Agdal Gardens and the water, embroidery. If many cultural institutions have claimed to bring culture to people who are poor, the strength and originality of the Foundation is to have understood that that was the essence of Moroccan culture was more related to traditions, at oral practices, original and modern, it was essential to recognize, value. Better aware that cultural activities can not ignore the social realities, the Foundation argues, for example, initiatives such as the Albassar Association which works to screen for cataract among craftsmen. <http://riadaguaviva.com/dar-bellarj-foundation-marrakech/>



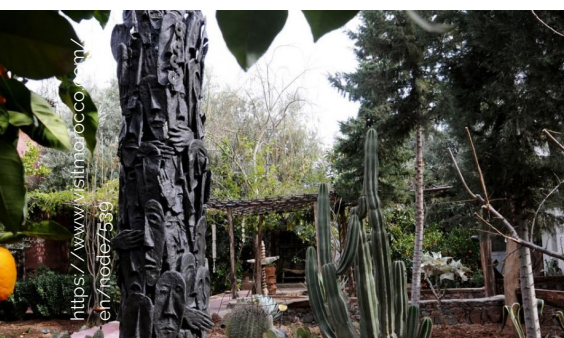
RIAD YIMA GALLERY

Hidden on the medina just in the spices place Rahba lakdima, Riad Yima is a spectacular labour of love that took three years to complete, with every detail very carefully made by the artist's hand. The artist Hassan Hajjaj acquired an old house in Marrakesh, gutted and rebuilt it into a jewel riad which is transformed recently into Boutique Gallery and Tea room. The Riad features his artwork, furniture design and products. Fusing east and west, his works range from witty photos of Arab life to recycled furniture made from African advertising signs. Hajjaj's work encompasses a wide range of techniques and fields. He designs and produces furniture as well as clothes for fashion. <http://www.riadyima.com/>



MUSEUM OF AFRICAN CONTEMPORARY ART AL MAADEN (MACAAL),

The Museum of African Contemporary Art Al Maaden (MACAAL), Marrakech is dedicated to the promotion of African contemporary art through its continuous support for leading artists from Morocco and neighbouring countries and the public display of their works. The museum's collection, consisting of digital art, painting, sculpture and video, illustrates the Fondation Alliances' commitment to providing universally accessible contemporary art, while supporting cultural development in Morocco. Its mission is to disseminate, educate, and popularise art in Morocco and within the continent, namely among younger audiences. <http://macaal.org/en/>



TAHANNAOUT ARTIST RESIDENCY

Here artists-painters, sculptors, designers, musicians, writers and poets like to meet to share their feelings of the world and to seek together how better to understand it to make it even more beautiful. It is here that they also find refuge and that they can rest in small bungalows which are not spartan despite their modest appearance, but which are the authentic testimony of the work of the hand of the man and the 'artist'. <https://lnt.ma/al-maqam-a-tahannaout-petit-coin-de-paradis/>



@ENCATC_official #ENCATCinMorocco



@ENCATC #ENCATCinMorocco

MEET DISTINGUISHED SPEAKERS



Batoula Bencheikh, born in Taфраoute, Amazigh region in southern Morocco, graduated from ESMODE school in Rabat. She began her professional career in swimsuit design and lingerie before achieving her childhood dream: launch of her "Gan Yan" brand. Through her chic, glamorous and timeless creations, she reflects the symbiosis of her plural cultures from which she draws her inspiration. For her, clothing is a vector of exchange between cultures. It carries with it the local fabrics and the local customs and habits: "I consider the dress as a crossroads of various influences, I like to bring to the local authenticity, the techniques and the esthetics of elsewhere". "Gan Yan" is the story of our humanist values, which means in Amazigh: "we are all the same".



Bouchra Bendany is a Board Member of the "Dante Alighieri" Institute in Casablanca.



Dounia Benslimane is a medical doctor (2003) who dedicated herself to cultural activism and management. In 2010, she co-founded Racines in Casablanca (Morocco) and is currently its Development & Partnership Director. From 2011 to 2013, she was in charge of the programming and management of "La Fabrique Culturelle des anciens abattoirs", an independent contemporary arts space in Casablanca. Dounia is a member of several cultural NGOs in Morocco, Africa and Europe. She produced many reports and studies on cultural policies, artistic freedom and cultural management for the British Council, Freemuse, MedCulture, Istanbul Bilgi University. She obtained the European Diploma on Cultural Projects Management of Marcel Hicter Association (Brussels, Belgium) in 2014. She is an Alumna of the International Visitors Leadership Programme of the US Department of State (2017).



Martin Chénot directed Ensap (National School of Architecture and Landscape) of Bordeaux from 2012 to 2017. Architect DPLG, Martin Chénot is also an urban planner. He began his career as an architect in various agencies then moved to the areas of urban planning and development. In 2000, he became urban architect of the State. After a year of training at the École Nationale des Ponts et Chaussées and the Ecole des Hautes Etudes de Chaillot, he was appointed in 2001 to the Rhône-Alpes Region's Environment Department. From 2006 to 2012, he directed the Ensa (National School of Architecture) of Saint-Etienne. From September 2017, he is the Director of the French Institute in Casablanca. Martin Chénot is also the author of the book "A day of walking on the Lauzes trail" (2001).



GiannaLia Cogliandro Beyens, has been since 2004 the Secretary General of ENCATC, the European network in the field of cultural management and policy. She is also the administrator of the Thomassen mobility programme and serves on several boards. With more than 20 years experience in international relations, GiannaLia is an expert in advocacy, cultural policy and strategic management, in particular in the context of international cultural organisations. Former Policy Officer of the Cultural Forum of EURO CITIES, the network of major European cities, she successfully designed and coordinated several transnational and cross-sectorial projects in the field of culture and education. GiannaLia was Secretary General of the Association of the European Cities of Culture of the year 2000 set up in 1996 by the European Commission. Journalist since

1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission she wrote 10 Reports on social European policy and a major study on the European Cities of Culture for the year 2000. Educated at the University "La Sapienza" in Rome, GiannaLia holds a Degree in Political Sciences - International Relations, a M.A. in European & International Career Studies and a M.A. in European Constitution. GiannaLia was trained for six months at the European Commission and at the Italian Institute for Foreign Trade, ICE, in Brussels.



Björn Dahlström is Director of the Yves Saint Laurent Museum in Marrakesh. Born in Casablanca in 1975, Björn Dahlström is an art historian and museologist (École du Louvre, Paris). Between 2000 and 2007, he is in charge of programming at the Museum of Modern Art in Luxembourg (Mudam, architect, Mr. Pei) with his director Marie-Claude Beaud. He is curator of the exhibition "Air conditioned" of the artist Su Mei Tse who receives the lion of gold for the best national participation in the 50th Venice Biennale in 2003. In 2008, he accompanied the sports equipment manufacturer Puma in his new sponsorship policy for contemporary art in Africa. In 2010, the Majorelle Garden Foundation solicited him to ensure the scientific coordination of the new Berber museum in Marrakech which he is now the curator. Meanwhile, for Pierre Bergé, he participated in the restoration of the House of Emile Zola near Paris and directs the project Dreyfus Museum which will open in 2019 in the park of the house of the writer. In 2015 he was appointed director of the museum YVES SAINT LAURENT marrakech which opened its doors to the public in October 2017, in the immediate vicinity of the Majorelle Garden.



Kenza Sefrioui is a cultural journalist, literary critic and publisher. She has held the literary column in the *Journal hebdomadaire* from 2005 to 2010 and collaborates with Tel Quel and www.economia.ma. She did a PhD dissertation on comparative literature at the University Paris IV-Sorbonne on the magazine *Souffles (1966-1973), espoirs de révolution culturelle au Maroc*, (Éditions du Sirocco, Grand Atlas Award 2013). She has also co-directed *Casablanca œuvre ouverte*, augmented edition of *Casablanca, fragments d'imaginaire* with a second volume, *Casablanca poème urbain* on contemporary writings in Casablanca (Le Fennec, 2013). Co-founder of the publishing house *En toutes lettres* et cultural activist, she is the author of an investigation on the book in Morocco, [Le livre à l'épreuve, les failles de la chaîne au Maroc](#) (En toutes lettres, 2017) and co-author with Leïla Slimani of the book *Casablanca, nid d'artistes* (Malika editions, 2018).



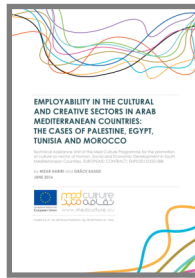
Samba Soumbounou holds a master's degree in Sociology and Philosophy at the University of Nouakchott in Mauritania and a Master in Cultural and Artistic Engineering at Hassan II University in Casablanca. Passionate about history, architecture and heritage, he has been project manager for several years within the association Casamemoire in Casablanca. Cultural mediator in several projects and cultural and artistic heritage tours and volunteer Guide-Ombudsman on Heritage from Casablanca. Samba Soumbounou is a member of several associations and is concerned about the question of the transmission of cultural and heritage values to young audiences especially those in outlying areas. Samba is interested in sociological and anthropological questions about the city of Casablanca.

RESOURCES

USEFUL REPORTS & PUBLICATIONS FROM OUR PARTNER MED CULTURE



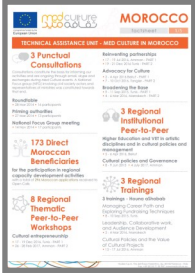
[Morocco Country Report](#) (in French)



[The status of higher education & VET](#)



[The social and economic impact of culture-the FES festival for world sacred music](#)



[Morocco Facesheet](#)



[Higher education and training in cultural management and cultural policies](#)



[Manual in Project Design and Management](#)



[Skills, Competences and Needs—Working in the Cultural Field in the Arab Region](#)

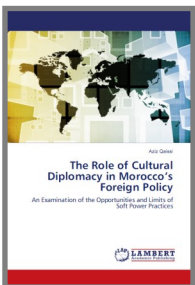


[Employability in the cultural and creative sectors in Arab Mediterranean countries](#)



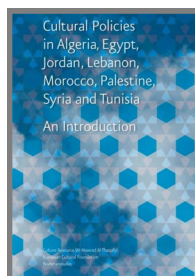
[Shift, Shape and Share, an Experiment in Cultural Development](#)

MORE USEFUL PUBLICATIONS



[The Role of Cultural Diplomacy in Morocco's Foreign Policy: An Examination of the Opportunities and Limits of Soft Power Practices"](#)

Aziz Qaissi



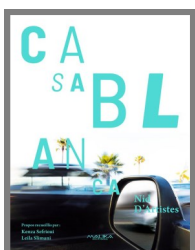
[Cultural Policies in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Syria and Tunisia](#)

Collective work



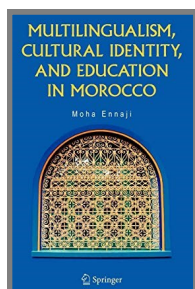
[Les politique culturelles en Régions](#)

Association Racines



[Casablanca, nid d'artistes](#)

Leïla Slimani et Kenza Sefrioui



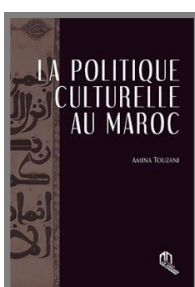
[Multilingualism, Cultural Identity, and Education in Morocco](#)

Moha Ennaji



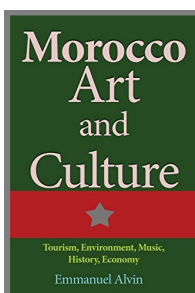
[Résidences artistiques](#)

Institut français du Maroc



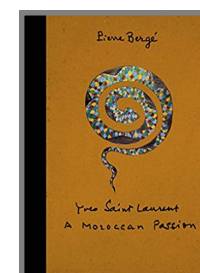
[La Politique culturelle au Maroc](#)

Amina Touzani



[Morocco Art and Culture: Tourism, Environment, Music, History, Economy](#)

Emmanuel Alvin



[Yves Saint Laurent: A Moroccan Passion](#)

Pierre Bergé

USEFUL LINKS

ARTISTIC ACTIVITIES

Art Map

<http://www.artmap.ma/> (Available in French only)

The cartography artmap.ma is an inventory listing the structures, infrastructures, artists, operators, professionals of the artistic and cultural field in Morocco and the diaspora.

ARTISTIC EXPRESSION

Site-in

<http://www.site-in.net/> (Available in English and French)

As part of the "Taqafa Mouwatina" project, one of the flagship activities is the creation of a trilingual citizen expression platform (AR / FR / ENG) called Site-in. Its vocation is to set up a platform of expression and a forum for free and open debate through a wide range of themes (Politics, Society, Economy, Culture, Echoes of Regions, NAPADI, and then Site-in Junior). One of the other objectives of this approach is to raise public awareness, to observe and evaluate public development reforms and policies.

CIVIL SOCIETY

Arterial Network

<http://www.arterialnetwork.org/search?search=morocco>

Arterial Network is a dynamic Pan-African, civil-society network of artists, cultural activists, entrepreneurs, enterprises, NGOs, institutions, and donors active in Africa's creative and cultural sectors. Its five core focus areas to support the arts are advocacy (through the Artwatch Africa project), capacity building, market access, knowledge management and information dissemination.

CULTURAL DEVELOPMENT

Presentation of projects from the Alliances Foundation

<http://macaal.org/wp-content/uploads/2018/03/Pr%C3%A9sentation-Fondation-Alliances-EN-Compl%C3%A8te.pdf>

The Alliances Foundation is a not-for-profit association whose mission is to support the cultural development of the Kingdom of Morocco by launching flagship programmes, with the support of networks of experts.

CULTURAL POLICY

Les pratiques culturelles des marocains

<http://pratiquesculturelles.ma/> (Available in French only)

This survey, measures the cultural practices of Moroccans, and identifies a set of activities of cultural consumption or participation related to intellectual and artistic life. The present study of Moroccan cultural practices, contains a "battery" of indicators, both those based on aesthetic values and social behaviors involved in the definition of lifestyles: reading, cultural infrastructure (theater, cinema) , museum ...), the use of audio-visual means and new technologies, but also amateur practices (theater, dance ...).

UNESCO

Morocco UNESCO profile

<https://en.unesco.org/countries/morocco>

Here you can gain information and statistics on Morocco by the UNESCO institute for Statistics on topics such as education, culture, literacy as well as useful reports, facts and figures, projects and activities,

Morocco UNESCO World Heritage

<https://whc.unesco.org/en/statesparties/ma>

Learn more about Morocco and its properties inscribed on the World Heritage List as well as sites on the Tentative List.

LIST OF PARTICIPANTS (at date 28.05.2019)

The International Study Tour is designed for a small group to ensure the quality of the experience and meetings with local cultural operators. We're almost at capacity! Reserve one of the final places to secure your attendance.



LAST NAME	FIRST NAME	INSTITUTION	JOB TITLE	COUNTRY WHERE INSTITUTION IS BASED
Beyens	Emmanuel	- - -	Artist	Belgium
Beyens	Marie-Laure	Cartier	Head Perfums	Belgium
Cogliandro Beyens	GiannaLia	ENCATC	Secretary General	Belgium
Colbey	Samuel	Opera De Lyon	Dancer	France
Feuga Benslimane	Clémentine	- - -	Consultant	Morocco
Ivanisevic	Nansi	ProKultura—Observatory of Cultural Policy	President	Croatia
Jenkins	Maria	Universidad De La Salle*	M.R.	Costa Rica
Kaliterna	Mejra	ProKultura—Observatory of Cultural Policy	- - -	Croatia
King	Ian	Professor of Aesthetics and Management	University of the Arts, London	United Kingdom
Oanca	Alexandra	University of Amsterdam	Postdoctoral Researcher	Netherlands
Ortega	Cristina	3Walks	Director	Spain
Salzenstein	Alan	DePaul University	Director/Prof-Performing Arts Mgmt/ Arts Leadership	USA
Schramme	Annick	University of Antwerp / Antwerp Management School	Professor	Belgium

TRAVEL INFORMATION

Please read this information carefully.

What's included under practical information?

- Registration & Registration Fee
- Visa Information
- Local Transportation
- Hotel Suggestions
- Frequently Asked Questions
- Contact Information

REGISTRATION & FEES

The registration fee to attend the ENCATC International Study Tour does **not include travel, accommodation, subsistence, or other incidental costs.**

ENCATC is not a mobility grant provider and does not provide travel grants. For mobility grants we invite you to check out the [On The Move](#) website.

For members of ENCATC and WLO Check if you are an ENCATC member here	220 EUR
For the General Public (all those not ENCATC or WLO members)	310 EUR
Discount for 2 people coming from the same institution (price is listed per person)	150 EUR
Discount for young professionals under age 28 years old	200 EUR
Train ticket package This package is to help the group move more easily together for local transportation and train travel from Casablanca to Marrakesh. Any remaining funds will be returned to the participant.	120 EUR



[REGISTER HERE](#)



PLACES ARE LIMITED. REGISTRATION IS OPEN UNTIL PLACES ARE FILLED OR UNTIL 02 June 2019.

VISA INFORMATION

ATTENTION! Visa regulations and costs are subject to change and should always be checked with you travel agent, airline or local Morocco embassy before travelling.

For more information on visas for Morocco and has useful links: http://www.travel-exploration.com/page.cfm/Visa_Requirements.

LOCAL TRANSPORTATION

For those who purchase the Train ticket package (120 EUR), ENCATC will organise local transportation and train travel between Casablanca and Marrakesh. Participants are strongly encouraged to have this package as it will make it easier to move the group together.



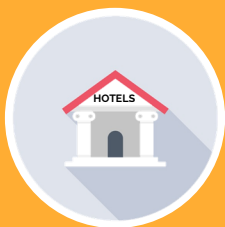
REGISTRATION &
FEES



VISA
INFORMATION



LOCAL
TRANSPORTATION



HOTEL SUGGESTIONS



FREQUENTLY ASKED QUESTIONS



CONTACT

HOTEL SUGGESTIONS

- [Ibis Casablanca City Center](#)
- [Dellarosa Hotel in Marrakesh](#)
- [Tempoo Hotel in Marrakesh](#) (16 minutes by foot from the Dellarosa hotel)
- [Farah Hotel Marrakesh](#) (8 minutes by foot from the Dellarosa hotel)

FREQUENTLY ASKED QUESTIONS

How can I have more information about the Study Tour and consult the programme?

We invite you to visit the [ENCATC Study Tour webpage](#) that has more information and the updated programme.

Is cost of travel, accommodation and subsistence covered by the fee?

The registration fee to attend the ENCATC Study Tour in Morocco does not include travel, accommodation, subsistence, or other incidental costs. ENCATC is not a mobility grant provider and does not provide travel grants. For mobility grants we invite you to check out the [On The Move](#) website.

What is the local currency and exchange rate?

The local currency in Morocco is the Moroccan Dirham. Information about exchange rates can be found on the [XE Currency Converter](#) or many other online currency exchange websites.

How can I stay up to date on the latest developments?

Subscribe to [ENCATC's mailing list](#) to make sure you receive regular updates.

Will there be simultaneous translation?

The working language of the 9th ENCATC International Study Tour is English. Simultaneous translation will not be available.

How can my institution become a member of ENCATC?

Unlock the terrific benefits already enjoyed by more than 150 prestigious member institutions in over 40 countries. Information about [membership and the online application form](#) can be found on our website.

CONTACT

For questions about the programme and logistics, please contact:

GiannaLia Cogliandro Beyens
ENCATC Secretary General

DISCLAIMER

Personal information (name, address, email, etc.) is intended only for the express purpose of organising the event. This information may, therefore, be disseminated electronically or on paper and conferred to other participants in the interest of facilitating communication among them. Should you prefer your e-mail address not to appear in any documents, please write to info@encatc.org. Members, participants, experts and stakeholders, engaged in or attending ENCATC activities, expressly authorise ENCATC, unless legally established otherwise, to make free use of the photographs and recorded material bearing their image. 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 website, partner websites and social networks. They also accept that their names and institutions are included in the participation list provided to other participants. There is no obligation for ENCATC to request prior authorization, and no compensation will be provided (ENCATC Internal Rules 6.3. Image Right).

ABOUT ENCATC

Established in 1992, ENCATC is an independent network of more than **150 member institutions** in **over 40 countries** active in education, training and research in the broad field of cultural management and policy.

Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies, and technology.

Our members are higher education institutions, training centres, cultural organisations, consultancies, public authorities and artists who make an impact on cultural management and policy as well as the education of students and life-long learning of cultural managers worldwide.

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

Start your path to membership today: www.encatc.org/en/members

Membership benefits



Develop and update the curricula, models and teaching methodology in your programmes in relation to current trends and perspectives in Europe and beyond



Validate your knowledge and results with other colleagues



Find suitable partners for your ideas and to develop international projects



Explore the rich European and international practice in cultural management training and learning



Promote your own training programmes around Europe and beyond



Receive 30% discount to attend all our **learning opportunities** (e.g. Academy, International Study Tours)



Access the ENCATC online international bibliography including at date more than 1,500 references



Receive one-year subscription to our monthly PRAXIS e-magazine for students and young professionals



Receive quick and regular updates (ENCATC Flash) in the field of cultural policy and management on publications, helpful toolkits, mappings and strategy papers in your sector, opportunities for partnerships on projects and research



Enhance your organisation's visibility outside your own country by joining our labelling programme

... and much more!

4

types of membership

FULL MEMBERSHIP (500€) is for higher education institutions and training centres providing recognised education and training programmes on cultural management and policy.

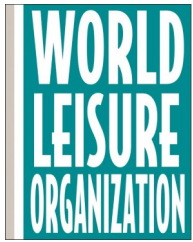
ASSOCIATE MEMBERSHIP (330€) are organisations, institutions and networks playing a major role in the field of education and culture.

INDIVIDUAL MEMBERSHIP (200€) is accepted on ad hoc basis for artists and educators, trainers, and cultural managers not currently affiliated to any institution or organisation.

SUPPORTING MEMBERSHIP (550+€) is for associations, companies, etc. willing to support our organisation, activities or

ABOUT OUR STUDY TOUR PARTNERS

IN PARTNERSHIP WITH:



The **World Leisure Organization** is a world-wide, non-governmental association dedicated to discovering and fostering those conditions best permitting leisure to serve as a force for human growth, development and well-being. Founded in 1952, World Leisure Organization is a world-wide, non-governmental association of persons and organizations dedicated to discovering and fostering those conditions best permitting leisure experience as a force for human development and well-being. Access to meaningful leisure experience requires adequate shelter, education, employment and fundamental health care as preconditions. Yet, more is required for improving quality of life and the realization of human potential. This happens through the joint efforts of policy makers, leisure professionals, leisure scholars and researchers, and our public and private sector program providers. <http://worldleisure.org/>

IN PARTNERSHIP WITH:



Med Culture is a 5-year (2014-2018) regional programme funded by the European Union to accompany partner countries in south of the Mediterranean in the development and improvement of cultural policies and practices related to the culture sector. The approach is consultative/participative and takes place in partnership with civil society actors, ministries, private and public institutions involved in culture as well as other related sectors. Med Culture curates the design and implementation of priority-based actions identified through wide consultations both with national authorities, civil society actors, as well as International organisations, and regional EU-funded programmes. The countries involved are Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Tunisia, Palestine, and Libya with the exception of Syria where cooperation is currently suspended until further notice from the European Commission. Med Culture's ultimate goal is to pave the way towards the development of institutional and social environments that will confirm culture as vector for freedom of expression and sustainable development. www.medculture.eu

IN PARTNERSHIP WITH:



les trois plumes asbl

Les trois plumes asbl is a narrative incubator specializing in publishing and audiovisual, and promoting North-South creative, cultural and educational collaborations. The association, founded in Brussels in 2005 by Chantal Léonard, a youth editor, currently gathers a group of authors, producers, illustrators and teachers from Belgium, France, North Africa and Africa, all united around the same passion for positive stories: convinced that fiction is a formidable tool to fight against stereotypes and racism. The members of the association came together to promote the emergence, development and dissemination of stories capable to promote building bridges and looking for common ground, but also to give rise to new utopias. Over the last 10 years, the association has, among other things, published books, organised events, and designed and produced various media programmes in collaboration with Unicef, the King Baudouin Foundation, the Nike Foundation, and the WBI, while pursuing, in parallel, its permanent work of scouting and accompanying young talents.

Géraldine Bueken: Media expert

Contact : g.bueken@gmail.com

<https://www.linkedin.com/in/geraldinebueken/>

WITH THE SUPPORT OF:



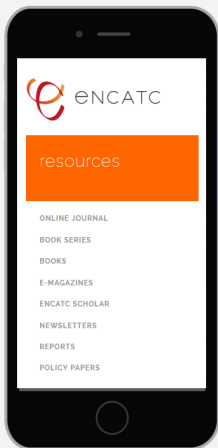
Co-funded by the
Creative Europe Programme
of the European Union

Creative Europe is the EU programme to support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion¹ for 2014-2020, it supports tens of thousands of artists, cultural and audiovisual professionals and organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry. The funding allows them to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity. <http://ec.europa.eu/programmes/creative-europe/>

ENCATC RESOURCES

Our publications designed for your cultural management and policy needs

Your trusted resources any time,



Never miss a beat!

All of our ENCATC resources are all available in one place and in easy to use in e-formats.

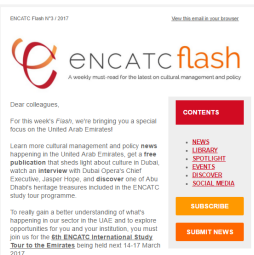
Learn more and visit us on the web at:
encatc.org/resources



ENCATC interview series

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

WEEKLY



ENCATC Flash

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

MONTHLY



ENCATC News

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



ENCATC Praxis

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

TWICE-YEARLY



/encatcSCHOLAR

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

YEARLY



ENCATC Journal of Cultural Management and Policy

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



ENCATC Book Series on Cultural Management and Cultural Policy Education

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



Conference Proceedings

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



ENCATC video series

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

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

ENCATC is the European network on cultural management and policy. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalize the cultural sector to make it sustainable, and to create a platform of discussion and exchange at the European and international level.

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Avenue Maurice 1
1050 Brussels,
Belgium

T +32 (0)2 201 29 12
info@encatc.org
www.encatc.org



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