

AGENDA

PROGRAMME

ENCATC Academy on sustainable cultural management and policy
24-27 April - Santander, Spain

DAY 1 / 24 April 2023

 Venue: Palacio de la Magdalena

Morning

Participants' arrival in Bilbao or Santander

16:00
18:00

Guided visit to the Cultural highlights of the city. Perspective of Tourism and Cultural polices, and their potential to transform a city.

20:00

Welcome reception and **Welcome speech** by the Mayoress of Santander, Miriam Díaz Herrera, and explanation of "why in Santander".

DAY 2 / 25 April 2023

 Venue: Palacio de la Magdalena

09:30– 09:40

Welcome and official opening of the Academy

Gerald Lidstone, Goldsmiths; University of London (VIDEO)

09:40 – 10:00

Introduction to the ENCATC Academy and presentation of the programme

GiannaLia Cogliandro Beyens, ENCATC Secretary General

10:00 – 11:00

Group practical exercises

Chaired by Ian King, Institute Marangoni and Parsons (New York) part of New School

11:00 – 11:30

Coffee break

11:30 – 12h:30

Lecture on Sustainable cultural Tourism policies

Miriam Díaz Herrera, Deputy-Mayoress for Tourism, Trade and Institutional Relations/Empresa Municipal de Turismo – Public company for Tourism of Santander

12:30 – 13:00

Debate with participants

Animated by Ian King, Institute Marangoni and Parsons (New York) part of New School and Herman Bashiron Mendolicchio, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona, Spain

13:00 – 15:00

Lunch and networking time

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15:30 – 17:00	Study visit 1: MUPAC Museum of Prehistoric Art. From the past to the future. Presentation of the Future Museum.
17:00 – 17:30	Debate with participants Animated by Ian King, Istituto Marangoni and Parsons (New York) part of New School and Herman Bashiron Mendolicchio, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona, Spain
17:30 – 20:00	Free time
20:00 – 22:00	Networking dinner Venue: Casino de Santander. TBC

DAY 3 / 26 April 2023

 Venue: Palacio de la Magdalena

9:30 - 10:30	Lecture on Environmental Sustainability in the Digital Age of Culture by Julie's Bicycle (via streaming) The digital age is one of the most pivotal and rapid transformations in human history. Digital technology is fast transforming arts and culture, bringing with it a multitude of creative possibilities and opportunities for audience engagement. This briefing report explores digital transformation and its environmental and social costs. It considers how the cultural community can make the most of the opportunities that digital transformation brings, whilst understanding the consequences of our decisions.
10:30 - 11:00	Debate with participants Animated by Ian King, Istituto Marangoni and Parsons (New York) part of New School and Herman Bashiron Mendolicchio, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona, Spain
11:00 - 11:30	Coffee break
11:30 - 12:30	Environmental Sustainability in the Digital Age of Culture: from theory to practice by Julie's Bicycle (via streaming) In this session Julie's Bicycle will draw on new data, insights and case studies of good practice to support the arts and cultural sector to navigate environmental impacts and opportunities in the emerging digital landscape. The following aspects will be addressed: <ul style="list-style-type: none">• Environmental considerations and digital technology's carbon footprint• Data and projections for energy use in the digital industry• Good practice case studies from artists and organisations• Recommendations for planning and measuring impact

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12:30 – 13:00	Debate with participants Animated by Ian King, Istituto Marangoni and Parsons (New York) part of New School and Herman Bashiron Mendolicchio, Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation, University of Barcelona, Spain
13:00 -15:00	Lunch and networking time
15:30 – 17:30	Study visit 2: Creative Industries in Santander: Study Visit and talks with the local artists and creators to learn about their practices in embracing sustainability in their work. Visit to Odette Álvarez Atelier. Animated by GiannaLia Cogliandro Beyens
17:30 - 20:00	Spare time/ Visit to local art Galleries
20:00	Networking dinner at local restaurant & museum Bodega El Riojano

DAY 4 / 27 April 2023

 Venue: Centro Botin

9:30 - 10:30	Lecture on International cultural relations in the Digital Age of Culture By Carla Figueira, Goldsmiths University of London
10:30 - 11:00	Debate with participants Animated by Carla Figueira, Goldsmiths University of London
11:00 - 11:30	Coffee break
11:30 - 12:30	Lecture on International cultural relations in the Digital Age of Culture: from theory to practice: 3 examples from the sector Case study 1. Archivo Lafuente, Reina Sofia. Case study 2. Proyecto Pereda. Banco Santander. Case study 3. TBC
12:30-13:00	Debate with participants Animated by Carla Figueira, Goldsmiths University of London
13:00 -15:00	Lunch and networking time
15:30 - 17:30	Study Visit 3: Centro Botín, an example of Urban Transformation through Culture Infrastructure. Experiencing art and legacy Presentation of the Center by the Director and group discussion on the public private partnership policy of the museum, and on the role of museum in city branding / make Santander an attractive city destination
17:30-18:00	Conclusion of the Academy and discussions / feedback from participants GiannaLia Cogliandro Beyens, ENCATC Secretary General