



ENCATC

The European network on cultural
management and policy



2023 ENCATC Academy

on sustainable cultural
management and policy

*Learn, co-create, and share for
sustainable futures*

**24-27 April 2023
Santander, Spain**

TABLE OF CONTENTS

- Together for sustainability through culture.....3**
- Pillars.....4**
 - Educating, Collaborating, Empowering.....4
 - Towards a sustainable future.....4
- 2023 Academy at a glance5**
- Discover Santander.....6**
- The Palacio de la Magdalena.....7**
- Insights from past Academy attendees.....8**
- Partners9**
- Agenda.....11**
 - Day 1.....11
 - Day 2.....11
 - Day 3.....12
 - Day 4.....13
- Speakers.....14**
- Study visits.....17**
 - Archivo Lafuente.....17
 - Odette Álvarez Atelier.....17
 - Centro Botín.....17
- Practical information.....18**
 - Key dates.....18
 - Language.....18
 - Participants.....18
 - Fees for participation.....18
 - Location and venues.....19
 - Hotel recommendations.....19



TOGETHER FOR SUSTAINABILITY THROUGH CULTURE

Dear Prospective Participant of the 2023 ENCATC Academy,

The desire, and the need, to become more sustainable in how we understand, organise and live culture has never been stronger. But how can this be achieved? Sustainable cultural management and policy has many facets, and embraces different approaches from both theoretical and practical perspectives.

In this context, over the last ten years ENCATC has developed its Academy as an invitation to join a journey - the complex, evolving and vital journey towards a sustainable future that requires participation from diverse groups. Over four days, committed and dedicated participants from across the cultural sectors come together to gain inspiration from experts, discover new approaches to incorporating sustainability into their practice, and share with each other the questions and insights that can enable progress.

This year, we will gain inspiration from Santander, a city dedicated to celebrating its heritage while imagining new forms of sustainable culture and tourism, and from our setting in the renowned Palacio de la Magdalena. Through lectures, case studies, and practical exercises, we will work together to forge new connections and engage in collaborative learning, based on the shared commitment that a sustainable future requires a pluralistic vision. We will enjoy special access to the city's most important, beautiful and innovative cultural sites, including Renzo Piano's Centro Botin, and the rarely-opened Archivo Lafuente, and to the community of artists and creative professionals leading the city's drive for sustainable culture and tourism.

Thanks to our sector-leading partners, who are leaders in the fields of education and sustainability, we offer a unique and high-quality programme: educational partners Goldsmiths University of London and Julie's Bicycle provide the most up-to-date and respected training in sustainability available to cultural professionals; the Network of European Museum Organizations (NEMO) connects museums committed to sustainability and digital transformation; the City of Santander, an important centre for culture and leisure in Spain, offers its wealth of resources dedicated to the Academy's purpose of creating new visions for sustainable futures.

So join us in Santander, 23 to 27 April 2023, for the next step on our journey. Together we will:

- **share and co-create** knowledge for the future generation of cultural actors
- **develop new competencies and practices** for cultural managers and actors
- **build an ongoing network** of educators, researchers, students, artists, cultural professionals, policy representatives, and join the Academy Alumni.

We are looking forward to meeting you in Santander in April. **Register now!**



GiannaLia Cogliandro Beyens
ENCATC Secretary General

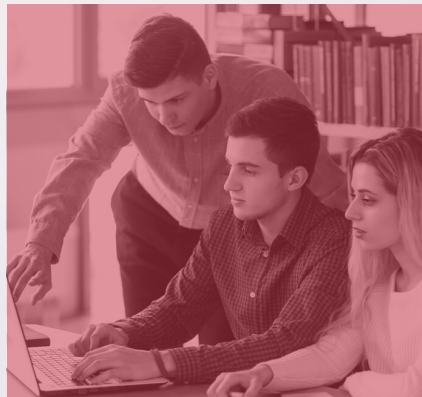
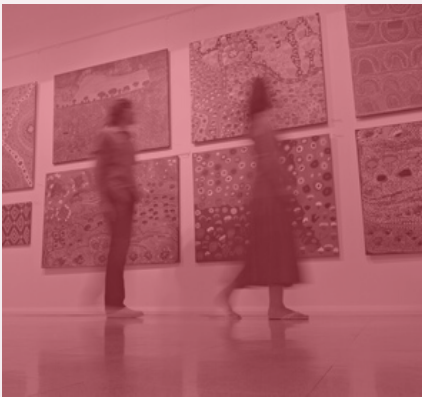


Gerald Lidstone
ENCATC President
Goldsmiths, University of London
United Kingdom

EDUCATING, COLLABORATING, EMPOWERING

At the ENCATC Academy, the cultural management and policy community comes together to learn and adopt new approaches, actions and policies. Born from the desire to help academics and cultural actors embed sustainability in their practice, the Academy is now the leading annual event for educators, researchers, managers and practitioners who wish to create sustainable futures through culture. We facilitate exchange and insight through our central pillars:

- Enhancing knowledge, skills and competences in the field of sustainable management and policy.
- Exchanging mutual learning and sharing good practices for educators and practitioners.
- Energizing the cultural management & policy community to be a key actor in a sustainable future.



TOWARDS A SUSTAINABLE FUTURE.

Since 2011, ENCATC has been developing its [Green Policy](#), prioritising sustainable goals working with key players and initiatives, such as the Climate Heritage Network. Collaboration and cooperation are at the heart of our vision of sustainability, and in this context the Academy is a central element in **bringing together diverse actors in the efforts for climate resilience**.

The work of the ENCATC Academy **goes far beyond the days of the event itself**. By stimulating peer learning, the exchange of best practices, and shared reflections on challenges and their potential solutions, **the Academy sets the foundations for ongoing endeavours by cultural institutions, academics and individual professionals**, enabling productive connections for further collaborations. Participants in the Academy will always leave not only with more knowledge than before, but also with much more potential for effective and successful initiatives.

WHAT TO EXPECT

- **Lectures and seminars** from leading experts in sustainability in the cultural sector
- **Case studies** designed to develop essential skills
- **Group practical exercises** to consolidate knowledge and encourage discussion
- **Debates** to promote experience sharing with lecturers and other participants
- **Study visits** to enable hands-on experiences
- **Networking** opportunities to forge connections and build relationships

WHO IS THE ACADEMY FOR

- **Educators** seeking to embed sustainability in their programmes
- **Researchers** in the cultural sector with an interest in sustainability
- **Masters** and **PhD students** in cultural management, policy and related fields
- **Artists** and **practitioners** interested in sustainable practices
- **Cultural actors** including leaders, managers and operators
- **Policy representatives** from local, regional, national, European and international organisations
- **All those interested in and committed to** sustainability through culture

KEY TAKEAWAYS

- **Learn about the latest advances** in sustainable cultural policy and management
- **Gain or expand awareness** of the multiple dimensions of sustainability in culture
- **Acquire knowledge** on how sustainability and resilience best apply to cultural activities
- **Get acquainted with the cultural actors** that make the sustainable transition possible
- **Network:** build and expand relationships with like-minded professionals from the cultural field
- **Enhance your expertise** in the digital environment and sustainable external relations



DISCOVER SANTANDER: A LEADING CITY IN SUSTAINABILITY AND CULTURE



Santander's approach to sustainable culture and tourism offers inspiration for innovation in the sector. Through key strategic initiatives for culture and tourism, Santander is facing the new challenges that local communities face in terms of climate change, and **has prioritised the goal of sustainability in its future planning.**

The Cantabrian capital is transforming its approach to historical, cultural and urban heritage, adopting a series of innovations designed to promote sustainable tourism and look to the challenges of the future while preserving the legacy of the past. Academy participants will have an exclusive opportunity to work with the artists and creators driving innovation in this city of culture. We will enjoy unique access to the Centro Botín, the flagship cultural space designed by Renzo Piano, and the Archivo Lafuente, an exceptional collection rarely open to the public.

At present, Santander is experiencing a moment of change and evolution thanks to the creation of **new projects** such as the Centro Botín and the Cultural Ring in the city centre that joins up the main cultural points of the city. The Palacio de la Magdalena, the most renowned and beautiful building in the city, offers its exclusive educational space to explore its living heritage. Also, in July 2021, the **ENAIRE Collection of Contemporary Art** was inaugurated in the Naves de Gamazo. In the near future, the **Museo de Prehistoria y Arqueología de Cantabria (MUPAC)** will move to its new premises in Puerto Chico.

In this way, the city has managed to reinvent itself and become transformed into a city that is highly attractive not only for tourism, but also commercially and administratively, ranking as **one of the most important centres for culture and leisure on the Cantabrian Coast**. Built on hills above the coast, its marina, harbour and its steep slopes or "pindias" characterise it in a special way, contributing to its **unique personality, full of contrasts**. In recent years, the city has also become an important **cultural reference point**, thanks to an intensive agenda which every year attracts large numbers of visitors.

Join us to discover the dialogue between heritage and innovation in this unique city, with special access to its most important cultural sites and to the artists and creatives working on its vision of a sustainable future.

(Source: Office of Tourism of Santander).

THE PALACIO DE LA MAGDALENA

A VENUE TO INSPIRE

The Academy will take place at the **majestic and renowned Palacio de la Magdalena**, Santander's most beautiful and historic venue. The Palacio is an ideal setting to bring together cultural actors from all over Europe and the world to **learn, inspire, and be inspired**.

Surrounded by parks on a peninsular overlooking the Bay of Santander, the Palacio is an iconic landmark and symbol of the city. La Magdalena's eclectic architectural style, collection of early twentieth-century art, and beautiful gardens provide a rich backdrop for reflection on the relationship between **cultural heritage and sustainable futures**. Now one of Spain's most prestigious settings for education and events, the unique energy of the Palacio will play a special role in the learning journey offered by the Academy.

Source: [Palacio de la Magdalena](#)



A STORIED HERITAGE

The history of the Palacio reflects Spain's changing social and political situation over the last century. La Magdalena was the summer residence of King Alfonso XIII of Spain from 1913 to 1930, **a crucial period of Spanish contemporary history**. In the 1930s the Palacio was officially handed over to a brand-new International Summer University, refounded in 1946 as the "Universidad Internacional Menéndez Pelayo". In 1977, the City Council of Santander reached an agreement with Don Juan de Borbón, the Count of Barcelona, to recover the Peninsula for the city.

In 1982 the Palace was declared a **National Artistic Historic Monument**. The City Council took on refurbishment works in the first half of the 1990s, and the Palace was officially opened by King Juan Carlos and Queen Sofia on the 14th of June, 1995. The Palace is currently an exclusive venue for high-profile conferences and events, featuring modern technological support alongside its historic collections.

Among other distinguished events, the Palace has been the setting of meetings of the Ministers of Work and Foreign Affairs of the European Union during the Spanish presidency (1995), the Spanish-British Talks (1996), the Spanish-French Summit (1999), the Summit of Ministers of Tourism of the European Union (2002) and a meeting of the Spanish National Research Council presided over by H.R.H. Don Felipe de Borbón (2002). The Palace receives tourist visits by appointment only, making the Academy's access a particular privilege.

Source and picture: [Palacio de la Magdalena](#)

INSIGHTS FROM PAST ACADEMY ATTENDEES

LEARN WHY PAST ATTENDEES RECOMMEND JOINING THE ACADEMY

"It creates a comfortable and open environment where it is possible to discuss and debate about high-level issues and dynamics of sustainable cultural management and policy. Especially valuable are the brainstorming sessions where insights and ideas of professionals coming from different backgrounds merge together and help create new awareness and perspectives into every participant"

Nicolò Rosada, Student, Maastricht University.

"ENCATC's Academy is a unique chance to meet new like-minded professionals, who are genuinely interested in the same topic! It is a chance to explore the topics of interest even further and deeper, advance as a professional while drawing parallels with what other colleagues from the field do!"

Yelena Kharitonova, Cultural Professional, Caravan Cultura CreAcademy.

"To learn about good practices and interesting examples that concern the theme of the Academy. Even if the practices cannot be directly implemented, they can inspire to re-think the existing models in a specific country/institution/organisation"

Marijana Jurcevic, Cultural Operator, Kultura Nova Foundation.

"Knowledge-building element, dissemination of good practice, international dimension, networking"

Simone Inguanez, Policy Representative, Arts Council Malta.



PARTNERS

ENCATC

Established in 1992 in Warsaw, ENCATC, the leading European network on cultural management and policy, is an independent organisation and the only European network in the field of cultural management and policy.



Currently, it is made up of more than 100 member institutions in over 40 countries. ENCATC is an NGO in official partnership with UNESCO and an observer of the Council of Europe's Steering Committee for Culture. Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies, and technology.

Our members are higher education institutions, training centres, cultural organisations, consultancies, public authorities, and artists. Since its creation, ENCATC cooperates in many ways with the Council of Europe, UNESCO, European institutions, and the European Cultural Foundation. As results of our internationalisation policy, ENCATC is also a strategic partner of the AsiaEurope Foundation, the Association of Arts Administration Educators in the United States, and the Taiwan Association of Cultural Policy Studies. We believe cultural management and policy education, training, and research have the power to make the cultural sector stronger, resilient, and sustainable in Europe and beyond. www.encatc.org

FUTURE FOR RELIGIOUS HERITAGE

Future for Religious Heritage (FRH) is committed to reaching the goal of engaging Europeans from every community in the heritage and culture of Europe.



Founded in 2008, FRH is a non-profit, non-religious, organisation dedicated to building a Pan European Network of heritage connections devoted to providing European citizens with opportunities to participate in, and appreciate, all forms of heritage and culture throughout Europe. Through an Annual General Assembly each year, hundreds of its members meet at a landmark heritage location in Europe to celebrate the rich heritage of Europe. As the only European Network for Historic Places of Worship, FRH is a leading voice for the active and engaged cultural life of all Europeans. The Network provides support, tools and resources to a wide variety of cultural organisations to help them unite the Continent of Europe through engagement in its heritage.

GOLDSMITHS, UNIVERSITY OF LONDON

The Academy is organized in partnership with the Institute for Creative and Cultural Entrepreneurship (ICCE) at Goldsmiths, University of London, which delivers entrepreneurship, cultural management and policy education to the creative and cultural sectors, and supports research into new approaches to business, financial models and management in the Creative Economy.



ICCE delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. Our approach is to integrate entrepreneurship within the development of creative practices, and to take a creative approach to the development of new businesses and the infrastructure that supports them. ICCE is Goldsmiths' response to the growing significance of the creative industries and cultural sector in the UK's economy. Figures have shown that the creative industries account for 9% of the UK's GDP and a rising part of its export trade and total employment. Business skills, management skills and entrepreneurial skills with a specific understanding of the sector are needed to support its continued growth.

Goldsmiths' reputation as a leading provider of creative education, and its longstanding engagement with cultural practice and analysis, make it the ideal home for ICCE. Engagement with the creative industries and the not-for-profit cultural sector has long existed across many of Goldsmiths' academic departments and research centres. What makes ICCE different is its interdisciplinarity. Artistic creativity increasingly blurs the old boundaries of subject disciplines such as music, drama, dance, fine art, design, communications, media and technology. ICCE serves as an area for experimentation, where all of these disciplines can come together to learn from each other and to develop new creative alliances. <https://www.gold.ac.uk/icce/aboutus/>

PARTNERS

JULIE'S BICYCLE

Julie's Bicycle is a pioneering not-for-profit organisation mobilising the arts and culture to take action on the climate and ecological crisis. Founded by the music industry in 2007 and now working across the arts and culture,

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, Julie's Bicycle focuses on high-impact programmes and policy change to meet the climate crisis head-on. JB works with cultural policymakers to create structural change at a local, national and international level. JB's freely available resources are the most comprehensive library of good environmental practice for culture anywhere, co-created with the thousands of artists, cultural workers, and creative organisations we have worked with. We exist at the heart of a thriving informal network of organisations and individuals who share our vision across the world, using our 14 years of experience to support others on their journey, and helping to catalyse new projects at the intersection of culture and climate. www.juliesbicycle.com

NEMO

The Network of European Museum Organisations (NEMO) was founded in 1992 as an independent network of national museum organisations representing the museum community of the member states of the Council of Europe.



Together, NEMO's members speak for more than 30,000 museums in 40 countries across Europe. NEMO ensures museums are an integral part of European life by promoting their work and value to policy makers and by providing museums with training, information, networking and opportunities for collaboration. <https://www.ne-mo.org/>



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 policies, and their potential to transform a city.

20:00

Welcome reception and **Welcome speech** by the Mayoress 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

09:40 – 10:00

Introduction to the first edition of the ENCATC Academy and presentation of the programme

GiannaLia Cogliandro Beyens, ENCATC Secretary General

10:00 – 11:00

Group practical exercises

Chaired by *Herman Bashiron Mendolicchio, University of Barcelona*

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, Istituto Marangoni & Parsons (New York) part of New School*

13:00 – 15:00

Lunch and networking time at Restaurante Caballerias or buffet lunch to be served at the Magdalena Palace

Group exercises animated by *Herman Bashiron Mendolicchio, University of Barcelona*

15:30 – 16:30

Study visit 1: Archivo Lafuente

AGENDA

| | |
|---------------|---|
| 16:30 – 17:00 | Lecture on Museums in the climate crisis - Recommendations for the sustainable transition of Europe By Rebecca Thonander – NEMO |
| 17:00 – 17:30 | Debate with participants Animated by <i>Ian King</i> , Istituto Marangoni and Parsons (New York) part of New School |
| 17:30 – 20:00 | Free time |
| 20:00 – 22:00 | Networking dinner Venue: Restaurante Casino de Santander. |

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 <i>Claire Buckley</i> , Julie's Bicycle (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 <i>Ian King</i> , Istituto Marangoni and Parsons (New York) part of New School |
| 11:00 - 11:30 | Coffee break |
| 11:30 - 12:30 | Environmental Sustainability in the Digital Age of Culture: from theory to practice by <i>Claire Buckley</i> , Julie's Bicycle (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 |
| 12:30 – 13:00 | Debate with participants Guided by <i>Ian King</i> , Istituto Marangoni and Parsons (New York) part of New School |
| 13:00 -15:00 | Lunch and networking time at Restaurante Caballerias or buffet lunch to be served at the Magdalena Palace |

AGENDA

| | |
|---------------|---|
| 13:00 -15:00 | Group exercises animated by <i>Herman Bashiron Mendolicchio</i> , University of Barcelona |
| 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. Cultural guided visit around the city (including art galleries). Animated by <i>GiannaLia Cogliandro Beyens</i> |
| 20:00 | Networking dinner Venue: local restaurant & museum Bodega El Riojano |

DAY 4 / 27 April 2023

 Venue: Centro Botín

| | |
|---------------|--|
| 9:30 - 10:30 | Lecture on greening international cultural relations By <i>Carla Figueira</i> , Goldsmiths University of London |
| 10:30 - 11:00 | Debate with participants Animated by <i>Carla Figueira</i> , Goldsmiths University of London |
| 11:00 - 11:30 | Coffee break |
| 11:30 - 12:30 | Lecture on sustainable international cultural relations Case study 1. Prokultura & OTP bank presented by Nansi Ivanišević, Prokultura Case study 2. Proyecto Pereda. Banco Santander. |
| 12:00-13:00 | Debate with participants Animated by <i>Carla Figueira</i> , Goldsmiths University of London |
| 13:00 -15:00 | Lunch and networking time at Centro Botín Group exercises animated by <i>Herman Bashiron Mendolicchio</i> , University of Barcelona |
| 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 the participants Session animated by <i>GiannaLia Cogliandro Beyens</i> , ENCATC General Secretary <i>Herman Bashiron Mendolicchio</i> , University of Barcelona <i>Ian King</i> , Istituto Marangoni and Parsons (New York) part of New School |

SPEAKERS

Herman Bashiron Mendolicchio

Faculty and Coordinator of the Postgraduate Course on International Cultural Cooperation University of Barcelona, Spain



PhD in "Art History, Theory and Criticism" from the University of Barcelona. He is currently teaching in different Universities and academic programs internationally: He is Lecturer at the Cultural Management Programme of the University of Barcelona, where he is coordinating the Postgraduate Course on International Cultural Cooperation, and the MA in Management of cultural institutions and companies (blended learning version). He is also a faculty member and advisor at Transart Institute (NY-Berlin-Liverpool), and Professor consultant at UOC (Universitat Oberta de Catalunya) in the MA "Humanities: Contemporary Culture, Literature and Art". He is the Project Manager of CHARTER (2021-2024), an EU-funded project on cultural heritage skills and competences. His current lines of investigation involve the subjects of intercultural processes, ecology, participation and mobility in contemporary art and cultural policies, art in public space and the cultural cooperation between different world regions. He has participated in several international conferences and developed projects and research residencies in different countries and world regions.

Claire Buckley

Environmental Sustainability Consultant, Julie's Bicycle



Claire is an environmental management expert with over 20 years experience. Since joining Julie's Bicycle in 2012, she has been working with the creative sector to build and support understanding and action on environment and climate change. One of JB's most experienced consultants, Claire leads a number of Creative Green consultancy projects. She is also involved in Julie's Bicycle's cities and policy work, including as Lead Expert for C-Change – Arts and Culture Leading Climate Action in Cities, an EU-funded network led by Manchester which ran from 2018-2021.

Before this, Claire worked across a range of sectors and organisations – large and small, public and private, in the EU and the UK. In her various roles – from environmental manager at the Guardian to consultant for the European Commission on establishing its own eco-management system and project manager for an environmental NGO, her focus has always been on building understanding and bringing people together to understand and act on environment and climate. Claire has a European Masters in Environmental Management and is an Associate Member of the UK Institute for Environmental Management and Assessment (IEMA). Originally Irish, she went on to live and work in Belgium, Germany and Austria, before coming to the UK.

GiannaLia Cogliandro Beyens

ENCATC Secretary General



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.

SPEAKERS

Miriam Díaz Herrera

Santander's City Councillor for Tourism, Trade & Institutional Relations



Born 9 February 1981 and graduate in Information Science, she specialized in Journalism from the University of the Basque Country. She has worked for regional media (press, radio and television), communication agencies and press offices. In the last legislature, she was Councillor for Culture, a responsibility to which she added the area of Tourism from November 2016.

Carla Figuera

Director of the MA in Cultural Policy, Relations & Diplomacy & of the MA in Tourism & Cultural Policy, Goldsmiths University of London



Carla Figueira is the Director of the MA in Cultural Policy, Relations and Diplomacy and of the MA in Tourism and Cultural Policy at the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London. She is an international relations graduate of the Instituto Superior de Ciências Sociais e Políticas, Universidade Técnica de Lisboa (Portugal), and she moved to London after a career in arts management. In the UK, she gained an MA in Arts Management and a PhD in Cultural Policy and Management.

Her interests and expertise range from mapping of cultural and creative sectors and industries, language policies, the theory and practice of cultural diplomacy and international cultural relations in general, to place branding, national identity and cultural tourism. Carla is a member of ENCATC, the leading European network on Cultural Management and Cultural Policy education, a Fellow of the Royal Society of Arts (RSA) and of the Higher Education Academy (HEA).

Ian King

Visiting professor and Former Full Research Professor
University of Arts London, Istituto Marangoni and Parsons School of Design



Ian King is currently visiting professor at Istituto Marangoni and also at Parsons (New York) part of New School. Previously he held the position of full research Professor at the University of the Arts, London and the London College of Fashion where he was Chair of the Research Degree Committee. His background originates in theatre and the music business. His PhD was in Strategic Decision-Making in the Popular Theatre. King has published widely both in journals and books in the fields of art, philosophy, organization studies and fashion. He is an experienced PhD supervisor and has been involved in over 60 research students to successful completion.

Ian King is also responsible for the International Responsible Fashion series that emerged from the highly successful Fashion Colloquia series that explored the relationship between academia, media and industry. He has held fashion events in London, Milan, Paris, New York, São Paulo, Antwerp, Amsterdam, Ho Chi Minh, Shanghai, Rome, and India. He is also series editor for books in this area for Routledge.

SPEAKERS

Gerald Lidstone

Director of the Institute for Creative and Cultural Entrepreneurship (ICCE) and President of ENCATC; Goldsmiths, University of London



Gerald Lidstone, BA MA ATC Dr.h.c FRGS is the Director of the Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London and founder of the MA Arts Administration and Cultural Policy and co founder of the MA in Creative and Cultural Entrepreneurship programme and the MA in Cultural Policy, Relations and Diplomacy, the first worldwide. Previously he was HOD of the Department of Theatre and Performance in Goldsmiths, having originally trained as a scenographic and lighting designer as well as a production manager with extensive design and touring experience in Eastern Europe and the USA. For the British Council and other agencies he has also taught Arts Management courses including, Arts Marketing, Arts Education, Fundraising, Copyright and Strategic Planning in over 20 countries.

He has worked for over twelve years on behalf of The Ministry of Culture and Information in Viet Nam establishing Arts Management education in Hanoi University of Culture, funded by the Ford Foundation, well as being awarded the national medal for culture in Viet Nam. He was also the director of a four-year British Know-How Fund (Foreign Office) project establishing arts management education in Slovakia. An outcome of this was the publication of the first book on arts management in Slovak and the British Council project Closer to the Museum. He has recently completed a major research evaluation of a dance projects for Sadler's Wells in the UK using the Five Ways to Wellbeing framework created by the New Economics Foundation.

Rebecca Thonander

Communication Officer - NEMO



Rebecca Thonander is the Communications Officer at the Network of European Museum Organisations (NEMO) since 2018. After completing her bachelor's degrees in business/marketing and film studies at Stockholm University, Rebecca worked with project management and communication at the Stockholm International Film Festival and the Berlin Film Society. She is passionate about questions concerning inclusion, diversity and intersectionality.



ARCHIVO LAFUENTE



Archivo Lafuente, created by José María Lafuente in 2002, brings together numerous collections and documentary holdings related to modern and contemporary art. At present, the Archive consists of some 138,000 items in a wide variety of mediums and formats: 19,000 original works (paintings, sculptures, drawings, photographs, collages...), graphic works, correspondence, publications, documents, projects, multiples, audiovisuales, mail art, bibliography, etc. The mission of the Lafuente Archive is to compile these materials, research about them and enhance their value through various dissemination initiatives. Source (text & image): [Archivo Lafuente](#).

ODETTE ÁLVAREZ ATELIER



Its creator, Odette Álvarez, works with great enthusiasm and dedication with garments made in an artisanal way, making each of them something original. The designer has always been closely linked to the world of fashion. But it was in her search for new and original garments that she began to give free rein to her imagination, first creating garments for herself. Given the interest they aroused, she began to design for more people, and then dared to launch a first collection. For this season of Fall Winter 2022 – 2023, the design Odette Álvarez has launched her seventeenth collection called Freya, where the designer proposes a journey through her pieces.

CENTRO BOTÍN



Centro Botín- A cultural space dedicated to contemporary art, music, film, theatre, and literature. The building, located in central Santander next to the seafront promenade, was designed by the Pritzker Prize-winning architect Renzo Piano, and it is set in the Pereda Gardens, in an exceptional location on the Santander Bay. Opened in 2017, this work by Piano, in collaboration with the Spanish architect Juan Vidal, is expected to become an architectural and cultural symbol of the city. Two galleries, lecture rooms, workspaces, a roof terrace where the public can enjoy a unique view of Santander and its bay, a 300-seater auditorium which also offers an impressive view, with the sea and the mountains forming the backdrop.

PRACTICAL INFORMATION

KEY DATES

- **Monday 24 April 2023** – Participants arrive at Santander in the morning
- **Monday 24 to Thursday 27 April 2023** – Training course
- **Thursday 27 April 2023** – Participants depart Santander in the evening

LANGUAGE

All activities and materials will be delivered in English.

PARTICIPANTS

The ENCATC Academy is open to educators, researchers, cultural managers, practitioners, policymakers, artists, and students from all around the world. By participating in the programme, you will join the Academy Alumni.

FEES FOR PARTICIPATION



ENCATC Members and
Partners (NEMO, FRH,
AAAE, TAPCS, ASEF)



Non-members

All costs for accommodation, lunches, dinners and transport are **at participants expenses**. There is no possibility to have a refund of purchased tickets. Participants who are unable to attend can transfer their ticket to a colleague.

[REGISTER](#)



NOT AN ENCATC MEMBER YET?
Join our network and gain privileged
access and discounts to all our events!

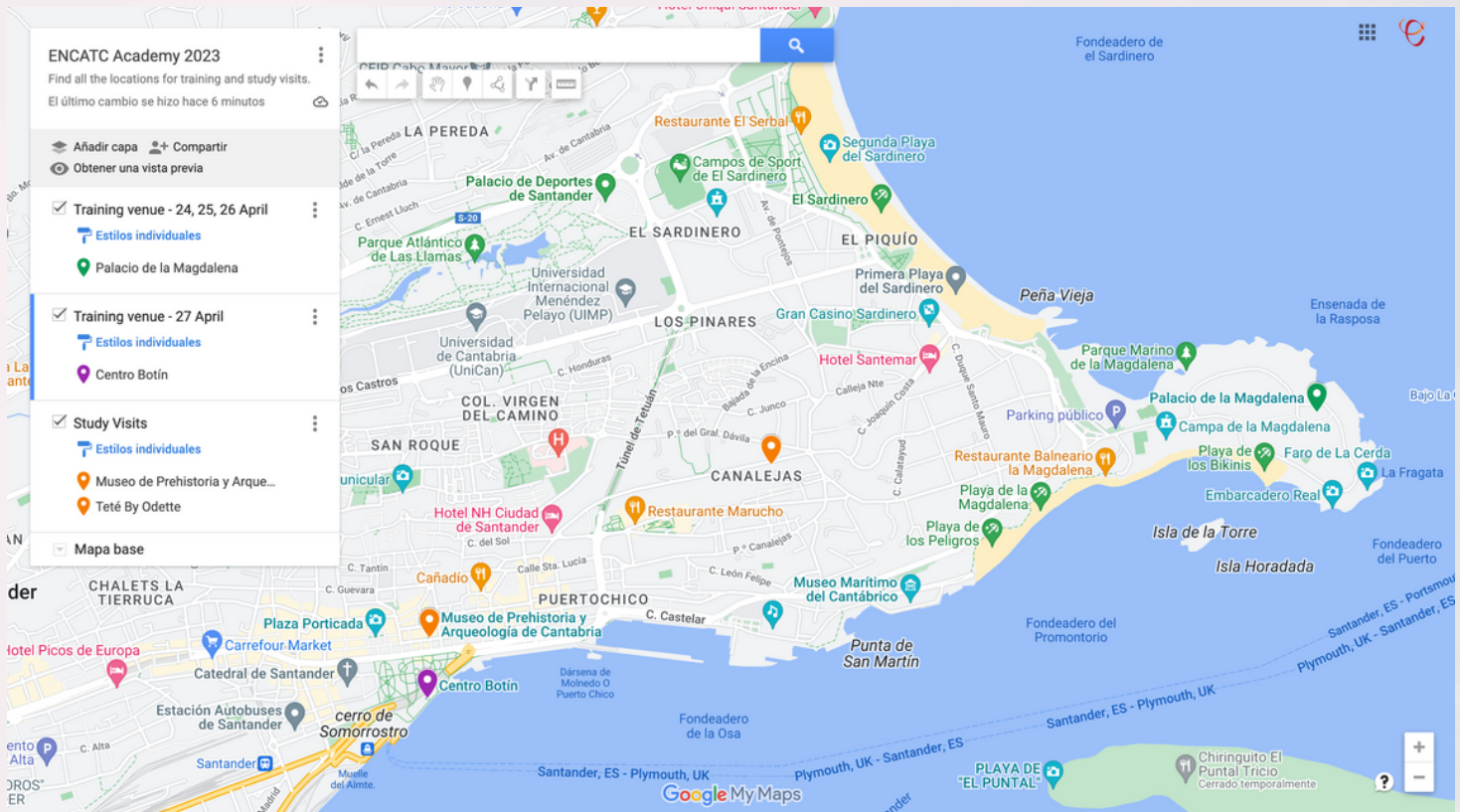
[JOIN OUR
NETWORK!](#)

PRACTICAL INFORMATION

LOCATION AND VENUES

The ENCATC Academy will be held in Santander, Spain. The venues where the training will take place are: Palacio de la Magdalena; Centro Botín.

Click on the map to access the GoogleMaps list with all locations involved in the 2023 Academy.



HOTEL RECOMMENDATIONS

Hotels in Santander are working hard to go greener, obtain sustainability labels, and improving by participation in the decarbonization of the economy and the travel industry. Some walking-distance hotel recommendations are:

- Hotel Santemar - Joaquín Costa 28 (39005)
- Hotel Hoyuela - Avenida de los Hoteles 7 (39005)

SPECIAL OFFERS

- Gran Hotel Sardinero - Plaza de Italia 1 (39005)

For this hotel ENCATC has obtained a preferential price for bookings made before **14 March 2023**. The price range (taxes incl.) is: 105€-130€ per night, and breakfast: 16€. To book, reserve your room directly per e-mail hotelsardinero@sardinero Hoteles.com by using the reference: **ENCATC**.

- Hotel Real - Paseo Pérez Galdós 28 (39005)

For this hotel ENCATC has obtained a **preferential discount of 10%**. The price (taxes incl.) is 142€ per night, breakfast included. To book, reserve your room directly via the website by using the promo code: **ENCATC**.



Co-funded by
the European Union



ENCATC

The European network on cultural
management and policy

www.encatc.org

1 Avenue Maurice

1050 Brussels

Belgium

Tel: +32 2 201 29 12



[Subscribe to our newsletter](#)