



ARTS MANAGEMENT STUDENT CONFERENCE

UTOPIAS
FOR THE CULTURAL
LANDSCAPE OF
TOMORROW

CULTURAL LEADERSHIP &
AN INTERNATIONAL PERSPECTIVE ON
ARTS MANAGEMENT.

Hochschule für Musik und Theater
Hamburg
January, 19- 21. 2018

Harvestehuder Weg



Legend

Forum

FHS = Fanny-Hensel-Saal

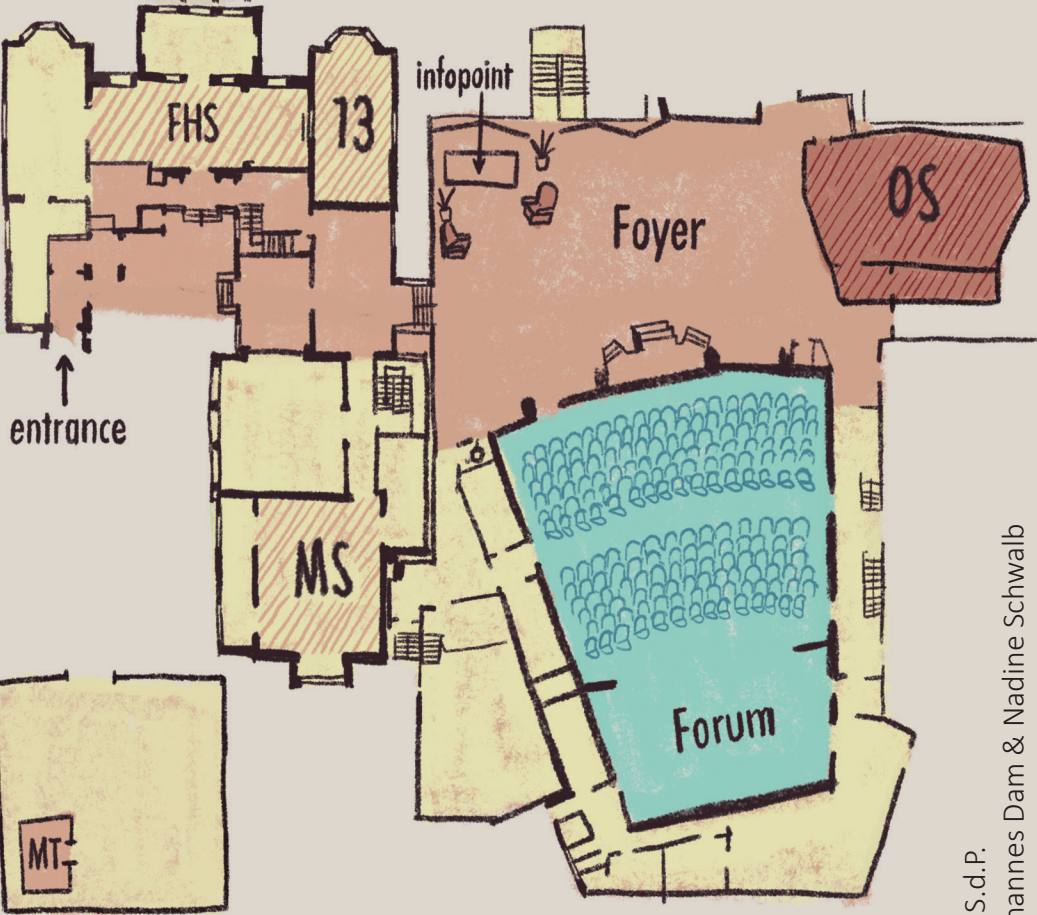
OS = Orchesterstudio

MS = Mendelssohn-Saal

13 = Raum 13

MT = Musiktherapieraum

Milchstraße



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The AMSC would not have been possible without the support of:



Allianz
Kulturstiftung
... for Europe



WELCOME TO THE AMSC

Dear Participants of the AMSC,

We are happy to welcome you in Hamburg!

The AMSC is the occasion for students from the disciplines of culture and arts management from different European countries to gather and discuss the cultural landscape of tomorrow and benefit from their diverse cultural backgrounds and experiences.



The conference is the initiative of a group of students from the Institute of Culture and Media Management in Hamburg and then shortly after found support from Melanie Henke, who just returned from her study abroad at City University,

Nadine Schwalb

Hong Kong within the frame of her master studies in Media, Arts, Cultures. Our original idea for more student participation at the Conference of the Association for Arts Management has grown into the first conference organized specifically for arts management students.

Our aim is not only to promote the exchange of students in Europe, but also encourage student participation in the discourse on the future of arts management. In order to shape the future of culture and arts management, the next-generation professionals must reach out to each other and develop ideas and visions for the future cultural landscape.



In the upcoming days you will be able to take part in a diverse program: presentations and keynote speakers from both academic and practical field, as well as dialogue-oriented formats, such as open spaces and fishbowl discussions.

The conference offers a variety of topics: from technological development to cultural identity and diversity. You will have the chance to discuss the topics from the cultural field that you find essential for your current or future professional endeavours, get inspired and get to know like-minded people.

We are the next generation of leaders in the cultural sector. We are the people that stand behind arts and culture. Let us work on our concrete utopia for the cultural landscape of tomorrow.

The AMSC team wishes all participants inspiring lectures and interesting conversations!

Johannes Dam, Melanie Henke and Nadine Schwalb



Melanie Henke



Johannes Dam

KEY NOTE

Volker Kirchberg (Germany)

Managing Utopia in the Arts – Cultural Visions of Sustainable and Other Visionary Lifestyles

9.30- 10.30 | Forum

ABSTRACT

Envisioning utopias is pivotal for the management of cultural projects and enterprises. Therefore, I look at 'real utopias' (Erik Olin Wright 2010) and test his theses at six cultural and creative projects in Hanover, namely a housing coop, an urban gardening project, a one-world-initiative, a start-up project, a museum project, and a theatre project. I explore their potential transformations into 'real utopias', including motives and constraints. The results will explain the significance of utopian thinking for managing cultural and creative initiatives and organizations.

BIO

Prof. Dr. Volker Kirchberg, diploma in Sociology. Since 2004 university professor of Sociology for the Arts at the Faculty for Culture Studies at Leuphana University Lüneburg. Chairmen of the Association for Arts Management since 2016. 1985 – 1988 scientific assistant at the research unit for city research, University Hamburg. 1988 – 1992 Institute for Policy Studies at Johns Hopkins University in Baltimore, USA; afterwards PhD (DAAD) and Post-Doc in Baltimore. 1995 – 2000 director of the Basica Research Institute Hamburg. 1996 – 2000 lecturer at the Institute for Sociology at the FU Berlin; 2003 habilitation at FU Berlin. 2000 – 2004 assistant professor for Sociology at William Paterson University New Jersey, USA. Visitor research for a lot of big museums in and outside of Germany (Haus der Geschichte der Bundesrepublik Deutschland, Jüdisches Museum Berlin, Kunstmuseum St. Gallen). Thorough research and publications in the intersection between culture and city development. Member of the „Sociology of the Arts“-research network in the European Sociological Association, in the International Sociological Association and in the Kulturwissenschaftliche Gesellschaft.

WORKSHOP

Mareike König (Germany)

Hochschule für Musik und Theater Hamburg, Germany

Kultur- und Medienmanagement

Interaction by Impro Theater

10.45- 12.45 | Forum

As an arts manager you know the following situations:
...an event is planned and suddenly everything is completely different: the artist is sick, the stage is not ready, the equipment missing.

...you have to come up with a creative idea for something completely new – immediately.

...you need to work together with other people quickly and efficiently – even if you did not know them at all a few minutes ago.

Now you need to improvise! Sounds stressful? It does not need to be! In this workshop you will get a basic idea of improvisational theater and experience how great ideas and situations will emerge out of nothing. With games and exercises used in professional improv theater, you will quickly understand the interactive method, which is easy, surprising and lots of fun!

PANEL DISCUSSION

Christianne Blijleven, Djamila Boulil, Merel Cuperus, Florine Jonker, Manon van Egmond, Anna Postma, Elisabeth Rullens, Kim Veenstra (The Netherlands)

University of Groningen, Netherlands

Values and Ideologies in Cultural Leadership

10.45 – 12.45 | Mendelssohn Saal

The goal of our interactive contribution is to discuss different concepts of cultural leadership in relation to their underlying ideological perspectives and value-regimes.

We have analyzed different communications by different actors in the field of culture, identifying their implicitly and explicitly stated vision and values, combining a historical dimension with contemporary issues.

SATURDAY, JANUARY 20

During our session, participants are invited to develop and build an argument for their own vision on cultural leadership. The participants shall profit from the workshop in many different ways, from getting new ideas and input for their projects as well as connecting with each other.

WORKSHOP

Marie Böhm (Germany)

University of Applied Science Potsdam, Germany

Art Management and Cultural Work

Project Management after Hierarchical Structures

10.45 – 12.45 | Fanny Hensel Saal

Social qualities and expertise are taking time and team competences are not a theoretical task to learn, but something to evolve within the team. And teamwork is the essence of project work of the existing cultural landscape. We want to question the term of ‚cultural leadership‘ and find a consensus of a prospective teamwork, following the questions: „What can we learn from self-organized community projects? How much do I engage myself in a non-paid project? How do we communicate within a group?“ In addition to theoretical discussions there will be practical elements, such as communication improvement and team awareness, in form of theater and acting warm ups.

WORKSHOP

Lisanne Notermans (The Netherlands), Ivana Mandić (Serbia)

Graduate Degree in Innovation and Organization of Culture and the Arts

University of Bologna, Italy

Break Out of Your Bubble-Group Problem Solving Workshop

10.45 – 12.45 | Room 13

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Have your innovative ideas ever stumbled upon bureaucratic problems? Or conflicting views on a project prevented it from being carried out?

The issues and challenges we, as students and future professionals face are many, but are they common all around Europe? The purpose of this workshop is to collectively address the challenges we might face and come up with ideas on how to cope with them. Our different cultural backgrounds will provide a wider perspective on our future profession and will result in a collective utopia of the cultural landscape of tomorrow.

KEY NOTE

Sigrid Gareis (Germany)

In between Disciplines and Profiles: Curation in the Performing Arts

13.00- 14.00 | Forum

ABSTRACT

The job title of the curator in the visual arts has been taken up in recent years by the performing arts and has become more and more accepted. At the same time, traditional forms of presentation, formats and ways of working in theaters and museums are dissolving boundaries and are gradually approaching each other on a methodological level: an inventory as well as a plea for an expanded concept of institutions in contemporary dance and theatre.

BIO

After her studies of ethnology Sigrid Gareis helped build up the Departments of Theater/Dance and International Culture as part of the Siemens Arts Program. She was involved in the foundation of various dance and theater festivals in Moscow, Munich, Nuremberg and Greifswald. From 2000 to 2009 she was foundational artistic director of Tanzquartier Wien, from 2005 to 2007 founding chair of the European Dancehouse Network (EDN). Today she is director of the very first European University course for Curating in the scenic arts at University Salzburg and Ludwigs Maximilian University Munich. As curator for dance and theater she is among others working for the Wiener Festwochen, SPIELART Munich, Kölner Philharmonie and Haus der Kulturen der Welt, Cologne. She is now a curator and lecturer at various international universities and art schools, as well as jury member and artistic advisor (e.g. Allianz Kulturstiftung, EU-Kommission, Goethe-Institut, Hauptstadt Kulturfond).

SATURDAY, JANUARY 20

PRESENTATION

Maria Carla Dobronauteanu (Romania), Marco Salvatori (Italy),
Alexandra Sokolova (Russia)

University of Bologna, Italy

The Role of Virtual Reality and Artificial Intelligence in Tomorrow's Cultural Landscape

15.30 – 16.30 | Fanny Hensel Saal

Virtual reality and artificial intelligence are two emerging technologies that have the potential to bring significant value to culture and the arts, both in Europe and beyond. This presentation and discussion will focus on the challenges and opportunities of implementing these technologies in cultural organizations, but will also consider the broader societal implications of VR and AI as new mediums of artistic expression in the global art market.

PRESENTATION

Students from Leuphana University Lüneburg, Germany

Diversity in International Popular Music Management

15.30 – 18.30 | Mendelssohn Saal

The panel will analyze how diversity is being standardized through social conventions in popular music. The focus will be set on so-called popular „world music“. Here, the music cultures including their socio-cultural settings are often assigned with certain meanings, and the players of these global art worlds are often labeled as possessing certain stable “ethnically-marked cultural differences” (Tony Bennett). It will be discussed through which othering mechanism both individuals and sounds are constructed as belonging to a certain place. Likewise, it will be discussed how diversity changes its meaning and how alternative spaces develop when these ascriptions are being challenged, contested, deconstructed or rewritten through the breaking of established sonic and sociocultural conventions.

PRESENTATION

Eva Zilio (Italy), Laure Curallucci de Peretti (France), Ružica Radulović (Serbia), Vana Filipovski (Serbia)

University of Arts Belgrade, Serbia

„Macho Men” – from participative practices to building new role models in the society: A metaphor for a broader approach to European cultural landscape

15.30 – 17.00 | Room 13

The premise of our research is that by reaching out to the under-represented audiences, thus, increasing the level of participation in cultural life, it is possible to create a new European identity. Our case study – the play “Macho Men”, a theatrical documentary play about masculinity in contemporary Serbia, can be a starting point for further discussion about education and participation. Can we relate art and education? How can we increase participatory practices within the audience? Is it possible to build the pillars of a new social?

PRESENTATION

Diana Hachicho (Lebanon), Nathan Bussard (United States of America), Yadi Cao (China), Sarah Budriesi (Italy)

University of Bologna, Italy

Social Technology: The opportunities granted to cultural managers by the current social technology and the importance of their implementation

16.30 – 17.15 | Fanny Hensel Saal

Technological progress is continual and its impact on art and culture is steadily increasing. As cultural or art managers in this techno centric society, technical integration is important to the future of an organization and the community as a whole. Creating a presentation and followed by a discussion, this experience will illuminate both the challenges and opportunities for cultural managers to implement social media into the structure of organizations and to utilize the emerging technologies for the enhancement of cultural institutions.

SATURDAY, JANUARY 20

PRESENTATION

Junzuan Ye (China), Martina Scherschener (Uruguay)

University of Barcelona, Spain

Queer Economics: Practices and Implications for Cultural Management

17.15 – 18.30 | Room 13

What are queer and queer economics? What is the situation for queers in a socioeconomic sphere? How about within specific societies like China and Uruguay? What implications can these concepts entail for cultural management and cultural managers? With all the questions above, we will start a journey of reflection and exploration into this topic. It serves to break down some prejudices we have, understand or even critique queer, and in turn get to know ourselves better as cultural managers.

PRESENTATION

Hanna Petrenko (Ukraine)

National Academy of Government Managerial Staff of Culture and Arts Kyiv, Ukraine

Museum as a content provider. IT in the space of a museum

17.30 – 18.30 | Fanny Hensel Saal

A certain article aims to develop a topic of the IT and visitor interaction concerning a museum's space. The essay evaluates a practical implementation of the IT technologies as well as its utilitarian function. The article proves that a practice of using gesture management tools as well as semantic web possibilities are the future of the European cultural landscape. A practical usage of the IT approach within the museums of Europe, America as well as Asia is a basis for the research.

KEY NOTE

Jurriaan Cooman

Eutopia. Global Challenges - Local Practice

9.30- 11.00 | Forum

ABSTRACT

Festivals can be seen as a time-space for the unknown.

They have the arts as its core but as crazy and out of the box they, the artists can be, festivals need to be based in reality. In the bigger picture a reality which is challenged by globalisation and big data, inequality and environmental disasters. In such society it is even more needed that they keep risking, allowing mistakes, a lab for the presence and at the same time so needed free space complementing institutions.

Experiences of 20 years of festival-making, learning by doing and developing step by step.

BIO

Jurriaan Cooman is founder and director of CULTURESCAPES, multidisciplinary annual (since 2015- biannual) cultural festival in Basel, Switzerland. From 1998 - 2010 arts manager PASS performing arts services, Basel. Teacher at different universities for cultural management on topic of international Collaborations in Hamburg, Basel, Winthur and St. Gallen. Member in several networks such as the European Culture Parliament or the European Festival Association.

SUNDAY, JANUARY 21

WORKSHOP

Music Students from Hamburg

11.15 – 13.00 | Fanny Hensel Saal

OPEN SPACE

Host: Prof. Dr. Martin Zierold

11.15 – 13.00 | Fanny Hensel Saal

Your favorite discipline has hardly been discussed at the conference so far, or not at all? Right now is the time when each individual can bring his or her experience and potential. After all, an Open Space differs immensely from other conference methods: Everybody can and is compelled to participate! Open Space has no clear laws or regulations governing the work process or the behaviour of the participants. This allows the participants to freely design their idea generation process. For example, you can dissolve group work or bring in unexpected new topics. With such openness, the guiding theme can develop freely among the participants and bear fruit. This promotes a free and productive processing of the lead topic by the participants, who can thus use and contribute their entire individual potential to gain knowledge.

PANEL DISCUSSION

Citlali Mayek Santos Toriz (México), Alan Rafael Jaén Samudio (Panamá), Iván Camilo Jiménez Bastidas (Colombia), Romina Gabriela Pacor (Argentina)

University of Barcelona, Spain

Cultural Managers as Stakeholders of a New Wider Culture

11.15 – 13.00 | Mendelssohn Saal

If everything is considered art, then nothing is art. If everything is considered culture, then what exactly is culture? What are the limits to its concept? As cultural managers, we should be keen on recognizing how new cultural manifestations evolve into new canons of what is formally perceived as 'culture', as they emerge on our surrounding communities. We'll focus on analyzing and bringing ideas to provide solutions and opportunities to new cultural manifestations, products and experiences.

PRESENTATION & WORKSHOP

Alba Lafarga, Marina Landa González

Linguistic Diversity as a Value of Europe's Culture and How to Include it in Arts Management Projects

11.15 – 13.00 | Room 13

Alba and Marina, friends and classmates from the Culture Management Master's Degree at the University of Barcelona, will introduce us their final project's topics. Alba will explain us her project, an association to promote reading among children and teenagers. Marina will talk about the company she's designing to encourage feminism on the culture industry. Together, they're going to manage a workshop about language diversity in culture, trying to make everybody think, debate, and arrive to agreed criteria around a question: how can we assure and promote language diversity in our sector?

KEY NOTE

Veronica Kaup-Hasler (Austria)

Perforating the Bubbles of Art

13.00- 14.00 | Forum

ABSTRACT

The most prolific tool for cultural managers might be questions. (and self-awareness). In times when we all agree on the problematics of borders – in society, in geography, in Europe, outside Europe.... etc. we might also question our field. Which strategies can we develop to subvert invisible borders which the art-world has been constructing? Can we keep being subversive to the rules the arts world has given to itself? Can we create new possibilities to overcome old habits and invent together new spaces to share?

How can we resist the nowadays claim for more popularity in the arts, more consumerable events, petit fours of avant-garde and stick to our principles? What kind of strategies do we have to develop to keep on working on challenging art and working with demanding artists- and not contributing in exclusion but include and reach out for new audience?

BIO

Director of contemporary arts festival steirischer herbst in Graz/Austria, which she has been running since 2006. In addition, Veronica Kaup-Hasler is member of a selection of juries, the council of the University of Music and Performing Arts Vienna and as of 2017, a lecturer on the “Curating Dramatic Arts” course at the Ludwig-Maximilians-University Munich. Previous positions include dramaturge at Basel Theatre, for the Wiener Festwochen and artistic directorship of the Theaterformen festival in Hanover and Brunswick (2001 – 2004).

PRESENTATION

Dariia Voloshchuk (Ukraine), Anna Kaluher (Ukraine), Olga Pylypenko (Ukraine)

Taras Shevchenko National University of Kyiv & National University Kyiv-Mohyla Academy

Art History Discussion Club - Why Have There Been No Great Women Artists? 1971/2017

15.00 – 15.45 | Fanny Hensel Saal

Art History Discussion Club is an art platform, which was founded on the basis of the Department of Art History, that was recently created at Taras Shevchenko University of Kyiv. The main purpose of this club is a dialogue, that would allow us to create the unity of the scientific and artistic field. The project- AHDC is an attempt to create a new type of art management, where students from various faculties can gather and share different approaches and ideas on current state of art and their perception of it. This is an utopian form of the university, such as it should be - a free space for discussing ideas. The only rule is art as the starting point for scientific dialogue.

PRESENTATION

Ugnė Pavlovaitė (Lithuania)

Vilnius University Kaunas Faculty, (Lithuania)

The Impact of Cultural Diffusion on National Identity

15:00 – 15:50 | Mendelssohn Saal

In this session, I will analyse a phenomenon of cultural diffusion, the main existing/possible forms and factors which influence the emergence of cultural diffusion phenomenon of the 21st century will be highlighted and represented on the case study. In my report the Lithuanian case will be presented as explorative study of society as an example of the countries of

SUNDAY, JANUARY 21

the former Soviet Union, also as the qualitative research of expert group about the phenomenon of cultural diffusion.

WORKSHOP

Johannes Dam (Germany), Melanie Henke (Germany), Nadine Schwalb (Germany)

Hochschule für Musik und Theater Hamburg, Germany & City University of Hong Kong, China

The future of the AMSC

15.00 – 17.30 | Room 13

What worked well? What would you change? Who wants to organize the next AMSC? Where should it take place? Let us come together on the last day of the conference to find an answer to all these questions.

PRESENTATION

Linda Teikmane (Latvia)

The Art Academy Riga, Latvia

The Perspective of Contemporary Art Market in the 21. Century

15.45 – 16.15 | Fanny Hensel Saal

The contemporary art market is one of the markets with the most dynamic development and the high level of industrialization. Looking back on the discussions on the contemporary art ‚product‘, whether art market fits the general market regulations, the art market still stayed one of the markets with the great input of creative industries. The market and industry future depends not only on the consumption of the artistic ‚product‘, but on mutual interaction in the futuristic development models.

Espéra G. Donouvossi

New Cultural managers as engine for 2005 Unesco Convention

University of Arts, Belgrade & Université Lumière Lyon 2, France

16.00 – 16.45 | Mendelssohn-Saal

The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) is an international standard setting instrument providing a framework for the governance of culture that is based on fundamental principles of freedom of expression, gender equality, openness and balance to other cultures and expressions of the world. It directly implies daily of cultural managers across the globe. Nevertheless it has been found that trade diktat, risk of cultural genocide, the wrong interpretation of the convention and the inequalities within states and societies, lack of regulation on creative goods trade, weak national, regional and international copyrights regulation... are the major standing-blocks for the effective implementation of the convention. Beside the incredible work that is being done by the secretariat of the 2005 convention, the new generation of trained cultural managers should be more capable to play a key mediation role with Unesco desk on getting the convention effectively implemented. How can cultural managers take a leadership role and provide ideas and long-term guidance on the new international cultural management scale in order to drive the implementation of the 2005 Unesco convention on The Protection and the Promotion of the diversity of cultural expressions? This presentation will explore more in details issues and propositions.

SUNDAY, JANUARY 21

PRESENTATION

Zeynep Okyay

The Dictionary of Independent Art Spaces

16.30 – 17.30 | Fanny Hensel Saal

Today, in the privatised culture, where art is often expressed with a capitalist language, the independent art spaces need an alternative vocabulary. How can a new, common language be created? This participatory project invites every attendee of the conference to contribute in the making of the dictionary, by sharing their experiences and discoveries from their professional backgrounds.

PRESENTATION

Claudia Ansaloni (Italy), Sara Papini (Italy), Elisabetta-Sofia Ricchi (Italy), Veronica Spano (Italy)

University of Bologna, Italy

Young generation and Culture: long-term investments required!

16.45 – 17.30 | Mendelssohn Saal

We merged three main fields of investigation, such as education, work opportunities and management of the cultural heritage, with the problem of youth unemployment. Our discussion focus on analysing those topics through some already existing measures within our Italian reality. We settled our focus counting on our personal and professional experience and backgrounds as young Italian scholars. We would like to highlight these cases to start a proficient discussion in order to develop new ideas for solving them.

RESTAURANTS AND CAFÉS NEARBY

Restaurants

HfMT Cafeteria (\$)

Each day two

Mo.-Fr. 12.00 – 14.00 Uhr.

Via del latte (\$-\$\$)

Italian Food

Milchstraße 2, 20148 Hamburg

Mo- So 11:00- 23:00 Uhr

Restaurant Suliko (\$-\$\$)

Georgian Food

Mittelweg 24, 20148 Hamburg

Mo- So 12:00- 15:00 und 17:00- 22:00 (Fr+-
Sa until 00:00) Uhr

Mama Trattoria (\$\$)

Italian Food

Mittelweg 138, 20148 Hamburg

Mo- So 11:30- 22:30 Uhr

China-Restaurant Suzy Wong (\$\$)

Chinese Food

Mittelweg 141, 20148 Hamburg

Di- So 12:00- 22:30

Sushi Lô (\$\$-\$\$\$)

Sushi

Rothenbaumchaussee 105

20148 Hamburg

Mo- So 11:30- 23:00 Uhr

Restaurant Brodersen (\$\$-\$\$\$)

Hamburg Cuisine

Rothenbaumchaussee 46 (Ecke Johnsallee)

20148 Hamburg

Montag bis Freitag und Sonntag 12–23 Uhr,

Samstag 17 bis 23 Uhr

Zala Restaurant (\$\$-\$\$\$)

Indian Food

Rothenbaumchaussee 109, 20148 Hamburg

Mo-Sa 12:00-15:30 und 17:30 Uhr bis open

end

Cafés

Belcanto- Cafe der HfMT (\$)

Snacks, Sandwiches

Mo – Do von 9.00 – 18.00 Uhr und Fr von 9.00 –
16.00 Uhr geöffnet

Balzac Cafe (\$\$)

Pöseldorf Center, Mittelweg 130, 20148 Ham-
burg

Mo- So 06:30- 19:30Uhr

AlsterCliff (\$\$)

Fährdamm 13, 20148 Hamburg

Mo- So 10:00- 00:00 Uhr

Cafe & Bar Celona

Rothenbaumchaussee 115, 20148 Hamburg

Mo- So 10:00- 00:00 Uhr

Bakeries

Bäckerei H. von Allwörden GmbH

Mittelweg 130, 20148 Hamburg

Mo- Fr 07:00- 19:00 Uhr, Sa 07:00- 16:00 Uhr

Schanzenbäckerei

Mittelweg 25, 20148 Hamburg

Mo- Fr 06:00- 19:00 Uhr, Sa + So 07:00- 14:00
Uhr

Nur Hier

Mittelweg 31, 20148 Hamburg

Mo- Fr 07:00- 18:30, Sa 07:00- 12:00, So 07:00
- 13:30 Uhr

Supermarkets

Supermarkt EDEKA

Pöseldorf Center, Milchstraße 1, 20148 Hamburg

Mo- Fr 08:00- 21:00 Uhr

PROGRAM OVERVIEW | SATURDAY, JANUARY 20.

09.00 – 09.30 Day opening (F)

09.30 – 10.30 KEY NOTE

Volker Kirchberg: Managing Utopia in the Arts – Cultural Visions of Sustainable and Other Visionary Lifestyles (F)

10.30 – 10.45 Break

10.45 – 12.45 WORKSHOP

Mareike König: interaction by impro theater (F)

12.45 – 13.00 Break

13.00 – 14.00 KEY NOTE

Sigrid Gareis (F)

14.00 – 15.30 Lunch Break

18:30 Get-Together

10.45 – 12.45 PANELDISCUSSION

Students from Groningen: Values and Ideologies in Cultural Leadership (MS)

15.30 – 16.30 PRESENTATION

Maria Carla Dobronauteanu, Marco Salvatori, Alexandra Sokolova: The Role of Virtual Reality and Artificial Intelligence in Tomorrow's Cultural Landscape (FHS)

16.30 – 17.15 PRESENTATION

Diana Hachicho, Nathan Bussard, Yadi Cao, Sarah Budriesi: Social Technology: The opportunities granted to cultural managers by the current social technology and the importance of their implementation (FHS)

17.15 – 17.30 Break

17.30 – 18.30 PRESENTATION

Hanna Petrenko: Museum as a content provider. IT in the space of a museum. (FHS)

F = Forum
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OS = Orchesterstudio
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MS = Mendelssohn-Saal

10.45 – 12.45 WORKSHOP
Marie Böhm: Projectmanagement
after hierarchical structures. (FHS)

15.30 – 18.30 PRESENTATION
Students from Lüneburg: Diversity
in International Popular Music Ma-
nagement, with 2 breaks (MS)

10.45 – 12.45 WORKSHOP
Lisanne Notermans, Ivana Mandić:
Break Out of Your Bubble - Group
Problem Solving Workshop (Room 13)

15.30 – 17.00 PRESENTATION
Eva Zilio, Laure Curallucci de Peretti,
Ružica Radulović, Vana Filipovski:
“Macho Men” – from participative
practices to building new role models
in the society: A metaphor for a
broader approach to European cultural
landscape (Room 13)

17.00 – 17.15 Break

17.15 – 18.30 PRESENTATION
Junzuan Ye, Martina Scherschener:
Queer Economics: Perspectives and
Implications for Cultural Management
(Room 13)

PROGRAM OVERVIEW | SUNDAY, JANUARY 21.

09.00 – 09.30 Day opening (F)

09.30 – 11.00 KEYNOTE
Jurriaan Cooman (F)

11.00 – 11.15 Break

11.15 – 13.00 Open Space (FHS)

13.00 – 14.00 KEYNOTE
Veronica Kaup-Hasler
(F)

14.00 – 15.00 Lunch Break

15.00 – 15.45 PRESENTATION
Dariia Voloshchuk, Anna Kaluher,
Olha Pylypenko: The Art History
Discussion Club (FHS)

15.45 – 16.15 PRESENTATION
Linda Teikmane: The Perspective
of Contemporary Art Market in the
21. Century (FHS)

16.15 – 16.30 Break

16.30 – 17.30
Zeynep Okay: The Dictionary of
Independent Art Spaces (FHS)

17.30 – 18.00 Conference Closing
(F)

11.15 – 13.00 PANELDISCUSSION
Romina Pacor, Iván Jiménez, Mayek Santos, Alan Jaén: Cultural managers as new stakeholders of a wider culture (MS)

15.00 – 15.50 PRESENTATION
Ugnė Pavlovaitė: The impact of cultural diffusion on national identity (FHS)

15.50 – 16.00 Break

16.00 – 16.45 PRESENTATION
Espéra G. Donouvossi: New Cultural managers as engine for 2005 Unesco Convention (MS)

16.45 – 17.30 PRESENTATION
Claudia Ansaloni, Sara Papini, Elisabetta-Sofia Ricchi, Veronica Spano: Young generation and Culture: long-term investments required! (MS)

11.15 – 13.00 WORKSHOP & PRESENTATION
Marina Landa: Feminism in and through culture, from theory to examples
Alba Lafarga: Children and adolescents' reading engagement, cultural and participative proposals
Alba Lafarga, Marina Landa González: Linguistic diversity as a value of Europe's culture and how to include it in arts management projects (Room 13)

15.00 – 17.30
The future of the AMSC (Room 13)