

ARTS
CULTURAL
MANAGEMENT
CONFERENCE
for students + young professionals

10.01. - 12.01.2019
VIENNA | AUSTRIA

CONTENT : GENERATION
CONTENT : GENERATION
CONTENT : GENERATION
CONTENT : GENERATION

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LIKÖRE & SCHNÄPSE



VIENNA
CONVENTION BUREAU



WELCOME TO THE ACMC 2019

CONTENT : GENERATION

WHO IS THE GENERATION COMMONLY CALLED
"THE MILLENNIALS" ?

WHAT ARE OUR PRESENT AND FUTURE CHALLENGES
AND WHEREIN LIES OUR POTENTIAL IN ARTS AND
CULTURAL MANAGEMENT?

On the occasion of the ACMC - Arts and Cultural Management Conference for students and young professionals, we, "the Millennials", who study and/or work in arts and cultural management, as part of the largest generation in the current workforce, will not only address the specific challenges of our generation in the academic, educational, and working sector of arts and cultural management, but also analyse and re-think our needs, create new visions and synergies as well as foster new ideas relating to the positive effects and potential of new technologies and networks evolving.

Let's stay in touch: www.facebook.com/ACMC2019/

*WE ARE LOOKING FORWARD TO THREE DAYS FULL OF
INTERESTING CONTRIBUTIONS, INSPIRING DISCUS-
SIONS AND EMPOWERING LECTURES AT THE ACMC
2019!*

Laura Eichenseer, Andrea Scheinecker
& Christine Seblatnig

ACMC-Team

ROUND TABLE: EMPLOYMENT

DISCUSSION ON THE ONGOING CHANGES IN THE WORKING SECTOR AND THE SPECIFIC CHALLENGES OF (FUTURE) EMPLOYMENT IN ARTS AND CULTURAL MANAGEMENT

KATHARINA BRANDL - ARTISTIC DIRECTOR, KUNSTRAUM NIEDERÖSTERREICH, VIENNA
RESEARCH AND TEACHING ASSOCIATE, UNIVERSITY OF BASEL

VASILENA GANKOVSKA - SPOKESPERSON | CURATOR | EXHIBITION MAKER, GALLERY IG BILDENDE KUNST, VIENNA
EXECUTIVE BOARD, IG BILDENDE KUNST, VIENNA

BENEDIKT HACKL - AUTHOR | PROFESSOR IN BUSINESS MANAGEMENT AND HR | HEAD OF RESEARCH CENTRES HR | IMPULSGEBER AND MANAGEMENT ANALYTICS, MUNICH

MARTIN ZIEROLD - COACH & CONSULTANT | PROFESSOR FOR INNOVATION & DIGITISATION UNIVERSITY OF THEATRE & MUSIC, HAMBURG

MODERATION: ANKE SCHAD

FRIDAY 9:45 - 11:00 HAYDN HALL

LUCY ZHAO, PIPA

WANG HUIRAN (*1936): DANCE OF THE YI PEOPLE

FRIDAY 9:35 - 9:45 HAYDN HALL

FK UP NIGHT**

THE ART OF FAILURE

CHANGE YOUR PERSPECTIVE ON FAILURE AS A SOCIAL TABOO BY SHARING YOUR STORY OF (BUSINESS) FAILURE ON STAGE!

EACH PRESENTATION (MAX. 7 MINUTES AND/OR 10 PICTURES) WILL BE FOLLOWED BY A SHORT DISCUSSION WITH THE AUDIENCE.
DRINKS AND DJ-SET ON SITE

MODERATION: ANA MARIA TZEKOV

FRIDAY 19:00 – 21:00 FANNY HENSEL HALL

PAPER SESSIONS #1

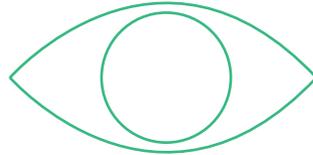
S. 18

KEYNOTE #1

S. 10

PAPER SESSIONS #2

S. 20



OPEN SPACE

HOW DO YOU DO ... DIVERSITY?

THE ASSOCIATION OF CULTURAL MANAGEMENT IS HOSTING AN OPEN SPACE, BRING UP YOUR OWN TOPICS!

MODERATION: IRENE KNAVA

FRIDAY 15:00 – 18:00 BANKETT HALL

BREAKFAST CLUB

CAREER TALKS

QUESTION & ANSWER ON CAREER MANAGEMENT, LEADERSHIP AND EMPLOYMENT IN THE CULTURAL SECTOR

GESA BIRNKRAUT - INSTITUTE FOR CULTURAL CONCEPTS, HAMBURG

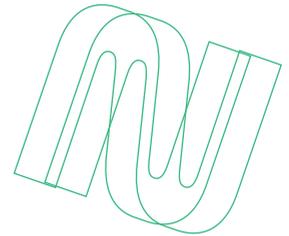
BREAKFAST PROVIDED!

DIETER BOYER - MUK MUSIC AND ARTS UNIVERSITY, VIENNA

ULRIKE HEIDER-LINTSCHINGER - TANZQUARTIER, VIENNA

KIRA KIRSCH - BRUT, VIENNA

MATTHIAS NASKE AND ELISABETH HARGASSNER - KONZERTHAUS, VIENNA



MODERATION: DANIEL SKINA

SATURDAY 9:30 - 11:00 HAYDN HALL

ARTIST TALKS

BREAKFAST PROVIDED!

ARTISTS AND CULTURAL MANAGERS WILL GATHER TO SHARE INSIGHTS, EXCHANGE AND DISCUSS IDEAS, AS WELL AS (RE)DEFINE THE REQUIREMENTS FOR IMPROVING CURRENT AND FUTURE COOPERATIONS.

MODERATION: BARBARA KREMSEK

SATURDAY 9:30 - 11:00 BATIKEN HALL

LECTURE & DISCUSSION

GLOCALISATION

TRISTAN HORX WILL PRESENT THE CONCEPT OF "GLOCALISATION" AS A DEFINING TREND IN AN EVERMORE CONNECTED WORLD. THE LECTURE WILL BE FOLLOWED BY A DISCUSSION ABOUT THE CONSEQUENCES AND THE FEASIBILITY OF THIS TREND FOR/IN THE CULTURAL SECTOR

TRISTAN HORX - FUTURE INSTITUTE, VIENNA

MODERATION: DANIEL SKINA

SATURDAY 14:45 - 16:00 spiel|mach|t|raum

PAPER SESSIONS #3

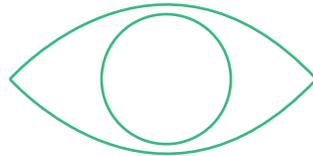
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KEYNOTE #2

S. 12

PAPER SESSIONS #4

S. 25



WORK IN PROGRESS

TAKE YOUR CHANCE TO SHARE AND DISCUSS YOUR (FUTURE OR ONGOING) PROJECT! SELECTED PROJECTS WILL BE PRESENTED IN THE ACMC-LOUNGE, WHERE EVERYONE CAN CONTRIBUTE IDEAS, QUESTIONS, HELPFUL CONTACTS/READINGS ETC. A CRAFT KIT WILL BE PROVIDED ON SITE.

THURSDAY - SATURDAY ACMC LOUNGE

THURSDAY 10.01.2019

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19
20



REGISTRATION

13:00 - 18:00
ACMC LOUNGE ③

URBAN WALK & GUIDED TOUR

AUSTRIAN NATIONAL LIBRARY
14:30 - 17:00

MEETING 14:15 ACMC LOUNGE ③

KEYNOTE

POWER TO THE PEOPLE?

MICHAEL DUSCHER

14:45 - 15:45

HAYDN HALL ①

KEYNOTE

IMAGINATION SETS YOU FREE

HELEN MARRIAGE

16:15 - 17:15

HAYDN HALL ①

ROUND TABLE ARTS & CITIZENSHIP

17:15 - 18:00

HAYDN HALL ①

MEET & GREET

FACHVERBAND

18:00 - 20:00

IKM 0101 ⑤

KEYNOTE

DO YOU FEEL EMPOWERED ?

RAPHAELA HENZE

EMPOWERMENT IS DEFINITELY ONE OF THE BUZZWORDS IN EVERY ARTS MANAGEMENT DISCOURSE NOWADAYS. I AM CONVINCED YOU CAME ACROSS IT IN SEVERAL LECTURES DEALING FOR INSTANCE WITH COMMUNITY ENGAGEMENT, DIVERSITY, AND (IN)EQUALITY. ARTS MANAGERS ARE MEANT TO EMPOWER AS MANY DIVERSE PEOPLE AS POSSIBLE BEING PART IN ARTISTIC PROCESSES. PEOPLE IN ARTISTIC PROJECTS SHOULD BE ENABLED TO MAKE THE MOST OF THEIR POTENTIAL, DARE TO QUESTION EXISTING POWER IMBALANCES AS WELL AS PRIVILEGES, AND FIND NEW WAYS OF OVERCOMING PREJUDICES (THE LIST OF SOCIAL GOOD THAT THE ARTS CAN/SHOULD ACHIEVE IS GETTING LONGER BY THE DAY). THIS IS ALL VERY WELL – BUT HOW CAN ARTS MANAGERS STRIVE TO ACHIEVE THIS IF THEY THEMSELVES HAVE NEVER BEEN EMPOWERED? DO WE EMPOWER OUR STILL RELATIVELY HOMOGENOUS GROUP OF ARTS MANAGEMENT STUDENTS IN THE CLASSROOMS? HOW COULD SUCH AN EMPOWERMENT LOOK LIKE? THE KEY NOTE WILL INTER ALIA ADDRESS THESE PRESSING QUESTIONS AND PROPOSE IDEAS FOR CHANGES REGARDING THE CURRICULUM AS WELL AS IN THE WAY WE ARE TEACHING ASPIRING ARTS MANAGERS. WE SHOULD TRY TO PREPARE ARTS MANAGEMENT STUDENTS NOT ONLY TO BE ABLE TO REACT TO FUTURE CHALLENGES IN THE SECTOR BUT TO SET THEIR OWN AGENDAS.

RAPHAELA HENZE

RAPHAELA HENZE IS PROFESSOR OF ARTS MANAGEMENT AT HEILBRONN UNIVERSITY IN GERMANY AND CO-INVESTIGATOR OF THE ARTS & HUMANITIES RESEARCH COUNCIL FUNDED, INTERNATIONAL AND INTERDISCIPLINARY NETWORK BROKERING INTERCULTURAL EXCHANGE (WWW.MANAGINGCULTURE.NET). PRIOR TO JOINING HEILBRONN UNIVERSITY, RAPHAELA HENZE WORKED IN SEVERAL SENIOR MANAGEMENT POSITIONS IN UNIVERSITIES, MINISTRIES, AND NON-PROFIT ORGANISATIONS. HER MAIN RESEARCH FOCUS IS ON THE IMPACTS OF GLOBALIZATION AND INTERNATIONALIZATION ON ARTS MANAGEMENT AND ARTS MANAGEMENT EDUCATION AS WELL AS ON THE ROLE OF ARTS AND CULTURE IN TIMES OF RAISING POPULISM. SHE HAS PUBLISHED WIDELY ON THESE TOPICS AND HAS BEEN A SPEAKER AT NUMEROUS INTERNATIONAL CONFERENCES.

RAPHAELA HENZE, STUDIED LAW AT HUMBOLDT-UNIVERSITY BERLIN AND PARIS X-NANTERRE IN FRANCE, RECEIVED HER PH.D. FROM RUHR UNIVERSITY BOCHUM, WAS A POST-DOC IN THE LAW, MEDIA & CULTURE PROJECT AT YALE LAW SCHOOL, USA, AS WELL AS AT THE NATIONAL INSTITUTE FOR EDUCATIONAL POLICY RESEARCH (NIER) IN TOKYO, JAPAN. SHE HOLDS AN MBA FROM THE UNIVERSITY OF LONDON.

KEYNOTE

MILLENNIALS QUESTIONING CULTURAL POLICY AND MANAGEMENT: ACADEMIC CAPITALISM & CULTURAL ENTREPRENEURSHIP MILENA DRAGIĆEVIĆ ŠEŠIĆ

TODAY NEW PUBLIC MANAGEMENT DEMANDS FROM UNIVERSITIES TO BECOME ENTREPRENEURIAL ORGANIZATIONS ACCORDING TO CRITERIA THAT ARE FORMULATED BY CAPITALISM AS GLOBAL SOCIAL FORMATION. THUS, CONTEMPORARY UNIVERSITY MIGHT BE ANALYZED AS THE INSTITUTION OF ACADEMIC CAPITALISM. THAT LIMITS SPACES OF UNIVERSITY AUTONOMY AS WELL AS ITS CRITICALLY ENGAGED FUNCTIONS AS ITS MAIN TASKS ARE TO EDUCATE NEW GENERATIONS OF GRADUATES ACCORDING TO EMPLOYABILITY DEFINED BY LABOR MARKET. AT THE SAME TIME UNIVERSITY HAS TO BECOME COMPETITIVE ON THE GLOBAL MARKET OF UNIVERSITY PROGRAMS AND SERVICES THUS ACHIEVING ITS OWN SUSTAINABILITY, EFFICIENCY OF MANAGEMENT BUT ALSO PROFITABILITY THAT WOULD ENDORSE INVESTMENT IN NEW HUBS AND LABORATORIES AND RESEARCH THAT IS DEMANDED BY CORPORATIONS OR POLITICAL AUTHORITIES.

THAT FORCES UNIVERSITIES AROUND THE WORLD TO BALANCE IN-BETWEEN THEIR ORIGINAL PRINCIPLES AND NEW MARKET DEMANDS. THESE DILEMMAS ARE ESPECIALLY DIFFICULT FOR SCHOOLS IN ARTS AND HUMANITIES THAT HAVE HARD TIME TO DEFINE THEIR NEW MISSIONS IN THE NEW WORLD OF CORPORATE CAPITALISM. IN SPITE OF DISCOURSES OF NEW UNIVERSITY MANagements THAT ENDORSE TRANSDISCIPLINARITY AND INNOVATION, THE RESEARCH SHOWS THAT MOST OF RESOURCES ARE GIVEN TO THOSE PROJECTS AND PROGRAMS THAT ARE ALREADY HIGHLY PROFITABLE OR HAVE THAT POTENTIAL.

IT IS THEREFORE VERY IMPORTANT FOR THE ACADEMIC COMMUNITY TO SELF-ORGANIZE AND FIND WAYS IN COLLABORATION AND ACADEMIC SOLIDARITY TO CREATE TRANSDISCIPLINARY AND TRANSBORDER PROGRAMS CONNECTING INNOVATIVE CREATIVE EDUCATION (ARTS), CRITICAL THINKING AND ACTING (SOCIAL SCIENCES AND HUMANITIES), AND NEW TECHNOLOGIES (POTENTIALLY PROFITABLE PRACTICES THAT COULD BE DEVELOPED WITH COLLABORATION OF PREVIOUS TWO, NOT NECESSARILY ONLY IN THE DOMAIN OF CREATIVE INDUSTRIES).

THROUGH TWO CASE STUDIES (BOTH FROM THE UNIVERSITY OF ARTS IN BELGRADE: FROM DEPARTMENTS OF MANAGEMENT AND PRODUCTION IN THEATRE, RADIO AND CULTURE; AND UNESCO CHAIR IN CULTURAL POLICY AND MANAGEMENT – MASTER PROGRAM) THE AUTHOR EXPLAINED TO WHAT EXTENT STUDENTS (MILLENNIAL GENERATION) CAN BE EMPOWERED TO CONTRIBUTE TO THE DEVELOPMENT OF SOCIALLY RESPONSIBLE UNIVERSITY UNDERTAKING PROJECTS IN PUBLIC INTEREST. „THROUGH THE EMPOWERMENT OF DIFFERENT SOCIAL AGENTS WHO ENTER THE PUBLIC SPHERE IN DIFFERENT WAYS (VIA PERFORMANCES, PUBLIC ACTIONS, WORKSHOPS, CONFERENCES AND SEMINARS), UNIVERSITIES CONTRIBUTE TO PUTTING CRITICAL ISSUES ON THE POLITICAL AGENDA ENDORSING DEMOCRATIC PROCEDURES AND INSTITUTIONS AS WELL AS RAISING THE LEVEL OF COMPETENCE IN PUBLIC GOVERNANCE“ (DRAGIĆEVIĆ ŠEŠIĆ & JESTROVIĆ 2017: 71). TRANSDISCIPLINARY APPROACHES AND METHODS, INCLUDING PRACTICE AS RESEARCH, APPLIED IN NUMEROUS RESEARCH:

FROM CAPITALISM AND ITS SOCIAL EFFECTS, THROUGH URBANISM (RIGHT TO THE CITY), PUBLIC MANAGEMENT (RECONSIDERATION OF PUBLIC-PRIVATE PARTNERSHIP), COMMODIFICATION, COMPETITIVITY, NATIONALISM, CULTURE AND POLITICS OF MEMORY, ETC. HAVE ACHIEVED IMPORTANT RESULTS IN THEIR CONCEPTUAL ELABORATIONS BEYOND USUAL EXPLANATIONS OF DISCIPLINARY RESEARCH.

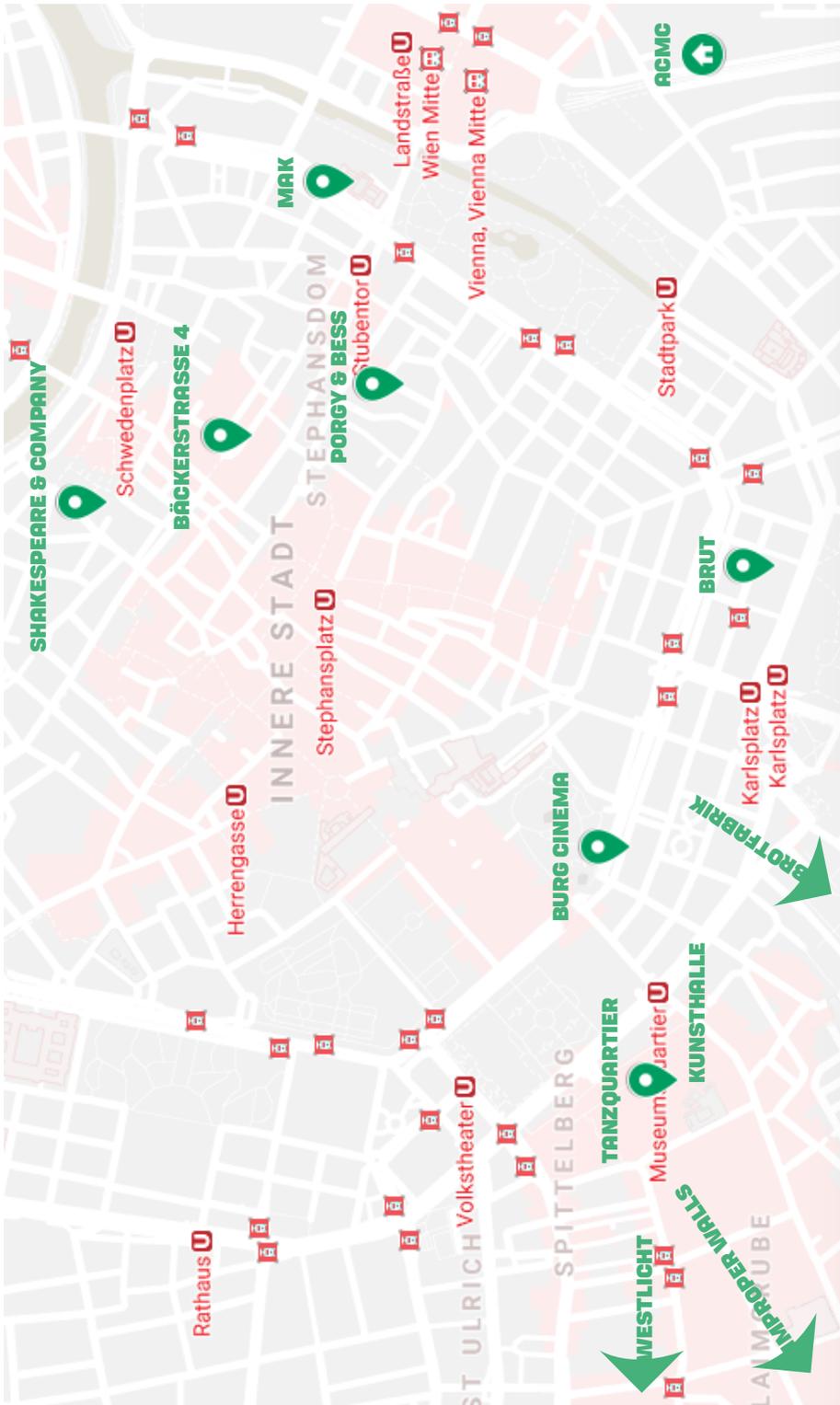
THEREFORE, THIS TEXT IS MORE THAN JUST A POSITION PAPER, IT IS A PLAIDOYER FOR SELF-ORGANIZATION AND CONNECTIONS OF STUDENTS, RESEARCHERS AND ARTISTS THAT ARE ACTIVE IN ACADEMIC AND CULTURAL REALMS. THROUGH INTERDISCIPLINARY AND TRANSDISCIPLINARY PROJECTS LEAD BY BOTH MILLENNIALS AND RESEARCHERS THE AUTHOR WILL SHOW HOW DIFFERENT PERSPECTIVES IN RESEARCH AND EDUCATION MIGHT COINCIDE IN DEFENDING UNIVERSITY'S AUTONOMY. AT THE SAME TIME HOW THEY MIGHT SUCCEED IN CREATING NEW PLATFORMS FOR BETTER UNDERSTANDING AND CRITICAL RELATION TOWARDS SOCIAL REALITIES AND HOW THEY MIGHT INITIATE NEW ORGANIZATIONAL AND OPERATIONAL MODELS OF ACTING IMPORTANT FOR SUSTAINABLE (CULTURAL AND ECONOMIC) DEVELOPMENT OF THEIR COMMUNITY AND THE GLOBAL WORLD.

MILENA DRAGIĆEVIĆ ŠEŠIĆ

DR. MILENA DRAGIĆEVIĆ ŠEŠIĆ, FORMER PRESIDENT OF UNIVERSITY OF ARTS, BELGRADE, NOW HEAD OF UNESCO CHAIR IN INTERCULTURALISM, ART MANAGEMENT AND MEDIATION, PROFESSOR OF CULTURAL POLICY & CULTURAL MANAGEMENT, CULTURAL STUDIES, MEDIA STUDIES. MEMBER OF NATIONAL COUNCIL FOR SCIENCE (2006-2010). BOARD MEMBER OF THE EUROPEAN DIPLOMA IN CULTURAL PROJECT MANAGEMENT (FOUNDATION MARCEL HICTER, BRUXELLES); INTERUNIVERSITY CENTER DUBROVNIK. FORMER ENCATC AND ELIA BOARD MEMBER. ADVISER TO THE MINISTER OF CULTURE REPUBLIC OF SERBIA (2007-2008). COMMANDEUR DANS L'ORDRE DES PALMES ACADEMIQUES (FRENCH MINISTRY OF EDUCATION HONOUR) 2002.

GUEST LECTURER AT NUMEROUS WORLD UNIVERSITIES. PUBLISHED 16 BOOKS AND MORE THAN 150 ESSAYS: ART MANAGEMENT IN TURBULENT TIMES: ADAPTABLE QUALITY MANAGEMENT (WITH S. DRAGOJEVIC); CULTURE: MANAGEMENT, ANIMATION, MARKETING (WITH B. STOJKOVIC), INTERCULTURAL MEDIATION IN THE BALKANS (WITH S. DRAGOJEVIC); NEOFOLK CULTURE; ART AND ALTERNATIVE; URBAN SPECTACLE; HORIZONS OF READING... MEMBER OF EDITORIAL BOARDS OF ACADEMIC AND CULTURAL REVIEWS, TRANSLATED IN 17 LANGUAGES. EXPERT IN CULTURAL POLICY AND MANAGEMENT FOR EUROPEAN CULTURAL FOUNDATION, COUNCIL OF EUROPE, UNESCO, FOUNDATION MARCEL HICTER, PRO HELVETIA, BRITISH COUNCIL ETC.

REALIZED AND DEVELOPED MORE THAN 50 PROJECTS IN CULTURAL POLICY AND MANAGEMENT – POLICY TRAINING, STRATEGIC MANAGEMENT & CAPACITY BUILDING TRAINING (INDIA, CAMBODIA, ARAB COUNTRIES, CENTRAL ASIA, ETC).



CITY GUIDE

*SOME OF THE ACMG-TEAM'S
FAVOURITE SPOTS*

SHAKESPEARE & COMPANY: BOOKSELLERS

BÄCKERSTRASSE 4: ART GALLERY

PORGY AND BESS: MUSIC (MAINLY JAZZ)

MAK: AUSTRIAN MUSEUM OF APPLIED ARTS

BRUT: PERFORMING ARTS

WESTLICHT: PHOTOGRAPHY

IMPROPER WALLS: ART GALLERY

TANZQUARTIER : DANCE AND PERFORMANCE

KUNSTHALLE: CONTEMPORARY ART

BROTTFABRIK: SEVERAL GALLERIES, EXHIBITIONS

BURG CINEMA: ENGLISH CINEMA

PAPER & WORKSHOP SESSIONS

#1 FR 11:30 – 13:00

RESPONSIBILITIES IN CULTURAL LEADERSHIP

WHO'S RESPONSIBLE FOR NARRATING OUR HISTORY? WHO ADDRESSES PRESSING PROBLEMS IN OUR SOCIETY? AND HOW DO WE DEAL WITH THE ENDLESS POSSIBILITIES TECHNOLOGY HAS TO OFFER? IN OUR PRESENTATION, WE'LL DEAL WITH SOME OF THE MOST IMPORTANT ISSUES IN CULTURAL LEADERSHIP, SUCH AS REPRESENTATION, ARTIVISM, AND TECHNOLOGY. DURING OUR NTERACTIVE SESSION, WE'LL FOCUS ON THE RESPONSIBILITY OF CULTURAL LEADERS, ARTISTS, AND INSTITUTIONS IN NAVIGATING THE DISCUSSION ON THESE TOPICS AND PROVIDING A VISION FOR OUR GENERATION.

NIENKE BOTH, ELEONORA HAN, SJOERD HEKMAN, KAJA JURCISINOVA,
EGLE KRYZANAUSKAITE, HELENE TIMM, IEVA VINCIUNAITE
UNIVERSITY OF GRONINGEN, NETHERLANDS

PAPER PRESENTATION 11:30 – 13:00 HAYDN HALL

COOPERATION, ETHICS AND SHARED GOVERNANCE

TO FACE THE CONSTANT ART GRANTS CUTS, THE CULTURAL FIELD IN FRANCE TENDS TO ADOPT MORE SUSTAINABLE ECONOMIC PATTERNS. TO GET FINANCIALLY MORE INDEPENDENT WITHOUT GIVING UP THEIR ETHICAL CONVICTIONS (CULTURAL RIGHTS, CULTURAL DIVERSITY), MORE AND MORE SMALL CULTURAL BUSINESSES LOOK WITH INTEREST TOWARDS THE THIRD SECTOR (ÉCONOMIE SOCIALE ET SOLIDAIRE). THIS BUSINESS THOUGH NON-FOR-PROFIT ECONOMY IS BASED ON COOPERATION AND ON THE DIVERSITY OF INCOMES. IT BRINGS INTERESTING ANSWERS TO THE ARTISTIC FIELD ISSUES BUT DESPITE OF A FAVOURABLE CONTEXT IT DOESN'T DEVELOP AS MUCH AS EXPECTED.

MATHILDE BROUDIC
UNIVERSITY OF STRASBOURG, FRANCE

PAPER PRESENTATION 11:30 – 12:15

#1 FR 11:30 – 13:00

ARTISTIC LABOUR OF THE NEW GENERATION

THE EMERGENCE OF NEW CREATIVE AND CULTURAL SECTORS AND CHANGES IN THE ECONOMIC AND SOCIAL ENVIRONMENT HAVE LED TO THE RECONSIDERATION OF THE CONCEPTS OF LABOUR, WORK AND WORKSPACE. AIM OF THIS RESEARCH IS TO UNDERSTAND THE CHARACTERISTICS OF LABOUR IN VISUAL ARTS AND TO INVESTIGATE WORKING CONDITIONS OF CONTEMPORARY ART WORKERS TO DETERMINE HOW WORKERS EVALUATE THEIR WORKING CONDITIONS, AND HOW THESE CONDITIONS AFFECT THE WORKERS' WORK AND SOCIAL LIVES.

CANSIN CANER KESKIN
ISTANBUL BILGI UNIVERSITY, TURKEY

PAPER PRESENTATION 11:30 – 12:00 IKM E0118

CONTENT GENERATION ON A PHYSICAL LEVEL

THIS WORKSHOP IS A PHYSICAL EXPLORATION OF THE TOPIC "CONTENT GENERATION". TOGETHER WE TRY TO APPLY COMMON TERMINOLOGY SUCH AS SORTING, REDUCING, CITING, REFINING, ABSTRACTING, ON OUR BODY, WHILE EXPLORING THE POTENTIAL TO GENERATE NEW (MOVEMENT) CONTENT.

SARAH MERLER
UNIVERSITY OF MUSIC AND PERFORMING ARTS VIENNA, AUSTRIA

WORKSHOP 11:30 – 12:45 BATIKEN HALL

#2 FR 16.30 – 18.30

ARE WE EMPOWERED?

THERE IS A LOT OF DISCOURSE ABOUT SOCIETIES IN TRANSFORMATION AND NEW CHALLENGES IN OUR DISCIPLINE. WE AS STUDENTS ARE WONDERING WHETHER WE ARE WELL PREPARED FOR THIS. IN THE WORKSHOP WE WILL GATHER WHAT WE AS STUDENTS THINK WE NEED FOR SUCCESSFUL CAREERS IN ARTS MANAGEMENT AND WHETHER WE GET WHAT WE NEED.

EVA GÖDE, KATHARINA HENLE,
JENNY KAISER, MICHAELA MEIER
HEILBRONN UNIVERSITY OF APPLIED SCIENCES, GERMANY

WORKSHOP 16:30 – 17:30 IKM 0101

INSTAGRAM: DEATH OR REBIRTH OF THE MUSEUM

WHAT HAPPENED TO MUSEUMS AND CURATORS IN THE ERA WHEN SELFIE ON THE BACKGROUND OF WORKS OF ART BECOME THE CENTRAL SHOWPIECE OF AN EXHIBITION? THE PURPOSE OF THE WORK IS TO STUDY THE PECULIARITIES OF THE MUSEUMS AS WELL AS ART INSTITUTIONS MANAGEMENT IN TERMS OF THE DIGITAL ERA, ESPECIALLY, THROUGH THE PRISM OF THE INSTAGRAM IMPLEMENTATION. THE ARTICLE WILL DISCUSS STATISTICS DATA CONCERNING A COMPARISON OF THE ONLINE AND OFFLINE LIFE OF A MUSEUM, ANALYSIS OF THE INSTAGRAM ACCOUNTS OF TEN MUSEUMS, INSTAGRAM MISSION OF CURATORS, AND CORE PROBLEMS OF THE MENTIONED PRACTICE IN BOTH LOCAL (UKRAINE) AND INTERNATIONAL CONTEXTS.

HANNA PETRENKO
NATIONAL ACADEMY OF MANAGERIAL STAFF OF CULTURE AND ARTS
KYIV, UKRAINE
CHAIR: JOHANNES DAM

PAPER PRESENTATION 16:30 – 16:55 HAYDN HALL

#2 FR 16.30 – 18.30

BOOK PUBLISHING AND INSTAGRAM

THE CLASSICS, CONTEMPORARY PROSE AND POETRY, EVEN SHAKESPEAREAN DRAMA CAN BE FOUND ALL OVER INSTAGRAM UNDER NUMEROUS LITERARY HASHTAGS. ALL OF THE LEADING PUBLISHING HOUSES HAVE HUNDRED THOUSANDS OF FOLLOWERS. THE BOOKS-GRAM COMMUNITY COUNTS 25,7 MILLION POSTS. IT ALL GOES TO SHOW THAT INSTAGRAM AFFECTS READING CULTURE, AND THAT IT IS A PHENOMENON WORTH EXPLORING.

ISIDORA VRANES
UNIVERSITY OF ARTS BELGRADE, SERBIA
CHAIR: JOHANNES DAM

PAPER PRESENTATION 17:00 – 17:25 HAYDN HALL

SOCIAL MEDIA ON STAGE : BETWEEN PRODUCTION AND MARKETING OF PERFORMANCE

THE AIM OF THIS PRESENTATION IS TO ANALYZE SOME PERFORMANCES THAT INCORPORATE SOCIAL MEDIA, TO PHYSICALLY OR VIRTUALLY INVOLVE SPECTATORS DURING THE SHOW. THE COMMUNICATION IS ORGANIZED AROUND THREE MAIN AXES: THE ARTISTS CREATE APPLICATIONS TO ENGAGE THE MEMBERS OF AUDIENCE; ARTISTS USE REAL-TIME CONNECTION VIA SOCIAL MEDIA DURING THE PERFORMANCE TO COMMUNICATE WITH ORDINARY PEOPLE; ARTISTS INVITE SPECTATORS TO WRITE THE TEXT OF THE SHOW ON SOCIAL MEDIA, A TEXT DIRECTLY READ AND PERFORMED BY THE ACTORS ON STAGE.

18.00 – 18.30 DISCUSSION : SOCIAL MEDIA IN THE ARTS

ERVINA KOTTOLOSHI
UNIVERSITY PARIS 3-SORBONNE-NOUVELLE, FRANCE
CHAIR: JOHANNES DAM

PAPER PRESENTATION 17:30 – 17:55 HAYDN HALL

#2 FR 16.30 – 18.30

CULTURE AND DIGITALIZATION : IS GENERATIONALISM THE ANSWER?

THIS PRESENTATION IS INTERROGATING THE TERM « MILLENNIAL » AND WHAT IT STANDS FOR, BUT ALSO ANALYZING SOCIOLOGICALLY THE DIGITALIZATION OF CULTURE ISSUE. THE PROFUSION OF NARRATIVES AROUND OUR GENERATION BEING THE ONLY ONE ENTITLED TO FACE THIS ISSUE ARE MAKING UP THIS NEW CULTURAL MANAGEMENT DISCOURSE THAT WE WANT TO ANALYZE AND DISCUSS.

LAURA FERRERO, DOUNIA OMAR
UNIVERSITY OF ARTS BELGRADE, SERBIA
CHAIR: MELANIE HENKE

PAPER PRESENTATION 16.30 – 17.15 spiel|mäch|t|räum

PERSONALIZATION PRISM OF MILLENNIALS' MUSEUM

OUR COMMUNICATION SYSTEM IS RAPIDLY MOVING IN THE DIRECTION OF COMPLETE PERSONALIZATION. MANY MUSEUMS ARE ALREADY ACTIVELY IMPLEMENTING THE USER MODELLING SYSTEM, WHICH, AS THE KEY TO PERSONALIZATION, ENABLES MUSEUMS TO RECOGNIZE AND BETTER UNDERSTAND AUDIENCE'S PREFERENCES BY ANALYZING THEIR MUSEUM VISITING BEHAVIOURS AND UNIQUE COMBINATIONS OF THEIR IDENTITIES. WHAT ARE VISITORS' PERCEPTIONS OF DIFFERENT DIGITAL PERSONALIZATION APPLICATION? WHICH ELEMENTS OF PERSONALIZATION MATTER MORE TO VISITORS THAN OTHERS?

MARCO ARONICA, EDOARDO MICOZZI, JIAHUA PANG, DARIA SAZONOVA
UNIVERSITY OF BOLOGNA
CHAIR: MELANIE HENKE

PAPER PRESENTATION 17.30 – 18.30 spiel|mäch|t|räum

#3 SA 14.30 – 16.00

NEW EUROPEAN IDENTITIES

WE WILL DISCUSS HOW CHANGES IN EUROPEAN UNION CULTURAL POLICIES REFLECT A SHIFT IN FOCUS REGARDING NEW COMMUNITIES AND TRANSCULTURALISM, AS WELL AS THE DESIRE TO ARTICULATE A CONSISTENT EUROPEAN IDENTITY. THE ROLE CULTURE PLAYS IN THE PROCESS OF IDENTITY AND COMMUNITY BUILDING WILL INFORM OUR ANALYSIS, AND THE PRESENTATION WILL INCLUDE A WORKSHOP TO CONSIDER HOW ART MANAGERS CAN INFLUENCE PROGRESSIVE, SOCIALLY INCLUSIVE CULTURAL PRACTICES IN RESPONSE TO POLICY.

LESLEY MCBRIDE, FEDERICO ZONNO
UNIVERSITY OF BOLOGNA, ITALY
CHAIR: ERKA SHALARI

PAPER PRESENTATION 14.30 – 15.15 FANNY HENSEL HALL

INTERNATIONALISATION IN THE ARTS: THE ARBITRARINESS OF NATIONAL BORDERS

WE LIVE IN A WORLD WHERE NATIONAL BORDERS ARE FADING. FOR THE ART COMMUNITY THIS “INTERNATIONALISATION”, “GLOBALISATION” OR WHATEVER YOU WANT TO CALL IT, RESULTED IN AN INTERNATIONALLY INTERWOVEN NETWORK OF CREATIVE ORGANISATIONS AND PEOPLE. THESE PEOPLE ARE I SEPARABLY LINKED ON A LEVEL THAT EXCEEDS, OR MAYBE UNDERCUTS, NATIONAL CULTURAL POLICY. MEASURING THIS LEVEL IS ALREADY A DIFFICULT TASK, HOWEVER NOT IMPOSSIBLE. IT SEEMS TO BE MORE UNLIKELY TO CREATE NATIONAL POLICY THAT COULD GUIDE INTERNATIONAL PEOPLE. BECAUSE WITH A COMMUNITY THAT DOESN'T FIT WITHIN ONE NATION, A BORDER IS NOTHING MORE THAN AN ARBITRARY LINE.

DJAMILA BOULIL, LISA GROB
UNIVERSITY OF GRONINGEN, DUTCHCULUTRE, NETHERLANDS
CHAIR: ERKA SHALARI

PAPER PRESENTATION 15.15 – 16.00 FANNY HENSEL HALL

#3 SA 14.30 – 16.00

THE RESURGENCE OF THE SOCIAL MOVEMENTS ON A GLOBAL LEVEL ARE A CONSEQUENCE OF THE NEW GENERATION?

MILLENNIALS ARE ENGAGING IN POLITICAL ACTION NOW MORE THAN EVER. IT'S CRUCIAL TO UNDERSTAND HOW THIS GENERATION IS SIMULTANEOUSLY SHAPING AND BEING SHAPED BY IT. BETWEEN INTEGRATION AND UPROOTING: WHAT ARE OUR REAL CORE VALUES? HOW ARE MILLENNIALS SHAPING CULTURE AND HOW CAN WE MANAGE THAT? IS CULTURE A WAY TO SPREAD NATIONALISM OR A TOOL TO RECREATE MULTICULTURALISM? HOW CAN WE INTERACT WITH THIS ULTRA CONNECTED CULTURAL LANDSCAPE?

IVAN JIMENEZ, GUILLEM MARTÍNEZ OYA, ROMINA PACOR, ALAN JAÉN
SAMUDIO

DISCUSSION 14.30 – 16.00 HAYDN HALL

#4 SA 16.30 – 18.30

DIALOGUES BETWEEN ARTISANAL ART AND THE TECHNOLOGICAL TOOLS

THE MILLENNIALS ERA IS MARKED BY THE TECHNOLOGICAL REVOLUTION AND THE POSSIBILITIES IT BRINGS TO THE DAILY LIFE OF EVERYONE. IN THE ARTS AND CULTURE, THIS GENERATION HAS OPENED A WIDE WORLD OF RESEARCH AND PRODUCTION TOOLS THAT HAVE CHANGED THE WAY WE CREATE, PRODUCE AND COMMUNICATE THROUGH ART AND TECHNOLOGY. BECAUSE OF THIS CONTEMPORARY STYLE OF CREATION AND FUSION, EACH DAY YOUNG ARTISTS ARE MORE SUBORDINATED TO THE TECHNOLOGICAL TREND, AND THIS IMPLIES A RISK OF LOSS OF ARTISTIC QUALITY. AND WHY? HOW CAN WE MAKE A GOOD USE OF THIS TOOLS? THE TOPIC OF OUR PRESENTATION DESCRIBES THREE CASE STUDIES OF THREE DIFFERENT ARTISANAL ART DISCIPLINES THAT WERE AFFECTED BY THE TECHNOLOGICAL TOOLS AND ARE NOW EXAMPLES OF A "RENOVATION" OF CLASSICAL ARTISANAL PERFORMANCE ARTS. THE AIMS OF THIS PRESENTATION ARE TO DESCRIBE WHAT KIND OF COMMUNICATION TOOLS ARE USED IN THIS CASE STUDIES TO COMMUNICATE TO THE AUDIENCE AND WHAT IS THEIR HALLMARK.

FRANCISCA ARAUJO, KATHERINE DIAZ CERVANTES
UNIVERSITY OF BARCELONA, SPAIN
CHAIR: JOHANNA WIESER

PAPER PRESENTATION 16.30 – 17.15 spiel|mäch|t|räum

#4 SA 16.30 – 18.30

GENERATION:INTERDISCIPLINARY. PRACTICE AND THEORY AT THE INTERSECTION OF ARTS AND SCIENCES

NUMEROUS INSTITUTIONS, EDUCATION PROGRAMS, AND WRITINGS PROOF THE RAPPROCHEMENT OF THE SEEMINGLY DISPARATE DISCIPLINES ARTS AND CULTURE VERSUS SCIENCE. IN AN AGE OF ENTANGLEMENT, DIGITALISATION, AND ANTHROPOCENE NEW ORGANISATIONAL PRINCIPLES IN THE CULTURAL SECTOR BEYOND DISCIPLINARY BOUNDARIES NEED TO BE DISCUSSED AND RE-IMAGINED. LOOKING INTO PRACTICE AND THEORY WILL HELP IDENTIFY NEEDS, POTENTIALS AND CHALLENGES FOR OUR GENERATION REGARDING INTERDISCIPLINARITY.

MELANIE HENKE
ERASMUS MUNDUS MASTER STUDIES
CHAIR: JOHANNA WIESER

PAPER PRESENTATION 17.30 – 18.30 spiel|mäch|t|räum

GENERATION Y: GIVE US CONTENT! – WE ARE AMUSING OURSELVES TO DEATH... AND AFTERWARDS

HOW IS THE GENERATION OF TODAY'S 24 TO 38-YEAR-OLDS CHARACTERIZED? WELL, MAYBE IT'S DIFFICULT TO UNDERSTAND WHY THEY CALL US THE GENERATION SNOWFLAKE OR GENERATION NOW. SORRY WE COULDN'T FOLLOW THE DISCUSSION. WHAT DID YOU SAY? AS DIGITAL NATIVES, USING THE INTERNET AND THE NUMEROUS DIGITAL DEVICES HAS AN ENORMOUS IMPACT ON US. OUR BRAINS ARE RESHAPED. THE MODIFIED PERCEPTION HAS CONSEQUENCES ON OUR EVERYDAY LIVES. THROUGH SOME QUESTIONS AND EXPERIMENTS WE WANT TO EXAMINE IN THIS SESSION: HOW DO WE WANT TO LIVE? – FROM A MILLENNIAL PERSPECTIVE.

MARLENE BEHRMANN
HAMBURG UNIVERSITY OF MUSIC AND THEATRE, GERMANY

WORKSHOP 16.30 – 17.15 IKM 0101

#4 SA 16.30 – 18.30

CHALLENGES OF CULTURAL INSTITUTIONS IN AN ATTENTION DEFICIT ECONOMY

AS HUMAN ATTENTION SPAN IS RAPIDLY DECREASING, ORGANIZATIONS OF ALL SECTORS FIGHT A WAR FOR ATTENTION. IN OUR PANEL WE WILL INTRODUCE THE CONCEPT OF AN “ATTENTION DEFICIT ECONOMY” AND SHOW HOW CREATIVE INDUSTRIES ARE ALREADY WINNING THE DIGITAL FIGHT, REINFORCING THE ATTENTION DEFICIT AT THE SAME TIME. WE WILL GATHER AND SHARE UTOPIAN IDEAS TO ENABLE TRADITIONAL CULTURAL INSTITUTIONS TO DEAL WITH AN ATTENTION-LACKING AND CONTENT-OVERWHELMED AUDIENCE FROM THE GENERATION Y AND Z.

ALEX BERTHOU, JOHANNES DAM
UNIVERSITY OF NANTES, FRANCE AND HAMBURG UNIVERSITY OF MUSIC AND THEATRE, GERMANY

PAPER PRESENTATION 17.30 – 18.30 IKM 0101

THE FUTURE OF THE ACMC

AN EXCITING CONFERENCE IS NOW ALMOST BEHIND US. LET´S TAKE THE CHANCE TO COME TOGETHER ON THE LAST DAY AND NOT ONLY REFLECT ON THE ACMC2019 BUT ALSO TO LOOK AHEAD: WHAT DID YOU LIKE ABOUT THIS YEAR´S CONFERENCE? WHAT COULD WE IMPROVE? IN WHICH CITY WILL THE ACMC2020 TAKE PLACE? COME JOIN US TO SHAPE THE FUTURE OF THE ACMC TOGETHER!

LAURA EICHENSEER, ANDREA SCHEINECKER, CHRISTINE SEBLATNIG
UNIVERSITY OF MUSIC AND PERFORMING ARTS VIENNA,
AUSTRIA

DISCUSSION 16.30 – 17.15 ACMC LOUNGE

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***DO YOU FEEL
EMPOWERED?***

EMPOWERED?

EMPOWERED?

EMPOWERED?