

# The Congress

The ENCATC Congress on Cultural Management and Policy is a global gathering designed for academics, trainers and researchers from the cultural management and policy educational fields with cross-disciplinary interests to mingle with professionals, policy makers and artists and thus to bridge the knowledge gap, promote research esteem and the evolution of pedagogy.

This reader has been designed to support your experience through the Congress' format that includes 6 main activities: the Members' Forum, the Conference, the Young and Emerging Researchers' Forum, the Research Award Ceremony, the Education and Research Session, the guided cultural excursions.

Begin your journey!

## CONTENTS

<b>FOREWORD &amp; WORDS OF WELCOME</b>	<b>4</b>
<b>2018 CONGRESS THEME</b>	<b>10</b>
<b>OVERVIEW &amp; PROGRAMME</b>	<b>14</b>
<b>SPEAKERS</b>	<b>21</b>
<b>HIGHLIGHTS</b>	<b>22</b>
Members' Forum	22
Young & Emerging Researchers' Forum	24
Sharing Perceptions Experience and Routes	25
Keynote	26
ENCATC Research Award Ceremony	27
Education & Research Session	30
Poster Exhibition	35
Celebrating Diversity Ceremony - FRH Torch	36
<b>ROMANIAN ARTISTS</b>	<b>37</b>
<b>ORGANISERS, PARTNERS &amp; COMMITTEES</b>	<b>38</b>
<b>PARTICIPANTS</b>	<b>40</b>
<b>USEFUL INFO</b>	<b>45</b>
<b>NOTES</b>	<b>47</b>
<b>ENCATC EVENTS</b>	<b>52</b>
<b>ENCATC RESOURCES</b>	<b>53</b>





# FOREWORD & WORDS OF WELCOME

Dear members,

Dear colleagues,

It is with great pleasure that we welcome you to Bucharest for the 2018 **ENCATC Congress on Cultural Management and Policy "Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations"**. This event is organised by ENCATC in a very special year for Romania: its centennial anniversary. It marks the unification of Transylvania, Bessarabia, and Bukovina with the Romanian Kingdom on 1 December 1918. What a better moment for bringing in this fascinating country our annual global gathering!

The year 2018 is also labelled as "the European year of Cultural Heritage, EYCH". To contribute to the discussions organised all over Europe in this frame, the 2018 ENCATC Congress will focus on the **ongoing cultural transformations** and claims according to a socio-anthropological approach to **critically analyse and contextualize the role of education and research** in shaping the process by which culture and values are built, transmitted and appropriated, and to **re-frame with new views, approaches and perspectives** their contributions to a common European Cultural Heritage, its sustainability and exploitation for inclusive growth.

We are proud to present you a rich programme of learning activities, cultural events and excursions. We will start on **26 September** with two major activities in parallel, **the 11th edition of the ENCATC Young and Emerging Researchers' Forum** and **the 3rd edition of the Members' Forum**. The first one is meant to advance the future generation of researchers in their careers and offer them the opportunity to enlarge their networks in Europe and beyond. It is designed to create a space for exchange on research trends, address topical research issues, methodology, professional cooperation, publishing opportunities, online knowledge exchange and collaboration. All this from a global perspective. The second one will gather around two main round tables eminent experts, artists and policy makers to reimagine all together European cultural heritage. It will be the occasion to discuss about past, ongoing transformations, and their future. In the afternoon of this same day, participants will have the opportunity to learn about trends on cultural policies in Europe and beyond from the authors of the Compendium as well as to

listen to ENCATC member **Paul Dujardin** who will join us to present his own view on the future development of the cultural policies in Europe as well as to give a glimpse on the rich programme he is designing in the frame of the Festival Europalia Romania 2019. The intervention will be followed by the ENCATC Annual General Assembly. This first day will culminate with the official opening of the Congress where the theme, the methodology and the detailed programme of the four days in Romania will be presented to the participants.

On the morning of **27 September morning**, participants will start a discovery journey meant to observe the local cultural field. In the afternoon, participants will have the opportunity to sit all together to share their perceptions, analyse and reflect on their common experience. This exchange will be followed by the Congress Keynote from Professor **Jean-Louis Fabiani** and by an exchange with the public animated by **Dea Vidović**. This dense day will end with the ENCATC Research Award Ceremony honoured this year by the presence of the European MEP, **Mircea Diaconu**. Once more ENCATC will celebrate the young generation of researchers. This year three women are in the running for the prize! We cannot wait to discover the winner and read her applied research in our Book Series!

The morning and part of the afternoon of **28 September**, will be devoted to Educational and Research presentations, thus allowing us to get the most updated information about new learning methodologies, practice and research trends from different world regions. A selected number of papers presented during the Research session will be published in the ENCATC Journal, while a selected number of presentations of the Educational session will be included in the /encatcSCHOLAR. This year, for the first time, ENCATC is also designing and presenting two panels in the educational session: one about evaluation and one about digital tools for learning. During the morning, the participants will also have the opportunity to visit a dedicated gallery where project leaders will present their posters. This new initiative is designed by ENCATC to offer its members and stakeholders a space that is open to a global audience, for showcasing ongoing transnational projects and present in a didactic way new policy

development in Europe and beyond. The afternoon will widen our horizon with a final round table where a selected number of experts will analyse their own 2018 Congress experience and will tell us how the lessons learned during these days will help them changing their practices or teaching methodologies once back home. This reflective moment will be followed up by the **International Book Exchange project**, a unique occasion for the participants to promote their new publications and share them with their colleagues from all over the world. The "Grand Finale" of the Congress is reserved to the FRH Torch initiative held in the prestigious local cultural landmark, the Romanian Atheneum. At this occasion representatives of the official cults in Romania will join this ceremony and will contribute with their personal memories via handwritten letters which will be placed in the "treasure box", a collection of personal stories from Europeans citizens that will be delivered to the European Commissioner for Education, Culture, Youth and Sport, Mr. Tibor Navracsics next October 2018 in Paris.

The cultural programme of the 2018 ENCATC Congress prepared for us by our local partners will feature a mix of modern and traditional music as well as a guided excursion on the 29th to Peles Castle.

For the second time in the frame of its annual gathering, ENCATC has invited a renowned journalist, **Effy Tselikas**, to join and follow us during the entire Congress and thus to produce articles, interviews, videos, animate discussions and prepare the final report of the Congress. To make the Congress a true participative experience, Effy will also lead a team of *co-redacteurs* who will collect, co-edit and publish every day, in a blog format, the contributions from the participants. We are very curious to experience this new project proposed to us by Effy and we invite all the participants to be very reactive to this idea. The Blog can only work if you cooperate with us!

This year's Congress is once again an opportunity for ENCATC to demonstrate its strong commitment both to the **sustainability of the planet** and to **support of the careers of artists and young managers**. In terms of green policy, we continue with our practice of reducing as much as possible the printed material. Being an engaged actor in society also means creating new jobs and professional networking opportunities, especially for those at the beginning of their careers. Not only is their presence and time greatly appreciated by ENCATC to help with the Congress, we are also happy to offer this opportunity for them to learn about international event management, gain new knowledge during the different sessions, and open the door for them to network with the participants. The winner of the 2018 ENCATC Research Award will receive a unique artwork statue designed by Romanian artist **Nicolae Stoica**. Finally, the artistic images of paintings and sculptures were kindly given to us by our member and talented artist **Evgeni Velev** with his permission to use in this Congress reader and on the cover of the notebook you received. He is from our member institution, SULSIT, University of Library

Studies and Information Technologies in Bulgaria.

We have so many people to thank this year, foremost we want to thank all **ENCATC members** Your continued and loyal membership, financial support, intellectual contributions, and dedication to our field, makes it possible for ENCATC to be the leading network on cultural management and policy.

As the Congress is taking place in Romania this year and the country is celebrating its Centennial, we are very privileged to hold it under the **High Patronage of the President of Romania**.

This Congress would not have been possible but for the generous support and co-funding of the **Creative Europe Programme of the European Union**. ENCATC is very proud to have this strong partnership and recognition that European Union values ENCATC's work and especially its Congress on Cultural Management and Policy.

This event has been made possible thanks to the support of our member and conference partner, **the National Institute for Cultural Research and Training**. First, ENCATC would like to sincerely thanks **Carmen Croitoru**, General Manager of the Institute, who led the local team. She also contributed her expertise as a serving member of the conference's scientific committee. Second, we want to thank her entire team and especially to **Alexandru Avram, Anda Becut Marinescu, Georgina Ene, Delia Hanzelik, Cristina Nichimis, Aurora Padureanu** and **Geronda Popescu**.

Also contributing to the success of this event is our hosting partner, the Romanian Ministry of Culture and National Identity. We are very grateful they have opened their doors and for being gracious hosts.

Our gratitude goes also to the cultural institutions, **CINETic** the International Center for Research and Education Innovative Creative Technologies, **The National Museum of Contemporary Arts**, and **Nod makerspace** for welcoming our participants during the Sharing Perceptions Experience, and graciously sharing their insider knowledge with us.

This four-day event in Bucharest has also been made possible thanks to the commitment of our 2018 Congress Committees. It was a pleasure for us to serve on the **Steering Committee** with **Antonio Ariño Villarroya, Carmen Croitoru, Fabio Donato**, and **Claire Giraud Labalte**. We sincerely thank the valuable contributions of the **Scientific Committee members Patrick Boylan, John Carman, Mara Cerquetti, Hsiao-Ling Chung, Carmen Croitoru, Jean-Louis Fabiani, Annukka Jyrämä, Visnja Kistic, Johan Kolsteeg, Tuuli Lähdesmäki, Bernadette Lynch, Marco Mossoinkoff, Virgil Nițulescu, Marcin Poprawski, Carole Rosenstein**, and **Alis Vasile**. Last but not least, we deeply thank the fellow ENCATC board members serving with us on the **Operational Committee: Ana Gaio, Gabrielle Kuiper, Dea Vidović, Richard Maloney, Tanja Johansson**, and **Michal Lážňovský**. Their involvement and additional support have been incredibly valuable.

The Congress' Scientific Committee members were also part of the **2018 Education and Research Session Scientific Committee**. This committee's important task is to select and invite academics, researchers and practitioners offering the most compelling, trending, and innovative research being conducted right now. We are deeply thankful to **Tanja Johansson** and **Isabel Verdet** who have been working hard during the whole summer to organise the Education and Research sessions. The production of this year's "Congress Proceedings **"Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations"**" which is compilation of papers presented in during the sessions has been done thanks to the efforts and time dedicated by Tanja Johansson. A special thanks also goes to the **chairs of each session** who have kindly accepted to moderate this important part of the programme.

We are delighted that **Professor Jean-Louis Fabiani** will keynote the Congress. Known on the international stage, his research has addressed the study of what he calls "configurations of knowledge" understood as the ways in which disciplines and scientific institutions are built and how they change making for a perfect fit with this year's theme.

We are also grateful to **all our speakers** who have travelled near and far to share their expertise and perspectives to nourish our discussions with their years of experience, knowledge, and key insights.

The **international jury of ENCATC's Research Award on Cultural Policy and Cultural Management** includes: **Elodie Bordat-Chauvin, Francesca Imperiale, Anita Kangas, Jerry C Y Liu, Richard Maloney, and Jaime Alberto Ruiz Gutierrez.** and **Alan Salzenstein**. They have had the significant responsibility of reviewing applications, selecting the Award finalists, and here in Bucharest choosing the 2018 winner. We extend our gratitude for their work and dedication to the Award and what it means for the international research community and the careers of researchers having recently obtained a PhD.

Our gratitude extends to our strategic partners with whom we have signed Memorandums of Understanding in 2016 and 2017 respectively: The **Association of Arts Administration Educators** led by AAAE President **Kevin Maifeld** and the **Taiwan Association of Cultural Policy Studies** led by TAPCS President **Jerry C Y Liu**. It is our pleasure to have them and their members here with us for the 2018 ENCATC Congress. Once again, we are convinced that bringing together members of ENCATC, AAAE and TAPCS in this setting will ignite exciting collaborations, partnerships, and exchanges that will render positive outcomes and benefits for our networks.

We would like to thank everyone who is participating in our **International Book Exchange project** and shares our values of transferring knowledge across countries and culture.

Last but not least, the **ENCATC Secretariat** has been dedicated, professional, and hardworking! We are so incredibly grateful to have this dream team with us! We

thank **Manon Deboise** for all her work in supporting the coordination and logistics for this high-level international event. From the Communication Department, we deeply thank **Julie Maricq** for implementing the communication campaign, design the Congress Blog and taking care of the 2018 Congress branding and **Elizabeth Darley** for preparing the materials for the participants and keep all of us regularly update with the congress developments. Finally, we thank our new trainee **Grace Guynn**, from the United States. Having only just arrived at the end of August, we are grateful to have her with us and she's been a wonderful team player having jumped right into our Congress preparations with enthusiasm and efficiency!

To conclude, our profound hope for this 26<sup>th</sup> edition of our annual Congress is that the programme we have designed will help each participant **to widen his or her own horizon, once back home to be able to sow new ideas that will deeply transform educational programmes, practice and his/her own life as a citizen.**

We wish you all a wonderful experience in Bucharest!

Yours sincerely,



Francesca Imperiale  
ENCATC President



GiannaLia Cogliandro Beyens  
ENCATC Secretary General

## Welcome from our member and local partner

Dear ENCATC Congress participants,

I am one of the many cultural managers who did not joined the ENCATC network from a personal ambition or just to check another membership to a network.

I joined a network of researchers and cultural managers for the people who were there and for the countless projects that each of them could generate, but also because I reject passive cultural management.

Being the first Romanian organization that joined ENCATC I was lucky to capture the interest of professionals who knew Romania and who also became permanent collaborators and guests of the projects and conferences organized by the National Institute for Cultural Research and Training. The ENCATC Congress was an unexpected big opportunity and challenge that represents the way I understand an active membership.

As local partner of the ENCATC Congress of this year – a premiere in Romania and an event of great importance especially in this Anniversary year that we Romanians are celebrating – the *National Institute for Research and Cultural Training* (INCFC) is once again aiming to place an emphasis on a crucial topic for the cultural management field – *the cultural heritage* – in the context of the European Year of Cultural Heritage celebrated throughout Europe in different forms.

This year's Congress theme comes to draw the attention on a subject that we may sometimes take for granted and whose relevance and potential we, all too often, fail to understand. Heritage has a direct, strong link with cultural management, a discipline that can provide solutions to the increasingly complicated problems that heritage faces. We are aware this is not an easy topic and we know that for most of the people heritage is of marginal importance but it is our responsibility as cultural managers, researchers, professors, academics, cultural operators and practitioners to raise a red flag and to put together all our know-how, our experience and expertise to change this situation for the better.

The presence in Bucharest of so many high-profile personalities from all over the world is also significant because it allows us all to be part of a bigger picture, to enter a dialogue on the current important topics on an international level and to point out – again and again – the fact that having and using structured models and methods of cultural management is essential in valuing and

promoting the cultural heritage or any other form of 'culture', be it material or immaterial.

Romania is the expression of cultural diversity in forms we no longer find in the rest of Europe.

You can find here not only blends of regions from the three historical provinces, but also mixtures of ancient Gentiles that have formed a particular cultural conglomerate. These aspects combined with some historical disparities have placed on the map of Europe a country totally out of ordinary.

I invite you to enter a world that does not fit any known pattern. I invite you to try to abandon what you have been told about Romania, and to discover that beyond the contradictory and disconcerting aspects of this uncivilized eclectic civilization, there are common values of a cultural humanist Europe.



Carmen Croitoru

Associate Professor – National University of Theatre and Film, General Manager of the National Institute for Research and Cultural Training (INCFC), Romania

# THE ROMANIAN CENTENNARY

## A national celebration of unity

The Romanian Centenary is a national cultural and socio-political event that celebrates 100 years from the unification – in 1918, at the end of World War I – of the historic Romanian provinces – Transylvania, Banat, Crişana, Maramureş, Bessarabia, and Bukovina – with the Old Kingdom of Romania in one democratic, national state.

The official union was declared on the **1<sup>st</sup> of December 1918** – a date which symbolically marks the union of the last former medieval Romanian territories with the modern Romanian state and is today celebrated as the National Day of Romania, signifying the achievement of a long desired goal of national unity.

100 years later, in 2018, this historic moment is marked through a series of cultural events, organized throughout the country and internationally with a common message: *the strength that comes from unity, from acting and working together for a common goal.*

The central theme has been broken down into several main themes and principles, reflected in all these events in various forms (festivals, galas, fairs, concerts, performances, tours, TV and radio productions, books, albums, as well as public monuments and works of cultural infrastructure). The main principles that encompass these cultural manifestations refer to: the celebration of the national identity and national values, of the great Romanian personalities from different fields of activity, the spirit of civic patriotism, the tolerance and cultural diversity, as well as the development of the international cooperation and the affirmation of Romanian values in an international context.

*"To be united does not mean to be all the same, but to define and preserve a common sanctuary. Differences are not a source of vulnerability, but a source of enrichment. We must be able to look face to face and find, beyond everyone's options, those sacred things that bring us together and that can contribute to a more stable and dignified Romania for at least another 100 years.*

*I believe that the Centennial Anniversary must be achieved through an integrated and unitary approach on the lines of national unity, cohesion and consensus, in the spirit of*

*valuing the past, the national values and traditions, internally and internationally, as well as creating a solid ground, fundamental for stimulating and shaping Romania's future strategic development directions."*

**(George Ivaşcu, Minister of Culture and National Identity, Romania)**

The ENCATC Congress, initiated by the ENCATC network and co-organized by the National Institute for Cultural Research and Training (INCF), is one of the main events taking place in the context of the Romanian Centenary, all the more so since it addressed a theme of the utmost importance for Romania in this anniversary year: the value and the significance of the cultural heritage in a European context, as well as the crucial contribution of cultural management and policies in harnessing and raising the profile of this important legacy.



George Ivaşcu  
Minister of Culture and National Identity, Romania





## **Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations**

Under the main theme 'Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations', the ENCATC 26th Congress on Cultural Management and Policy (26-29 September, Bucharest, Romania) aims to thoroughly explore the ongoing cultural transformations that are shaking the very foundations of our understanding and practice of culture. Among these changes, Jean-Louis Fabiani points at the following moves occurred in Europe and the world in the past 30 years: digitization, the development of the knowledge society, the rise of NGOs and the shrinking of the nation-state, marketization and commodification, the emergence of new powers, and the collapse of socialism in Europe. While responding to global trends and phenomena, cultural transformations express also locally. Considering therefore "essential to examine our own professional and educational context, strongly influenced by the cultural history and the institutional framework of our countries", as pointed out by Claire Giraud-Labelle, the debate will be enriched by the contributions on the impacts of these transformations across Europe and beyond.

### **What cultural horizon for Europeans?**

As expressed by Jean-Louis Fabiani, in Europe globalization has brought

about "the emergence of neo-nationalisms, and revamped populisms seem to be a more powerful agent of European homogenization than the very modest attempts to delineate common cultural interests". Europeans move today between the optimistic view that "technological change will bring about the equalization of conditions through a form of electronic horizontality and that the electronic peace will be perpetual, (...) [and] the fear that the decline of the welfare state will foster the destruction of our lifestyles, particularly when it comes to cultural habits". Based on the notion of a 'cultural public sphere' coined by Jim McGuigan, Fabiani advocates for what McGuigan calls 'critical interventions' – as opposed to and in between uncritical populism and radical subversion. While in uncritical populism consumers are considered "active citizens and their consumption is a way of voting for different cultural and political offers, (...) radical subversion considers that the mass-produced world of infotainment (...) prevents rather than shapes democracy". Halfway in the spectrum, critical interventions, Fabiani argues, could be considered "'prototypes' of a democracy to come".

What is the role of cultural policy in tackling emerging challenges such as the rise of populism and isolationism? Johan Kolsteeg explains that, "while global problems are unmistakably

addressed in local cultural production, they are hardly addressed in national cultural policy discourse". In cultural policy, as argued by Kolsteeg for the case of the Netherlands, "the societal issues that are mentioned are for local use only and concern internal topics such as changes in financing, taste and audience behaviour, demographic changes and the position of cities and regions in cultural policy development. These issues can hardly be said to reflect serious societal and political challenges such as (cultural) identity, (performative) democracy, (real) participation, solidarity, migration, populism, (cultural) glocalisation and (true) integration. (...) Attempts to connect global and local discourses are found in the work of network organisations such as ENCATC, the European Cultural Foundation, Trans Europe Halles and the biennial Forum on European Culture in Amsterdam. They provide the transnational agora (...) for agonistic debates between West, East, North and South (both global and inside Europe) (...). They contribute to a shared vocabulary for making sense of our situation, and for reflecting and imagining possible futures. The European globalist/idealist agenda, though not without its flaws and pitfalls, offers a platform for local cultural action on global issues. It calls for cultural institutions and entrepreneurs to connect to transnational issues and to contribute



to a space for imagining the future. But the European agenda also provides national governments with the opportunity to keep their cultural policy out of poignant discussions on global challenges and the role of culture”.

When looking at European cultural horizon, special caution is required when dealing with concepts such as 'upheavals' and '(European) values'. As claimed by Tuuli Lähdesmäki, most of what are usually qualified as 'upheavals' are "rhetorical and discursive constructions that do not hardly affect daily routines of 'a European man in the street' – but that are, however, politically performative. This means that they produce and enable diverse political strivings in which politicians and other 'concerned people' seek to 'take into account', 'care' and 'tackle' the expected or imagined implications of these 'upheavals'. Particularly problematic are those political attempts that seek to defend so-called European values as these attempts rarely explicate what and

whose European values they deal with. European values are not essentialist and static but dynamic, and understood and interpreted in diverse way both in Europe and beyond it. (...) The idea of shared European values is commonly used in political discourses around Europe – particularly when the speaker is concerned of something that he/she identifies as non-European. Thus, the idea of European values creates also distinctions and discursive borders between 'us' and 'them' and produces both inclusion as well as exclusion", Lähdesmäki explains.

But these certainly troubled times are also times of opportunity. According to Virgil Nițulescu, "Europeans have at present the chance to have the most diverse cultural horizon in the world and in their history". Furthermore, "access to the 'high culture' (...) is today more democratic than ever". Nițulescu further argues that people just need the intellectual tools to make the best choice among the wide offer. Along the same lines, Alis Vasile expresses that "we live unprecedented access to education and culture and the contemporary social imperatives call for accelerated innovation; so, we have choices, we have opportunities and infinite possibilities in the professionalized world of culture and, to some extent, at individual and social group level".

#### **Maintaining cultural continuity or disrupting it?**

"In human history", Virgil Nițulescu argues, "there was never a total cultural rupture, between generations or epochs. Transformation was gradually induced in different social layers. However, in the last century, the speed of these movements was tremendously increased and cultural expressions have lost much of their coherence. The time for 'burning' each cultural item is shorter than ever and cultural consumers are very quickly passing from a favourite to another". In Nițulescu's opinion, "we cannot talk about cultural discontinuity, but rather about cultural incoherence and lack of sustainability".

Alis Vasile further reflects on the binary continuity-disruption, which together are inherent to cultural heritage. "Human civilization", Vasile explains, "is thoroughly based on continuity, on passing over to new generations, on adding on, building on the past, and, ultimately, on heritage – be it family inheritance, mother tongue, writing, knowledge, technology or all of them and beyond – our cultural heritage. Disruption, on the other hand, is only temporary or at least episodic, and its destiny is to be integrated into the continuous flow of human culture (...). It can bring change, improvement, adjustment, regress, regret, delay, but it will be used and inevitably overcome through assimilation. Overcome disruptions become continuity and so do successful revolutions. Every piece of cultural heritage bears witness of our transformational continuity. The mere concept of cultural heritage is a reflection of this fundamental process".

Establishing a parallelism between fashion marketing and Europe's branding – in the sense of creating an Anderson's 'imagined community' and providing it with meaning, Marco R. H. Mossinkoff suggests to "use the 'old order' to create new icons, imbue these with (new) meaning by using them in the context of every upheaval affecting our countries".

Finally, in some specific cultural subsectors, continuity might not even be desirable. Bernadette Lynch explains it for the case of museums: "The world is changing all around museums. (...)The point surely is not to ignore these changes but to become a safe space where people can come together from different backgrounds, to explore identities and together, try to make sense of these changes in light of the past. The museum must, more than ever, become a forum for dialogue and debate, to use the past to help understand the present and collectively plan for a future. We must disrupt museum precedent if it gets in the way of facilitating such an important role".

Every piece of cultural heritage bears witness of our transformational continuity. The mere concept of cultural heritage is a reflection of this fundamental process.



## The role of cultural management and policy education

Amidst this changing (and sometimes turbulent) cultural panorama, cultural management and policy education play a major role which is both reactive and proactive, as indicated by Miikka Pyykkönen. "On the one hand, education tries to understand the changes (...), offering conceptualizations and definitions of/ for the transformations, (...) and linking the transformative policy discourses and practices to the wider societal changes (...). "On the other hand, education also raises new visions and tendencies in the fields of culture", being proactive in defining and shaping new areas of knowledge such as cultural entrepreneurship, as explained for the case of Finland by Pyykkönen.

It is also educational institutions and stakeholders' role to provide room for experimentation towards the development of true cross-sectoral approaches. With transformations and their effects over spilling from other – economic, social, environmental, etc. – areas of life into the cultural sector and vice versa, cross-sectoral approaches seem the most – if not the only – reasonable path to face present and future challenges, "integrating outwardly diverse perspectives from stakeholders without diluting the critical and reflexive thinking", as suggested by Hsiao-Ling Chung. However, "the rationalist thought developed in Europe over centuries has resulted in a very elaborate system of classification and specialization of knowledge, as well as in an over-partitioning of the domains", Claire Giraud-Labalte notes. "This segmentation has favored a disjunctive thought, which separates what is actually linked and erases the complexity of the world", Giraud-Labalte adds. Beyond the sometimes pompous inter-disciplinary and cross-sectoral rhetoric, education is responsible for providing spaces for students to go out their comfort zones and engage in effective collaboration with others across cultural domains – but not only cultural.

Education and training implications are also to be found in workplaces, as explained by Hsiao-Ling Chung. "Firstly, while digital competencies will define the foundation of future job skills, 36% of all jobs across all industries will require 'complex problem-solving', 'critical thinking' and 'creativity' as the top three core skills by 2020. Secondly, it is the 'human or soft skills', such as emotional intelligence or cognitive flexibility, that will help workers embracing the rapid and radical changes, and future-proofing themselves with resilience from upheavals. (...) Therefore, in order to confront the rapidly evolving and transforming world, organizations need to have a system in place to adapt with and accommodate the ongoing internal and external transformations, and such a system has to foster a continuous lifelong learning culture. The implication is that policy-makers, decision-makers,

educators, researchers and practitioners in the field of cultural policy and management need to understand what conditions could foster and facilitate the continuous learning environment", Hsiao-Ling Chung concludes.



*Written by Isabel Verdet, ENCATC Scientific Project Officer*

### Editor's Note:

We thank our Congress Scientific Committee and Steering Committee members and ENCATC members who contributed their valuable insight to this narrative of the 2018 ENCATC Congress and to this Concept Note.

**Hsiao-Ling Chung**, Associate Prof. Institute of Creative Industries Design, College of Planning and Design, National Cheng Kung University, Taiwan, 2018 ENCATC Congress Scientific Committee Member

**Jean-Louis Fabiani**, member of the Institute for Advanced Study in Princeton, USA and Professor at the Central European University in Budapest, Hungary, 2018 ENCATC Congress Scientific Committee Member

**Claire Giraud-Labalte**, Art historian, University of Nantes, France, 2018 ENCATC Congress Steering Committee Member and ENCATC member

**Johan Kolsteeg**, Assistant Professor, Groningen University, The Netherlands, 2018 ENCATC Congress Scientific Committee Member and ENCATC member

**Tuuli Lähdesmäki**, Adjunct Professor working in the Department of Music, Arts and Culture Studies, University of Jyväskylä, Finland, 2018 ENCATC Congress Scientific Committee Member and ENCATC member

**Marco R. H. Mossinkoff**, Senior Lecturer and research fellow at the Amsterdam Fashion Institute (AUAS), and Associate Lecturer at Nyenrode New Business School, The Netherlands, 2018 ENCATC Congress Scientific Committee Member

**Virgil Nițulescu**, Head of cabinet of a secretary of state in the Ministry of Culture and National Identity and editor-in-chief of the Romanian journal of museums, Romania, 2018 ENCATC Congress Scientific Committee Member

**Miikka Pyykkönen**, Professor, Department of Social Sciences and Philosophy, University of Jyväskylä, Finland, ENCATC member

**Alis Vasile**, Lecturer for the museology programme, Romanian National Institute for Cultural Research and Training, Romania, 2018 ENCATC Congress Scientific Committee Member



# OVERVIEW & PROGRAMME

<b>DAY 1: 26 SEPT</b>	09:00	Registration opens
	10:00-12:30	Annual Members' Forum Part I. (For ENCATC, AAAE, and TACPS members only)
	10:00-12:40	2018 Young & Emerging Researchers' Forum
	12:45-14:30	Networking Lunch
	14:30-16:00	Annual Members' Forum Part II. (For ENCATC, AAAE, and TACPS members only)
	16:00-16:30	Coffee Break
	16:30-16:50	Speech "New renaissance and imaginaries for citizens" (For ENCATC, AAAE, and TACPS members only)
	17:00-18:30	26 <sup>th</sup> ENCATC General Assembly (For ENCATC members only)
	18:45-21:00	Official opening of the Congress for all Congress participants

<b>DAY 2: 27 SEPT</b>	09:00-09:30	Registration
	09:30-15:30	Opening Perspectives Session, Part I. Sharing Perceptions Experience: time to observe the field
	15:30-17:30	Opening Perspectives Session, Part II. Sharing Perceptions Experience: time to analyse and to reflect
	17:30-18:45	Opening Perspectives Session, Part III. Keynote and Debate
	19:00-20:00	2018 ENCATC Research Award Ceremony
	20:00-22:00	Networking Cocktail

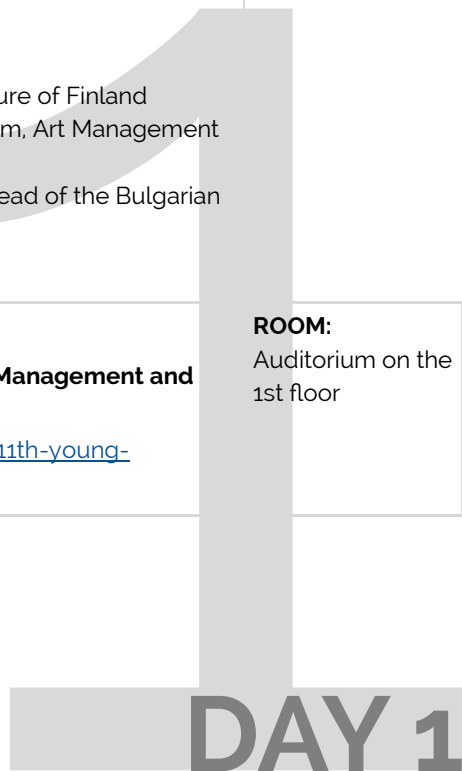
<b>DAY 3: 28 SEPT</b>	09:00	Registration opens
	10:00-12:00	Education and Research Session Part I.
	12:00-12:30	Poster Exhibition
	12:45-14:00	Networking Lunch
	14:15-15:30	Education and Research Session Part II.
	15:30-16:00	Coffee Break
	16:00-18:00	Round Table "Widening the Horizon: Sowing Ideas for the Future"
	18:00-18:05	Conclusions
	18:05-18:30	International Book Exchange
20:00-22:00	Celebrating Cultural Diversity - FRH Torch and Cocktail	

<b>DAY 4: 29 SEPT</b>	08:00-15:30	Guided Cultural Excursion (Optional) to Peles Castle
-----------------------	-------------	--

# DAY 1: Wednesday, 26 September

**VENUE:** National Library of Romania and the Ministry of Culture and National Identity, Bulevardul Unirii 22, Bucharest 030833, Romania  
**ENTRANCE:** Mircea Vodă Boulevard through the Ministry main entrance

09:00	Registration opens on the ground floor at the Ministry of Culture	
10:00-10:30	<p><b>PLENARY: WELCOME AND INTRODUCTION TO THE MEMBERS' FORUM</b>  <i>Open to members of ENCATC, AAAE, and TACPS only.</i></p> <p><b>Francesca Imperiale</b>, ENCATC President  <b>Effy Tselikas</b>, Journalist, Greece  <b>GiannaLia Cogliandro Beyens</b>, ENCATC Secretary General</p> <p>-----</p> <p>Moderator of the day: <b>GiannaLia Cogliandro Beyens</b>, ENCATC Secretary General</p>	<b>ROOM:</b> Symposium on the ground floor
10:30-12:30	<p><b>ANNUAL MEMBERS' FORUM, PART I. REIMAGINING EUROPEAN CULTURAL HERITAGE: THE PAST, ONGOING TRANSFORMATIONS AND THE(IR) FUTURE - WHOSE EUROPEAN CULTURAL HERITAGE?</b>  <i>Open to members of ENCATC, AAAE, and TACPS only.</i></p> <p><b>10:30-11:30   ROUND TABLE N°1: What is emerging on the cultural horizon for Europeans? What are potentially the issues and current challenges shaping it? The point of view of the artist and cultural operators.</b></p> <p>Moderator: <b>Blanka Chládková</b>, Vice Dean and Head of Theatre Management and Stage Technology Dept., Theatre Faculty, Janáček Academy of Music and Performing Art, Czech Republic</p> <p>Speakers:</p> <p><b>Anne Krebs</b>, Head of the Socio-Economic Studies and Research Division, Research and Collection Department, Louvre Museum, France  <b>Dragos Neamu</b>, Founder of the National Network of Romanian Museums, Romania and board member of Network of European Museum Organisations  <b>Savina Tarsitano</b>, Artist and Co-founder of Espronceda Center for Art &amp; Culture, Spain</p> <p><b>11:30-12:30   ROUND TABLE N°2: What's next? What are the future scenarios for cultural policy making?</b></p> <p>Moderator: <b>Claire Giraud-Labelte</b>, Art historian and Professor Emeritus, University of Nantes, France</p> <p>Speakers:</p> <p><b>Kimmo Aulake</b>, Ministerial Advisor, Ministry of Education and Culture of Finland  <b>Milena Dragičević-Šešić</b>, Head of UNESCO Chair in Interculturalism, Art Management and Mediation, Serbia  <b>Tanya Hristova</b>, Mayor of Municipality of Gabrovo, Bulgaria and Head of the Bulgarian delegation in the Committee of the Regions /CoR/  <b>Lotta Lekvall</b>, Director, Folkteatern Göteborg, Sweden</p>	<b>ROOM:</b> Symposium on the ground floor
10:00-12:40	<p><b>2018 YOUNG &amp; EMERGING RESEARCHERS' FORUM</b></p> <p><b>GLOBAL CULTURAL ENCOUNTERS: Career Building in Cultural Management and Policy Research</b></p> <p>Programme available online: <a href="http://www.encatc.org/en/events/detail/11th-young-emerging-researchers-forum/programme/">www.encatc.org/en/events/detail/11th-young-emerging-researchers-forum/programme/</a></p>	<b>ROOM:</b> Auditorium on the 1st floor



## DAY 1: Wednesday, 26 September - continued

12:45-14:30	Networking Lunch in the foyer on the 1st floor	
14:30-16:00	<p><b>ANNUAL MEMBERS' FORUM, PART II. A COMPENDIUM PERSPECTIVE ON TRENDS AND TRANSFORMATIONS IN EUROPE AND BEYOND</b></p> <p><i>Open to members of ENCATC, AAAE, and TACPS only.</i></p> <p>Moderator: <b>Marielle Hendriks</b>, Director, Boekman Foundation, Netherlands</p> <p><b>Lecture:</b> <i>Trends in Public Cultural Policy Objectives and Funding – European Comparisons</i> by <b>Andreas Wiesand</b>, Executive Director, European Institute for Comparative Cultural Research (ERICarts)</p> <p><b>Intervention N°1:</b> <i>Trends and Current Cultural Themes from within the EU and the Council of Europe</i> by <b>Kimmo Aulake</b>, Ministerial Advisor, Ministry of Education and Culture of Finland</p> <p><b>Intervention N°2:</b> <i>Reflections from Bucharest: Cultural Policies in Romania and the Importance of Cultural Strategies in Relation with the Development of the Legal Framework</i> by <b>Carmen Croitoru</b>, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania</p> <p><b>Intervention N°3:</b> <i>Reflections from Paris: Compendium Collaborations in Practice</i> by <b>Jean-Cédric Delvainquière</b>, Research Officer, Department of Studies, Future Trends and Statistics, Ministry of Culture, France</p> <p><b>Short presentation:</b> <i>Meet the New Compendium Association</i> by <b>Helen Johnson</b>, Project Manager, Compendium</p> <p><b>Sneak Preview:</b> <i>Compendium Grid Renewal: a Work in Progress</i> by <b>Anna Villarroya</b>, Associate Professor, University of Barcelona, Spain</p> <p><b>Final remarks and closure</b> by <b>Marjo Mäenpää</b>, Chairperson, Compendium Association and Director, Cupore, Finland</p>	<b>ROOM:</b> Symposium on the ground floor
16:00-16:30	Coffee Break in the Euphoria on the ground floor	
16:30-16:50	<p><b>SPEECH "NEW RENAISSANCE AND IMAGINARIES FOR CITIZENS"</b></p> <p><i>Open to members of ENCATC, AAAE, and TACPS only.</i></p> <p><b>Paul Dujardin</b>, CEO and Artistic Director, Centre for Fine Arts - BOZAR, Belgium</p>	<b>ROOM:</b> Symposium on the ground floor
17:00-18:30	<p><b>26TH ENCATC GENERAL ASSEMBLY</b></p> <p><i>Open to ENCATC members only.</i></p>	<b>ROOM:</b> Symposium on the ground floor
18:45-21:00	<p><b>OFFICIAL OPENING OF THE CONGRESS FOR ALL CONGRESS PARTICIPANTS</b></p> <p><b>Francesca Imperiale</b>, ENCATC President</p> <p><b>Claire Giraud-Labalte</b>, Art Historian and Professor Emeritus, University of Nantes, France</p> <p><b>Carmen Croitoru</b>, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania</p> <p><b>George Ivaşcu</b>, Minister of Culture and National Identity, Romania</p> <p><b>Sergiu Nistor</b>, Presidential Adviser - Department of Culture, Religious Affairs and Centennial Activities, Romania</p> <p><i>Followed by a networking cocktail</i></p>	<b>ROOM:</b> Atrium Hall on the ground floor

# DAY 2: Thursday, 27 September

**VENUE:** National Library of Romania and the Ministry of Culture and National Identity, Bulevardul Unirii 22, Bucharest 030833, Romania



**ENTRANCE:** Mircea Vodă Boulevard through the Ministry main entrance

09:00-09:30	Registration on the ground floor at the Ministry of Culture	
09:30-15:30	  <p><b>ATTENTION!</b> The buses will leave from the National Library of Romania at 09:30 sharp! Please arrive at least 30 minutes prior.</p> <p><b>OPENING PERSPECTIVES SESSION, PART I.</b></p> <p><b>Sharing Perceptions Experience: time to observe the field.</b></p> <p><b>Alexandru Berceanu</b>, Founder and Director, CINETic, Romania  <b>Călin Dan</b>, General Director, National Museum of Contemporary Art Bucharest, Romania  <b>Tamina Lolev</b>, Co-Founder, Architect, and Project Manager, Nod makerspace, Romania</p>	
15:30-17:30	<p><b>OPENING PERSPECTIVES SESSION, PART II.</b></p> <p><b>Sharing Perceptions Experience: time to analyse and to reflect</b></p> <p>Chairs:</p> <p><b>Lluís Bonet</b>, Professor, University of Barcelona, Spain  <b>Blanka Chládková</b>, Vice Dean and Head of Theatre Management and Stage Technology Dept., Theatre Faculty, Janáček Academy of Music and Performing Art, Czech Republic  <b>GiannaLia Cogliandro Beyens</b>, Secretary General, ENCATC  <b>Carmen Croitoru</b>, Associate Professor for Cultural Management, General Manager for the National Institute for Cultural Research and Training, Romania  <b>Manuèle Debrinay-Rizos</b>, Cultural expert, consultant, teacher, Aix-Marseille University, France  <b>Jean-Louis Fabiani</b>, member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary  <b>Claire Giraud-Labelle</b>, Art historian and Professor Emeritus, University of Nantes, France  <b>Francesca Imperiale</b>, ENCATC President and Associate Professor, University of Salento, Italy  <b>Effy Tselikas</b>, Journalist, Greece  <b>Dea Vidović</b>, ENCATC Board Member and Director, Kultura Nova Foundation, Croatia</p> <p><b>17:15-17:30</b>   Debriefing by <b>Lluís Bonet</b>, Professor, University of Barcelona, Spain</p>	<b>ROOM:</b> Euphoria on the ground floor
17:30-18:45	<p><b>OPENING PERSPECTIVES SESSION, PART III.</b></p> <p><b>KEYNOTE: "Beyond Cultural Wars. Is the Idea of a Common Culture still worth it in our fractured times?"</b></p> <p><b>Jean-Louis Fabiani</b>, member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary</p> <p>Special intervention from:  <b>Liliana Țuroiu</b>, President of Romanian Cultural Institute</p> <p><b>DEBATE: "Ongoing Transformations"</b></p> <p>Animated by <b>Dea Vidović</b>, ENCATC Board Member and Director, Kultura Nova Foundation, Croatia</p>	<b>ROOM:</b> Symposium on the ground floor
19:00-20:00	<p><b>2018 ENCATC RESEARCH AWARD CEREMONY</b></p> <p>See pages 27-28 for details</p>	<b>ROOM:</b> Atrium on the ground floor
20:00-22:00	Networking Cocktail in the Atrium on the ground floor	

# DAY 3: Friday, 28 September

**VENUE:** National Library of Romania and the Ministry of Culture and National Identity, Bulevardul Unirii 22, Bucharest 030833, Romania

**ENTRANCE:** Mircea Vodă Boulevard through the Ministry main entrance

09:00	Registration opens on the ground floor at the Ministry of Culture	
10:00-12:00	<b>EDUCATION &amp; RESEARCH SESSION, PART I.</b> See pages 30-33 for parallel research session programmes and rooms	
12:00-12:30	<b>POSTER EXHIBITION</b>	<b>ROOM:</b> Mezzanine floor
12:45-14:00	Networking Lunch in the foyer on the 1st floor	
14:15-15:30	<b>EDUCATION &amp; RESEARCH SESSION, PART II.</b> See pages 30-33 for parallel research session programmes	
15:30-16:00	Coffee Break in the Euphoria on the ground floor	
16:00-18:00	<b>ROUND TABLE "WIDENING THE HORIZON: SOWING IDEAS FOR THE FUTURE"</b> Chair: <b>Effy Tselikas</b> , Journalist, Greece  Speakers: <b>Sorin Antohi</b> , Professor, Historian, Romania <b>Lluís Bonet</b> , Professor, University of Barcelona, Spain <b>Jean-Louis Fabiani</b> , member of the Institute for Advanced Study in Princeton, United States and Professor, Central European University in Budapest, Hungary <b>Claire Giraud-Labelle</b> , Art historian and Professor Emeritus, University of Nantes, France <b>Tanja Johansson</b> , ENCATC Board Member and Professor, Head of Doctoral School, Sibelius Academy, University of the Arts Helsinki, Finland <b>Alan Salzenstein</b> , Professor, DePaul University, United States	<b>ROOM:</b> Auditorium on the 1st floor
18:00-18:05	<b>CONCLUSIONS</b> <b>Francesca Imperiale</b> , ENCATC President	<b>ROOM:</b> Auditorium on the 1st floor
18:05-18:30	<b>INTERNATIONAL BOOK EXCHANGE</b>	
20:00-22:00	<b>CELEBRATING CULTURAL DIVERSITY - FRH TORCH AND COCKTAIL</b>   <b>ATTENTION!</b> The venue will change to the <u>Romanian Atheneum Strada Benjamin Franklin 1-3, Bucharest 030167, Romania</u>	<b>MOVE TO DIFFERENT VENUE:</b> Romanian Atheneum

# DAY 3

## DAY 4: Saturday, 29 September (optional)

08:00-15:30

### GUIDED CULTURAL EXCURSION TO PELES CASTLE (OPTIONAL)



**Peleş Castle** (Romanian: Castelul Peleş) is a Neo-Renaissance castle in the Carpathian Mountains, near Sinaia, in Prahova County, Romania, on an existing medieval route linking Transylvania and Wallachia, built between 1873 and 1914. Its inauguration was held in 1883. It was constructed for King Carol I.

The cost of the work on the castle undertaken between 1875 and 1914 was estimated to be 16,000,000 Romanian lei in gold (approx. US\$ 120 million today). Between three and four hundred men worked on the construction.

It has one of the finest collections of art in Eastern and Central Europe with statues, paintings, furniture, arms and armour, stained glass, ivory, fine china, tapestries, and rugs.

- **SCHEDULE: These times below may change due to traffic!**

Starting at 8 AM, participants will be picked up from their hotels

Transportation to the Castle: 90-120 minutes

Arriving at the Castle: 10:30- 11:00

Visiting the domain and the castle 90-120 minutes

Around 13-13:30 departing from the Castle to the Hotels

Transportation from the Palace to the airport: 90-100 minutes

From the Airport the rest of the participants will be dropped off at their hotels

- **PRICE:** 51 € / person which includes transportation hotel-castle, castle-airport, airport-hotel by bus/ minibus, AC, entrance ticket at the museum, English speaking guide. For an extended visit of the Castle, there is an optional fee of 7 EUR/person.
- **LOCAL CURRENCY:** It is strongly recommend by the local partner that all participants on this trip have Romanian currency if they want to buy souvenirs or to have lunch/coffee.
- **COFFEE/LUNCHES:** If the tour has a break for coffee or lunch it is at the expense of the participants.
- **TRANSPORT TO THE AIRPORT:** The the bus/ minibus will stop at the Henri Coanda International Airport on the return to Bucharest. Participants can bring their luggage with them



4  
DAY 4



# SPEAKERS

## Keynote speaker



**Jean-Louis Fabiani** has been professor of Sociology at the Central European University in Budapest since 2008. Born in 1951 in Algiers (Algeria), he studied at the Ecole normale supérieure and received his PhD in 1980 from the EHESS (Paris). From 1980 to 1988 he was agrégé-répétiteur then maître-assistant at the Department of Social Sciences at the Ecole normale supérieure. In 1988, he moved to the administration of culture, being appointed as Director of Cultural Affairs in Corsica. He went back to the academic world in 1991 when he joined EHESS, first in Marseilles, then in Paris in 2002. He is the author of eleven personal books. He was the chairman of the board of the Mediterranean Youth Orchestra from 1998 to 2014.

## Congress speakers & chairs

Learn more about our speakers and chairs on the official ENCATC Congress website: <http://blogs.encatc.org/encatccongress/speakers/>



**Sorin Antohi**  
Professor, Historian



**Călin Dan**  
National Museum of Contemporary Art  
Bucharest, Romania



**Kimmo Aulake**  
Ministry of Education and Culture of  
Finland



**Manuèle Debrinay-Rizos**  
Aix-Marseille University, France



**Alexandru Berceanu**  
CINETic, Romania



**Jean-Cédric Delvainquière**  
Ministry of Culture, France



**Lluís Bonet**  
University of Barcelona, Spain



**Mircea Diaconu**  
European Parliament



**Blanka Chládková**  
Janáček Academy of Music and Performing  
Art, Czech Republic



**Milena Dragičević-Šešić**  
UNESCO Chair in Interculturalism, Art  
Management and Mediation, Serbia



**GiannaLia Cogliandro Beyens**  
ENCATC



**Paul Dujardin**  
Centre for Fine Arts - BOZAR, Belgium



**Carmen Croitoru**  
National Institute for Cultural Research and  
Training, Romania



**Francesca Giliberto**  
Fitzcarraldo Foundation, Italy and the  
University of Kent, United Kingdom



**Claire Giraud-Labelle**  
University of Nantes, France



**Marielle Hendriks**  
Boekman Foundation, Netherlands



**Tanya Hristova**  
Gabrovo Municipality, Bulgaria and  
European Committee of the Regions



**Francesca Imperiale**  
University of Salento, Italy



**George Ivaşcu**  
Minister of Culture and National Identity,  
Romania



**Tanja Johansson**  
Sibelius Academy, University of the Arts  
Helsinki, Finland



**Helen Johnson**  
Compendium



**Anne Krebs**  
Louvre Museum, France



**Lotta Lekvall**  
Folkteatern Göteborg, Sweden



**Tamina Lolev**  
Nod makerspace, Romania



**Marjo Mäenpää**  
CUPORE, Finland



**Matina Magkou**  
Cultural Manager, Researcher, Greece



**Dragos Neamu**  
National Network of Romanian Museums  
and NEMO, Romania



**Sergiu Nistor**  
Presidential Adviser - Department of  
Culture, Religious Affairs and Centennial  
Activities, Romania



**Alan Salzenstein**  
DePaul University, United States



**Savina Tarsitano**  
Espronceda Center for Art & Culture, Spain



**Effy Tselikas**  
Journalist, Greece



**Liliana Țuroiu**  
President of Romanian Cultural Institute



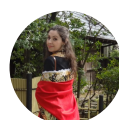
**Dea Vidović**  
Kultura Nova Foundation, Croatia



**Anna Villarroya**  
University of Barcelona, Spain



**Andreas Wiesand**  
European Institute for Comparative Cultural  
Research (ERICarts)



**Alba Victoria Zamarbide Urdaniz**  
Waseda University, Japan

# HIGHLIGHTS

26

SEPTEMBER

## Annual Members' Forum

On 26 September, the Annual Members forum will welcome members of ENCATC and from our partners the Association of Arts Administration Educators (AAAE) and the Taiwan Association of Cultural Policy Studies (TACPS).

Special access to the Members' Forum and exclusive exchange of knowledge, methodology and best practice. The first plenary session "Reimagining European Cultural Heritage: the past, ongoing transformations and the(ir) future - whose European cultural heritage?" will include two round tables on the topics of:

- What is emerging on the cultural horizon for Europeans? What are potentially the issues and current challenges shaping it? The point of view of the artists and cultural operators.
- What's next? What are the future scenarios for cultural policy making?

There will also be a second plenary session with the Compendium group on "A Compendium Perspective on Trends and Transformations in Europe and Beyond. Members' Forum participants will gain knowledge on current cultural policy trends in Compendium Member States and Compendium's future development.

Moreover, the Forum is our members' annual opportunity to shape the future developments of the network, and prepare policy requests for the future of the industry.

This gathering of members from three networks in Europe, Asia and North America is one of the many benefits enjoyed by ENCATC members and its partners. It is a wonderful opportunity for networking and exchange before the official opening on the evening of 26 September and the arrival of all Congress participants. In this convivial setting members can share ideas and find partners for projects and programmes and nurture valuable professional contacts within the network that will lead to new collaborations and exchanges in the future.



[www.encatc.org/en/  
members/](http://www.encatc.org/en/members/)

## 2018 Young and Emerging Researchers' Forum

On 26 September, renowned researchers in cultural management and cultural policy will lead a programme designed for a new generation of young and emerging researchers on **GLOBAL CULTURAL ENCOUNTERS: Career Building in Cultural Management and Policy Research**".

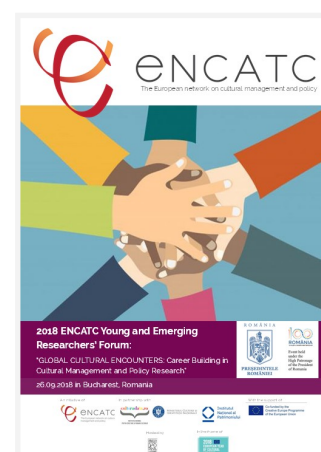
Now in its 11th edition, the Forum will have senior researchers and academics will lead a programme designed for young and emerging cultural policy researchers to advance in their careers and enlarge networks in Europe and beyond.

Participants will exchange research trends, address topical research issues, methodology, professional cooperation, publishing opportunities, online knowledge exchange and collaboration.

After the Forum's opening it will begin with an introduction on **"Opening the window to cultural policy and management research - an intercultural and intergenerational dialogue"** where three senior members will remind the audience about regional, cultural, disciplinary and generational differences of cultural policy/management research.

Next will follow the sessions: **"We all started from there: MA young researchers in cultural policy/governance and management"** and **"We all started from there: PhD young researchers in cultural policy/governance and management"**. Both groups of researchers in different career stages will talk about their work and how they perceive their Research Environment of Cultural Policy/management studies. They will be joined by senior researchers who will share their reactions.

The **2018 e-reader for the Young and Emerging Researcher's Forum** can be found on our website: [www.encatc.org/en/events/detail/11th-young-emerging-researchers-forum/programme/](http://www.encatc.org/en/events/detail/11th-young-emerging-researchers-forum/programme/)



### The 3 B's - tips for a great Forum experience!

- 1 **BE ACTIVE.** Forum participants that they are precisely that - participants - not observers, let alone passive observers. The Forum is only as valuable as the input shared. Don't be shy about sharing your ideas in this open environment.
- 2 **BE OPEN.** This is your opportunity to learn about different ideas and perspectives from across the world! Take advantage of a diverse group of researchers and academics.
- 3 **BE CURIOUS.** Although it is the "Young and Emerging" Researchers' Forum, participants will be at different career stages. Regardless of where you stand, we can all learn from one another so don't hesitate to ask questions!

## Sharing Perceptions Experience

### A journey to open up our perspectives

Under the main theme "Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations", ENCATC Congress 2018 invites participants to take an active part in a process that goes from the observation of the context to the sharing of new pedagogical methods.

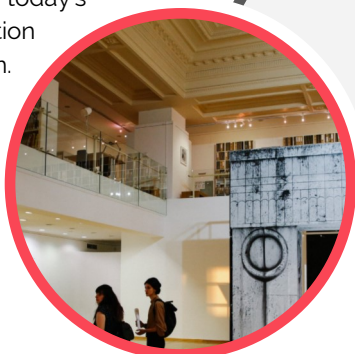
This Congress is held in Romania, Bucharest. Marked by its geography, its history and its culture, this big city offers in itself a playground that we decided to explore, to put at the heart of our reflections starting with a sequence in immersion.

In three groups, Congress participants will visit three key cultural institutions in the city: **CINETic, The National**

**Museum of Contemporary Arts, and Nod makerspace.** During the journey our academic facilitators and local experts will use historical and cultural points of interest to narrate stories and launch questions for reflection.

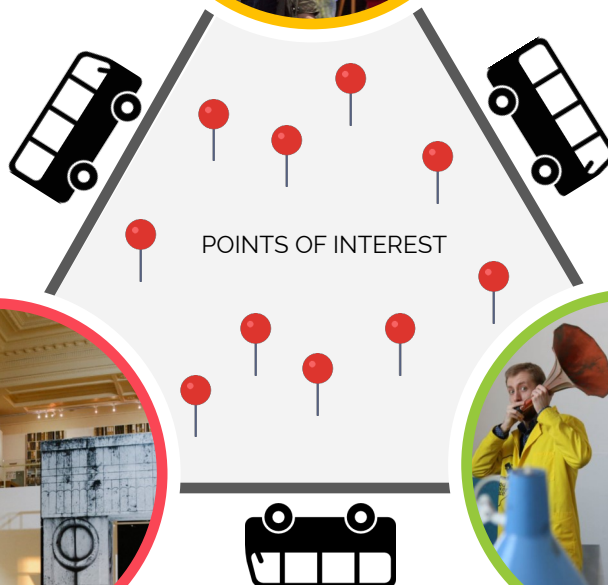
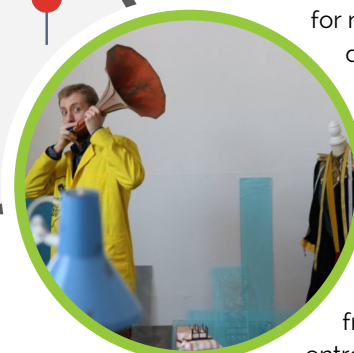
After the journey, we will join again for a plenary session for Part II. "Time to analyse and to reflect" with breakout discussion groups will happen. In Part III, we will continue to reflect about our observations and remarks with the **Congress' keynote speaker, Professor Jean-Louis Fabiani.** Our horizons will continue to broaden even further as the days go on and more knowledge is shared.

The **National Museum of Contemporary Art** in Bucharest is housed in the Palace of the Parliament, one of the largest administrative buildings in the world. Explore the relationship between this building (an ambitious construction from the communist era), today's museum institution and urbanization.



**CINETic** is leading in technological innovation and research in the fields of digital interaction and applied neuroscience in the performing arts. Its knowledge and expertise gained in the field of theatre and film, through research and innovation, are used in interdisciplinary art-science-technology projects.

**Nod makerspace** is creative hub established in an old factory of the communist era. It has been transformed to be a space for nurturing a dynamic ecosystem, a community made up of designers, inventors, creatives, artists, engineers, freelancers and entrepreneurs.



## Beyond Cultural Wars. Is the idea of a Common Culture still worth it in our fractured times?

**Professor Jean-Louis Fabiani will keynote the ENCATC Congress.**

Actors in the world of culture, practitioners as well as thinkers, have lived in a rather simple world for a long time. The horizon was quite clear: a better world was possible through the improvement of diverse cultural tools: thanks to a better management, to the definition of clear and homogeneous goals and to a common, albeit vague, conception of Europe, we could use the concept of culture in the singular.

This relative consensus is dead: identity politics and neo-nationalism have imposed the plural. Cultural wars are no longer only symbolic fights. They can be war *tout court*. We thought that the patient construction of ways of peaceful communication and of a common heritage would lead us to an eternal cultural spring. This is not the case. The necessary recognition of the Other, that was our common goal, tends to be replaced by her silencing. Regretting the past is not a solution.

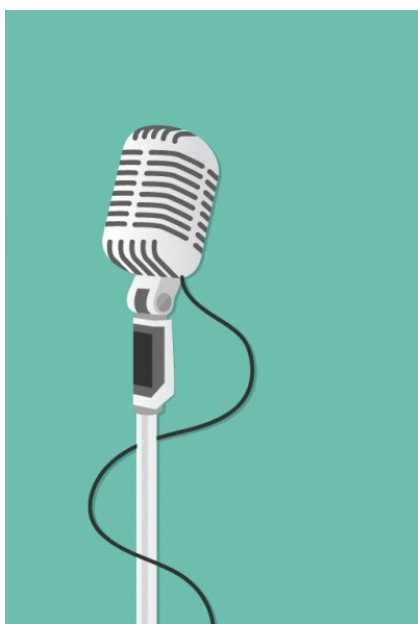
The current critique of the myth of a homogenous European culture has some positive effects: it forces us to adopt a more reflective way when using tools and concepts that we tended to take for granted. The Bucharest Congress is crucial in envisaging the reframing of our endeavours in troubled times. We can't consider that Europe is hegemonic in the realm of culture any longer. Other voices exist that claim equal legitimacy, and even more, the deconstruction of the very concept of legitimacy. Europe is no longer the dominant voice, and we must think that it is a very good thing.

For the time being there is neither a new hegemony in sight nor a form of emerging consensus about cultural values. The Global South remains quite heterogeneous while the production centres of cultural industries remain largely in the North, in spite of emerging soft powers. What should

we do? As Europeans, we must subtly navigate between two reefs: the temptation of the guilt trip on the one hand; the proliferation of neo-nationalist invented narratives on the other hand. As non-Europeans, we should not only demand equal consideration for our cultural endeavours; we have to invent new forms of production and diffusion that would be in line with the decolonizing imperative, and bring real innovation to cultural life and cultural policy. We

must say that, at least for the time being, Europeans will not buy the story portraying them as the bad guys in history: in the current conjuncture, the radical "decolonial" view will just increase the level of cultural violence. Some activists are just sorcerer's apprentices. But we must fight also the discourse of cultural roots that leads to invented traditions and worse, to the spreading of fake news.

If nobody believes that music softens the mores any longer, we should not let it prepare the war. The professionals of culture have a central role in the redefinition of the ways by which we talk together without fighting each other. The European ideal is not obsolete, if only we avoid self-imposed guilt and absurd hatred.



**Professor Jean-Louis Fabiani, 2018 Congress Keynote**

Share your reactions with us!



#encatc2018

@ENCATC

## 2018 ENCATC Research Award Ceremony

The winner of the **2018 ENCATC Research Award on Cultural Policy and Cultural Management** will be revealed on 27 September at the Award Ceremony organised in frame of the 2018 ENCATC Congress.

The Award aims to foster academic and applied cultural policy and cultural management research. It also has the ambition to contribute to new competence building among researchers in comparative cultural policy research. The Award encourages and enables young cultural policy researchers to take a step from evaluative (descriptive) to comparative applied research that can inform policymaking and benefit practitioners active in the field. The Award is devoted to PhD theses which sheds light on contemporary cultural issues and challenges by analysing them and offering policy solutions, and extraordinary contributions for informing policy making and benefiting practitioners active in the broad field of culture.

The 2018 winner will be selected by the **Research Award's international jury**. The ENCATC Research Award is the only award recognising research excellence in cultural policy and cultural management.

This year, the three recent PhD recipients in the running for this only international Award recognizing excellence in cultural policy and cultural management research are:

**Dr Francesca Giliberto**, PhD on *"Linking Theory with Practice: Assessing the Integration of a 21st Century International Approach to Urban Heritage Conservation, Management and Development in the World Heritage Cities of Florence and Edinburgh"* obtained from Politecnico di Torino in Italy and the University of Kent in the United Kingdom. Francesca is an emerging researcher and consultant in cultural heritage management, policy analysis and sustainable development. After a B.Sc. and a M.Sc. in Architecture and Heritage Conservation, she specialised with a master in "World Heritage and cultural projects for development". In February 2018 she obtained a PhD at Politecnico di Torino (Italy) and at the University of Kent (UK), where she carried out an interdisciplinary, international and comparative research that advanced knowledge in the field of urban heritage conservation and management as well as in cultural/heritage policy analysis.

During her PhD, she also worked as research fellow for the preparation of the UNESCO nomination dossier of "Ivrea, industrial city of the XX century". She currently works as cultural researcher for Fondazione Fitzcarraldo (Torino, Italy) and also collaborates to a research project entitled "Rethinking the role of culture in sustainable development" with the University of Kent (Canterbury, UK).

**Dr. Matina Magkou**, PhD on *"Value and evaluation in international cultural cooperation programmes focus on the EuroArab region"* obtained from the University of Deusto in Spain. Matina is a cultural researcher, manager and consultant. She holds a PhD from the University of Deusto (Institute of Leisure Studies) focusing on the evaluation of cultural cooperation projects in the EuroArab region. She cooperates with cultural and civil society organisations on the international level on project management and consulting, research, training and editorial management. She has worked for festivals in Greece, Spain and Qatar, for international theatre touring and large scale events including the European Capital of Culture 2006, the Athens Olympic Games, the International EXPO Zaragoza and the Spanish Presidency of the EU. She is currently the Head of Communications at the Athens Development and Destination Management Agency. She is member of the Compendium team for Greece and teaches seminars and workshops on cultural policy and management at Panteion University and at the University of Hildesheim.

**Dr. Alba Victoria Zamarbide Urdaniz**, PhD on *"Re-defining the role of 'buffers' in the management of the historical territory. The discrepancies between theoretical concepts and practical interpretations of 'buffer' zones in Eastern and Western Cultural World Heritage sites."* obtained from Waseda University in Japan. Alba Victoria graduated in Architecture from Navarra University (Spain) in 2011, with a specialization in History of Architecture and Heritage Preservation. In 2012, she joined Shigeru Satoh's laboratory in Waseda University, Tokyo, Japan. In March 2018 she received her PhD titled "Re-defining the role of "buffers" in the management of the historical territory The discrepancies between theoretical concepts and practical interpretations of "buffer" zones in Eastern and Western

Cultural World Heritage sites” from the same institution. Her work gives an overview of different European and Asian historical regions bringing up the debate on alternative meanings for “buffer” zones as a possible catalyst of holistic regional management. In parallel to her personal research, Alba has collaborated in diverse community participatory “machizukuri” (town-making) projects including disaster prevention and mitigation participatory urban planning in high density wooden areas in Tokyo, and rural development strategies based on local resources and traditions in Iwate prefecture, Japan. From 2013, she has been fully involved in the long-term project that Waseda University is developing in Thua Thien Hue, Vietnam, in collaboration with the HMCC (Hue Monuments Conservation Centre). The project’s goal is to create a new preservation strategy for the Huong (perfume) river basin by connecting regional development with the idea of historical eco-cosmology and linked bottom-up initiatives. More recently, the team focused on the creation of a

reference management, in which she tried to combine her own research insights with HUL ideas.

The winner will receive unique artwork statue designed by Romanian artist **Nicolae Stoica**. She will also have her work published in the **ENCATC Book Series on Cultural Management and Cultural Policy Education**, ([encatc.org/en/resources/book-series/](http://encatc.org/en/resources/book-series/)) published by Peter Lang, P.I.E., an international academic publishing group. The ENCATC Book Series exists to foster critical debate and to publish academic research in the field of cultural management and cultural policy as well as to open up a forum for discussions and debate on the topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers. At date, the book series collection includes four titles by previous winners: [www.encatc.org/en/resources/book-series/](http://www.encatc.org/en/resources/book-series/)

## Award Ceremony Programme

19:00-19:05	<p><b>WELCOME</b></p> <p><b>Francesca Imperiale</b>, ENCATC President and Assistant Professor at the University of Salento, Italy</p>
19:05-19:15	<p><b>OPENING SPEECH</b></p> <p><b>Tanja Johansson</b>, ENCATC Board Member and Professor, Sibelius Academy, University of the Arts Helsinki, Finland</p>
19:15-19:45	<p><b>PRESENTATIONS AND EXCHANGES WITH THE 2018 FINALISTS</b></p> <p><b>Francesca Giliberto</b>, PhD on <i>“Linking Theory with Practice: Assessing the Integration of a 21st Century International Approach to Urban Heritage Conservation, Management and Development in the World Heritage Cities of Florence and Edinburgh”</i> obtained from Politecnico di Torino in Italy and the University of Kent in the United Kingdom</p> <p><b>Matina Magkou</b>, PhD on <i>“Value and evaluation in international cultural cooperation programmes focus on the EuroArab region”</i> obtained from the University of Deusto in Spain</p> <p><b>Alba Victoria Zamarbide Urdaniz</b>, PhD on <i>“Re-defining the role of ‘buffers’ in the management of the historical territory. The discrepancies between theoretical concepts and practical interpretations of ‘buffer’ zones in Eastern and Western Cultural World Heritage sites.”</i> obtained from Waseda University in Japan</p>
19:45-19:55	<p><b>ANNOUNCING THE 2018 WINNER</b></p> <p><b>Mircea Diaconu</b>, Member of the European Parliament, Vice-chair Committee on Culture and Education</p>
19:55-20:00	<p><b>CLOSING REMARKS</b></p> <p><b>GiannaLia Cogliandro Beyens</b>, ENCATC Secretary General</p>

### 2018 Award Finalists



Francesca Giliberto



Matina Magkou



Alba Victoria Zamarbide Urdaniz



## Connect to the most cutting-edge education practices and research

Once again on 28 September, the **Education and Research Session** is an annual gathering of the international research community. It will provide a unique interdisciplinary environment to get the latest world-class research conducted in the field of cultural management and policy and the most innovative practices in teaching and training.

There will be a focus on the main topic of the Congress, addressing the critical and inclusive views of cultural heritage and its relation with other cultural and creative sectors. The session also includes hot topic issues related to the wider field of cultural management and policy research and education.

After the Congress, authors and presenters of this Research Session will also be invited to submit their work in two ENCATC publications. The first is the **ENCATC Journal of Cultural Management and Policy**. Launched in October 2011, the Journal's objective is to stimulate the debate on topics of cultural management and cultural policy among scholars, educators, policy makers and cultural managers. The Journal is based on a multidisciplinary perspective and aims at connecting theory and practice in the realm of the cultural sector. Presenters in the Education Session will be invited to submit their papers to the **encatcSCHOLAR**, a unique tool for education and lifelong learning on arts and

cultural management and policy. Composed of articles, exclusive interviews, case studies, conference reports and more, **encatcSCHOLAR** was born to satisfy the growing demand for the latest teaching material from academics, researchers, cultural operators and students in over 40 countries around the world.

The ENCATC Education and Research Session builds on the success of previous edition organised in Brussels (2010), Helsinki (2011), London (2012), Antwerp (2013), Brno (2014), Lecce (2015), Valencia (2016), and Brussels (2017). At date more than 300 researchers and educators from around the world have presented their work.

### 2018 ENCATC Education and Research Session Documents online:

Abstracts:

[blogs.encatc.org/encatccongress/abstracts/](https://blogs.encatc.org/encatccongress/abstracts/)

Chair and presenter biographies:

[blogs.encatc.org/encatccongress/presenters/](https://blogs.encatc.org/encatccongress/presenters/)



### ENCATC CONGRESS PROCEEDINGS

#### Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations

Once again, ENCATC has invested in publishing the **Congress Proceedings "Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations"** compilation of papers presented in during the sessions. The book (ISBN 13 978-92-990088-0-5) is **available for download**:

<https://www.encatc.org/en/resources/books/>

## PART I. 10:00-12:00

Please note this programme includes only the names of the authors attending the Congress.

### PART I. SESSION N°1:

#### From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 202

Chair: **Jerry C Y Liu**, Graduate School of Arts Management and Cultural Policy, National Taiwan University, Taiwan

##### *Local creative networks and cultural democracy*

Andrew Ormston, Drew Wylie Projects, United Kingdom

##### *How peri-urban areas contribute to the Creative Economy. Following up on the strategic development of the creative industries' ecosystem in South Tyrol (Italy).*

Eleonora Psenner, Eurac Research, Italy

##### *Landscape as a common good. Tools for its protection and enhancement in a legal and managerial perspective*

Mara Cerquetti, University of Macerata, Italy

##### *Instrumentality to which end? A case study on the instrumentalization of the German cultural policies*

Ruirui Zhou, University of Hamburg, Germany

### PART I, SESSION N°2:

#### Post-colonial and neo-colonial practices in heritage making, management, tourism, and culture-led development programmes

ROOM: 229

Chair: **Virgil Stefan Nițulescu**, Ministry of Culture and National Identity, Romania

##### *Malta's colonial heritage in cultural and tourism management: A critical assessment of post-colonial and neo-colonial policies and practices*

Karsten Xuereb, University of Malta, Superintendence of Cultural Heritage, Malta

##### *The role of ethical hiring practices in decolonizing the museum*

Rend Beirut, Avesta Group, United Arab Emirates

##### *There is no such thing as European values*

Michael Wimmer, EDUCULT, Institute for Cultural Policy and Cultural Management, Austria

##### *Industrial heritage led Community Regeneration. A New Approach to understanding and Intervention on Industrial Heritage in Post-Socialist Europe.*

Cristina-Lucia Sucala, University of Birmingham, United Kingdom

### PART I, SESSION N°3:

#### Understanding heritage as a phenomenon

ROOM: 217

Chair: **Alis Vasile**, The National Institute for Research and Training, Romania

##### *Beyond the classical mind-set: The challenge of incorporating diverse musical cultures in Higher Music Education*

Stefan Gies, AEC (Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen) and the AEC Working Groups on Diversity and Learning&Teaching, Belgium

##### *Heritage, Culture, and the Securitization Paradigm*

Asko Kauppinen, Malmö University, Sweden and Berndt Clavier, Malmö University, Sweden

##### *Istanbul biennial: a cultural identification arena?*

Melek Feride Çelik, PhD, Art Lecturer, Instructor and Project Coordinator, Freelance, Turkey

##### *Case study of Philippi Park: The dialogue between the community and public sector through the vehicle of heritage in Philippi's cultural landscape, presented through a Viable System Model with aim in the continuous sustainability of the region*

Gesthimani Tsouroukidou, Democritus University of Thrace, Department of Economics, Greece



## **PART I, SESSION N°4:**

### **Cultural management and policy education to tackle the ongoing transformations**

**ROOM: "Angela 1" (first floor)**

Chair: **Tanja Johansson**, Sibelius Academy, University of the Arts Helsinki, Finland

*Educational programmes for the development of entrepreneurial skills across Europe. Does the offer meet needs?*

Piotr Firych, Adam Mickiewicz University, Poznan, Poland

*The institutionalization of Artistic and Cultural Education in France and its experimentation in the festivals' sphere*

Lauriane Guillou, Sciences de l'information et de la communication. Équipe Culture et Communication, Université d'Avignon, France

*Communication between the stakeholders in cultural policies: Case of Cycle Art without Borders, Ivan Meštrović Museums – Meštrović Gallery, Split*

Vesna Bulić Baketić, Prokultura – Cultural policies observatory, Split, Croatia

*Shifting the Romanian cultural perspective through design and design education to address a transformative society*

Alexandra Ghioc, "George Enescu" National University of Arts, Romania and Radu Carnariu, Octav Bancila National College of Arts, Romania

---

## **PART I, SESSION N°5:**

### **Cultural management and policy education to tackle the ongoing transformations**

**ROOM: 228**

Chair: **Marco Mossinkoff**, Amsterdam Fashion Institute, Netherlands

*Social design thinking as a method for cultural managers (teaching demonstration)*

Maria Bäck, Arcada UAS, Finland

*Marketing the intangible cultural heritage: exploring consumer's motivation in attending a theatre performance*

Raluca Radoi, The National University of Theatre and Film Bucharest, Romania

*Cultural Policies for building an efficient state, cultural, artistic and educational infrastructure for training in arts and culture in lifelong learning*

Evgeni Velev, SULSIT University of Library Studies and Information Technologies, Bulgaria

## **PART I, SESSION N°6:**

### **Cross-sectoral approach to cultural heritage sustainability and heritage-led innovation**

**ROOM: 223**

Chair: **Annukka Jyrämä**, Estonian Academy of Music and Theatre, Estonia

*The unbearable sustainability of cultural heritage: index of cultural heritage sustainability in conflict and war regions*

Andrej Srakar, Institute for Economic Research (IER), Ljubljana, and Faculty of Economics, University of Ljubljana, Slovenia

*Cultural diplomacy from Lula to Dilma: Brazilian dynamism in the field of International identities*

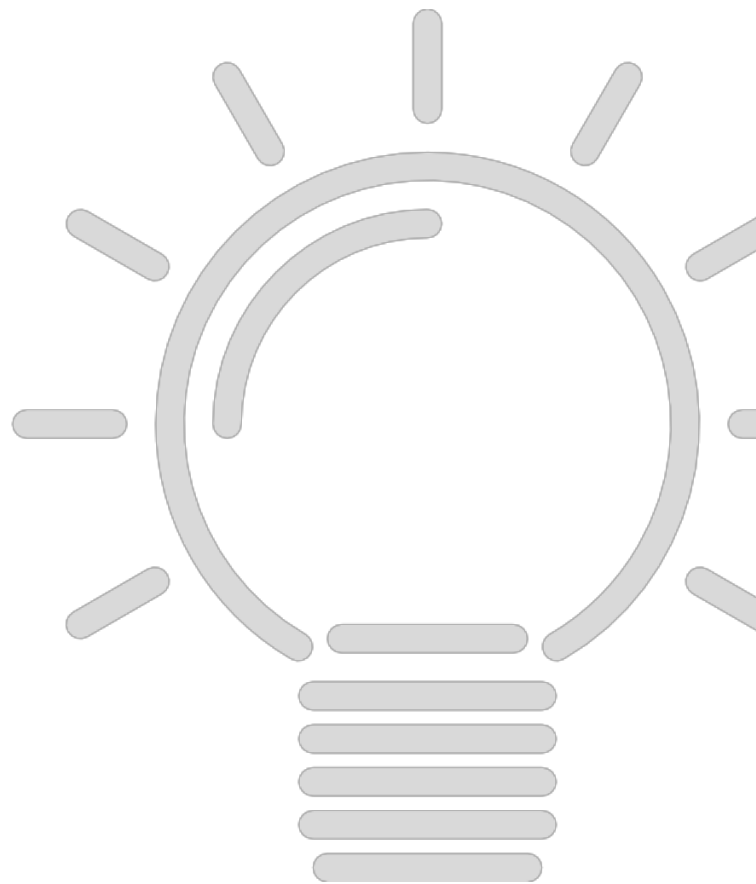
Leonardo de Souza Boy, University of Paris-Saclay, France

*Co-creating toward creative ecology in the Cultural Capital of Taiwan - the case of the cultural and creative industries transformation in the Tainan City*

Hsiao-Ling Chung, Graduate Institute of Creative Industries Design, National Cheng Kung University, Taiwan

*New technologies in performing arts - applications for the fields of cultural marketing and artistic education*

Cristina Nichimiș, The National University of Theatre and Film, Romania



## PART II. 14:15-15:30

Please note this programme includes only the names of the authors attending the Congress

### PART II. SESSION N°1:

#### From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 217

Chair: **Mara Cerquetti**, University of Macerata, Italy

##### *Places and people of memory. First World War Heroes' monuments as heritage landmarks*

Anda Becuț Marinescu, National Institute for Cultural Research and Training, Romania

##### *Cultural Cooperatives as Participatory Governance Tool - Reviewing the Idea from East-European Perspective*

Svetlana Hristova, South-West University, Bulgaria

##### *From the Schizophrenia of an Identity to a Cosmic ID*

Giada Pieri, MED - Mediterranean Explore Diversity, Italy

### PART II. SESSION N°2:

#### From cultural heritage to heritage communities – Cultural and managerial transformations

ROOM: 202

Chair: **Johan Kolsteeg**, Groningen University, Netherlands

##### *Local cultural policies for regional revitalization in Japan – Challenge for 'local and global city'*

Kiyoshi Takeuchi, Tottori University, Japan

##### *Using counterfactual thinking to increase organizational resiliency and strengthen cultural placekeeping (teaching demonstration)*

Leah Hamilton, University of Kentucky (Arts Administration), United States

##### *International approaches in education to cultural heritage in Global South countries*

Simeng Chang, Burgundy School of Business, Université Bourgogne Franche Comté, France

### PART II. SESSION N°3:

#### Cultural management and policy education - Teaching and technology transformations


ROOM: 229

Chair: **Michal Lázňovský**, Academy of Performing Arts in Prague, Czech Republic

##### *Creative Arts Marketing third edition: Using cases and content face to face and online (teaching demonstration)*

Terry O'Sullivan The Open University Business School, United Kingdom and Catherine O'Sullivan, COS, United Kingdom

##### *New technologies in education - tools, needs and digital behaviour*

 The panel will consist of presentations and discussion on the role of digital tools in the education and practice of cultural management and policy. What are the trends in use of ICT, online social media, software and other digital tools in our field? What do we really use and need? Do we need to teach our students how to control specific apps? Is it the typology of the software currently offered on the market? Is it the philosophy, nature, potential and risks of the digital world? In a close interaction with the audience the panellists will look for some of the answers and further questions and challenges of digitalization relevant for our sector.

Chair: **Michal Lázňovský**, Academy of Performing Arts in Prague, Czech Republic

Panellists:


Blanka Chládková, Janáček Academy of Music and Performing Art, Czech Republic and Njordur Sigurjónsson, Bifrost University, Iceland

### PART II. SESSION N°4:

#### The evaluation tool for the Congress and the General Assembly

ROOM: "Angela 2" (first floor)

Chair: **Pascale Bonniel Chalié**, ENCATC Working Group on Evaluation of International and European Transnational Cultural Projects

 This panel will discuss about further development of the evaluation of the ENCATC Congress and General Assembly. Each year, this is a core activity of our network and we would like to test and implement a new method to measure this strategic moment and know more about members expectations and satisfaction.

## Poster Exhibition

### Your interactive space for sharing, networking, exchanging good practices, and deepening knowledge

The Poster Exhibition invites you to learn about transnational or current policies projects and UNESCO projects. It will be on prominent display during the entire ENCATC Congress with a devoted presentation tom on 28 September from 12:00-12:30.

A wide range of topics will be presented: from intangible cultural heritage, new business models for the cultural sector, virtual reality applications for cultural heritage, audience development, to landscape heritage, and more:

*Qualitative analysis of the organization of the traditional Romanian music festival Trio Transilvan*

*Inventing business models in the field of culture: at the crossroads of private and commercial logic*

*The Extent Of Community Involvement In The Process Of Conserving Objects With Power: The Case Study Of Heritage Conservation Centre*

*Bringing heritage into the classroom: Observing the European Year of Cultural Heritage*

*eHeritage - Expanding the Research and Innovation Capacity in Cultural Heritage Virtual Reality Applications*

*Recycling the terror: Remembering or forgetting strategies in cultural heritage polices*

*SoST - Soft skills for the Tourism Management*

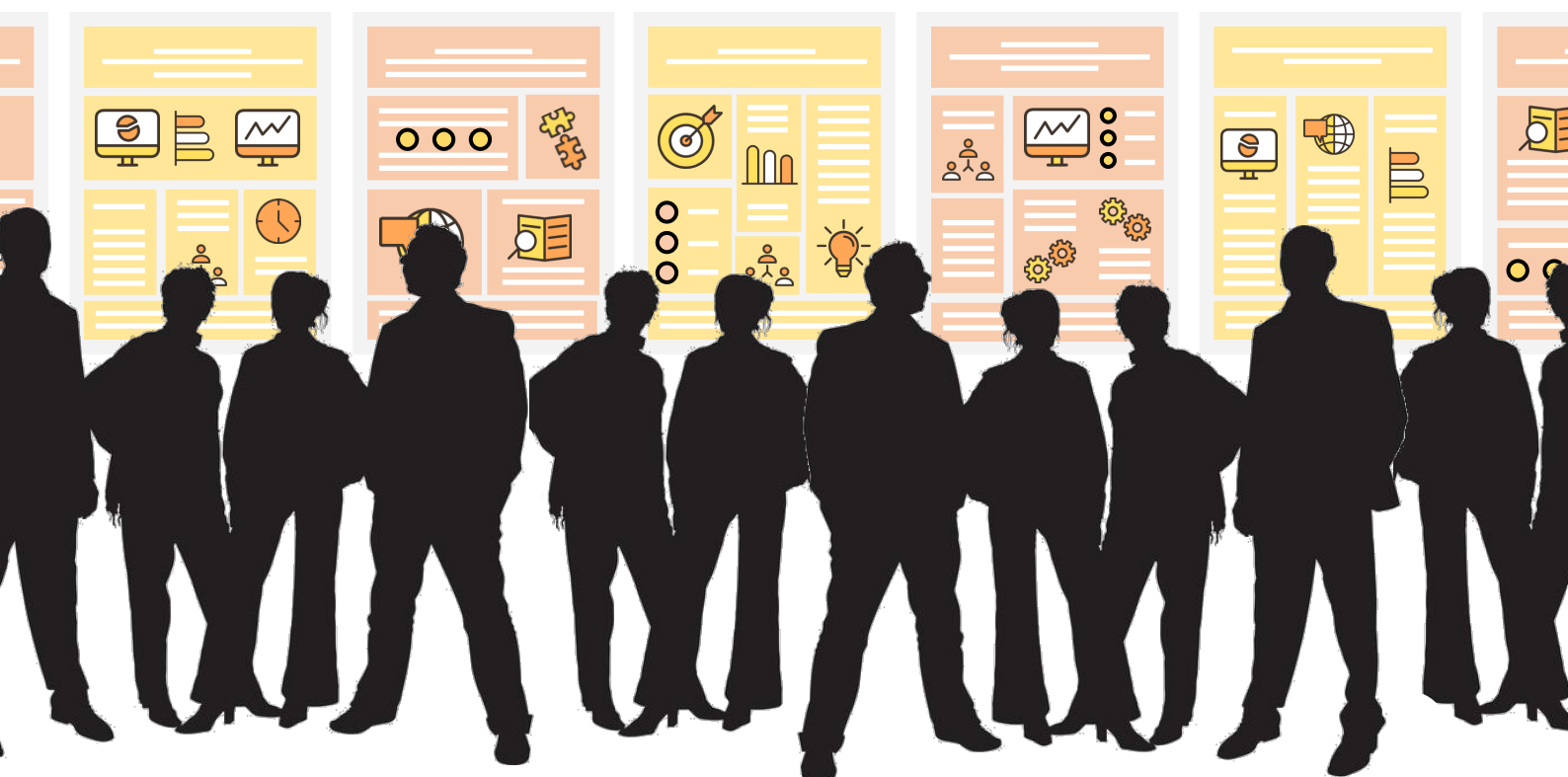
*Boost to local services in Unesco Heritage Sites of Central Finland*

*Creativity and Higher Education: Turning creativity into successful students projects at the Cultural management study programme*

*European Heritage Strategy for the 21st Century*

*UNESCO - ENCATC Project "Learning on intangible heritage: building teachers' capacity for a sustainable future"*

In this dedicated exhibition space on 28 September you'll have the time in the programme not only to learn about these different projects, but also engage with the researchers, educators, trainers, and practitioners who have been working on them.



## The FRH Torch of Heritage and Culture is coming to Bucharest

The ENCATC Congress is very honoured to be an important milestone on the route of the **FRH "Torch of Heritage and Culture"** initiative as it makes its way across Europe this year. An initiative of Future for Religious Heritage, the initiative aims to **raise awareness and safeguard the importance of Europe's rich religious heritage**.

The "**Celebrating Diversity Ceremony - FRH Torch**" will be held on the evening of 28 September in Bucharest. It will be held at the Romanian Athenaeum, the most emblematic building of Bucharest, built in 1888. The city's main concert hall, it is home of the "George Enescu" Philharmonic and of the "George Enescu International Music Festival".

This venue was selected to host the Torch Initiative as this ceremony during the Congress is held in the frame of the 2018 European Year of Cultural Heritage and because Romania celebrates its Centennial this year. On December 29, 1919, the Atheneum was the site of the conference of leading Romanians who voted to ratify the unification of Bessarabia, Transylvania, and Bucovina with the Romanian Old Kingdom to constitute the Kingdom of Greater Romania.

For centuries, heritage and culture have had a profound effect on our communities and continue to play an integral part in community life today. 2018, the European Year of Cultural Heritage, offers a unique chance to showcase that religious heritage, a legacy from the past but also a resource for the future. The **FRH Torch**, inspired by the Olympic Torch of Athens, **is a memory treasure box** containing personal letters from prominent members of the international community (artists, scientists, politicians) and also from European citizens and refugees.

All Congress participants will be invited to contribute their **personal memories related to religious heritage** and help

recognise the value of shared heritage as a symbol of unity on which Europe was built.

The initiative was launched on 8 January 2018, in Leeuwarden, the European Capital of Culture. On that occasion, Peter de Haan, chairman, Church of Huizum in Leeuwarden said: "*We live with stories. Stories originate when people get together and pass them on. [The churches] will always be buildings full of stories. Religious stories, part of religious heritage, but also stories about big or small happenings in the community that are told again and again.*"

The collected memories from the ENCATC Congress will be presented along with collections from the other Torch events throughout the year to the **European Commissioner for Education, Culture, Youth and Sport, Mr. Tibor Navracsics**, at the **FRH Conference** taking place on 11-13 October in Paris.



The Romanian Athenaeum in Bucharest.

Torch is an initiative of



With the participation of



With the support of



A proud partner of



# ROMANIAN ARTISTS

The ENCATC Congress is an opportunity to learn about another culture! The cultural programming will delight with local traditions and artistic performances for an unforgettable experience of Romania—especially as the country is celebrating its centennial anniversary! We are also delighted this year to have a local artist contribute an artwork to the ENCATC Congress for the 2018 ENCATC Research Award Ceremony



## VIOLONCELLISSIMO Ensemble

Violoncellissimo will be performing at the 2018 ENCATC Congress. It is one of the most famous Romanian ensembles which developed in the last 15 years. It was founded by the renowned cellist Marin Cazacu who, together with his students, created a new way of promoting chamber music and young talented Romanian musicians.

The performance which took place in George Enescu International Festival in 2001 was a great success. Seven years later Violoncellissimo amazed the public with an unique concert in Romania performed by 60 cellists in the Romanian Athenaeum. They repeated the event on 26th of May 2013 but this time with 100 cellists.

In the last years of activity Violoncellissimo performed in Romania and abroad within important cultural events. The most significant are: the Celebrating Concert of 140 years since the birth of Constantin Brâncuși - in Bruxelles, National Day of Culture, Hope and Homes for Children and UNITER Gala Awards.

The proposed programme, consisting of original pieces and transcriptions, reflects technical and expressive possibilities of one of the most popular musical instruments - the cello, and the stylistic diversity that this can express.

[violoncellissimo.ro/eng/](http://violoncellissimo.ro/eng/)

## Nicolae Stoica

Nicolae Stoica (1961, Bucharest), is a sculptor. In 1996 he graduated from the Academy of Fine Arts Bucharest, Sculpture department.

In 1997 he became a member of the Romanian Artists Union and in 2009 he founded the Cultural Center H.D.U. in Bucharest.

In 2001 he won the Special Prize at the Toyamura International Sculpture Biennale in Japan and in 2006 he received the Romanian Artists Union Award (Ambient section).

He created several monumental artworks and participated in numerous personal and group exhibitions, both nationally and internationally.

For the 2018 ENCATC Research Award Ceremony, he has created a special sculpture for the winner to be announced on the evening of 27 September in Bucharest.



# ORGANISERS, PARTNERS & COMMITTEES

## The organisers

The Congress is an initiative of



In partnership with



MINISTERUL CULTURII ȘI IDENTITĂȚII NAȚIONALE

## Under the patronage of



Event held under the High Patronage of the President of Romania

## Main partner



## With local contributions from



## Hosted by



## With the support of



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

## In the frame of



## Media partners





## Our Committees

### STEERING COMMITTEE:

**Antonio Ariño Villarroya**, University of Valencia (Spain); **GiannaLia Cogliandro Beyens**, ENCATC Secretary General; **Carmen Croitoru**, National Institute for Cultural Research and Training (Romania); **Fabio Donato**, University of Ferrara (Italy); **Francesca Imperiale**, ENCATC President and University of Salento (Italy); **Claire Giraud Labalte**, ENCATC Ambassador on Cultural Heritage (France)

### SCIENTIFIC COMMITTEE:

**Patrick Boylan**, City, University of London (United Kingdom); **John Carman**, Ironbridge International Institute for Cultural Heritage, University of Birmingham (United Kingdom); **Mara Cerquetti**, University of Macerata (Italy); **Hsiao-Ling Chung**, National Cheng Kung University (Taiwan); **Carmen Croitoru**, National Institute for Cultural Research and Training (Romania); **Jean-Louis Fabiani**, Central European University in Budapest (Hungary); **Annikka Jyrämä**, Estonian Academy of Music and Theatre, (Estonia); **Visnja Kusic**, University of Arts Belgrade (Serbia); **Johan Kolsteeg**, Groningen University (The Netherlands); **Tuuli Lähdesmäki**, University of Jyväskylä (Finland); **Bernadette Lynch**, University College London (United Kingdom); **Marco Mossoinkoff**, Amsterdam University of Applied Sciences (The Netherlands); **Virgil Nițulescu**, Ministry of Culture (Romania); **Marcin Poprawski**, Adam Mickiewicz University (Poland); **Carole Rosenstein**, George Mason University (United States); **Alis Vasile**, Romanian National Institute for Cultural Research and Training (Romania).

### OPERATIONAL COMMITTEE:

**Francesca Imperiale**, University of Salento (Italy), ENCATC President; **Ana Gaio**, City, University of London (United Kingdom), ENCATC Vice-President; **Gabrielle Kuiper**, HKU University of the Arts Utrecht (The Netherlands), ENCATC Vice-President; **Dea Vidović**, Kultura Nova Foundation (Croatia), ENCATC Treasurer; **Richard Maloney**, New York University (United States), ENCATC Secretary; **Tanja Johansson**, Sibelius Academy, University of the Arts Helsinki (Finland), ENCATC Board Member; **Michal Lázňovský**, Academy of Performing Arts in Prague, Theatre Faculty (Czech Republic, ENCATC Board Member

# PARTICIPANTS

N°	LAST NAME	FIRST NAME	INSTITUTION	JOB TITLE	COUNTRY OF INSTITUTION
1	Albert	Nicolae	WTC	CEO	RO
2	Alsallabi	Omar	Misurata University	Head of International Memberships Department	LY
3	Amarista	Naghieli	Universitat Internacional de Catalunya	Coordinator of Postgraduate Degrees in Arts and Cultural Management	ES
4	Annuikka	Jyrämä	Professor	Estonian Academy of Music and Theatre	EE
5	Arriola	Maria Sharon	DE LA SALLE-COLLEGE OF SAINT BENILDE	Associate Dean	PH
6	Aulake	Kimmo	Ministry of Education and Culture / Compendium Association	Ministerial Adviser	FI
7	Avram	Alexandru	INCFRC - Romanian National Institute for Cultural Research and Training	Responsible for Communication and International Relations	RO
8	Bäck	Maria	Arcada University of Applied Sciences	Senior lecturer	FI
9	Bălici	Stefan	The National Institute of Heritage	General Director	RO
10	Bas	Senem	George Mason University	PhD Student	US
11	Becut Marinescu	Anda	National Institute for Cultural Research and Training	Chief of Research	RO
12	Beirut	Rend	Avesta Group	Cultural Planner	UAE
13	Bonet Agusti	Lluís	University of Barcelona	Professor	ES
14	Bonniel Chalier	Pascale	Illusion & Macadam	Director of Studies	FR
15	Bulic Baketic	Vesna	Prokultura Split	Cultural Policies Observatory	HR
16	Campagna	Desiree	University of Padova	PhD Candidate	IT
17	Carnariu	Radu Bogdan	"Octav Bancila" National College of Arts, Romania	Professor PhD. + visual artist	RO
18	Celik	Feride M.	Free-lance	Art Lecturer, Instructor and Project Coordinator	TR
19	Ceobanu	Ioana	National Institute for Cultural Research and Training	sociologist	RO
20	Cerquetti	Mara	University of Macerata	Assistant Professor	IT
21	Chang	Simeng	Burgundy School of Business	PhD	FR
22	Chiriac	Constantin	Sibiu International Theatre Festival	President	RO
23	Chládková	Blanka	Janacek Academy of Music and Performing Arts in Brno, Theatre Faculty	Vice-dean, lecturer	CZ
24	Chung	Hsiao-Ling	Institute of Creative Industries Design, National Cheng Kung University	Associate Professor	TW
25	Clavier	Berndt	Malmö University	Associate Professor	SE
26	Cogliandro Beyens	Gianna Lia	ENCATC	Secretary General	BE
27	Cotenescu	Cristina	Ministry of Culture and National Identity	Public Manager	RO

28	Crispí	Marta	Universitat Internacional de Catalunya	Director of Master's Degree in Arts and Cultural Management	ES
29	Croitoru	Carmen	INCF - Romanian National Institute for Cultural Research and Training	General Manager	RO
30	Darley	Elizabeth	ENCATC	Communication Manager	BE
31	de Souza Boy	Leonardo	University of Paris-Saclay	Student	FR
32	Deboise	Manon	ENCATC	Project Officer	BE
33	Debrinay-Rizos	Manuèle	IMPGT - Aix-Marseille University	Cultural expert, consultant, teacher	FR
34	Delft	Barbara	University of Antwerp	Academic Assistant Master in Cultural Management	BE
35	Delvainquière	Jean-Cédric	Ministry of Culture	Research Officer	FR
36	Di Biagio	Claudio	Zetema Progetto Cultura	Manager	IT
37	Duguleana	Mihai	Transilvania University of Braşov	Associate Professor	RO
38	Dujardin	Paul	Centre for Fine Arts - BOZAR	CEO and Artistic Director	BE
39	Dumbrauskaite	Asta	Frau	Project Manager	LT
40	Dumitrescu	Adrian	University of Bucharest	Assistant	RO
41	Eldarbag	Ramadan	Faculty of art misurata university	Head of study and examination office faculty of art	LY
42	Ene	Georgiana	INCF - Romanian National Institute for Cultural Research and Training	- - -	RO
44	Enuş	Sorin	Ministry of Culture - Project Management Unit -Creative Europe Desk Romania	Consultant	RO
45	Fabiani	Jean Louis	Central European University	Professor	HU
46	Firyeh	Piotr Karol	Adam Mickiewicz University	PhD Candidate, researcher	PL
47	Florescu	Gabriela	National Institute for Research and Development in Informatics	Researcher	RO
48	Florescu	Valentin	National Institute for Research and Development in Informatics	Researcher	RO
49	Galusek	Łukasz	International Cultural Centre	Deputy Director	PL
50	Gasparavičius	Vygintas	Lithuanian Music and Theatre Academy	Head of Art Management Division	LT
51	Ghimpu	Florin	Asimouth Training	IT-C Financial Consultant	RO
52	Ghioc	Alexandra Stefana	"George Enescu" National University of Arts	Teaching Assistant PhD + product designer	RO
53	Gies	Stefan	Association Européenne des Conservatoires	CEO	BE
54	Giliberto	Francesca	Fondazione Fitzcarraldo	Researcher	IT
55	Giraud-Labalte	Claire	University of Nantes	Art Historian, Professor Emeritus	FR
56	Glesner	Julia	University of Applied Sciences	Prof. Dr.	DE
57	Grootswagers	Lilian	Future for Religious Heritage	Secretary of the Council	BE
58	Guillou	Lauriane	Université d'Avignon	Doctorante contractuelle chargée d'enseignement	FR
59	Gurau	Gabriela	Ion Borcea Natural Science Museum Complex	Manager	RO
60	Gynn	Grace	ENCATC	Trainee	BE
61	Halonen	Katri	Metropolia University of Applied Sciences	Principal lecturer	FI

62	Hamilton	Leah	University of Kentucky	Instructor	US
63	Hanzelik	Delia	INCF - Romanian National Institute for Cultural Research and Training	Official Press Officer	RO
64	Hendriks	Marielle	Boekman Foundation	Director	NL
65	Horák	Ladislav	Janacek Academy of Music and Performing Arts in Brno, Theatre Faculty	Student	CZ
66	Hristova	Svetlana	South-West University	Prof. Assoc.	BG
67	Hristova	Tanya	Municipality of Gabrovo	Mayor	BG
68	Iacob	Raluca	Asociatia MetruCub - resurse pentru cultură	Cultural policy professional	RO
69	Ilea	Ioana Lidia	Memorial Museum "Octavian Goga"	Manager	RO
70	Imperiale	Francesca	University of Salento	Assitant Professor / ENCATC President	IT
71	Ivaşcu	George	Ministry of Culture and National Identity	Minister of Culture and National Identity	RO
72	Jenkins	Maria	Universidad de La Salle	Master	CO
73	Johansson	Tanja	Sibelius Academy, University of the Arts Helsinki	Professor in Arts Management	FI
74	Katavelaki	Foteini	University of Thessaly	Architecture student	GR
75	Kauppinen	Asko	Malmö University	Associate Professor	SE
76	King	Ian	London College of Fashion	Research Professor	UK
77	Kirova	Svetlana	Culture and Tourism Secretariat of the Danube Strategy	Cultural Expert	BG
78	Kociánová	Barbora	Academy of Performing Arts in Prague	Project Manager	CZ
79	Kolsteeg	Johan	Rijkuniversiteit Groningen	Assist. Prof	NL
80	Koopmanschap	Joop	Joop Koopmanschap Multimedia Productions	Photographer	NL
81	Krebs	Anne	Musée du Louvre	Head of socio-economic studies and research	FR
82	Lázňovský	Michal	Academy of Performing Arts in Prague	Head of Dpt. of Arts Management	CZ
83	Lee	Debbie Chieh-Yu	Taiwan Association of Cultural Policy Studies	Deputy Secretary-general	TW
84	Lee	Andrea	National Taiwan University of Art	Researcher	TW
85	Lekvall	Lotta	Folkteatern	Director	SE
86	Liepkova	Viktoriia	Uppsala University	Student	SE
87	Liu	Jerry C Y	Graduate School of Arts Management and Cultural Policy, National Taiwan University	Professor and Director	TW
88	Lixandroiu	Cristina	National institute for Reserach and Development in Tourism	Senior Researcher	RO
89	Mäenpää	Marjo	Cupore Center for Cultural Policy Research	Director	FI
90	Magkou	Matina	Free lance	Cultural manager, researcher and consultant	GR
91	Mallarach Parés	Jordi	Future for Religious Heritage	Communications officer	BE
92	Maloney	Richard	NYU Steinhardt	Performing Arts Administration Director	US
93	Maragno	Giulia	Museo delle Culture	Trainee	CH
94	Maricq	Julie	ENCATC	Community Manager and Website Specialist / Editor	BE

95	Martin	Maria	PFA	Expert	RO
96	Maukonen	Annamari	Humak, University of Applied Sciences	Senior lecturer	FI
97	Meseeuw	Frederic	BOZAR Center for Fine Arts	Senior Advisor	BE
98	Miao	Tzu-Lin	National Taiwan University of Art	Researcher	TW
99	Mihaljinac	Nina	University of Arts Belgrade	Assistant Professor	RS
100	Mohamed	Guediri	citéness	Project Manager	TN
101	Montalto	Valentina	Joint Research Centre of the European Commission	Research Fellow	IT
102	Mossinkoff	Marco	Amsterdam Fashion Institute	Lecturer	NL
103	Neamu	Dragos	Romanian Night of Museums	Manager	RO
104	Nedelcut	Nelida	Academy of Music in Cluj-Napoca	Professor	RO
105	Ng	Mei Jia	LASALLE COLLEGE OF THE ARTS	Student	SG
106	Nistor	Sergiu	Department of Culture, Religious Affairs and Centennial Activities	Presidential Adviser	RO
107	Nitulescu	Virgil-Stefan	Ministry of Culture and National Identity	Director of Cabinet	RO
108	Olaru-Stefanescu	Florentina-Bianca	Transilvania University	Student	RO
109	Opacic	Bogdana	Center for study in cultural development	researcher	RS
110	Ormston	Andrew	Drew Wylie Projects	Director	UK
111	O'Sullivan	Cathy	COS	Consultant	UK
112	O'Sullivan	Terry	The Open University	Senior Lecturer in Management	RO
113	Pareja Eastway	Montserrat	University of Barcelona	Professor	ES
114	Pecková	Julia	Janacek Academy of Music and Performing Arts in Brno, Theatre Faculty	Student	CZ
115	Pieri	Giada	MED - Mediterranean Explore Diversity	Cultural Manager	IT
116	Postelnicu	Cristian	Transilvania University of Braşov	Associate Prof.	RO
117	Psenner	Eleonora	Eurac Research	Researcher	IT
118	Radoi	Raluca	The National University of Theatre and Film	PhD. Candidate	RO
119	Révészová	Zuzana	Technical University Košice, Faculty of Economics	PhD student	SK
120	Roiu	Cristina	Romanian Academy Library	Head of Department	RO
121	Ruiz.Gutierrez	Jaime	Uniuersidad de los Andes	Associate Professor	CO
122	Salzenstein	Alan	DePaul University	Director/Prof-Performing Arts Mgmt/Arts Leadership	US
123	Scripcariu	Geo	BT Public Relations	Managing Partner	RO
124	Sette Abrantes Fioravante	Milena	University of Arts	Professor	RS
125	Sette Abrantes Fioravante	Alexandre	Universidade Estadual de Campinas UNICAMP/SENAC SP	Professor, PhD student	BR
126	Srakar	Andrej	Institute for Economic Research (IER) and University of Ljubljana	Assistant Professor, Research Associate	SI

127	Sobyh	Salah	South Valley University	Projects Coordinator	EG
128	Stangl	Franz	Karl-Franzens-Uni/ university museum	custos	AT
129	Sucala	Cristina	University of Birmingham	PhD Student	UK
130	Sutermeister	Anna	University of Art and Design	Head of Research	CH
131	Takeuchi	Kiyoshi	Tottori University	Associate Professor	JP
132	Tarsitano	Savina	Espronceda Center for Art & Culture	Artist, co-founder	ES
133	Tomus	Ion	Lucian Blaga University of Sibiu	Head, Dept. of Drama and Theatre Studies	RO
134	Tselikas	Effy	Freelance	Journalist	FR
135	Tsouroukidou	Gesthimani	Democritus University of Thrace	Researcher	GR
136	Turoiu	Liliana	Romanian Cultural Institute	President	RO
137	Vanoch	Matej	Národné osvetové centrum	Researcher	SK
138	Vasile	Alis	INCF - Romanian National Institute for Cultural Research and Training	Trainer	RO
139	Velev	Evgeni	State University of Libraries and Information Technologies	Professor	BG
140	Vidovic	Dea	Kultura Nova Foundation	Director	HR
141	Villamizar	Sebastian	Brandenburgische Technische Universität	Anthropologist	DE
142	Villarroya	Anna	University of Barcelona	Associate Professor	ES
143	Virto Marcilla	María	European Cultural Foundation	Manager Funding and Partnerships	NL
144	Voinea	Gheorghe Daniel	Transilvania University of Braşov	PhD Student	RO
145	Vukicevic	Vuk	Center for Study in Cultural Development	Director	RS
146	Wąsowska-Pawlik	Agata	International Cultural Centre	Director	PL
147	Wiesand	Andreas Joh.	ERUCarts Institute and Network	Executive Director	DE
148	Wimmer	Michael	EDUCULT, Institute for Cultural Policy and Cultural Management	Research & Consulting	AT
149	Xuereb	Karsten	Superintendence of Cultural Heritage	Policy Manager	MT
150	Zamarbide Urdaniz	Alba Victoria	Waseda University	Visiting Researcher	JP
151	Zarodňanská	Daniela	Janáček Academy of Music and Performing Arts in Brno	Project Manager, Teacher	CZ
152	Zbranca	Rarita	Cluj Cultural Centre	Programme Director	RO
153	Zbucea	Alexandra	SNSPA National University of Political Studies and Public Administration	Associate Professor	RO
154	Zhou	Ruirui	University of Hamburg	PhD	DE

List updated on 17 September. The final list will be posted after the ENCATC Congress.



## **ENCATC IS THE LEADING EUROPEAN NETWORK ON CULTURAL MANAGEMENT AND POLICY.**

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

ENCATC holds the status of an NGO in official partnership with UNESCO, of observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Avenue Maurice 1  
1050 Brussels,  
Belgium

---

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

