

INTERNATIONAL ARTS MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students can distinguish levels of internationalization and their respective challenges within the concepts of Globalization and Glocalization and also in their historical development. They are able to differ between European challenges and worldwide phenomena and they gain sensibility for North-South-relations and cultural dominance. They know the basic terms such as “Cultural Transfer” and they realize the worldwide pluralism of aesthetic practice. They understand the involvement of governmental institutions and policies as well as of self-determined umbrella organizations and non-governmental art institutions. They can discuss the necessary skills and competences for international projects.

COURSE CONTENTS

On an international level, both terms of “Arts Management” and “Cultural Management” are linked to the purpose of achieving aesthetic or artistic goals. The meaning of “international” has been object of several changes in the German Speaking countries: After the Second World war, “international” was mainly reduced to the USA and Europe. Postcolonial Studies, Cultural Studies and, recently, Festival Studies have advanced the concept of “international” to a global level, considering, for example, North-South-Relations and communities of low acceptance by the dominating countries. Examinations of “international programs” in European cultural enterprises still echo a preference of occidental artforms, on their behalf, the US-American Cultural Industries have developed a strong presence on global markets. This situation is the starting point to analyze the importance of international arts management and the institutions involved with cross-border arts management.

International Arts Management focuses on dynamic processes such as cultural transfer and mutual impacts of worldwide aesthetic practices. The seminar connects developments of internationalization to institutional frameworks and cultural policies. Skills and competences for working within the international arts market are as well considered as differences in organizational policies and approaches in the international context.

Key aspects:

- the concept of ECoC and its impact on European identities beyond cultural tourism
- the impact of “world cultures” on the European identity
- arts institutions that serve as worldwide platforms for cultural transfer and international exchanges such as festivals; umbrella organizations and real time Networks – the advance of the digital age and its impact on international arts and cultural collaboration (digital community building, Glocalization)
- cross-border funding institutions, programs like artist in residency, international collaboration in creative practice, cross-border regulations and IP strategies
- Cultural policy strategies, impacts and outcomes in the international arena
- international trends of emerging cultures, strong consideration of the “peripheries”

RECOMMENDED OR REQUIRED READING

Borwick, Doug (2012): Building Communities, not audiences. ArtsEngaged

Enwezor, Okwui: Mega Exhibitions and The Antinomies of a Transnational Global Form, Wilhem Fink Verlag

Feld, Brad (2012): Start Up Communities. Wiley and Sons

Föhl, Patrick & Wolfram, Gernot (2014): Masters of Interspaces. Goethe-Institut

Goldsmith, Stephen & Eggers, William D. (2004): Governing by network. The new shape of the public sector. Brookings Institution Press

Hal, Marieke van et al (ed.) (2010): The biennial reader.

Henze, Raphaela / Wolfram, Gernot (Hrsg.) (2013): Exporting Culture, VS Verlag

Teissl, Verena (2013): „How and Why Film Festivals Contributed and Contribute to the Reception of the Latin American Film“, in: Maurer Queipo, Isabel (Hrsg.): Directory of World Cinema: Latin America. Bristol/Chicago: Intellect publishing, P. 20-27

Schindhelm, Michael (2014): Lavapolis. Matthes & Seitz

Shifman, Limor (2013): Memes in Digital Culture. MIT

Shils, Edward (2001): Towards a General Theory of Action. Transaction Publ

Valck, Marijke de (2007): Filmfestivals: From European Geopolitics to Global Cinephilia: University Press of Amsterdam

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4