Cultural Management Without Borders

The Internationalization of Cultural Management and Cultural Management Education

With the significant restructuring of international arts and cultural exchange, especially due to the digital revolution and the shifts in European societies caused by immigration, cultural management is challenged to adopt an open attitude and explore new questions. The 9th Annual Conference of The Association of Cultural Management will thus focus on questions regarding the role of European culture and its perceptions in the world. Some of the questions pivotal in this context are: What role do European cultural goods and services as well as national cultural management approaches play in a globalized world? Who holds the interpretative power over what we transport abroad as culture and hence as an image of ourselves? Is culture constrained by its role as a "soft diplomat"? What key competencies does a cultural manager require in order to work as a broker between different cultures and different cultural value systems?

Abstracts and more information on the speakers to be found on: **www.fachverband-kulturmanagement.org**

The Association of Cultural Management is a professional association of academic lecturers and researchers in the field of cultural management for the German speaking community. The mission of our association is the representation and advancement of the discipline in research and teaching.

Please find more information on the cultural management study programme at Heilbronn University here:

www.hs-heilbronn.de/campus_kuenzelsau

Information on registration, accommodation and travel

to be found on www.fachverband-kulturmanagement.org

or send an email to culturalmanagement2015@hs-heilbronn.de

Deadline for applications is December 15th, 2014

(limited number of places available)

Conference fee

Conference fee (including meals):

- € 100,– (for members of The Association of Cultural Management)
- € 130,– (for non-members)
- € 50,– (for students)

Fee has to be transferred by January 1st, 2015, to Fachverband Kulturmanagement:

Bank account:

IBAN: DE48 820 510 000 600 034 771

BIC: HELADEF1WEM

Bank: Sparkasse Mittelthüringen

Conference Chair: Prof. Dr. Raphaela Henze, MBA (Heilbronn University)
Conference Committee: Prof. Dr. Sigrid Bekmeier-Feuerhahn (Leuphana University Lüneburg), Dr. Patrick S. Föhl (Netzwerk für Kulturberatung), Prof. Dr. Steffen Höhne (HfM Weimar, FSU Jena), Dr. Rolf Keller (Basel University), Prof. Dr. Birgit Mandel (Hildesheim University), Prof. (FH) Dr. Verena Teissl (FH Kufstein Tirol), Prof. Dr. Martin Tröndle (Zeppelin University Friedrichshafen)

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The Internationalization of Cultural Management and Cultural Management Education

9th ANNUAL CONFERENCE OF

THE ASSOCIATION OF CULTURAL MANAGEMENT IN GERMANY, AUSTRIA AND SWITZERLAND

15th-17th January 2015

Heilbronn University – Campus Künzelsau

www.fachverband-kulturmanagement.org
culturalmanagement2015@hs-heilbronn.de

Thursday, January 15th

at Kunsthalle Würth in Schwäbisch Hall

13.30-16.00 Colloquium for PhD students (open to everybody)
Chaired by Prof. Dr. Steffen Höhne, Prof. Dr. Birgit Mandel, Prof. Dr. Martin Tröndle

16.00-16.30 Welcome by Prof. Dr. Birgit Mandel, President of The Association of Cultural Management in Germany, Austria and Switzerland, Prof. Dr. Raphaela Henze, Conference Chair, Heilbronn University

16.30-17.00 Opening speech "Museum Networking – Würth and the Arts as an Example", C. Sylvia Weber, Director Würth Collection, Executive Vice President

17.00-18.00 Guided tour through Kunsthalle Würth and Johanniterkirche

18.00-18.45 Shuttle service to Campus Künzelsau, D-Building

19.00 Dinner and a-cappella music by mundARTmonika

Friday, January 16th

at Heilbronn University Campus Künzelsau, D-Building

9.00-9.10 Welcome by Prof. Dr. Jürgen Schröder, President of Heilbronn University

9.10-10.00 From Globalisation to Glocalisation? The Challenge of Elusive Borders, Prof. Dr. Caroline Robertson-von Trotha, ZAK Center for Cultural and General Studies at KIT Karlsruhe Institute of Technology, Germany

10.00-10.50 How global is Europe? Frédéric Martel, Writer, Paris, France

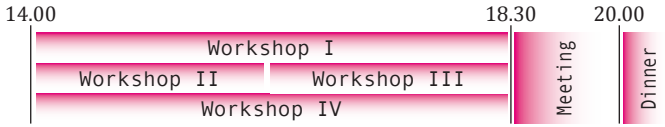
10.50-11.10 Coffee break

11.10-12.00 The Discontent on Global Culture, Michael Schindhelm, Writer, Lugano/London

12.00-13.00 Lunch Break

13.00-14.00 Meeting of the Association's working groups

Parallel Workshops



Workshop I

14.00-18.30 Qualifications for international and intercultural management

Chaired by Imke Grimmer, Goethe Institute
- Dounia Benslimane, Arterial Network Morocco, Casablanca, Morocco / Belisa Rodrigues, African Arts Institute, Cape Town, South Africa
- Dr. Karin Drda-Kühn, Kultur und Arbeit e.V., Bad Mergentheim, Germany
- Vahid Evazzaeh, Director of Goossun Art-illery, Copenhagen, Denmark
- Dr. Patrick S. Föhl, Network for Cultural Consulting, Berlin, Germany / Prof. Dr. Gernot Wolfram, MHMK Berlin, Germany / Robert Pepper, Leuphana University, Lüneburg, Germany
- Prof. Vittorio Iervese, Università di Modena e Reggio Emilia, Italy / Dr. Silke Kurth, Tandem Turkey

Workshop II

14.00-16.00 Cultural choices and marketing strategies for international and diverse audiences

Chaired by Prof. Dr. Birgit Mandel, University of Hildesheim, Germany
- Vera Allmannritter, Berlin / Prof. Dr. Martin Lücke, MHMK Berlin, Germany
- Claire Burnill-Maier, FH Kufstein Tirol, Austria
- Dr. Victoria Durrer, School of Creative Arts Queen's University Belfast, UK

Workshop III

16.30-18.30 Subversive Networking

Chaired by Prof. (FH) Dr. Verena Teissl, FH Kufstein, Austria
- Janosch Dietrich, Moviemiento e.V. Berlin, Germany
- Mohamed Hussein, Touring with Mohamed, Bagdad, Iraq
- Miguel Peromingo, Writingbrussels, Brussels, Belgium

Workshop IV

14.00-18.30 Education and training for cultural managers

Chaired by Prof. Dr. Annick Schramme, ENCATC president, University of Antwerp, Belgium
- Prof. Dr. Gema Carbó Ribugent, University of Girona, Spain
- Ina Roß, Jamia, Milla, Isalmia University (JU), New Delhi, India
- Prof. Dr. Hermann Voesgen, FH Potsdam, Germany
- Prof. Dr. Dilek Zamantili Nayir, Marmara University, Istanbul, Turkey

18.30-19.30 Meeting of the Members of The Association of Cultural Management

20.00 Dinner at the Anne-Sophie restaurant in Künzelsau

Saturday, January 17th

at Heilbronn University Campus Künzelsau, D-Building

9.30-10.15 Contingencies of Art Policy – Comparing Probabilistic and Deterministic Cultural Planning Modes in Hamburg and Baltimore, Prof. Dr. Volker Kirchberg, Leuphana University, Lüneburg, Germany

10.15-11.00 Rethinking the Challenges of Tomorrow Through Arts and Culture, Rebecca Matthews, Managing Director of Fonden Aarhus2017

11.00-11.30 Discussion

11.30-12.00 Coffee break

12.00-13.00 Summary Report, Prof. Dr. Raphaela Henze, Heilbronn University, Germany

13.00 Lunch