



STRATEGIC ARTS MANAGEMENT
MASTER CLASS

call for papers

crafting international strategies

October 23rd and 24th, Barcelona (E)

a project of



T O O L S
F O R
C U L T U R E

in collaboration with

Tafter Journal

Esprienze e strumenti per cultura e territorio

table of contents

our project: the SAM format

call for papers

topics

general information

evaluation criteria

important dates

tafter journal

tools for culture

SAM programme

submission form



T O O L S
F O R
C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
sede operativa via Francesco Rizzoli 4 - 40125 Bologna
telefono +39051 225565 facsimile+39 051 229656
posta elettronica tools@monti-taft.org
web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

Strategic Arts Management

master class

October 23rd and 24th, Barcelona (E)

our project: the SAM format

Strategic Arts Management Master Class will be held on **October 23rd and 24th, 2014** at **Impact Hub Barcelona**. It will address the issues of international strategy and action of Creative and Cultural Industries providing participants with the needed views, skills and tools to plan and implement an effective strategy.

Intuitions, ideas and experiences related to existing and new projects will be shared and analyzed from various perspectives: from the critical exploration of the **emerging cultural markets** to the European Union programme framework, from the managerial strategies and choices to marketing and communication.

The Strategic Arts Management Master Class represents a **unique opportunity** to examine the technical features of projects, to create networks among professionals, to exchange ideas and evaluations with experts active in project building, in a **knowledge sharing approach** where action prevails upon theory.

Discussion rather than lecture, exchange rather than disclosure of tricks, SAM master class finds its specificity upon the **hybrid experience** of its senior professionals, who are normally engaged in teaching as well as in project management, creative crafting of organizations, initiatives and cultural action.

Adopting the "**action learning**" methodology, Tools for Culture offers the opportunity to share skills and experiences of both experts and participants. In such a way each individual skill and view is transformed into group competence and orientation based upon the transfer and the critical evaluation of experiences.

SAM master class has been conceived (and will be carried out) as a **laboratory of action learning**, allowing participants to overcome the comfortable and conventional description of pre-defined models and engaging both experts and professionals in the elaboration of views and approaches aimed at facing emerging problems.

The master class will work on individual and collective experiences and cases, focusing upon intuitions and projects previously sent by participants and examined by expert of different disciplines and professional areas. Action learning will be carried out transforming technical information into **strategic knowledge**.



T O O L S
F O R
C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
 sede operativa via Francesco Rizzoli 4 - 40125 Bologna
 telefono +39051 225565 facsimile+39 051 229656
 posta elettronica tools@monti-taft.org
 web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

call for papers

Get Involved! We welcome participants willing to share their research and experiences!

topics

Cultural and Creative Industries have recently recorded a radical transformation, becoming a **strategic asset** for the economic development. CCI's are a crucial driver for the creation of employment, wealth and new forms of entrepreneurship. Creative and cultural experiences tend to be extended out of National boundaries.

The International Perspective is therefore among the key points for growth, in every sector of economic activity and of social relationships. In such a respect, an effective creative and cultural strategy can exert a relevant impact upon the whole economic system, generating benefits that no other activity could attain.

The needed strategic approach to creative and cultural projects must **combine creative languages and technical tools**. Being internationally oriented requires a solid and dynamic network, intensive exchanges with perspective partners, understanding of programmes issued by the EU, and other institutions and foundations.

SAM-Strategic Arts Management Master Class and **Tafter Journal** invite abstract submissions which offer new and challenging research on **culture between site-specific creativity and international markets**. Suggested topics may include (but are not limited to) the following aspects:

- Creative industries between territorial roots and cosmopolitan branches
- The impact of creativity upon the local economic system
- Creativity and institutions: regulation, tax regime, public funding
- Asymmetrical alliances: shared strategies among culture, industry, and non-profits
- The role of communities: from participation to crowdsourcing



T O O L S
 F O R
 C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
 sede operativa via Francesco Rizzoli 4 - 40125 Bologna
 telefono +39051 225565 facsimile+39 051 229656
 posta elettronica tools@monti-taft.org
 web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

general information

The call for papers is open to:

- professionals of cultural and creative organizations;
- professionals involved in building and realizing a cultural project;
- cultural and creative entrepreneurs involved in internationalization processes;
- cultural managers and experts active in cultural project designing;
- students, graduates (from bachelors to PhDs) who aim at becoming experts in the field of cultural project management on the European dimension;
- scholars, researchers and academics.

All abstracts must be submitted and presented in **English**. Abstracts should be based on any of the topics listed above.

Abstracts may not be longer than **3,500 characters including spaces**. The minimum number of characters for an abstract to be reviewed is 900 including spaces.

The SAM's Scientific Committee will select **1 candidate** who will have the possibility to get **100% off of the SAM registration fee**, and **2 candidates** who will have the possibility to get **50% off of the SAM registration fee**.

Please send the submission form to info@tafterjournal.com no later than **September 15th, 2014**.

Authors of accepted abstracts will be requested to submit full papers on or before the deadline of **November 30th, 2014**. Papers must be written in English and should be at least of 20.000 characters (spaces included), accompanied by up to five keywords.

All papers should consist of three parts: introduction, central-body and conclusion. The introduction will describe the aims and the methodological aspects. The argument should be supported by adequate evidence and the paper should be written in a style that engages readers and stimulates their interest.

All papers will be published in a regular issue of **Tafter Journal, ISSN 1974-563X**. These are original works which must not be submitted concurrently to another publication venue in whole or in part.



T O O L S
 F O R
 C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
 sede operativa via Francesco Rizzoli 4 - 40125 Bologna
 telefono +39051 225565 facsimile+39 051 229656
 posta elettronica tools@monti-taft.org
 web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

evaluation criteria

Each abstract will be evaluated by the SAM's Scientific Committee in accordance with the following criteria:

- Relevance to the topics of the call for papers and the scope of the Strategic Arts Management Master Class
- Originality and potential impact
- Scientific/technical content and advances beyond the state-of-the-art
- Quality and clarity of the presentation

important dates

- Submission Opens: **July 14th, 2014**
- Closing date for abstract submission: **September 15th, 2014** (submission deadline: midnight in each author's time zone)
- Authors of selected abstract will be notified by e-mail from: **September 30th, 2014**
- Final Deadline for full Papers: **November 30th, 2014** (submission deadline: midnight in each author's time zone)
- All authors should submit to: info@tafterjournal.com

For further inquiry, please contact:

Vittoria **Azzarita**

Tafter Journal, Editor-in-Chief

info@tafterjournal.com

Anna **Mastrolitto**

SAM Barcelona, Project Manager

anna.tools@monti-taft.org

Marta **Vimercati**

Tools for Culture, Office Manager

tools@monti-taft.org



T O O L S
F O R
C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
sede operativa via Francesco Rizzoli 4 - 40125 Bologna
telefono +39051 225565 facsimile+39 051 229656
posta elettronica tools@monti-taft.org
web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

tafter journal

Tafter Journal is an online monthly journal dealing with cultural policy, heritage, architecture and town planning, and the use of new technologies in the cultural policy field. Tafter Journal is an open access journal and its papers are freely available in order to support a greater global exchange of knowledge.

Its mission is to foster critical debate and to publish contributions written by and for academics and research experts as well as a broader set of practitioners, organizations and people working in the cultural policy field.

Website: <http://www.tafterjournal.it/>

tools for culture

Tools for Culture is active in the fields of cultural management and training. Our mission is to provide cultural professionals and young graduates insights and tools to make culture a driving force behind social and economic development in coming years.

Through partnerships with important European organizations and institutions, it designs workshops, master classes and other training meetings addressed to national and international audience.

The multidisciplinary and innovative approach is led by inter experts and practitioners, who adopt an integrated view of the cultural phenomena and mechanisms in order to explore themes such as the complexity of the sector and the ways in which the creation, development and dissemination of culture to the local, regional and global economy.

Website: <http://toolsforculture.tumblr.com>



T O O L S
 F O R
 C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
 sede operativa via Francesco Rizzoli 4 - 40125 Bologna
 telefono +39051 225565 facsimile+39 051 229656
 posta elettronica tools@monti-taft.org
 web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

SAM programme

Thursday, October 23rd, 2014

9am | 2pm

Arts market in an international perspective

International markets for the arts: a critical exploration

Michele **Trimarchi**, *Tools for Culture*

Networks and alliances

Mercedes **Giovinazzo**, *Culture Action Europe and Interarts*

2pm | 3.30pm

Networking lunch

3.30pm | 8.30pm

Strategies for EU projects

European Union Financing

Juan **Pedregosa**, *Transit Projects*

Strategies for EU Funded Projects

Monica **Grau Sarabia**, *ESADE Business & Law School*

Communication for EU Projects. A case: *GlocalFineArt*

Ana **García López**, *GlocalFineArt Dissemination Board Coordinator*

From 8.30pm

Networking cocktail

Friday, October 24th, 2014

9am | 2pm

Expanding markets through audiences

Internationalization and digital environment: the case of European music brands

David **Loscos**, *Global Music Industry Consultant and Lecturer*

Festival Internationalization

Anna **Mastrolitto**, *Moderator of the Round table with international music and art festival directors*

2pm | 3.30pm

Networking lunch

3.30pm | 6pm

Creative leadership and alignment

Lab session by **Impact Hub Barcelona**



T O O L S
F O R
C U L T U R E

sede legale via Lungotevere Flaminio 76 - 00198 Roma
sede operativa via Francesco Rizzoli 4 - 40125 Bologna
telefono +39051 225565 facsimile+39 051 229656
posta elettronica tools@monti-taft.org
web <http://toolsforculture.tumblr.com>
<http://www.monti-taft.org>

submission form

PLEASE NOTE: The following is an example of the submission form available online at Tools for Culture and Tafter Journal websites. Please check our websites for any updates prior to submission.

1. Submission Title: _____

2. Author

First Name: _____

Last Name: _____

Nationality: _____ Male: _____ Female: _____

Organization / Group Name: _____

Email address: _____

Phone: _____

Mobile: _____

Address: No./Street _____

City/town: _____

State: _____

Postcode: _____

Country: _____

Website(s) (if applicable): _____

Bio (300 words maximum):

3. Content Keywords:

4. Abstract (3500 characters including spaces maximum):

