



STRATEGIC ARTS MANAGEMENT
MASTER CLASS

crafting international strategies

October 23rd and 24th, Barcelona (E)

a project of



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

in collaboration with

Monti&Taft
cultura contemporanea e sviluppo

**IMPACT
HUB** Barcelona

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Tafter Journal
Esperienze e strumenti per cultura e territorio

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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)

the framework: being international in Europe

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.

Strategic Arts Management Master Class will be held on October 23rd and 24th, at Impact Hub Barcelona. It will address the issues of international strategy and action of Creative and Cultural Industries providing participants with the needed know-how 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.



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our target: who finds SAM useful?

SAM Master Class is a training proposal mainly addressed 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.

your goal: moving closer to the world

The SAM master class will provide participants a set of tools whose adoption allows the arts and cultural managers to improve their awareness about their strategic position in the range of cultural markets, their orientation towards establishing international alliances, their view of synergies and sustainability.

The master class is a sort of dynamic interactive lab where the emerging approaches to creative and cultural entrepreneurship will be focused upon, crafting guidelines and technical tools from the shared analysis of intuitions and projects overcoming the conventional training methods and building a multiple perspective.

The strategic framework will allow experts and participants to critically analyze tools, criteria and mechanisms aimed at optimizing the allocation of infrastructure, technology, resources and connections in each organization and project, also identifying the range of stakeholders to be involved.

the format: knowledge and experience sharing

The Strategic Arts Management Master Class offers a new approach to the management of the arts and cultural projects and organizations exploring the needed agenda for managers within a complex institutional, economic and social framework where models and fixed protocols are no more appropriate.

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.

Before the beginning of the master class each participant is encouraged to send a document containing the description of ideas, intuitions, projects and experiences in order for experts could analyze them critically during the discussion, providing



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participants with specific technical guidelines and tools and, at the same time, stimulating a laboratory of interactive simulation.

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.

method and outcomes: the value of talent

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.

follow-up: a continuous path of sharing

The SAM experience will not end with the Master Class: participants and experts will continue sharing experiences and projects in an accurate exchange on a dedicated area of the website of Tools for Culture, where texts, documents, audiovisuals and maps will be hosted and shared.

In such a way SAM master class is the starting point of a much longer relationship between participants and experts, who will have the continuous opportunity to engage into critical discussion in order for each professional to craft projects and actions with specific reference to its cultural, social and economic framework.



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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**, *GlocaFineArt Dissemination Board Coordinator*

From 8.30 **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**



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call for papers

Tools for Culture 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.

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 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 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.

For further information about the call for papers, please visit www.tafterjournal.it



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tools for culture



Tools for Culture is active in the fields of cultural management research, education, 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 internationally renowned 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 are linked to the local, regional and global economy.

Tools for Culture experiences new way of learning and non-traditional sharing, believing that creativity and innovation are fundamental assets of culture. In a complex economic framework, although every experience is linked to an international approach, needs and expectations vary from place to place.

This is the reason why SAM Master Class has been set up as an itinerant appointment among experts of the cultural system, drawing a "learning trajectory" across Europe, with multiple destination points. Starting from Italy and crossing Spain "Tools for Culture" aims at linking the main cultural production poles.



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information

where

Impact HUB Barcelona
 Plaza Real, 18 - 08002 Barcelona, Spain

when

Thursday 23rd and Friday 24th of October 2014

how

The fee of the course is 320 euro (vat included).

The fee includes course materials, technical equipment, lunches on Thursday and Friday, cocktail, insurance fee, networking starter.

The fee does not include participants' transport costs, meals not specified and overnight. However, you can take advantage of facilities affiliated with the initiative.

In case of interest, please contact the organising secretary.

reductions

A reduced fare of 280 euro (vat included) is provided for the following categories:

- o Impact HUB's members;
- o Societies, companies, associations or non-profit organisations which would like to enrol in the master class 2 or more employees.

For more information about the payment procedures and registration with reduced fee, please contact the organising secretary.

registration

The number of participants in the Strategic Arts Management Master Class is limited. To proceed with the registration, you must fill in the application form available on-line at the following addresses:

<http://toolsforculture.tumblr.com/>
<http://www.monti-taft.org>

The compiled form should be sent with the payment confirmation to this e-mail address:
info.tools@monti-taft.org

It is not allowed to register on-site and the maximum inscription term is 17th October 2014.



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payment

Bank transfer to Tools for Culture

IBANIT 69 B 01005 03219 000000000519

BNL Gruppo BNP Paribas

Agenzia 19 - Roma

Causal: Inscription SAM Barcelona 2014, name and surname of the participant.

reimbursement

Refunds will be granted only in the event of cancellation of the master class or, at the discretion of Tools for Culture, extraordinary participant's circumstances that must be supported by relevant documentation.

accessibility

Tools for Culture supports the plurality of ideas, thoughts and opinions.

If you have special needs or requests, please do not hesitate to contact us. We will be happy to meet your needs.

all participants will receive a certificate of participation

*follow us on our social media for news, updates and surprises
about the course and the art world management*

contact us

info.tools@monti-taft.org

Italy +39 051 225565 /

Spain +34 633 073938 (call only from 11-14 am and 17-20 pm)

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

www.monti-taft.org

Twitter: @SAMMasterClass

Facebook: ToolsForCulture



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