

## **ICCPR 2014 - Semi-Plenary Sessions**

Wolfgang Schneider, Daniel Gad, Annika Hampel

### **Cultural Policy and Processes of Transformation**

“Cultural Policy for the Arts in Development” looks at how to build frameworks to support the arts so that they can contribute to society’s development.

The link between cultural policy and the processes of transformation is related to a specific understanding of cultural policy and the question of the necessary infrastructure.

#### **Wednesday, 10th September 2014**

11 am – 1 pm

##### **Session A: Understanding Concepts – The Activating Culture State**

How to define cultural policy if it is seen as social policy and as policy of and for society? What role do artists and the arts play in this context? What role is played by civil society and government institutions?

How can the German concept be used as a model for cultural policy action elsewhere? When are cultural policy concepts less transferable to other countries because of their different local contexts?

It is the task of academic research to reveal areas of mutual understanding and difference and debate the strategic way forward.

Three theories about the German understanding of cultural policy will be discussed using a selection of examples from different countries.

The Enquête Commission's concluding report on "Culture in Germany", commissioned by the German Bundestag in 2007, provides a broad analysis of the German understanding of cultural policy in line with the concept of an activating culture state. Since then, the debate has revolved around concepts for a cultural policy of the future, which will primarily focus on social developments, demographic changes at home and the processes of transformation around the globe. How should cultural policy be defined if it is considered to be social policy – a policy of and for society? Which roles are played by artists and the arts in this context? Which roles are played by civil society and which by public institutions? How does the German concept of cultural policy compare with that of other regions as a model for cultural policy actions? How should the transferability of cultural policy concepts be questioned in terms of different local contexts?

These and other questions relating to the German concept of cultural policy will be discussed with the help of examples from other countries. This comparative view will encourage debate about the role of cultural policy research and throw up a range of opinions on how the arts and culture can contribute to the social development of different societies.

Moderation: Jonathan Vickery, University of Warwick, UK

Introduction: Wolfgang Schneider, UNESCO Chair "Cultural Policy for the Arts in Development", University of Hildesheim

Panel:

- Lupwishi Mbuyamba, Observatory on Cultural Policy in Africa, Maputo, Mozambique
- El Amine Moumine, from Hassan II University, Casablanca, Morocco
- Christine M Merkel, German Commission for UNESCO, Bonn, Germany

## **Thursday, 11th September 2014**

11 am – 1 pm

### **Session B: Understanding Structures – Designing Cultural Policy Frameworks**

The structure of cultural frameworks determines the freedom of artistic creation. How should cultural infrastructures be defined and how do we identify their needs? What degree of infrastructure is necessary in order to achieve the aims of cultural policy? How should it be created? How much infrastructure is useful? How should it be established? What are the obstacles? How should initiatives, projects and programmes be supported? What cultural policy research is needed in this respect?

The introduction will be accompanied by debate among experts from the academic and practical spheres.

Moderation: Jonathan Vickery, University of Warwick, UK

Introduction: Daniel Gad, UNESCO Chair "Cultural Policy for the Arts in Development", University of Hildesheim

Panel:

- Mzo Sirayi, Tshwane University of Technology, Pretoria, South Africa
- Rana Yazaji, Al Mawred Al Thaqafy, Cairo, Egypt
- Ulrike Blumenreich, Institute for Cultural Policy, Bonn, Germany

Vanessa-Isabelle Reinwand-Weiss, Tobias Fink, Nina Stoffers

## **Cultural Policy and Arts Education**

**Wednesday September 10th 2014**

11 am – 1 pm

### **Session A: Art for Art's Sake?! Debate on different patterns of legitimising arts education and consequences for cultural policy**

In this semi-plenary session, we will be focusing on patterns of legitimising arts education in different countries: Which patterns are used in political and academic debates and what are the consequences for cultural policy? Should we support the arts because it is a human right, because of positive social implications, because of personal interests or because of its impact on economic growth and its potential for creativity?

Together with our invited experts from different countries, we will be discussing the patterns of legitimisation that exist in each country, the official statements or claims that can be found on this subject and how these are being implemented by cultural policy. Is the general idea of arts education being mirrored within cultural programmes and policy or is there a gap between political aims and political action?

Invited experts:

- Stéphan Vincent-Lancrin, author of “Art for Art's Sake? The Impact of Arts Education” and senior analyst at the OECD Centre for Educational Research and Innovation (CERI)
- Sigrid Røyseng, Professor at the Department of Communication and Culture at the Norwegian Business School
- Clive Gray, Associate Professor in Cultural Policy Studies at the University of Warwick, UK

**Thursday September 11th 2014,**

11 am to 1 pm

**Session B: Partnerships between schools and the professional arts sector. International Perspectives**

Can the arts become a part of everyday life for all young people? This question has been discussed in Germany and several other countries for many years. Schools in particular are seen as a possible channel for reaching all young people. There have been a number of programmes aimed at fostering partnerships between cultural institutions/artists and schools.

In this semi-plenary session we will be discussing the characteristics of the various programmes. We will also be seeking ways of enhancing these partnerships and benefiting from evaluations carried out on these programmes.

Invited experts:

- Fianne Konings (University of Groningen, Netherland): Cultural institutions and an integrated curriculum for culture education. An analysis tool.
- Dr. Tobias Fink (University of Hildesheim, Germany): Cultural Agents for creative schools (Kulturagenten für kreative Schulen)
- Dr. Michael Wimmer & Anke Schad (educult, Vienna, Austria): Sponsorship of arts education programmes from the public purse (Förderung von Modellprojekten Kultureller Bildung)
- Prof. Pat Thomson PSM PhD (University of Nottingham, UK): A meta-analysis of Creative Partnerships research projects

Birgit Mandel, Doreen Götzky, Thomas Renz

## **Cultural Policy and Participation**

**Wednesday September 10th 2014**

11 am – 1 pm

### **Session A: Audience Development and Participation in Developing Arts Institutions**

Audience Development has recently become a key issue in many European countries. In Germany, for example, one of the biggest challenges for cultural policy is to make the arts sector – which receives large public subsidies – more representative of society as a whole and not only of the (mostly academic) ‘frequent’ arts consumers. It needs to find ways of developing the arts sector to meet the needs of a changing society that is becoming increasingly culturally diverse.

Which cultural participation goals form part of the policy concepts of different countries? Which countries use nationwide surveys, concepts, funding strategies and campaigns to involve people from different milieus and social groups in (publicly-financed) cultural institutions and cultural life (such as the New Audiences Programme run by Arts Council England from 2000 – 2004)?

What are the results of these strategies? Is it enough to involve people as visitors?

Introduction by Prof. Dr. Birgit Mandel and Thomas Renz; Co-moderation: Dr. Doreen Götzky

Short input: Hilppa Sorjonen, Finland

Dr. Rimi Khan, Australia

**Thursday September 11th 2014,**

11 am to 1 pm

### **Session B: Participation in Cultural Planning and Cultural Community Development**

Strategic cultural policy decisions are becoming increasingly important as a way of meeting the various challenges faced by cultural policy. A key instrument in this context is cultural development planning. This session discusses a range of possible approaches, different methods of collaborative planning that include input and involvement from all cultural scenes and sectors, and potential pitfalls when ‘planning culture’. Key questions include:

What is the relevance of cultural development planning in different countries? What are the main topics and challenges faced by cultural development planning in different countries?

What are contemporary methods of creating cultural development strategies? What is the role of participatory methods? Which are the main problems encountered during cultural planning

processes, and which can be solved through more participation? How can participation be organised? What problems can be caused by participation in planning processes?

What research exists on the subject of cultural planning and participation?

What role does cultural management play in the cultural planning processes of a community, city or region?

Introduction by Doreen Götzky and Patrick Föhl; Co-moderation: Prof. Dr. Birgit Mandel and Thomas Renz

Short Input: Dr. Marcin Poprawsky, Poznan/Poland

Dr. Patrica Dewey, Oregon/USA