

encatc

3rd International Study Tour

23-25 November 2015 // Barcelona, Spain



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Organised by

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In partnership with



Universitat de Barcelona



Co-funded by the
Creative Europe Programme
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Barcelona:

An exceptional experience to learn about cultural management leadership, creative platforms, and audience development.

3rd ENCATC International Study Tour in Barcelona

The 3rd ENCATC International Study Tour in Barcelona will be an exceptional occasion to meet leading culture managers and visit the most interesting arts and heritage institutions in the city. From a pedagogical point of view, ENCATC members and followers will have the opportunity to gain insight on best practice and case studies for how to efficiently lead cultural institutions, analyze audiences, and improve marketing and public strategies. Participants will also learn how to benefit from of networking both at national and international levels. Moreover, this 3rd International Study Tour is being organised in the framework of the Catalan Festival Conference - a cross-sector festival event - which will be an occasion to expand professional contacts with cultural operators in the region and beyond.

This International Study Tour will begin with an informal get-together on the evening of **Sunday**, 22 November for those who have already arrived in the city. On **Monday** morning, we will officially begin with a lecture by Pepe Zapata from TekneCultura, one of the most preeminent Spanish specialist on big data and cultural audience analysis. The morning session will continue with a visit to one of Barcelona's largest institutions, the Auditori de Barcelona, by its General Manager, Valentí Oviedo. The venue includes the Music Museum, the High School of Music, the Symphonic Orchestra, and the Municipal Band. In the afternoon, ENCATC member, Lluís Bonet from the University of Barcelona, will introduce the city's cultural policy and the role of the University of Barcelona's cultural management programme in this context. The day will finish with an ENCATC Cultural Happy Hour at the Espronceda Art and Culture Center highlighting the work of a group of artists inspired by the Italian painter Pistoletto.

On **Tuesday** morning we have the great opportunity to attend the first sessions of the Catalan Festival Conference whose topic this year is "Balance, Shared Challenges, and Strategies". Catalonia concentrates 400 cultural festivals a year (Barcelona city by itself has around 150) and the cooperation among them is one of their main challenges. It will be a unique experience to learn about more key concerns of today's festival directors and managers. Each one of the three morning sessions will begin with a ten minute introduction, with useful data and analysis, followed by a debate among festival directors.

On **Tuesday** afternoon, we will visit the Central del Circ, a fantastic municipal venue managed by the Catalan Association of Circus companies. It is one of the ten artistic factories where professionals and groups can produce their own productions. Next, participants will have a guided visit at the Blueproject Foundation, a multidisciplinary arts centre and creator of quality content, aimed primarily at offering a respectful and in-depth vision of modern and contemporary artistic creation.

To close the visit, on **Wednesday** morning, we will visit two flagship Catalan institutions. The first, Mercat de les Flors, is one of Europe's leading dance venues and we'll meet its director Francesc Casadesús, a very well-known European activist who coordinates two Creative Europe projects. The second visit will be to the Catalan National Museum of Art and to meet with director Pepe Serra who previously revolutionized the Picasso Museum and now is trying to do the same with the heavy MNAC.

Who is this international study tour in Barcelona for?

Academics, researchers, cultural managers, practitioners, artists, policy makers, and students from institutions and organisations such as:

- Higher Education Institutions
- Research institutes
- Networks
- Vocational, Education and Training institutions
- Arts and cultural institutions



What's on the programme?

DAY 1 // Monday, 23 November 2015

09:30 – 09:55 Registration and meeting point at Auditori de Barcelona, Carrer de Lepant 150 – Barcelona

09:55 – 10:00 **Official Opening and Words of Welcome**
GiannaLia Cogliandro Beyens, ENCATC Secretary General

10:00 – 10:15 **Introduction**
Lluís Bonet, Professor, University of Barcelona

10:15 – 13:30 **STUDY VISIT N°1: Auditori de Barcelona**

LECTURE: “*From big data to audience analysis*” by Pepe Zapata, Partner, TekneCultura

Coffee-break

LECTURE: “*Leadership and audience development in arts organizations*” by Valenti Oviedo, General Manager, Auditori de Barcelona

Visit to follow

13:30 – 15:30 *Networking Lunch*

15:30 – 17:30 **STUDY VISIT N°2: Institute for Lifelong Learning Foundation of the University of Barcelona (IL3-UB)**

Introduction and presentation of the training and research activities of the Cultural Management programme by Lluís Bonet, Professor, University of Barcelona

LECTURE: “*Cultural policies in Barcelona: local context, evolution and international comparative approach*” by Lluís Bonet, Professor, University of Barcelona

Visit to follow

19:00 – 21:00 **ENCATC Cultural Happy Hour at Espronceda Art and Culture Center**

Espronceda Art and Culture Center is a new innovative and contemporary art home, providing a platform and multi-disciplinary environment for artists, curators, and everybody else who believes in the importance of art, culture and education for more creativity and a better world.

Discussion and visit followed by cocktail and networking time. See page 6 for the full Cultural Happy Hour programme.

Practical Information:

Dates

23-25 November 2015

Place

Barcelona, Spain

Venues

Refer to map on page 9.

Fees

For representatives from ENCATC member institutions, former ENCATC trainees, and staff: **100€***

For non-ENCATC members: **150€***

Fees covers administration costs, one reception with tapas, and one networking dinner. The fees do **not cover travel, accommodation, and other subsistence costs.*

Grants

Grant applications are closed.

Registration

Registration is closed.

Language

English

Website

<http://encatc.org/pages/index.php?id=397>

Contact

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DAY 2 // Tuesday, 24 November 2015

08:30 – 09:10	Registration and Accreditation at the Catalan Festival Conference
09:15 – 09:30	Presentation of the day
09:30 – 11:00	WORKING SESSION N°1: “Profiles and demands of audiences. A challenge for the artistic programming” Data and previous reflections by Emmanuel Négrier, Researcher, CNRS, Montpellier University Experiences from festivals animated by Jaume Colomer, Professor, University of Barcelona
11:00 – 11:30	<i>Coffee break</i>
11:30 – 12:45	WORKING SESSION N°2: “What can we learn from marketing strategies and other types of communication of festival?” Data and previous reflections by Alessandro Bollo, Researcher, Fitzcarraldo Foundation and Director of the Laboratory of heritage, cultural tourism and creativity Experiences from festivals animated by Sandra Costa, Manager, Costa Communication
12:45 – 14:00	WORKING SESSION N°3 “What is the role of partner associations and collaborative networks?” Data and previous reflections by Pau Llacuna, President, COFAE Experiences from festivals animated by Pep Salazar, Director, Mobile World Center at Mobile World Capital Barcelona
14:00 – 15:30	<i>Networking lunch</i>
16:00 – 18:00	STUDY VISIT N°3: La Central del Circ, fàbrica de creació de l'APCC LECTURE: “A strategy for assisting new circus companies to produce and develop competitive productions” by Ione Hermosa, Director and Board member of the Circus Association Visit to follow
19:00 – 20:00	STUDY VISIT N°4: Blueproject Foundation Guided visit of the solo exhibition of Michelangelo Pistoletto by Aurélien Le Genissel, Art Manager, Blueproject Foundation
20:00	Networking dinner

Creating strong synergies to enhance your experience:

Committed to creating strong synergies with players in the cultural field, participants joining the 3rd ENCATC International Study Tour in Barcelona will have the unique opportunity to attend the “Professional Intersectorial Day Festival: Balance, Shared Challenges and Strategies”.

This conference is being organised by the University of Barcelona with the objective to analyse the dynamics that recently contextualize the European festivals and evaluate strategies.

On the morning of 24 November, participants will attend three sessions on development strategies and audience's artistic programming, marketing and communications, and the creation and optimization of participation in exchange networks collective group. Renowned international speakers will help and locate the current dynamics in each of these fields. A discussion on successful experiences from festival managers will follow.



DAY 3 // Wednesday, 25 November 2015

09:30 – 11:00 **STUDY VISIT N°5: Mercat de les Flors**

LECTURE: “*Internal and external leadership. Managing European networks in the field of Dance*” by Francesc Casadesús, Director

Visit to follow

11:30 – 14:00 **STUDY VISIT N°6: Museu Nacional d'Art de Catalunya (MNAC)**

LECTURE: “*The role of leadership in the opening and modernization of a heavy cultural venue*” by Pepe Serra, Director

LECTURE: “*Analysis and audience strategy*” by a MNAC representative

Visit to follow

14:00 – 15:00 *Networking lunch and end of the Study Tour*

Unlock these key benefits at the ENCATC International Study Tour in Barcelona:

- **Explore a vibrant cultural city** - *Get to know Barcelona in a way never before with behind-the-scene visits*
- **Receive first-hand knowledge** - *Learn from experts and practitioners*
- **Leave inspired** - *Get the latest trends and practice happening in the field right now*
- **Expand your professional contacts** - *Network and share your experiences with other participants from Europe and beyond*
- **Develop collaborations and ties** - *Meet with representatives from universities, art organisations and cultural companies*





Cultural Happy Hour

Espronceda Center for Art and Culture

After Paris in 2014, ENCATC's Cultural Happy Hour is going abroad once again! For the first time, ENCATC is organising its popular Brussels initiative in Spain. In partnership with Espronceda Art and Culture Center, this Happy Hour is an excellent opportunity to discover this new innovative and contemporary art home, providing a platform and multi-disciplinary environment for artists, curators, and everybody else who believes in the importance of art, culture and education for more creativity and a better world. Espronceda fosters established and aspiring international artists to develop their work and creativity, and to spread their inspiration beyond their physical stay in the space. <http://www.espronceda.net/>

All participants registered to attend the 3rd ENCATC International Study Tour in Barcelona are automatically registered to attend the Cultural Happy Hour.

Cultural Happy Hour Programme Monday, 23 November 2015

Venue:

19:00 – 19:05 Words of welcome by **GiannaLia Cogliandro Beyens**, ENCATC Secretary General

19:05 - 19:15 Why this project? Why in this area of Barcelona? What's new in this business model?

Introduction to the Espronceda Center for Art and Culture and to the Arte Laguna Prize by **Henrik Sprengel, Holger Sprengel and Elia Sabato**, Co-founders, Espronceda

19:15 – 20:00 Panel discussion on managing independent art centers: Towards new management, business and leadership models

Moderator:

Lluís Bonet, Professor, University of Barcelona

Panelists:

Fabio Mongelli, Director, and **Caterina Tomeo**, Professor, Rufa Visual Arts University, Rome

Ayal Brenner, CEO of MutualArt and Director of the Artist Pension Trust

Alejandro Martin, Director, Alejandro Gallery, Barcelona

Aurélien Le Genissel, Art Management, Blueproject Foundation, Barcelona

Eva Martinez Olalla, Ambassador of Rebirth Project of Michelangelo Pistoletto e Cittadellarte

20:00 – 20:30 Networking cocktail with tapas followed by a private

What is an ENCATC Cultural Happy Hour?

ENCATC launched the first Cultural Happy Hour in early 2013, in partnership with the Creative Europe Desks Wallonie-Bruxelles and Vlaanderen.

This ENCATC initiative aims to catalyse international partnerships, cross sectorial exchanges, collaborations and knowledge transfers among networks and organisations acting in the field of arts and culture based in Brussels and other cities in Europe, strengthen the artistic and cultural scene and its European projects by enlarging their audience, connect with a variety of stakeholders through culture; and create innovative partnerships among cultural, business and education sectors.

To date, ENCATC has organized 24 Cultural Happy Hour evenings in Brussels and one in Paris gathering more than 630 participants from more than 20 countries.

An initiative of
encatc

In partnership with
Creative Europe
Culture Desk Flanders
Europe Creative Culture
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Venue Information

See page 9 for a map of the different study visit locations.

DAY 1 // Study Visit N°1: L'Auditori de Barcelona

Address: Carrer de Lepant 150 – Barcelona

L'Auditori which opened in 1999, is the largest contemporary music space created in Barcelona. It is the home of the Symphonic Orchestra of Barcelona and National of Catalonia, the Municipal Band of Barcelona, and the Music Museum. The venue has four stage halls, the largest one with 2,100 seats. The broad scope of the artistic and social programme (not only focus in classic music repertory) is completed with an active educational service as well the leadership of Apropa Culture, the disability programme which advocates access to culture for all audiences. L'Auditori is member of the European Concert Hall Organization (ECHO), the most important of Europe association of concert halls. Auditori shares the same musical complex with The High School of Music of Catalonia (<http://www.esmuc.cat/eng>). This makes the Auditori a focus of musical life in the city and brings together different fields of outreach, teaching and research. <https://www.auditori.cat/en/>



DAY 1 // Study Visit N°2: Institute for Lifelong Learning Foundation of the University of Barcelona (IL3-UB)

Address: Ciutat de Granada 131 – Barcelona

The Institute for Lifelong Learning Foundation (IL3-UB) was constituted in 2007 as a result of integrating two existing institutions in the UB Group, Les Heures-Bosch i Gimpera Foundation and UB Virtual. The University of Barcelona thus restructured the general framework of its lifelong learning studies beyond the strictly academic approach to include cultural education and professional retraining requirements. The spirit of renewal that has inspired the project from the outset combined with its innovative methodologies position the Institute as a centre for the enhancement of quality and excellence in teaching, while also strengthening its capability to provide a response to new social needs. The IL3-UB educational offer brings together all disciplines of science and the arts into a broad range of courses (face-to-face, blended and e-learning) of different lengths, from master's degree courses and postgraduate studies to seminars and personalized training for professional communities and companies. <http://www.il3.ub.edu/es/Home.html>



DAY 2 // Study Visit N°3: La Central del Circ

Address: Moll de la Vela, 2 (FORUM) - Barcelona

La Central del Circ is a creative space dedicated to circus professionals. The venue, over 3,000 m2, it is an open resource available for artists needed for training, practicing and pre-production. It includes creation residences and international mobility. The Circ's mission is to support circus projects in the areas of creation, management, production and dissemination. <http://www.lacentraldelcerc.cat/>



DAY 2 // Study Visit N°4: Blueproject Foundation

Address: Carrer Princesa 57 - Barcelona

The Blueproject Foundation is a multidisciplinary arts centre and creator of quality content, aimed primarily at offering a respectful and in-depth vision of modern and contemporary artistic creation. The building presents collective unreleased exhibitions to the viewer, from private collections, as well as ambitious personal projects carried out by renowned artists of our time. This is a centre for reflection and debate on all current aesthetic and intellectual issues that helps to better understand and enjoy the culture that surrounds us. The Blueproject Foundation offers a lively and direct approach to great works of art in an environment that serves, simultaneously, as an experimental laboratory for new ideas and a useful platform for young artists. The large exhibition area of the foundation is divided into two complementary spaces. Il Salotto is reserved for the most celebrated artists and iconic works, while the Sala Project is characterised by its multidisciplinary dimension, which allows it to house work by both promising artists and renowned figures from the art world. The Blueproject Foundation opens its doors to all kinds of ideas, creations and projects, from performance, dance or music to sculpture or installations, as well as painting and video. Its halls are open to any artistic format or aspiration that offers a stimulating view on current and future aesthetics. <http://blueprojectfoundation.org/en/>



DAY 3 // Study Visit N°5: Mercat de les Flors

Address: Carrer de Lleida, 59 – Barcelona

The Mercat de les Flors, founded in 1985, is both a driving force and hub for the promotion of movement arts. It plays a key role to ensure the establishment of first-rate companies and audiences for dance and similar arts. To achieve this, the dance house joins forces with other key players, national and internationally, and it is the leader of two large European projects. The Mercat boasts 4 spaces with uninterrupted programming. Most of them are very flexible so they can host many different types of shows. One of the halls is shared with the nearby Institut del Teatre (the Professional Theatre School of Barcelona). Just close to these two main venues, there is the Teatre Lliure, one of most relevant theatres of the city. The building of the Mercat de les flors is the old flour market of the city and its central great dome is cover by the work of Miquel Barceló, the world well-known Majorcan artist. The Mercat also manages El Graner, a centre for creation and study of the body and movement language, one of the specialized creation factories of Barcelona. <http://mercatflors.cat/en/>



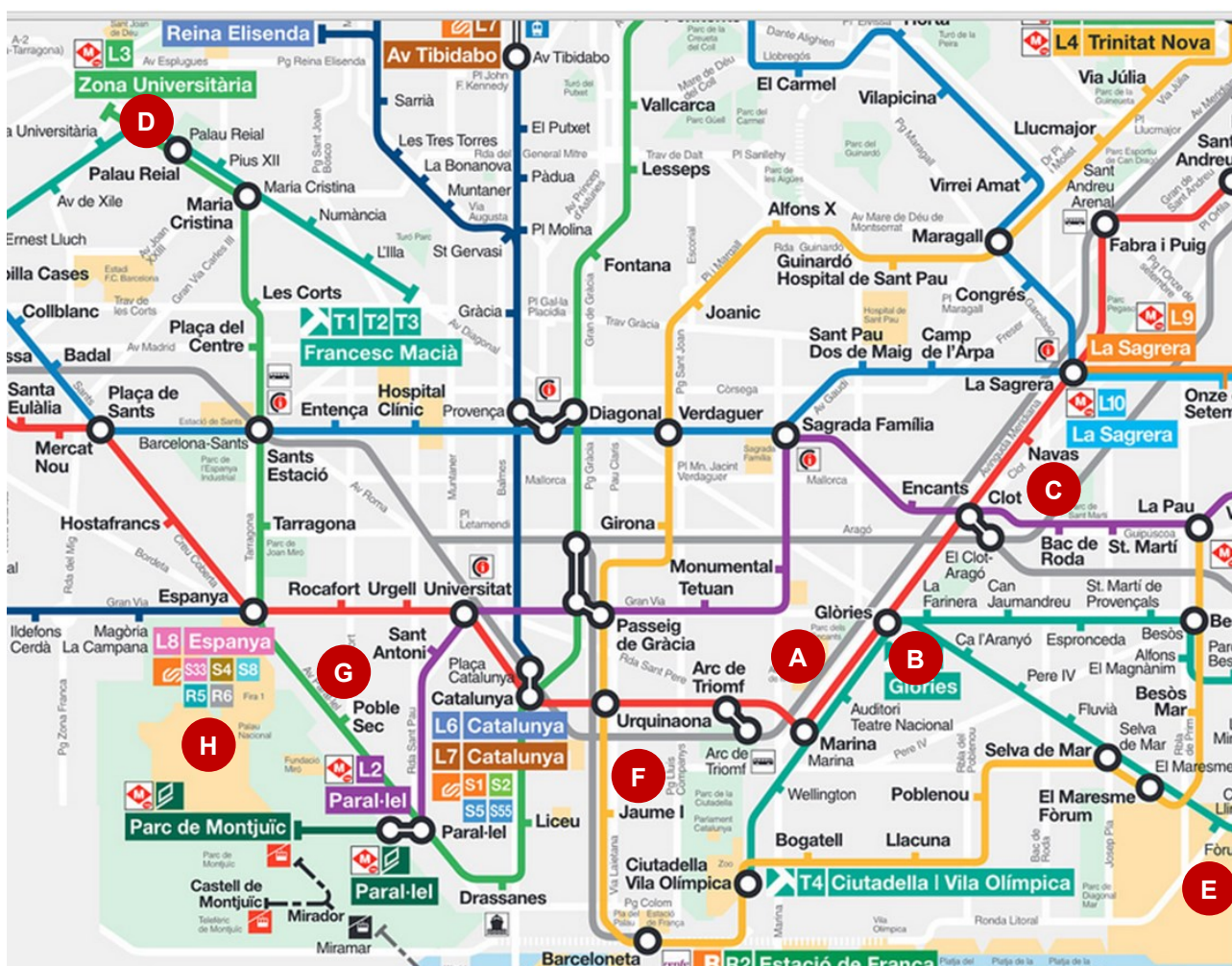
DAY 3 // Study Visit N°6: Museu Nacional d'Art de Catalunya (MNAC)

Address: Palau Nacional, Parc de Montjuïc (walking distance from the Mercat de les Flors)

The Museu Nacional d'Art de Catalunya houses the most important collection in the World of Romanesque mural paintings and art nouveau decorative art. Its collection included art from early mediaeval times to mid XX Century Catalan art. Recently the museum reinstalls its modern collections with a new museological discourse. The museum is now also looking at contemporary creation with the aim of presenting new proposals and provoking a dialogue and critical revisions of the collection. With 713,000 visitor annually, the museum is strengthens its audience strategy with applied research and a quite active friends of the museum association. <http://www.museunacional.cat/en>



Metro map of the different venues



- A Study Visit N°1 Auditori de Barcelona**
Address: Carrer de Lepant 150 – Barcelona // METRO: Marina
- B Study Visit N°2 Institute for Lifelong Learning Foundation of the University of Barcelona (IL3-UB)**
Address: Ciutat de Granada 131 – Barcelona // METRO: Glòries
- C ENCATC Cultural Happy Hour at the Espronceda Art and Culture Center**
Address: Carrer D'Espronceda 326 Nave 4,5 & 10 08027 - Barcelona // METRO: Navas
- D The Catalan Festival Conference at the School of Economics and Business, University of Barcelona**
Address: Av. Diagonal, 696 – Barcelona // METRO: Zona Universitaria
- E Study Visit N°3: Central del Circ**
Address: Moll de la Vela, 2 - Barcelona // METRO: Forum
- F Study Visit N°4: Blueproject Foundation**
Address: Carrer Princesa 57 - Barcelona // METRO: Jaume I
- G Study Visit N°5: Mercat de les Flors**
Address: Carrer de Lleida, 59 – Barcelona // METRO: Poble Sec
- H Study Visit N°6: Museu Nacional d'Art de Catalunya (MNAC)**
Address: Palau Nacional, Parc de Montjuïc (walking distance from the Mercat de les Flors)



ENCATC Study Visit Speakers



Lluís Bonet, University of Barcelona - Lluís Bonet is the Director of the Cultural Management Programme and Professor of Economics at the University of Barcelona. He is the author of numerous publications and research analysis of the cultural sector. He has also lectured in more than forty countries. He is a jury member of the ENCATC Research Award on Cultural Policy and Cultural Management and a jury member of the Cultural Studies Award Roca Boncompte. He was president of the Jury Prize for Cultural Policy Research Award. In the field of festivals, Lluís Bonet has published the book "Music Festivals, a Changing World" and "The run of scenic festivals. Concepts, looks and debate".



Francesc Casadesús, The Mercat de les Flors - Francesc Casadesús is the Director of The Mercat de les Flors. He holds a degree in Psychology and a Master in Cultural Management. Previously, he was director of communication for the MACBA (Barcelona Museum of Contemporary Art) and he was Manager of the Cultural Institute of Vic. He is also Vice President of the Association of Cultural Managers of Catalonia. In 2008 he was bestowed the National Culture Award and was recently awarded by the French Ministry of Culture with l'Ordre des Arts et des Lettres in the Chevalier degree.



Ione Hermosa, Central del Circ - Ione Hermosa is a specialist in Gender and Public Policy, Social Sciences FLACSO - MEXICO. She is also the manager of the Central del Circ. She has extensive experiences in technical cultural cooperation. From 2010 to 2012, she worked as a specialist in Gender and Cultural Management. From 2008-2010 she was the coordinator of the Gender and Rights Programme. She has also worked a project assistant for the Interarts Foundation.



Aurélien Le Genissel, Blueproject Foundation - Aurélien Le Genissel was born in Paris in 1981. He studied Journalism in Ramon Llull University in Barcelona and Philosophy and History in La Sorbonne in Paris. He was an Art Critic and cultural journalist for several French and Spanish magazines and newspapers until 2012. Since 2013 he is co-Art Director of the Blueproject Foundation, a private contemporary art center in Barcelona, and he has co-curated some group exhibitions like "Idolatry. What sacred games shall we have to invent?" and "Little is left to tell: Calvino after Calvino".



Valentí Oviedo, Auditori de Barcelona - Valentí Oviedo has been the General Manager of Auditori de Barcelona since December 2013. For 6 years he was the General Manager of the Teatre Kursaal of Manresa (a city 50 km. north of Barcelona) with one of the most interesting audience empowerment programmes in Catalonia. Previously, he worked in Controlling and Marketing departments of companies such as Siemens (6 years) and ReckittBenckiser (2 years). He holds a degree in Business Administration and Management from the Universitat Autònoma de Barcelona, an MBA from Instituto de Empresa and a PDD by IESE.



Pepe Serra, National Art Museum of Catalonia (MNAC) - Pepe Serra is the Director of the National Art Museum of Catalonia (MNAC) since 2012. He has his BA in Art History from the Universitat Autònoma de Barcelona. His professional activity has been mainly focused on heritage and art museums management and direction, covering public administration institutions as well as private cultural foundations. Since 2010, he has also been involved in several academic and educational programmes regarding museums and cultural management. Previously, he has been Director of the Museum Picasso of Barcelona, Deputy Director of Museums and Cultural Heritage at the Department of Culture of the Government of Catalonia, Head of Public Programmes and Cultural Services at the Foundation Caixa Catalunya-La Pedrera, and Exhibitions Coordinator at the Museum of Contemporary Arts of Barcelona (MACBA).



Pepe Zapata, Teknecultura - Pepe Zapata is a partner and consultant in Teknecultura. During 5 years was Director of marketing and communications in Mercat de les Flors. He is also a tutor of creative projects in the field of creative industries as well as tutor and teaching partner in Pompeu Fabra University. He is also a speaker in several training programmes and Masters of Cultural Management and congresses.

Speakers from the Catalan Festival Conference “Professional Intersectorial Day Festival: Balance, Shared Challenges and Strategies”

Alessandro Bollo, Fitzcarraldo Foundation



Alessandro Bollo is currently Head of Research and Consulting of the Fitzcarraldo Foundation, a member of ENCATC. He is a lecturer in different universities, courses and masters at the National and international level. He is an expert in the field of audience studies, heritage, and festival policies and evaluation of cultural policies and programmes. He is the author and co-author of several publications such as the Global Handbook For Measuring Cultural Participation published by UNESCO (2012) and Measuring Museum Impacts (2013), commissioned by the European LEM project. He has worked with the Committee Matera 2019 for the European Capital of Culture Prize and he was editorial coordinator of the winning bid book in 2014.

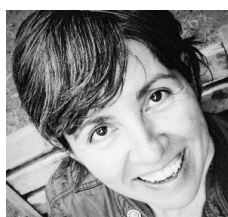
Jaume Colomer, University of Barcelona



Jaume Colomer has extensive experience in consultancy for organizational culture. He is the Director bissap. Since 1994, he has been a professor at the University of Barcelona in its Cultural Management Programme. He also collaborates with universities (UPF, UIB, UPV, UCA, ICCMU). He has served for the Technical Secretariat Circle of Culture, has been a member of the Bureau of Technical SPEEM and a collaborator of ACdPC. Commissar of 2016 and he has been for the four previous editions of Escenium. He is an advisor for the CaixaEscena Assessment Programme of La Caixa. He coordinated the writing of the General

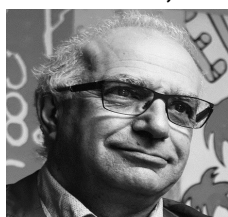
Plan Theatre (2007) and of the Dance (2010). He has written several books linked with the publication run by the Performing Arts.

Sandra Costa



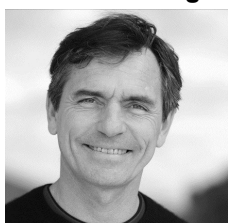
Sandra Costa studies communication in the UNA and also in Cultural Management at the UOC. She has been working almost 15 years in communication. In the last 11 years, she has been focused on other areas of culture and has been responsible of communication campaigns for theatre and dance companies, musical groups, concert halls, as well as for brands and private and public institutions. She is invited to speak at conferences and master classes for the Cultural Management Programme of the University Pompeu Fabra, University of Barcelona, Diputació de Barcelona and the APGCC.

Pau Llacuna, COFAE



From 1976-1985 Pau Llacuna coordinated the Department of Culture of the City of Igualada. From 1986 -1990 he was Coordinator-Manager of the Fair de Teatre Tarrega. He was responsible of the space of dance and music in the Generalitat de Catalunya from 1992 to 1996. He has also served as the coordinator of the dance and theatre activities of the service of the Generalitat de Catalunya (1989-1991) and coordinator of the International Theatre Festival of Sitges (1990-1992). From 1998 to 2014 he was the Executive Director of Fira Tàrraga. Between 2006 and 2008 and 2012 and 2015 he was president of the Coordination of Performing Arts Fairs the Spanish State – COFAE.

Emmanuel Nègrier, CNRS University of Montpellier



Emmanuel Nègrier is Director of Research in Political Science in CNRS (Centre for Political Studies in Latin Europe), University of Montpellier I. He has been Pole Sud Editor, Journal of Political Science, Political Science PhD in 1989 at CNRS, Bronze Medal winner in 1999 and habilitation to conduct research in 2003. Among his areas of research include: political behaviour; the geopolitics of the elections; Festivals: politics, sociology, public; cultural policies: special dynamics, cultural diversity, international comparison; and the transformation of cultural policy, changes to territorial, regional policy.

Pep Salazar, Mobile World Center at Mobile World Capital Barcelona



Pep Salazar is the Director of Mobile World Center at Mobile World Capital Barcelona. Since 2008 he has been part of the Offf Festival, and all the Offf events over the world as a consultant. He is the postgraduate coordinator in performing arts and cultural events management at University of Barcelona. From 2001 to 2009 he worked in logistic and production for the Sonar Festival.

About ENCATC

Established in 1992, ENCATC is a network of more than 100 member institutions and professionals in over 40 countries active in education, training and research within the broad field of cultural management and policy. ENCATC members have an impact on the education of thousands of cultural managers worldwide. Our mission is to stimulate the development of cultural management and cultural policy education in Europe and beyond, engaging and responding to new developments in politics, economics, societies and technology. Our members are higher education institutions, training centres, arts and cultural organisations, consultancies, public authorities and artists who are interested in the broad field of culture. We believe in the power of cultural management and cultural policy education, training and research to make the cultural sector strong and sustainable in Europe and beyond. ENCATC is an NGO which works in partnership with the European Union, UNESCO and is an observer to the Council of Europe. www.encatc.org



About our partner

The University of Barcelona is the most formidable public institution of higher education in Catalonia, catering to the needs of the greatest number of students and delivering the broadest and most comprehensive offering in higher educational courses. The UB is also the principal centre of university research in Spain and has become a European benchmark for research activity, both in terms of the number of research programmes it conducts and the excellence these have achieved. Its own history closely tied to the history of Barcelona and of Catalonia, our university combines the values of tradition with its position as an institution dedicated to innovation and teaching excellence: a university that is as outward-looking and cosmopolitan as the city from which it takes its name. With over 25 years of academic experience, the Arts and Cultural Management Programme of the University of Barcelona offers a selection of innovative courses that respond to the needs of today's rapidly evolving cultural field. Since its inception, the programme has provided high quality education and training to over 1,500 professionals from 75 countries, many of whom have gone on to lead cultural&artistic institutions in their home countries and around the world. The courses combine a balance of theory, research and practice. They offer a unique understanding of the cultural manager's mediation role between artists, art institutions, and the public. <http://www.ub.edu/web/ub/en/universitat/universitat.html>
<http://www.ub.edu/cultural/en/>



About our funder

Creative Europe is the new EU programme to support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion¹ for 2014-2020, it will support tens of thousands of artists, cultural and audiovisual professionals and organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry. The funding will allow them to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity.

<http://ec.europa.eu/programmes/creative-europe/>



encatc

ENCATC is the leading European network on cultural policy and management. It is an independent membership organisation gathering over 100 higher education institutions and cultural organisations in over 40 countries. ENCATC was founded in 1992 to represent, advocate and promote cultural management and cultural policy education, professionalise the cultural sector and make it sustainable, and to create a platform of discussion and exchange at the European and international level.

ENCATC is co-funded the Creative Europe Programme of the European Union.



Co-funded by the
Creative Europe Programme
of the European Union

ENCATC is an NGO in official partnership with UNESCO.

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