

ARTS MANAGEMENT NEWSLETTER

Monthly information service by Arts Management Network
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EDITORIAL

Dear readers,

our bookstore has now reached the level of 500 books. All items are sorted for cultural disciplines or management aspects, so it is quite easy to find books about museum management or legal aspects. Arts Management Network provides even books in languages like French, Chinese or Russian. Nearly all books are ready to order via our affiliate partner Amazon. With each book order you support the editorial work of our network. Please note, that the search function in our bookstore is disabled for technical reasons until October.

If you are an author or a publisher, and your publication has not been submitted in our bookstore, don't hesitate to send us an email with details. We will add your books as soon as we can - of course for free.

Yours Dirk & Dirk

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TOPICS & BACKGROUNDS

1. Development: Looking for Equity in Arts Financing

An article by Felicia R. Lee on 24th of July in 2008, New York Times

In Harlem, Marline A. Martin, the executive director of the Children's Art Carnival, figures that losing her financing from the city's Cultural Affairs Department means she will have half the number of students this fall in her school-day program for children whose schools don't offer art.

Downtown, near Stuyvesant Park, Diane Fraher Thornton, the director of American Indian Artists Inc., squeezes dollars from her budget for a project of readings by Indian playwrights.

Ms. Martin and Ms. Thornton are among the dozen or so leaders of a coalition of arts organizations in New York City called the Cultural Equity Group. In a proposal to city officials the group asked for \$15 million in the city budget that would go to so-called culturally specific organizations, serving blacks, Hispanics, Asian-Americans and American Indians. The money — to be used for things like programs and administrative support — would be separate from financing awarded by city agencies, like the Cultural Affairs Department.

That agency's grant panels do not use culturally specific criteria when awarding money. For fiscal year 2009, which began July 1, the panels awarded 862 program grants, a total of \$26.5 million. According to the department, organizations that said in their mission statements that they explicitly served "a community of color" accounted for 22 percent of the applicant pool and received 22 percent of the dollars.

But the Cultural Equity Group defines its members by the race and ethnicity of their leaders, staff, board members and service to "communities of color," among other criteria. The group also wants money to study financing patterns and to measure the impact of their organizations.

Complete Article: <http://www.nytimes.com/2008/07/24/arts/24group.html>

2. Tools: A&B launches online taxguide

Arts and Business Council, UK

Arts & Business, the national charity dedicated to increasing private investment into the arts will, on 4th October, launch an on-line tax guide with Margaret Hodge, Minister for Culture, Creative Industries and Tourism, explaining how to give efficiently and effectively to the arts. The on-line tax guide is for arts fundraisers, donors and wealth managers. A&B's guide includes simple information demonstrating that, contrary to popular belief, it has never been easier to give to the arts and the tax benefits have never been greater.

A&B's tax guide, created in partnership with the DCMS and *Deloitte*, is launched as part of Arts & Business campaign to increase private giving to the arts in the UK. The recent growth in the number of newly wealthy individuals represents a new and potentially significant income source to the arts. Importantly, private individuals - wealthy or otherwise - can provide charities with sustainable and predictable income. There is still confusion around what tax breaks exist for giving to the arts and A&B is working to ensure more donors understand.

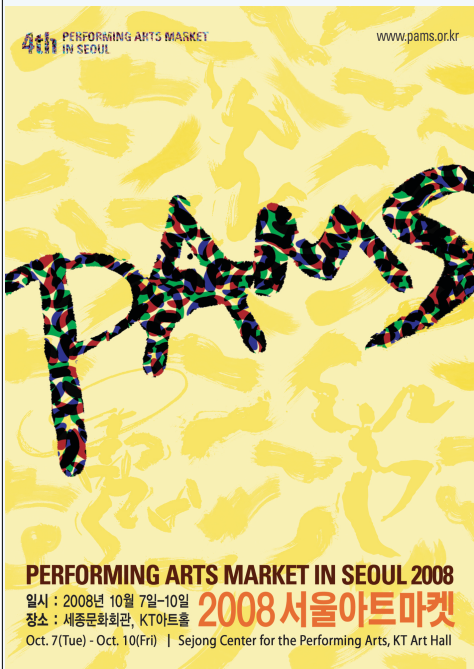
Colin Tweedy, Chief Executive of Arts & Business, said: "It has never been easier to give to the arts and the tax benefits have never been greater. It is Arts & Business' role to pass on this message to individual donors, fundraisers and wealth managers. As a sector, the arts need these people to recognise the importance of their contribu-

tion in the new funding mix - they can have as much fun giving away their money as they had getting it."

Arts & Business is working hard to demystify the tax incentives that exist for donors in the UK, working with arts organisations and wealth advisors to ensure that they can pass on accurate advice about existing tax benefits for giving. A&B's online tax guide is the first of a number of services designed to educate donors about the importance of their contribution to the sector and the efficacy with which they can make it." Tony Cohen, head of private client services at Deloitte, said: "The UK on the whole has a healthy attitude to giving, but many people don't realise that there are smarter ways to give. The tax reliefs available are comprehensive and generous and by taking advantage of these reliefs, both the donor and the arts world can significantly benefit."

Details: www.aandb.org.uk/taxguide

Performing Arts Market Seoul (PAMS)



The Performing Arts Market in Seoul (PAMS) was launched in 2005 in order to broaden and strengthen the creative base of Korean performing arts and revitalize its domestic distribution and establish international exchanges. For this 4th PAMS, organized by the Korea Arts Management Service and Sejong Center for the Performing Arts, 17 PAMS Choice showcases, representing the best performances in Korea and 80 booth exhibitions are going to be held in Sejong Center for 4 days. In addition, variety of networking programs are planned, and forums especially focusing on South American performing arts and World music are also going to take part in PAMS. Registration will open from August 29, 2008 and see details at <http://www.pams.or.kr>

PAMS 2008 from October 7-10, 2008

Sejong Center for the Performing Arts , KT Art Center
Steering Committee for PAMS 2008

Support: Ministry of Culture, Sports and Tourism, Seoul Metropolitan Government

BOOKS & RESOURCES

3. Book: Museum Administration. An Introduction

By Hugh H. Genoways (Author)

Museum Administration is the handbook for students, new professionals, and anyone who needs to know what goes into running a museum. The authors cover everything from basic organization to human resource management, with case studies and exercises to help reinforce the text. Includes an extensive bibliography and appendices.

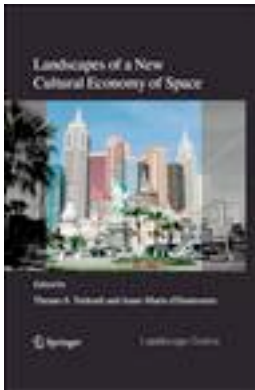
Paperback, 416 pages

Publisher: AltaMira Press, September 2003

Details and Ordering: <http://www.artsmanagement.net/Books-id-774.html>

4. Book: Landscapes of A New Cultural Economy of Space: An Introduction

By Theano S. Terkenli, Anne-Marie d'Hauteserre (Editors)



This book seeks to contribute to theoretical advances, analytical approaches and applied studies in the broader inter-disciplinary field of contemporary landscape transformation research.

The purpose of the book is to tie together various perspectives, insights and constructions pertaining to contemporary landscapes and landscape representations from different theoretical and methodological positions as well as from diverse geographical and historical contexts in order to elucidate and illustrate processes of cultural transformation inscribed in space. The unifying theme, as well as the main goal and prospective contribution of this book, then, lies in the exploration of these developing forces and characteristics of the new cultural economy of space in the contemporary landscape(s). The primary objective of bringing together in this

book geographical perspectives from various subdisciplinary fields is to examine and discuss ways in which the complexities of this newly-emerging cultural economy of space are applied on various sorts of landscapes, i.e. urban and rural landscapes, landscapes of everyday life, landscapes of tourism and recreation, postcolonial and hybrid landscapes, landscapes of economic production, landscapes of the street and of public life, "national landscapes" and so on. The overarching question, thus, is: how do these processes work in different geographical contexts and contribute to place and landscape creation?

Our intention is to create a space for the development of landscape discourse(s) that accommodate(s) both theory and empirical findings as well as methodological issues and practical applications pertaining to the contemporary landscape(s), by examining trends, structures, technologies and practices defining and articulating this new cultural economy of space. Another goal is to identify and facilitate innovative debate and engagement between geography and other sciences researching landscape(s). It is hoped that this endeavor will generate many more questions and areas of inquiry pointing to new directions currently developing in the study of landscape(s) than the questions on the basis of which this task was undertaken here in the first place.

Hardcover, 245 pages

Publisher: Springer (Netherlands), April 2006

Details and Ordering: <http://www.artsmanagement.net/Books-id-792.html>

Arts Management Bookstore

Arts Management Network provides the world's largest database for arts management publications. 500 books in English and even in Chinese, Italian, Russian or French language are introduced with extended descriptions, cover images and information about the authors and publishers. Easy to order via our partner, Amazon.com or its sister online stores in Canada, Great Britain, Germany, and France. If you purchase items (not only books) at Amazon through our bookstore in general, you can easily support the further growing of our information network.

More: <http://books.artsmanagement.net>

5. Magazine Digest: Art Manager (Russia)

Volume 2(18), 2008

Scientific View

- E. Zelentcowa: On the Way to the Creative Business
- W. Esakow: Local Cultural Policy under market conditions

Education

- E. Prilaschewitsch: Where curators get educated?

Business Folder

- M. Davydchik: Creative Industries and cultural economy
- Corporative museums and galleries
- K.Nikiforowa: The Brand Zimaletto and the fashion industry
- W. Tcereteli: The Moscow Museum of contemporary art and the modern art process
- O. Neretin: Statistics in the cultural sector

The Specialist

- D. Burman: Do have "Interstudio" and the festival "Kukart" a future?

How to do

- I. Prochorowa: The publisher and the community
- M. Silberkwit: Music Publisher. Business or Charity?
- S. Popow: Do have the new galleries a chance on the art market?
- U. Grymow: Particularities of the Russian movie distribution and the film production?

Cultural City

- G. Ewans: City Branding with Arts. From Prado to Prague

Arts Tourism

- O. Malyschew: Arts Tourism for arts managers
- D. Watschik: Arts and Tourism in Indonesia

Arts Forum

- A. Zhyrbin: Where a composer can earn money today?
- K. Swetlitschnaja: Radio "Inside". A media platform and an effective marketing instrument
- M. Surkow: Art-Perm after 10 years
- D. Dondurej: What I expect from the cinema?

Arts Career

- G. Lorje: I love stars

More information: <http://www.artmanager.ru>



6. Portrait: The Alvin H. Reiss Arts Management Collection

Alvin H. Reiss, perhaps the most prolific writer on the business of the arts, has donated his vast collection of materials on the arts and arts management to The Ohio State University Fine Arts Library, in Columbus, in support of the Department of Art Education's graduate-level Cultural Policy and Arts Administration Program. The collection includes thousands of books, periodicals, reports, studies, clippings, tapes, and papers of historical significance.

Reiss has played a pioneering role in the arts and other nonprofit areas as educator, author, consultant, and program innovator. He is the editor and publisher of "Arts Management," a journal he co-founded with Alvin Toffler in 1962, and he is the author

of six books, more than 500 magazine articles, and numerous studies and reports. Since 1985, his "On the Arts" column has appeared monthly in "Fund Raising Management."

Although his career is still going strong, Reiss has decided to move his office of many years and wants to be sure the vast materials he has collected will not be lost to the field. He chose Ohio State to house his collection because of the vibrancy and growing reputation of its Cultural Policy and Arts Administration Program as well as its excellent library system.

Reiss's collection provides a rare chronological view of the development of the arts industry from the 1960s to the present. Because Reiss has worked inside the field through this period, his materials provide a unique history of the arts. There are many books dealing with such topics as cultural policy, economics, and sociology and such pragmatic aspects of arts management as fund raising, audience development, publicity, board development, and financial administration. In addition, the materials include many internal papers, proposals, feasibility studies, and reports on topics of key concern that have not been widely available. Included among the items are a 1965 proposal for a major national rural arts development program, completed questionnaires from the first-ever chamber of commerce survey on arts involvement in 1966, a 1969 study of labor relations in the performing arts, and the proceedings from the first statewide conference on community arts councils in 1964. There are four studies alone on Chicago and the arts from 1966, 1977, 1986, and 1991. And there is a 1963 Arts Management survey of major corporations and the arts as well as data on the first business in the arts awards in 1965.

The collection has sets of many arts periodicals, including some that are no longer published, such as "The Arts Reporting Service," "Government and the Arts," "Arts in Society," and "Cultural Affairs." Other items of interest include taped radio interviews by Reiss with such key figures in arts development as McNeil Lowry of the Ford Foundation; Carl Maas of Standard Oil; Kathryn Bloom, a pioneer figure in arts and education; and Amyas Ames, the former Lincoln Center chairman who headed America's first major arts advocacy program.

Details: <http://arted.osu.edu/APA/reiss.php>

CALENDAR

7. CIE Heritage Day South Africa to be continued as Internet platform

The Centre for International Heritage Activities is a knowledge centre and a network organisation in the area of shared cultural heritage and culture and development. It organised the third CIE Heritage Day on 5 June 2008. After past heritage days for Indonesia and Suriname, this year the event highlighted the range of heritage in South Africa. Appropriately, the day started in the Moravian Church in Zeist, which has direct ties with Genadendal in South Africa.

The primary objective was to exchange information and experience in order to explore possibilities for improving cooperation in the field. The morning was reserved for a plenary session, with lectures and poster presentations devoting attention as broadly as possible to projects. Chair of the International Council of Museums in South Africa, Professor Henry Bredekamp, gave a lecture on cooperation in the area of shared cultural heritage after February 2008. That was the month in which Dutch junior minister Timmermans visited South Africa to intensify this cooperation.

Other lectures addressed important themes in the heritage field shared by South Africa and the Netherlands, including constructed heritage, Afrikaans, underwater technology and museum collection digitisation. In the afternoon, the participants divided into working groups to discuss and map the issues of and opportunities in cooperation. Joint recommendations were formulated to enhance the cohesion of heritage projects.

In order to ensure that the network members will be able to maintain contact and exchange project knowledge and expertise, the CIE developed and presented an Internet platform. This platform will be the central point where all information can be found on international heritage projects and where members can join in discussions. The platform will soon be launched on the CIE website. The Heritage Day was more than a simple conference. Hopefully it will help to establish more cohesion in heritage projects and to create a field in which projects are generally known.

Annemarie Willems works at CIE. She specializes in Surinam cultural heritage.

Details: <http://www.powerofculture.nl/en/current/2008/june/cieheritageday>

8. Preview: ENCATC Conference 2008

16-18 October 2008, Lyon (France)

INTERCULTURAL DIALOGUE AND PROJECT MANAGEMENT. New training programmes in a context of major challenges

This international ENCATC event, implemented in partnership with the Faculty of Anthropology and Sociology of Lyon2, the city of Lyon and the Rhone Alpes Region, will focus on the International UNESCO Convention for the Protection and Promotion of Cultural Diversity. This document has highlighted the major international and local challenges ahead in the field of cultural development and prevention of conflicts. The debate on the diversity of cultures versus the choc of civilizations addresses not only public authorities but also artistic and cultural producers : opinions are asserted, professional activities are evolving throughout Europe, and even if they stem from a variety of cultural policies, they are all questioned by these new perspectives.

Moreover, in the framework of the European Year for Intercultural Dialogue, this meeting aims at occupying a central position on the question of training. This international conference will therefore examine the current transformations at work and consider how expertise, skills and know-how should be adapted to fulfill these new requirements; will try to understand the didactic and pedagogical implications these changes will lead to and will exchange on the curricula that should be established and will contribute to the sharing of experiences on training programmes that develop new methodology.

The International UNESCO Convention for the Protection and Promotion of Cultural Diversity has highlighted the major international and local challenges ahead in the field of cultural development and prevention of conflicts. The debate on the diversity of cultures versus the choc of civilizations addresses not only public authorities but also artistic and cultural producers : opinions are asserted, professional activities are evolving throughout Europe, and even if they stem from a variety of cultural policies, they are all questioned by these new perspectives.

Taking into account the diversity of cultures and intercultural dialogue can bring about changes in the professional circle. Training centres must identify these so that the services offered can meet the new demands :

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- Examine the current transformations at work and consider how expertise, skills and know-how should be adapted to fulfill these new requirements,
- Understand the didactic and pedagogical implications these changes will lead to,
- Exchange on the curricula that should be established and share experiences on training programmes that develop new methodology.

More information: <http://www.encatc.org/pages/index.php?id=75>

9. Culture Action Europe Annual Conference **Marseilles (France), 23-25 October 2008**

At our Helsinki and Warsaw conferences, we looked into some overarching issues concerning our action such as interculturality, democracy or sustainable development, Our 2008 conference by contrast will be focusing on two specific issues, featuring on the European cultural agenda: the place of culture in the external relations of the European Union (EU) – with a special focus on the Euro-Mediterranean area – and the involvement of civil society, and thus of cultural actors, in the development of EU policies.

With those two themes, our concern remains true to our core mission, i.e. to examine and discuss the role of EU cultural actors in strengthening the mainstreaming of culture in the European project as a whole.

But this year, our approach breaks new ground, by opening up to new issues, new spaces and new actors, all directly linked to the development of the EU cultural agenda. This is why the conference will highlight, for example, the role of local authorities in strengthening European cooperation and action in the cultural field.

Our ultimate goal remains unchanged: to clarify, decipher, help understand European cultural action; to develop tools and methods suited to our working environments; to have our voice heard, defend our interests and try to influence the evolution of EU policies in favour of culture.

Hosted by two key actors of the local cultural scene -- la Friche la Belle de Mai et Lieux Publics – and by the Region Provence-Alpes-Côte d'Azur, the 2008 conference of Culture Action Europe (formerly the European Forum for the Arts and Heritage / EFAH) will feed the minds of European cultural actors.

At the Mediterranean seaside, the conference will address two main themes: culture in the European Union's external relations and the role of civil society in European cultural policy-making. The conference is aimed at all artists, creative and cultural operators who want to develop both their knowledge and their networks in the field of European cultural cooperation and policies. 150–200 participants are expected from all over Europe and the Mediterranean region.

In order to allow each of us (new attendees, artists, managers or public representatives) to understand better what is at stake and take an active part in the debates, the conference is being designed in as open and accessible a way as possible, trying to avoid where possible European specialist jargon. We will give conference participants the tools necessary to both understand and to act.

Details: <http://marseille2008.cultureactioneurope.org>

Skate's Art Investment Handbook

Skate's Art Investment Handbook describes a rational approach to investing in art with valuation drivers and market statistics, an analysis of how the art market compares to other investment markets, and a special supplement carrying the ratings of the world's 1000 most expensive paintings.

Another product of Skate's is its Art Valuation Letter - a unique art investment aide that focuses on pre-auction assessment of significant works of art for upcoming auctions. It gives updated ratings and segment tables for Skate's Top 1000 artworks as well as earnings reports and research updates on Skate's Art Stocks. The newsletter is published monthly with additional special issues published in the middle of each auction season.

Owners of major art collections, both in the public and private sector, art funds and art investment foundations can benefit from Skate's auditing services, provided by an experienced multinational team of specialists.

More: <http://www.skatepress.com>



10. Preview: UBS Arts Forum about Indian Contemporary Art **10 – 11 November 2008, Wolfsberg (Switzerland)**

After the hype for contemporary Chinese art, the scene's interest seems to be shifting to India. Therefore the next *UBS Arts Forum* will look at the trends in contemporary Indian art and provide insights by top-experts like Ranjit Hoskote (writer and co-curator Gwangju Biennale), Nitin Bhayana (collector, New Delhi), Elaine Ng (editor and publisher ArtAsiaPacific) and Hugo Weihe (International Director Asian Art, Christie's, New York).

Surprising India: New Perspectives on Contemporary Art
Topics:

- Culture & Context: India Today
- The Challenges of Collecting Contemporary Art in India
- Multiple Identities: Art Insights
- Artists & the Creative Capitals
- What is Indian about Contemporary Indian Art?
- How to start collecting Indian Art: The Gallery's Work in the West with the collector's know-how in the East
- The Market for Indian Art
- Cocktails in the Exhibition "CLOSE THE GAP – Fotografie aus Leipzig"
- Indian Art: Global Impact and Future Challenges (Panel Discussion)

More information: <http://www.wolfsberg.com>

11. Preview: Texts and Tours. Developing the Potential of Literary Tourism **Leeds Metropolitan University, Leeds (UK), 5th December 2008**

Given the privileged global role of the English language and the undoubted popularity of English literature throughout the world, it would seem that the United Kingdom has much to offer the world in terms of its literary heritage. However, despite some national, regional and local initiatives over the years, there is still substantial potential for the development of literary tourism.

Literary tourism can be focused on the locations featured in texts, upon the lives and homes of authors, or both. It can involve specific organised tours and trails, or form part of a wider cultural tour. It draws in many different stakeholders from museum curators, literary societies, the owners / managers of heritage sites and historic houses and, many involved in the development and promotion of tourism. Our literary heritage has an important role to play in 'place-making' and is an important dimension in the marketing of the UK as an international destination.

This one day conference is organised between the Centre for Tourism and Cultural Change, a leading international centre for research and development in cultural tourism and, the LitHouses Group, which represents the UK's leading literary homes and museums. The event is also the 5th Annual Conference of the LitHouses Group, which was founded in Stratford-upon-Avon in 2003.

Details: <http://www.tourism-culture.com> and <http://www.lithouses.org>

IMPRINT

The Newsletter is for free. It has currently 6236 subscribers worldwide.

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