

Elective Course “Arts and Heritage Management”

Abstract: Today cultural institutions are facing important dilemmas in many aspects of their management. Over the past decades, a new figure has emerged that of the art manager.

Imagine you went to work every day to connect artists with audiences, vision with reality, and money with a mission. That is what managers in the arts do, they play an essential role in transforming the minds, lives, and communities through creative expression.

This course has been conceptualized to address the need of skills and techniques to help professionals and managers in running art and cultural institutions.

Learning Objectives: There are three objectives to this course. First, we will approach the biggest issue cultural institutions face, the coexistence of managers and curators and giving evidence as to when, how, and why they can get along. Second, we will focus on some contemporary facets on what it means to manage a cultural institution and what cultural managers should expect and be able to face.

Learning Outcomes: we will provide models and tools to design and implement appropriate courses of action to satisfy customers (visitors and audiences) and build an advantage over the competition.

Plan:

- a. CURATORSHIP Vs. MANAGEMENT
- b. HERITAGE AND THE MARKETPLACE: A DELICATE EQUILIBRIUM
- c. EMOTIONS Vs. RATIOS: HEDONIC CONSUMPTION AND THE ROLE OF EXPERIENCE
- d. BRANDING HERITAGE TO BUILD LOYALTY
- e. THE NUMBERS HERITAGE NEEDS TO GROW
- f. MEET THE MANAGERS

Reading List: Ridge. M (2017) Crowdsourcing our cultural heritage. London; New York: Routledge.

Towse R. (1997) Cultural economics: the arts, the heritage and the media industries. Cheltenham; Lyme: Edward Elgar

Grading System: 100% -point scale, which will be referred to the 10-point HSE system

Methods of Instruction: Video lectures