



# Cultural Management Academy 2017

Sofia. Bucharest. Thessaloniki

## PARTENERI



Institutul Balassi  
Institutul Maghiar  
din București



# CULTURAL MANAGEMENT ACADEMY

Capacity building for culture in the framework of cultural strategies  
(e.g. ECOC)

3-7 July 2017, Arcub, Bucharest



	Mo, 03.07.2017	Tu, 04.07.2017	We, 05.07.2017	Th, 06.07.2017	Fr, 07.07.2017
am	<b>10.00 - 11.30</b> Introduction of the Seminar by Evelin Hust, Director of Goethe-Institut, Miki Braniște, curator of the seminar, Mihaela Păun, Executive Director for Arcub Introduction of the participants (max. 5 minutes presentation including the project proposal)	<b>9.00.00 - 10.30</b> Part I - Project Management, practical skills, micro and macro projects, Identifying the institution's directions of development and future needs – Aura Corbeanu, Executive director for UNITER (RO)	<b>9.30 - 11.30</b> Part I - Understanding and working with public policy documents. Carmen Croitoru, Executive Director for National Institute for Cultural Research and Training (RO)	<b>9.30 - 11.00</b> Part I - European Capitals of Culture – case studies from abroad Linz Capital of Culture 2009: Andreas Bauer, Ars Electronica, (AU)	<b>9.30 - 11.30</b> Institutions in evolution, how to evaluate them and how to develop our vision. Reinventing our roles in a shifting cultural landscape Imke Grimmer from Goethe-Institut, Germany (DE)
	<b>11.30 - 11.45</b> Coffee break	<b>10.30 - 10.45</b> Coffee break	<b>11.30 - 11.45</b> Coffee break	<b>11.00 - 11.15</b> Coffee break	<b>11.30 - 11.45</b> Coffee break
	<b>11.45 - 13.00</b> Part II – Introduction of the participants	<b>10.45 - 12.00</b> Part II - Project Management, practical skills, needs, micro and macro projects – Aura Corbeanu, Executive director for UNITER (RO)	<b>11.45 - 13.00</b> Part II - Practical exercises: Understanding and working with public policy documents Carmen Croitoru, Executive Director for National Institute for Cultural Research and Training (RO)	<b>11.15 - 13.00</b> Part II European Capitals of Culture – case studies from abroad Linz Capital of Culture 2009: Andreas Bauer, Ars Electronica, (AU) Q&A	<b>11.45 - 13.00</b> Institutions in evolution: how can we evaluate our own working processes? How can we develop a vision for our institution? Imke Grimmer from Goethe Institut, Germany (DE)
<b>13.00 – 14.00</b> Lunch break	<b>12.00 – 13.00</b> Lunch break	<b>13.00 – 14.00</b> Lunch break	<b>13.00 – 14.00</b> Lunch break	<b>13.00 – 14.00</b> Lunch break	
pm	<b>14.00 – 15.45</b> Inside the European Union's policies for culture. Priorities that draw the cultural landscape. How EU approach	<b>13.00 - 15.00</b> Timișoara Capital of Culture 2021 - presentation of the candidacy, preparation work, relation with cultural operators,	<b>14.00 - 15.45</b> European Capitals of Culture – case studies Bucharest 2021 In-visible city Raluca Ganea from Arcub (RO)	<b>14.00 - 14.30</b> Personal time to prepare a role-play for the next session. <b>14.30 – 16.00</b> Part I Dialogue with Raluca Iacob	<b>14.00 - 15.30</b> Idea Camp: project proposals of the participants

	could/should inspire actions at national/local cultural policy level? - Agata Etmanowicz (PL)	relations with the local authorities and central authorities, juridical approach, feasible plans in a limited legislation – Simona Neumann, Executive Director for Timișoara 2021 (RO)		Pop (RO) How can we take advantage from the cultural strategy of a city and cultural opportunities such as ECCA, how can we imagine our next step? What is our role as cultural operators in the city?	
	<b>15.45 – 16.00</b> Coffee break	<b>15.00 – 15.15</b> Coffee break	<b>15.45 – 16.00</b> Coffee break	<b>16.00 – 16.15</b> Coffee break	<b>15.30 – 15.45</b> Coffee break
	<b>16.00 - 18.00</b> International cooperation. Working in networks. European Capitals of Culture and audience development: a non-existing relationship? - Agata Etmanowicz (PL)  Conclusion of the day	<b>15.15 - 17.00</b> Strategies for cultural future, example Timișoara strategy. Planning for policy action, meaning-making and planning-tools and the big gap: the implementation – Raluca Iacob (Pop), cultural policy professional at CubicMetre - resources for culture) (RO)  Conclusion of the day	<b>16.00 - 18.00</b> Cluj Napoca 2021 East of West Ștefan Teișanu from Cluj Cultural Centre (RO)  Conclusion of the day	<b>16.45 - 17.30</b> Part II Dialogue with Raluca Iacob Pop (RO) How can we take advantage from the cultural strategy of a city and cultural opportunities such as ECCA, how can we imagine our next step? What is our role as cultural operators in the city?  Conclusion of the day	<b>15.45 – 16.30</b> Idea Camp: project proposals of the participants  <b>17.30 - 18.00</b> Open discussion and evaluation of the seminar
		<b>17.30 - 19.00</b> Visit to Cartier creativ / Creative Neighborhood		<b>18.00 – 20.00</b> Visit to Replika Educational Theatre Center	