



## PRESS RELEASE

Within the framework of the project **CreArt**. Network of Cities for the Artistic Creation.

# CENTRUL CULTURAL JUDEȚEAN ARAD WILL HELD THE SEMINAR ABOUT “THE ART IN THE RESEARCH STUDIES ON CULTURAL POLICIES. Cases studies of European cities”, WITH THE PARTICIPATION OF EUROPEAN EXPERTS, ARTISTS AND MEMBERS OF THE **CreArt** NETWORK.

Next 27th September it will be celebrated in the Arad County Council, a seminar about “THE ART IN THE RESEARCH STUDIES ON CULTURAL POLICIES. Cases studies of European cities” organized by the European project CreArt, that will have the participation of experts in European public and private cultural policies, as well as representatives from the CreArt cities. The Conference takes part under the framework of activities of this Multiannual cultural cooperation project (2012–2017) co-funded by the European Commission.

The objective of this Seminar is to reflect on the importance of the Studies on cultural policies that are being carried out in Europe and how they affect in the possible development of the cities. The art takes integral part in these researches, as it has an effect in the economical, social, cultural aspects, so we think that they deserve a special knowledge by the policy makers, the different public administrations and the private organizations. The main scope of CreArt is to enhance artistic creativity in the European medium-sized cities of its Network and know well, discuss and dialogue about the utility of these studies is the purpose of this European Seminar.

The inauguration of this Seminar will be made by Nicolae Ioțcu, President of Arad County Council, Gheorge Falcă, Mayor of Arad, Oana Ciobancan, Head Office at Arad County Cultural Center and Juan González-Posada M., Coordinator of the CreArt Network.

Afterwards it will take place the first lecture about “COMPARATIVE CULTURAL POLICY RESEARCH IN EUROPE,” by Thomas Perrin, associate researcher at PACTE – CNRS research centre, University of Grenoble (Policies, Politics and Territories Research Center) and at the University Institute of European Studies of Barcelona (IUEE). He is an expert for the Compendium of Cultural Policies and Trends in Europe and member of ECURES, the European Association of Cultural Researchers. He worked for the French Ministry of Culture and cultural network abroad (Morocco, Chad) and has been a research assistant at Toulouse University since 2005. He is also a part-time lecturer since 2008 at Champollion University (Albi) and gives lectures in other institutions (Paris 8 University, Lyon University, La Rochelle University, SciencesPo Paris...). He completed a Master in intercultural relations at Paris-Sorbonne-Nouvelle University in 2001. Before that, he spent a year at the School of European Studies, Sussex University (UK) and studied Arts Management at Paris-Denis-Diderot University. Thomas gained in 2010 a PhD in political science from Institut d'Études Politiques, University of Grenoble, with a thesis which deals with cultural policy and cooperation within Euroregions. In 2011, he was a post-doctoral fellow at the University Institute of European Studies of Barcelona (IUEE), in the framework of the programme Explora Pro of Région Rhône-Alpes. His research and teaching deal with cultural policy, cultural relations and regionalism, in particular – but not only – in the European context. His works have been published in several academic books and journals. Thomas won in 2011 the Mark Schuster Prize on comparative cultural policies. He also received a merit prize for the EU Committee of the Regions' Doctoral Thesis Competition 2011. In 2012, Thomas was awarded by the Toulouse City Council as “chercheur novélisé” in the framework of “La Novela, festival des savoirs partagés”. His last book released is Culture et Eurorégions at Éditions de l'Université de Bruxelles.

The second intervention will be carried out by Rebecca Amsellem, Doctorante in the Centre d' économie de la Sorbonne. Université Paris 1, that will speak about the “ANALYSIS OF THE ARTISTIC PRODUCTION IN THE EUROPEAN CULTURAL POLICIES”. Rebecca Amsellem's fields of expertise include international economics, economic impact of culture, cultural indicators and economics of museums. She holds a Specialised Master's Degree from Sciences Po Toulouse in “International Affairs and Firms Strategies,” as well as a Master's Degree from La Sorbonne in “Economics and Management of Cultural Products” (2012). Presently she is a PhD cultural economics student at Sorbonne University and is developing a PhD thesis about the internationalization of museums and its impact on their economic models.



From 2010 to 2013 Rebecca has been a project manager of the Forum d'Avignon, a think tank dedicated to culture and economics, where she was responsible for managing the budget section, working groups and studies, partnerships, communication and the annual event department. In 2013 she founded a consulting firm which deals with internationalization strategies of cultural projects.

THE CONTRIBUTION OF CULTURE TO LOCAL DEVELOPMENT is the title of the third intervention in this Seminar. It will be made by María Iglesias, and Elisa Grafulla from the European Cultural Agency KEA European Affairs, based in Bruselas. María Iglesias is the Head of Research and Analysis at Kea. She is Doctor in Law, specialised in Information and Communication Technologies and in Copyright. Before joining KEA, she was the Head of the Intellectual Property Research Unit at the Centre de Recherche Informatique et Droit (CRID), University of Namur. She also worked as legal researcher at the Centre of Law and Computer Studies of University of Balearic Islands (CEDIB) and lectured Internet law in a Master programme at the Open University of Catalonia. María has more than 10 years of experience in conducting legal research on Copyright and on the interaction of New Technologies and Law and has participated in numerous international and European research projects. María took part to several assignments related to local cultural policies. She has been the project manager of the study "Measuring economic impact of CCI policies – How to justify investment in cultural and creative assets" (2012) prepared for the INTERREG IVC project CREA.RE, as well as of the European Parliament Study on the Use of Structural Funds for Cultural projects. She has coordinated other research assignments notably in the field of copyright. María is also involved in the above mentioned research on the Evaluation of Mons 2015 European Capital of Culture and Lille CCIs Diagnostic.

Elisa Grafulla is a Consultant at KEA, she contributes to the implementation of European projects in the culture and creative sector. Before joining KEA, she worked at the Cultural Service of the Permanent Representation of Spain to the EU. She had previously developed a project for the Centre for Fine Arts (BOZAR) aimed at facilitating the access of disadvantaged audiences to its multidisciplinary programme. Elisa has also worked in cultural events organisation at the European Commission and, during the Spanish Presidency of the EU, at the Culture Department of the Brussels-based office of the Valencia Region. She holds a M.A. in Fine Arts from the Polytechnic University of Valencia. Elisa is currently working on the European project "Connecting Arts & Business, the European value of Arts & Business", carrying out an inventory of Arts & Business initiatives in Europe, and collaborates in the communication of the results of the European project KiiCS – Knowledge Incubation in Innovation and Creation for Science, a project aiming to build bridges between art, science and technology. Elisa also collaborated in the organisation of the final conference of the European project Creative Clash, on artistic interventions in organisations.

The Seminar will finish with a round table ¿WHAT ARE THE STUDIES ON CULTURAL POLICIES USED FOR? with the participation of Thomas Perrin, Rebecca Amsellem and Maria Iglesias.

The conference will have the presence of representatives from the CreArt cities: Aveiro (Portugal), Kaunas and Vilnius (Lithuania), Pardubice (Czech Republic), Genoa (Italy), Linz (Austria), Kristiansand (Norway) and Valladolid (Spain).

## OBJECTIVES OF THE CreArt PROJECT

Placing art and creativity at the centre of its activities, CreArt seeks to:

1. Foster creativity through the exchange of experiences, good practices and joint work among artists, artist groups and associations, cultural operators, researchers, industry and civil society bodies, educational institutions and the general public, from different countries and cultural traditions, including intergenerational exchanges.
2. Promote cultural exploration amongst target groups, encouraging the development of Europe's cultural heritage.
3. Develop common training methodologies for specific groups (children, youth and adults) promoting creativity as a skill for personal development.
4. Establish a permanent and professional system of mobility, exchange and joint work experiences among artists and cultural managers.
5. Identify a methodology of professional management that generates sustainable cultural organizations in medium-sized cities, fostering public-private partnerships and civil society participation.
6. Support creativity networking among medium-sized cities.
7. Develop and better exploit technological tools and for the exchange of creativity and cultural resource management.
8. Create and standardize systems of analysis and research within the framework of local cultural policies, in order to maximize the sustainability of the project and its financial resources in the future.

In order to achieve these objectives, CreArt will establish a permanent and professional system of mobility, exchange and joint work



experiences, in visual arts, among artists, groups and associations, cultural operators, educational institutions and the general public, focusing in 4 main actions:

- a) Analysis of management models to support visual arts & creativity in Europe
- c) Training, innovation and experimentation programme for the promotion of creativity.
- d) CreArt European Travelling Exhibitions.
- e) Dissemination and transfer of activities and results.

## CreArt CITIES

Aveiro, "The Portuguese Venice", is one of the cities with the highest economic level in Portugal. Aveiro is notable for the variety of its rich museums. The Aveiro University is one of the most important research and teaching centres in Portugal.

Delft, one of the main cities in the Netherlands, located between Rotterdam and the Hague, famous for being the birthplace of the painter Vermeer and by their blue color pottery. The Foundation id11 in Delft organizes and offers residences for artists and accessible presentation and working places for artists, where experimentation can flourish.

Linz was European Capital of Culture in 2009. Crossed by the river Danube, is the capital of Upper Austria. Its strong industrial development contrasts with its vibrant and intense cultural life. The renovated Atelierhaus Salzmat under the authority of the Linz City Council develops an Artist in Residence Programme (Urban Interventions) with bilateral exchanges, a platform for interaction first at a local level combined in a second step with an interregional artistic exchange.

Vilnius, capital of Lithuania, was also along with Linz, European Capital of Culture in 2009. The historical centre of Vilnius, –the northern Jerusalem – is Cultural Heritage of Humanity by UNESCO since 1994.

Pardubice, is one of the most beautiful cities in the region of Bohemia. Located 100 km from the capital city of Prague, and on the Elbe river, Pardubice has a major university and a prominent industrial centre.

Kaunas the city of museums, is the second largest city in Lithuania, and one of the great cultural centres and economic of Lithuania. Artkomas is a public institution established in 2006. Each year 40 exhibitions of visual arts are organised, besides musical projects and others related to scenic arts. Artkomas stands out as well in International cooperation programmes.

Lecce, twinned city of Valladolid, is known as the "Florence of the South" or "Capital of the Baroque" due to its magnificent architecture was one of the cities more artistically alive between the 17th and 18th centuries.

Kristiansand, Capital of the county of Vest–agder in southern Norway, was founded in the year 1641 by king Christian IV. It is the sixth largest city in Norway and one of the best cultural cities in the country.

Arad is located in the famous region of Transylvania near the border with Hungary. It is beautiful magic city filled with beautiful buildings.

Harghita. In the eastern part of Transylvania, Harghita county lies in a depression surrounded by the Eastern Carpathians. As the result of its geographical structure the county can be divided into three distinct regions, Odorhei, Ciuc and Gheorgheni, giving the county a colourful image..Miercurea Ciuc/ Csíkszereda is the seat of the county since July 1968, and since 1971 it also includes Csiba, Jigodin, and Băile Harghita. The city lies in the middle of the Ciuc valley. The main body of the city formed on the left side of the river Olt. According to statistical data from 1st July 2009 Harghita county's population is 324,222 and the density is 49.2 persons/km<sup>2</sup>. The ethnic structure of the population is the following: 84.61% Hungarians, 14.06% Romanians, and 1.18% Roma.

Genoa is one of Europe's largest cities on theMediterranean Sea and the largest seaport in Italy. Part of the old town of Genoa was inscribed on the World Heritage List (UNESCO) in 2006.

The city's rich art, music,gastronomy, architecture and history, allowed it to become the 2004's European Capital of Culture.

Valladolid, located in north–central Spain, it is the capital of the autonomous community of Castille and Leon. Valladolid is a welcoming city, socially cohesive and well integrated. The Municipal Foundation for Culture was created by the Valladolid City Council in 1982, and has been in charge of the organization of the cultural and recreational activities of the city since then

MORE INFORMATION IN OUR WEBSITE: [www.creart-eu.org](http://www.creart-eu.org)