



cultart
cultural management academy $\frac{22}{23}$

Lecce – Vienna – Ioannina – Skopje - Plovdiv



5X5 CULTURAL MANAGEMENT ACADEMY TRAINING ©
created and conducted by : Clearly Culture CC:

Cultart Partner Austria : Clearly Culture[©]
Training Period Vienna : 20-24 January 2023
Case Study Institution : Kunsthalle Wien



Clearly Culture

Clearly Culture gathers under its umbrella international experts in cultural management, literature, academia, architecture and urban development, social inclusion and intercultural communication, cultural diplomacy, fine and performing arts, and community engagement. It specialises in cultural and social initiatives that serve inclusion, diversity, and dialogue. The Clearly Culture team is a network of distinguished professionals who work in their respective fields independently and unite for common projects and causes.

Clearly Culture develops curricula and conducts workshop series for the International Organisation for Migration, Universities in Austria, Greece, Germany, Bulgaria, Serbia, Estonia, and the U.S.A. It cooperates with European Ministries of culture and education, Municipalities, and Capitals of Culture. CC: is co-founder of the Cultural Management program at University of Vienna and the Cultural Management Academy of Goethe Institute Sofia Bucharest Thessaloniki. In the project CULTART between Austria, Bulgaria, Greece, Italy, North Macedonia, it is responsible for the curriculum in the 5 Cities Lecce-Vienna-Plovdiv-Ioannina-Skopje and for the Academy performed in Vienna.

Case Study Partner



Kunsthalle Wien

Kunsthalle Wien is a space that comprises the broad diversity of international contemporary art and its related contemporary discourses. To this effect, Kunsthalle Wien has developed innovative exhibition and communication formats. As an open forum, it is not just a collection, but a space for established art and negotiation of current issues and future developments.

In the beginning, Kunsthalle Wien was a makeshift structure. The initially controversial yellow container structure not only shaped the Viennese cityscape, but also changed the local art and exhibition scene. In May 2001, Kunsthalle Wien moved into the Museumsquartier.

Kunsthalle Wien is dedicated to art and its relations to social change. It produces exhibitions, researches art practices, grounds its knowledge of international contemporary art in and for Vienna, and advocates for the use of artistic thinking in the wider public sphere.



Lecturers

Leonie Hodkevitch	clearly culture, University of Vienna
Monika Herzig	Indiana University, 'sheroes'
Elisabeth Mayerhofer	City of Vienna
Doug Borwick	Arts Engage
Periklis Chatzinakos	Mamanea, Thessaloniki
Ina Ross	Germany/ India
fordewind architecture	Vienna-Sofia
Ular Mark	Tallinn
Dee Boyle-Clapp	University of Massachusetts
Patrik Zak	Trencin European Capital of Culture 2026
Peter Schweitzer	University of Vienna, Wittgenstein Preis
Cay Urbanek	Volkstheater Vienna

Topics

Living City - Interaction between Cities and Cultural/Social
Organizations and Projects - Sponsoring and EU Projects -
Audience Development - Case Study on Positioning, Guidance
System, and Visitor Information Strategy in Kunsthalle Wien



11:30 – 13:00 Welcome and introduction into the Case Study challenges

Kunsthalle Wien

14:00 – 20:00 Lectures 'LIVING CITY'-about the interaction between different cities and cultural/social organisations and projects

University of Vienna, *Institute for Cultural and Social Antropology*,
NIG, 4th Floor, Auditorium A, per Zoom

A project never stands alone ! How to embed ours within the city or settlement ?
marathon of 1-hour lectures by international keynote speakers:
presentations by cultural institutions and activists from **Vienna, Tallinn, India, Thessaloniki, Sofia, Trencin European Capital of Culture 2026, South Carolina and Massachusetts**. Q&A, discussion and dialogue.

20 January

In cooperation with

University of Vienna



Certificate course

Cultural Management

www.postgraduatecenter.at/culturalmanagement

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21 January

10:00 – 13:30 Workshop **SPONSORING AND EU PROJECTS**

14:30 – 18:30 Workshop **AUDIENCE DEVELOPMENT**

University of Vienna, *Institute for Cultural and Social Antropology*, NIG, Seminarraum D

Creating a Basis for cultural activities by touching on relevant topics. participants learn and train how to develop and present projects to attract sponsors and apply for EU programs.

In the Audience Development workshop, participants approach the vital topic of the audience, community building, profiling target groups: who is our public, who is not and why



22 January

11:00 – 13:00 Exploring Vienna in groups with specific tasks

Venue: Streets and galleries of Vienna

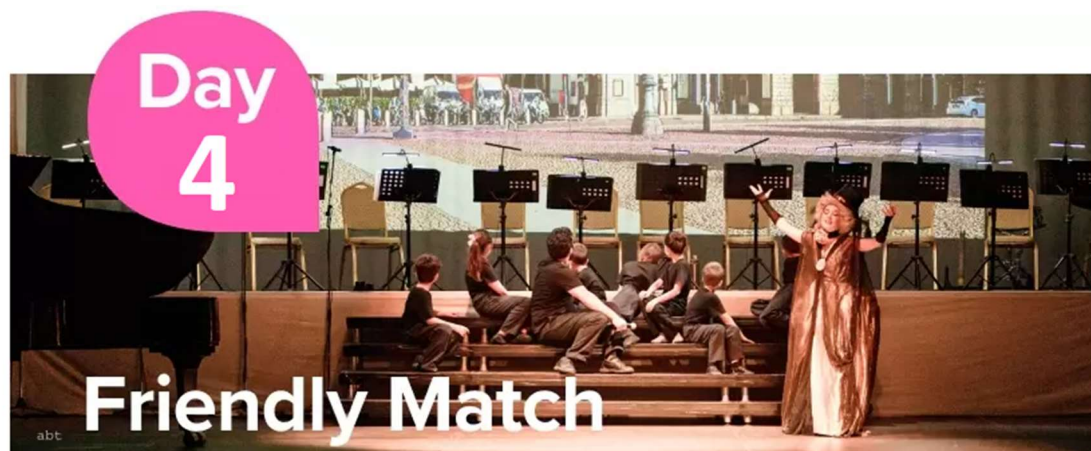
15:00 – 17:00 Creating the Cultural Landscape Map

Venue: Coffeehouse of Vienna

Middle day of the academy, dedicated to discovering the city of Vienna and its cultural landscape.

Mapping the local arts and culture scene, exploring the city both physically and virtually.

Walking the city, participants will produce a Map of the Cultural Landscape and will start with the Case Study. First drafts to be discussed to the Kunsthalle Wien team.



23 January

10:00 - 12:00 **Meet the Kunsthalle Wien**

13:00 - 15:00 **Working on the Case Study**

Venue: **Kunsthalle Wien**

Participants meet representatives of the team of Kunsthalle Wien, our Case Study partner in Vienna, conduct interviews and conversations with them to identify and understand in depth the specific problem or challenge and draft a strategy.

The exciting encounter is followed by resuming reflection and working on the Case Study. 5 groups will be given the rest of the afternoon to complete and prepare presentations.



10:00 - 12:30 Round table with participants and public presentations of

Venue: Aula, Campus of University of Vienna

Day of presentations of the case studies to a selected group of colleagues and audience. Harvesting the fruits of knowledge, sharing & taking wisdom home.

‘Burning Issues’ – short inputs on topics of participants choice that matter to them

Meeting the University of Vienna Cultural management participants and other representatives of the cultural sphere. Expanding the network, meeting new colleagues and taking good-bye from Vienna.

24 January

In cooperation with

University of Vienna



Volkstheater Wien



Lecturers

Leonie Hodkevitch earned her Masters' degrees in Social and Cultural Anthropology, in Spanish Philology and French Philology. Her fascination and commitment for cultures led to founding the association Clearly Culture in pursue of inclusion through innovative educational programs. Leonie is a founding director of Cultural Management Postgraduate at the University of Vienna and long-serving member in the Jury of Experts to the EU. She teaches Cultural management for distinguished universities across Europe and U.S., and is a renowned fiction author. Among her books are 'A Night Ride through the Forest', 'SALTY' and 'Stadlbauer' in German and Bulgarian, nominated for the Canetti Prize.

Elisabeth Mayerhofer is a cultural scientist, cultural manager, and head office manager of the City Councilor for Culture and Science of the City of Vienna. She has served as the strategic

director of the umbrella organization of Austrian artists and cultural creators, IG Kultur, and has presented as a speaker at Forum Alpbach.

Dee Boyle-Clapp, Director of the Arts Extension Service University of Massachusetts Amherst, leads training programs in a variety of arts management topics for state arts agencies, teaches in arts management degree programs, conducts research projects. Dee is a sculptor, installation artist and has 25 years of experience in teaching a variety of studio, art history and arts management. She holds bachelor's degrees in art and art history from University of Wisconsin at Madison, MFA in sculpture from UMass Amherst, and in Non-profit Management from Regis University in Denver, Colorado.

Ülar Mark is a renowned Estonian architect and cultural actor. From 1999 to 2002 Ülar Mark worked as the chief architect of the city of Narva.

Ülar Mark has served as the chairman of the Estonian Center of Architecture.

Periklis Chatzinakos has worked as a community worker and cinematographer, managing cultural events. He is active in the cultural management field for more than ten years in Lesbos, Athens, Thessaloniki. His studies in Cultural Technology and Communication (BA), provided him with the basic tools of cultural management, while Human Geography, Spatial Development and Design (MA) offered him a better understanding of the relationship between humans and the space around them. His passion about environment and human interaction led him to re-establish a socio-environmental organisation named "mamagea" and with his team are developing and organising actions able to change the daily life of neighborhoods.

Ina Ross has worked for cultural and arts institutions in Germany and has been Executive

Manager of the Bauhaus foundation. In 2011 she has been appointed Associate Professor of Culture Management at the Academy of Performing Arts “Ernst Busch” in Berlin. In 2014 she was a guest lecturer for Arts Management at the Jamia Millia Islamia in New Delhi. 2015-2018 she was lecturer for Arts Management at the National School of Drama in New Delhi. Since 2019 she is lecturer for Applied Culture Sciences at Saarland University.

fordewind architecture is an architects-urban planners-theatre designer’s duo, dedicated to the disclosure of existing and the creation of new spaces, as well as the processes. Their principles are critical questioning of apparently proven rules, development of solution methods and the action and interaction of architecture and urban space. In all their projects, fordewind architecture are committed to social inclusion, diversity and fair and sustainable urban development. They participate as artists or curators in exhibitions and festivals such as Balkanology and Sofia Architecture Week, and work as architects, set-designers, journalists in Austria, Switzerland, Germany, and Bulgaria.

Doug Borwick is author of *Engaging Matters, Building Communities, Not Audiences: The Future of the Arts in the U.S. and Engage Now! A Guide to Making the Arts Indispensable*. One of the U.S.'s leading advocates for the arts and community engagement, Borwick has served as keynote speaker at conferences across the U.S. and Canada as well as in Australia, Chile, Beijing, Singapore. Doug is past President of the Board of the Association of Arts Administration Educators, and is CEO of ArtsEngaged and is an award-winning member of ASCAP.

Monika Herzig is a German-born jazz pianist. After moving to the U.S., she completed her Doctorate in Music Education at Indiana University, where she is a faculty member in Arts Administration. She recorded with the jazz fusion group BeebleBrox and has produced four albums. *Peace on Earth* was released locally in Indianapolis in was released 2008 nationally in 2009 on the Owl Studios label. Monika has developed and teaches academically the ‘Jazz Model’ for creative team building in cultural and artists’ organizations.

Patrik Žak is the Deputy Major of the European Capital of Culture 2026 Trenčín. He has vast experience in running political campaigns, marketing campaigns, as well as in PR writing and public speaking.

Peter Schweitzer studied Philosophy, Political Science and Social and Cultural Anthropology at the University of Vienna. He joined the Department of Anthropology at the University of Alaska of Fairbanks and became Alaska Director of the Experimental Program to Simulate Competitive Research. In 2012, he accepted a position head of department at IKSA in Vienna. Schweitzer is past president of the International Arctic Social Sciences Association, and past chair of the Social and Human Sciences Working Group of the International Arctic Science Committee. He currently serves as the speaker of the Working Group History of Anthropology of the German Anthropological Association, and on advisory editorial boards of professional journals in Germany, Estonia, Russia and New Zealand. His focus are the remote areas.

*lecturers are listed chronologically



THANK YOU

For being part of CULTART

CC:
a clearlyculture production

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kunstHalle wien





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