

IN COOPERATION WITH:



Network Brokering Intercultural Exchange

**MitOst**

SUPPORTED BY:



## „BROKERING INTERCULTURAL EXCHANGE WITHIN SOCIETIES“ 2nd Edition

for Master and Ph.D. students  
in arts and cultural  
management

November 27 - 29, 2019  
in Berlin



HEILBRONN UNIVERSITY OF APPLIED SCIENCE  
Prof. Dr. Raphaela Henze MBA  
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**HHN**

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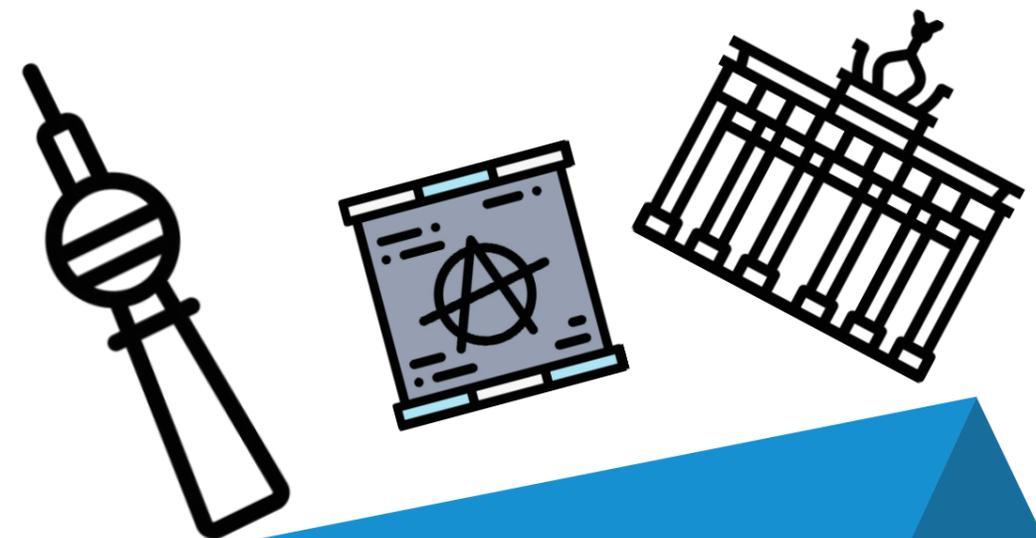
## “Brokering Intercultural Exchange within Societies“ November 27 – 29, 2019 in Berlin

The Winter School for selected Master and Ph.D. students in arts and cultural management will raise new insights regarding the relationship of the profession of arts and cultural management to the wider socio-political issues of cultural rights, particularly cultural inequality, inclusion and exclusion within the context of globalisation and migration. We will specifically focus on participatory arts projects and our responsibility as arts and cultural managers within transitioning societies. We will strive to identify the blind spots and fault lines in our terminology and in our methodologies of participation. The programme will explore such questions as, how can we get out of the dilemma of power structures when we operate within them? How can we implement the aspect of social impact right from the start?

The programme, that is taught by renowned researchers and practitioners alike, will be a mixture of different formats (e.g. lectures, workshops, case clinics) that will not only allow for new practice and theory based insights and intensive discussions, but also for group work on specific tasks. Excursions to selected arts institutions in Berlin (e.g. the Barenboim-Said Academy) will also be included in the programme.

### PARTICIPANTS WILL:

- ✓ Consider the ways in which our personal experiences and institutional structures shape processes of exclusion and inclusion
- ✓ Gain exposure to participatory approaches to project design and delivery
- ✓ Learn methods for developing a more reflexive practice, as part of project evaluation, that seeks to challenge assumptions and biases in relation to exclusion
- ✓ Meet and discuss with researchers and international professionals with years of experience in intercultural contexts
- ✓ Visit cultural venues like e.g. the Barenboim-Said Akademie



## SHORT FACTS:

### Location:

- International Alumni Center (iac Berlin) Liniestraße 65 A 10119 Berlin
- The venue is in the heart of Berlin. Close to many hotels and hostels. Here is a list of some hostels in walking distance to the venue:  
Generator Berlin Mitte  
St. Christopher's Berlin  
Wombat's City Hostel Berlin  
The Circus Hostel

A maximum number of 35 people will participate in the programme. For the selected applicants, the programme is free of charge. Travel allowances and accommodation will not be provided. Optional events in the evening like theatre visits or concerts are not paid for.

Small Snacks and soft drinks are included.

### Application:

A CV and a purpose of statement letter of maximum 600 words must be sent to raphaela.henze@hs-heilbronn.de latest by August 16, 2019.

### Preparation:

Participants will be provided with a list of literature when informed about their acceptance to the programme (latest by September 2, 2019) and asked to prepare a specific task to be presented during the Winter School. Furthermore, a list of attendees will be sent around to allow contacting other participants and form groups for group work. The groups will be supervised by a mentor that is assigned to each group by the Winter School Team.

### Programme Partners:

Heilbronn University of Applied Sciences, Network Brokering Intercultural Exchange, MitOst e.V.

### Programme Coordination:

Prof. Dr. Raphaela Henze, MBA  
Heilbronn University of Applied Sciences

in collaboration with MitOst team

### Language:

English

### Target Group:

Master students and Ph.D. candidates enrolled in arts and cultural management or arts and cultural policy programmes

### Costs:

Participants of the programme will be selected according to their CV and purpose of statement letter by a jury consisting of Prof. Dr. Raphaela Henze, MBA (Heilbronn University of Applied Sciences), Dr. Antonio Cuyler (Florida State University) and Silvana Naguib (MitOst e.V.)

### Arrival:

Own responsibility

## PRELIMINARY SCHEDULE:

### DAY 1:

9.00	Start
9.00 – 9.30	Welcome/Setting the frame
9.30 – 10.30	Getting to Know each other
10.30 – 12.00	Introduction to the topic by Prof. Dr. Raphaela Henze “Are you empowered?”
12.00 – 13.00	Lunch (small snacks and soft drinks provided)
13.00 – 14.30	“Who are we? Our biases, prejudices and privileges” by Dr. Antonio Cuyler
14.30 – 16.00	Case Clinic
16.00 – 19.00	Excursion to the Barenboim-Said Akademie and lecture by Dr. Carsten Siebert

### DAY 2:

9.30 – 10.30	“The normalisation of participatory art” by François Matarasso
10.30 – 11.30	Practical experiences
11:30 – 12:30	Open Space
12.30 – 13.30	Lunch (small snacks and soft drinks provided)
13.30 – 14.30	Group Work
14.30 – 16.00	World Cafe
16.00 – 19.00	Practical Session by invited guests
19:00	Opportunity to visit a cultural event at one of our partner organisations

### DAY 3:

9.30 – 11.00	Robert Bosch Cultural Managers Session / Workshop
11.00 – 12.00	Open Space
12.00 – 13.00	Break
13.00 – 15.00	Presentation of results and findings/ Designing a policy briefing/How to stay connected
15.00	End of Winter School 2018

## LECTURES (Confirmed):

### Dr. Antonio Cuyler, Florida State University

is Associate Chair of the Department of Art Education, Associate Professor of Arts Administration, and Coordinator of the MA program in Arts Administration at Florida State University (FSU) where he teaches Master's and Doctoral students. He earned the Bachelor of Music in Voice & Foreign Languages from Stetson University, and both the Master of Arts in Arts Administration and Ph.D. in Art Education/ Arts Administration from Florida State University. His scholarship on diversity, equity, and inclusion has appeared in the American Journal of Arts Management, GIA Reader, and the Journal of Arts Management, Law, and Society. He has also led cultural equity, diversity, and social justice trainings for the Broward Cultural Division, Dance/USA, Florida Division of Cultural Affairs, Florida State University, and the University of Oregon's Arts Administration program. Before returning to his alma mater, Dr. Cuyler held faculty positions at the Savannah College of Art and Design, American University, and Purchase College, SUNY.

### François Matarasso, community artist, writer and researcher

François Matarasso is a community artist, writer and researcher. Between 1979 and 1994 he worked in theatre and visual art with communities in London and the East Midlands. He subsequently began to explore the theory, experience and outcomes of people's participation in art through research, such as *Use or Ornament?* (1997). His work has been widely published and translated. He has served as trustee of NESTA, Arts Council England and the Baring Foundation and held honorary professorships in the UK and Australia. He continues to combine community arts practice with research and consultancy, and has worked in many countries, from Colombia to Kyrgyzstan. His latest book *A Restless Art, How participation won and why it matters*, was published by the Calouste Gulbenkian Foundation in 2019; [www.arestlessart.com](http://www.arestlessart.com)

### Prof. Dr. Raphaela Henze MBA, Heilbronn University of Applied Sciences

is Professor of Arts Management at Heilbronn University and Co-Investigator of the international and interdisciplinary network Brokering Intercultural Exchange ([www.managingculture.net](http://www.managingculture.net)). Prior to joining Heilbronn University in 2010, she worked in several senior management positions in universities, ministries, and foundations. Her main research focus is the impact of globalization and internationalization on arts management and arts management education. She teaches bachelor and master students in arts management, global culture, organizational and HR development in arts organizations. She has published the first book on international arts management in the German language *Einführung in das Internationale Kulturmanagement*. The amended and updated English version of this seminal work appeared by the end of 2017 at Springer VS. Raphaela Henze studied law at Humboldt- University Berlin and Paris X-Nanterre in France. She received her Ph.D. from Ruhr University Bochum. She was a postdoc researcher in the "Law, Media, and Culture Project" at Yale Law School (USA) and a JSPS scholar at the National Institute for Educational Policy Research (NIER) in Tokyo (Japan). She holds an MBA from the University of London.



### Dr. Carsten Siebert, Chancellor of the Barenboim-Said Akademie

is the Chancellor and Managing Director of the Barenboim-Said Akademie Berlin, a state-accredited conservatory for Music and the Humanities and Pierre Boulez Hall, a Frank Gehry-designed performance space. Carsten studied philosophy, linguistics and German and English literature in Munich, Berlin and Philadelphia. He holds an M.A. from the University of Pennsylvania and a Ph.D. from Humboldt University. From 1999 to 2004, he worked for McKinsey & Company. Also in 1999, he co-founded cta, a Berlin-based film PR agency where he remains a Founding Partner. Between 2004 and 2009, he was the executive director of artist and director Robert Wilson's Byrd Hoffman Watermill Foundation in New York and administrator of the Estate of artist George Paul Thek. He has lectured in Philosophy and Cultural Sciences at Humboldt University, the University of St. Gallen, and Leuphana University Lüneburg where he was a Guest Researcher from 2014 to 2016, working on internet-based learning platforms.

and a Variety of experts from the Robert Bosch Cultural Managers Network



## ANY FURTHER QUESTIONS?

Please do not hesitate to contact:

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