



Artists & the Arts Industries – and Beyond

**A series of three seminars
on cultural industries and the artists**

A few years ago, Konstnärnsämnden (The Swedish Arts Grants Committee) published the anthology “Artists and the Arts Industries” with a view to highlighting cultural Industries from the artists’ viewpoint. Previously, these industries had mainly been described and elaborated by economists and cultural geographers, by business developers and public officials. With the help of five foreign and Swedish professors, artists and cultural critics, a deeper perspective was adopted: Did for instance the discussion on creative industries have an impact on the arts field itself – and if so, how? In what respects was the discussion relevant to the artists?

In three seminars in 2014 these questions will be addressed, tossed, turned and deepened. Are we witnessing the end of cultural and creative industries or are we at the beginning of something new?

Seminar 1: Reclaiming the Arts in the Arts Industries

When? 29 April 2014, 16.00—19.00
Where? Konstnärnsämnden, Maria Skolgata 83, 2nd floor. Projektrummet.
How? Send an email to annt@konstnarsnamnden.se confirming that you will attend, no later than 27 April. Seats are limited.

The seminar will be in English. Coffee and a sandwich will be served.

Justin O’Connor: *After Creative Industries*

Birgit Mandel: *Creative Industries: Blurring lines between market-driven “mass culture” and state funded “high art”*

Moderator: Gunilla Kindstrand

A collaboration between Konstnärnsämnden (The Swedish Arts Grants Committée) and Nätverkstan.

Biographies

Professor Justin O’Connor’s career has included appointments at various universities in the UK, China, and Australia. During his time at Manchester Metropolitan University, Professor O’Connor led a four-city-university MA in Culture and Urban Regeneration. His research led to the establishment of Manchester’s Creative Industries Development Service (CIDS), the UK’s first dedicated local economic development agency for the creative industries, of which he was chair. His interest in the developing international agenda for the creative industries has seen him speak in China, Malaysia, South Korea and Taiwan. Currently he is Professor of Communications and Cultural Economy at Monash University, Melbourne, where he leads an ARC linkage project, Creative Clusters, Soft Infrastructure and New Media: Developing Capacity in China and Australia, partnered with Shanghai Jiaotong university, the ‘Creative 100’ cluster (Qingdao) and Arup (Sydney). This is a systematic investigation into the evolving uses of creative clusters in China and Australia, with special reference to the role of social media and urban informatics in urban creative ecosystems. He is also a partner on a new ARC linkage project (led by Ade Frankin at Utas) looking at the social, cultural and economic effects of MONA on Hobart, Tasmania. Professor O’Connor has published over 100 books, papers, chapters and reports in the field of cultural and creative industries, arts and cultural policy, urban cultures and popular music. He is currently finishing a book for Sage, *After Creative Industries*, working on a joint book on Cultural Economy in the New Shanghai (Routledge) and co-editing *The Routledge Companion to the Cultural Industries*.

He is currently one of 20 international experts appointed under the UNESCO/EU Technical Assistance Programme in support of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. In October he led an international workshop organised by Monash, Shanghai Jiaotong and UNESCO Cultural Economy, Sustainable Development and the Diversity of Cultural Expressions. Justin is a Director of Renew Australia.

Profoessor Birgit Mandel is Dr. phil. Habil for arts and cultural management at the Institut für Kulturpolitik at the University of Hildesheim. She is President of the Association of Cultural Management at universities in Germany, Austria and Switzerland (Fachverband für Kulturmanagement in Forschung und Lehre). She is also a member of several boards concerned with cultural policy, cultural management and arts/cultural education, e.g. the Society for Cultural Policy in Germany (Kulturpolitische Gesellschaft). She has long experience in arts management and arts administration, having held various posts in marketing and public relations in cultural institutions in Berlin, such as Press Officer for the Berliner Festspiele (Berlin Festival), Head of Communication at the theatre “Bar jeder Vernunft”, Head of Marketing at “Wissenschaft im Dialog”, a science and arts education project sponsored by the German government.

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Research activities include: Arts Marketing and Audience Development; various visitor and non-visitor surveys, Public relations for the arts, cultural labour markets/cultural entrepreneurs and cultural industries. Dr. Mandel has published several books, including *Interkulturelles Audience Development, Zukunftsstrategien für öffentliche Kultureinrichtungen*, Bielefeld 2013 (Inter-cultural Audience Development); *Tourismus und Kulturelle Bildung. Potentiale, Voraussetzungen, Praxisbeispiele und empirische Erkenntnisse*, München 2012 (Tourism and Cultural Mediation); *PR für Kunst und Kultur. Handbuch für Theorie und Praxis*, Bielefeld 2012, 4. Auflage (Public Relations and Marketing in Arts and Culture); and *Die Neuen Kulturunternehmer. Ihre Motive, Visionen und Strategien*, Bielefeld 2007 (The New Cultural Entrepreneurs).

Gunilla Kindstrand is a journalist and chair of the Swedish Arts Grants Committee (Konstnärsnämnden). In 2011—2012 she worked as arts editor at the newspaper *Gefle Dagbladet*. Since 2012 she has been chief editor of the *Hälsingetidningar* group of newspapers, comprising *Ljusnan*, *Hudiksvalls Tidning*, *Söderhamns-Kuriren* and *Ljusdals-Posten*.

Gunilla Kindstrand began as a trainee at *Gefle Dagblad* in 1978 and worked there for several years before being recruited as an arts journalist by the rival newspaper *Arbetarbladet*, where she was arts editor during the period 1983—1986. In the late 1980s she was appointed theatre editor by *Folkteatern* in Gävleborg before moving on to Hälsingland in the 1990s, where her posts included project manager at *Helsingegården* in Järvsjö. In the mid-1990s she joined Swedish public service television, SVT, as a programme host, anchoring among others the literary programme *Röda Rummet* ('Red Room') from 1994 to 2002, and worked for *Kunskapskanalen* ('The Knowledge Channel') in 2005—2008. She works professionally as a journalist, dramaturgist, exhibition producer and speaker. Gunilla Kindstrand took up the post of arts editor at *Gefle Dagblad* in 2011.

Gunilla Kindstrand has also written a number of books and featured in a several anthologies dealing with cultural heritage, theatre and regional cultural policy.