Arts and Cultural Management

Creating Cultural Capital

Based on close archival research, Christian Weikop (main author and guest editor) uncover unknown and exciting narratives, as well as artist networks, concerning this 1970 exhibition, held at ECA. The author has previously considered the British press reception of SGA in an article for Tate Papers, but this book explores new details about the exhibition and its impact. The book also provides a comprehensive view of the exhibition, incorporating the memories of all 35 artists based in Düsseldorf, and incorporating testimony of individuals who were involved in this landmark exhibition, or who were later engaged in archive exhibitions or organization projects. Weikop explores the formation of the exhibition in the context of a late 1960s culture of protests and occupations, and demonstrates that SGA was a pivotal ‘flash of the new’ moment that would leave its mark on art education.

Strategy: Get Arts

Art and popular cultures are crucial sites of contesting and transforming power relationships in world politics. The contributors to this edited collection draw on their experiences across arts, activism, and academic communities to analyze how the global politics of colonialism, capitalism, and patriarchy are expressed and may be transformed through popular cultures and artistic labor. Through their methodological treatment of artwork and popular cultures as material sites of generating aesthetic knowledge and embodying global power, the authors foreground an analysis of global hierarchies and transformative empowerment through critically engaged political imagination and cultural projects.

Consumer Behaviour and the Arts

While global cities have mostly been characterized as sites of intensive and extensive economic activity, the quest for global city status also increasingly rests on the creative production and consumption of culture and the arts. Arts, Culture and the Entrepreneurial Arts Leader's Creative Industries Handbook on Engagement Consumer Behaviour and the Arts: Art and Cultural Management Arts and Cultural Management

Arts and Creative Marketing

Marketing Culture And The Arts | 5fcb6594efec0dce1f5b08626ac5

Arts and Cultural Management

Creating Cultural Capital

Arts and Cultural Management Creating Cultural Capital Strategy: Get Arts Arts, Culture and the Making of Global Cities

Arts Marketing

Arts Marketing

Arts, Culture and the Making of Global Cities

Consumer Behaviour and the Arts

Invitation to the Party

Arts Marketing

Arts Marketing

"This book looks at the unique characteristics of cultural organizations and shows readers how to tailor a strategic plan to help these organizations meet their objectives, including case studies, questions and suggestions for further reading. This book is designed to accompany classes on strategic planning, cultural marketing or arts management."
Marketing Arts and Visual Arts

This book explores the relationship between the management of creativity and creative approaches to management. Challenges the stereotypical opposition between "creatives" and "suits." Draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden. Draws on the practice of individual and collective creativity in the creative industries. Looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.

Marketing Planning for Culture and the Arts

Les œuvres artistiques et culturelles forment une catégorie de produits à part : on les conçoit pour elles-mêmes, et non en fonction d’une clientèle cible. Mais quelles stratégies de marketing peut-on adopter pour les faire connaître et les vendre ? Cet ouvrage reconnaît mondialement est le seul entièrement consacré à ce sujet complexe. Il présente le concept de marketing de la culture comme une nouvelle manière de commercer avec des œuvres d’art. A travers l’exemple du domaine des arts visuels, le livre propose des stratégies marketing pour les musées, les galeries, les festivals, et met l’accent sur la nécessité de lier le marketing et la communication. Il explore les enjeux liés à la promotion d’œuvres d’art et à la création d’expériences culturelles attractives. Il montre comment les organisations culturelles peuvent utiliser les stratégies de marketing pour accroître leur visibilité et augmenter leurs ventes. Il aborde également les défis que rencontre la mise en œuvre de ces stratégies.

Le marketing des arts et de la culture

Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events and cultural environments * Managing the arts and leisure experience * Policies and strategies * Art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.

In Praise of Commercial Culture

Although the literature on marketing of the arts is abundant, very few (if any) full-length works have examined the other side of the coin and closely studied the people who consume the products of the cultural industry. This book offers a summary of the knowledge garnered in recent decades by researchers exploring consumer behavior in arts and culture. It shows that the experiences of a performance or a work of art are an intrinsic part of the cultural experience and that commercialism is neither confined to the space of the market nor restricted to the products of cultural industries. It presents a different aspect of consumer behavior in the arts by examining the following questions: What do we know about this aspect of consumer behavior in general? What do we know about the influence of the art world on consumer culture in general? What do we know about the characteristics of the audience for the arts? What do we know about the way that the arts are consumed? What do we know about the role of the arts in shaping consumer culture?

Marketing the Arts to Death

The Art of Global Power

This guide provides basic knowledge of marketing techniques and intellectual property for artists, craft entrepreneurs and visual artists. It identifies relevant IP issues and ways of protecting creative output and lays out the costs and benefits. The chapters include: understanding the value of intellectual property; linking intellectual property to business development and marketing throughout the business cycle; how to protect crafts and visual arts; case studies.

Museum Marketing

The Routledge Companion to Arts Management contains perspectives from international scholars, educators, consultants, and practitioners sharing opinions, exploring important topics, and uncovering strategies. It serves as an essential primary texts for students and researchers into arts management. The book explores how museums can attract new audiences, develop new programming, and improve their financial health. It covers topics such as marketing, fundraising, governance, and strategic planning. It is a comprehensive guide for anyone working in the arts and cultural industries.

Marketing Cultural Organisations

Grounded in an understanding of cultural policy, management, art history, entrepreneurship, and creativity, this book evaluates historical analysis, case studies, and a survey of the arts and culture industry. It uses the example of the cultural industry to explore the changing nature of cultural management. It examines the role of cultural management in the arts industry, and the ways in which cultural management can be used to support the arts and culture.

Enter Culture, Exit Arts?

The Artist as Culture Producer: Living and Sustaining a Creative Life is a collection of essays by 40 visual artists. Edited by artist and educator Sharon Louden, the book describes how artists extend their practices outside of their studios. All of these contributors have impactful, artistic activities as change agents in their communities. Their first-hand stories about the general public highly contemporary artists of the twenty-first century add new creative economies through their "out-of-the-box" thinking and also generously contributing to the well-being of others. Although there is a misconception that artists are invisible and hidden, the truth is that they furnish measurable and innovative outcomes at the front lines of education, the non-profit sector, and corporate environments.

Museum Marketization

Museums have moved from a product to a marketing focus within the last ten years. This has entailed a painful reorientation of approaches to understanding visitors as "customers", new ways of fundraising and sponsorship as government funding decreases; and grappling with using the internet for marketing. This book brings the latest in marketing thinking to bear on the museum sector taking into account both the commercial issues and social mission in involves. Carefully structured to be highly accessible, this book is a "soft" approach to museum marketing. It provides a solid introduction to the basics of marketing for museum professionals, including: understanding the museum consumer, the museum as a business, key practices of effective marketing, and the role of marketing in the museum sector. The book explores these concepts through case studies of successful marketing campaigns and provides practical advice for museum professionals.

Strategic Management in the Arts

Key debates of contemporary cultural sociology – the rise of the ‘cultural carnivore’, the fate of classical ‘highbrow’ culture, the popularization and commercialization of culture – deal with temporal changes. Yet, systematic research about these processes is scarce due to the lack of suitable longitudinal data. This book fills the gap in marketing thinking on how to understand the cultural transformation. It presents a different aspect of consumer behavior in the arts by examining the following questions: What do we know about this aspect of consumer behavior in general? What do we know about the influence of the art world on consumer culture in general? What do we know about the characteristics of the audience for the arts? What do we know about the way that the arts are consumed? What do we know about the role of the arts in shaping consumer culture?

Great Art and Culture for Everyone

Culture will keep you fit and healthy. Culture will bring communities together. Culture will improve your education. This is the message from governments and arts organizations across the country. However, this book explains why we need to be cautious about culture. Offering a powerful call to transform the cultural and creative industries, the book shows how the culture of arts and the arts industry are directly involved in creating, promoting and distributing artistic and cultural products. Marketing in Praise of Commercial Culture

Conversely, this aspect of consumer behavior in general is often understudied, the positive contribution culture makes to society can never be fully realised. People of colour, and those from working class backgrounds are systematically disbarred. While the inequalities that characterise both workforce and audience remain unaddressed, the positive contribution culture makes to society can never be fully realised.
curator Maurice Tuchman. Today, we are in the midst of a new surge of corporate and academic promotion of projects and programs combining art, technology, and science. Making Art Work reveals how artists and technologists have continually constructed new communities in which they exercise imagination, display creative expertise, and pursue commercial innovation.

Understanding Audience Engagement in the Contemporary Arts

Festival and Events Management

The phrase ‘production of culture’ is concerned with how the organizations in which culture is produced and disseminated affect the nature of culture itself. Yet there is no clear consensus on what is meant by this phrase. Crane, in reviewing and synthesising current research, provides a systematic and accessible approach to this complex and multifaceted subject.

The Artist as Culture Producer

Informed by systems thinking, this book explores new perspectives in which culture and management are harmoniously integrated and cultural heritage is interpreted both as an essential part of the social and economic context and as an expression of community identity. The combination of a multidisciplinary approach, methodological rigour, and empirical findings in the fertile field of analysis of SHINEC’s robust empirical data mean that the book can be considered a reference for the management of cultural heritage. It casts new light on the complex relation of culture and management, which has long occupied both scholars and practitioners and about which new perspectives offer fresh concepts and innovative directions.

Marketing Learning in Arts, Culture and Heritage

Researching Art Markets brings together scholars from several, various disciplinary perspectives. In doing so, this collection offers a unique multi-disciplinary contribution that dissects some of the key aspects and trends in art market practices from the past to the present, namely art collectors, the artist as an entrepreneur and career paths, and the formation and development of new markets. In understanding the global art market as an ecosystem, the book also examines how research and perceptions have evolved over time. Within the framework of contemporary social, economic and political contexts, issues such as business practices, the roles of market participants and the importance of networks are analyzed by scholars of different disciplines. With insights from across the humanities and social sciences, this book offers readers a unique perspective on how to create and manage effective content marketing for the creative industries. It presents best practices in terms of marketing and business development for the creative industries, examples of pedagogical approaches and skills-based training that are based on research and student assessments, and concrete examples of program and course implementations.

The Current State of Business Disciplines: Marketing

Culture is bad for you

The creative industries are an important part of modern economies, recognised increasingly by governments, firms and the general public as sources of beauty and expression as well as financial value and employment. Scholars have produced growing creative industries research, but thus far this work has been distributed across fields of business and management, economics, geography, law, in studies of individual sectors or activities like design or media. This authoritative handbook collects together the distilled knowledge of these areas into a single source. It first addresses fundamentals of how creativity occurs in individuals, teams, networks and cities, then syntheses perspectives on how this creativity is realised as various kinds of value through work, entrepreneurs, symbols, and brands. The organization of creative industries is then reviewed such as project ecologies, events, games and user innovation. Social and economic structures and activities such as sunk costs, spinoffs, brokerage and disintermediation are reviewed, and finally the Handbook addresses policy and development, examining the changing landscapes of copyright protection and community and the emerging economies forming new centres of creative industry through global value chains. This is a comprehensive reference work with twenty-seve chapters by leading international experts.

Cultural Heritage and Value Creation

What do the London Science Museum, California Shakespeare Theater, and SHAHAs have in common? They are all fighting for relevance in an often indifferent world. The Art of Relevance is your guide to mattering more to more people. You'll find inspiring examples, rags-to-relevance case studies, research-based frameworks, and practical advice on how your work can be more vital to your community. Whether your work is in museums or libraries, parks or theaters, churches or afterschool programs, relevance can work for you. Break through shallow connection. Unlock meaning for yourself and others. Find true relevance and shine.

Management and Creativity

As a comprehensive overview of all aspects of marketing in the sector, Creative Arts Marketing remains unrivalled, and in addition this edition gives new coverage of: "Current knowledge and best practice about marketing and advertising through new media " The impact of Relationship Marketing techniques " A wholly revised and enhanced section on new and international markets " From the creation of entire new schools to undergraduate/graduate programs, Part IV provides case studies that focus on industry- or sector-specific training, skills-based courses (information technology, social media, entrepreneurial competitions), and more. Part V concludes the book with selected examples of practitioners training for the cultural industries, as it is offered outside of academia. In addition, this section provides examples of how professionals outside of academia have informed academic training and course work. Readers will find conceptual frameworks for building new programs for the creative industries, examples of pedagogical approaches and skills-based training that are based on research and student assessments, and concrete examples of program and course implementations.

Culture Management

The handbook to attract and involve audiences of color for arts and cultural institutions.

The Art of Relevance

In the world of web design, if one wants to create a successful website, one needs an effective content strategy. Return on Engagement shows web designers and development teams how to create an effective content strategy. The use of content play a crucial role in the user experience and how to engage users through the web design through a marketing function. Content strategy, SEO, social media marketing, and success measurement to help web designers implement a strategy that ensures success for the organization. Return on Engagement shows web designers and developers how to not just design an aesthetically pleasing, functional website. This book shows those professionals how to implement marketing strategies and analysis into their website, thus ensuring its success. Nearly 3 years since the previous edition, this book provides new content analysis practices in which have advanced. How social media networks and communities have cropped up. New research on how audiences read and receive content has been done, subsequently refining best digital marketing practices. Return on Engagement features a step-by-step breakdown of how to use new tools, technique and strategies. The An updated edition also includes updated case studies of industry leaders. Return on Engagement also features a regularly updated companion site that offers readers sample content, easy sharing tools, and web-based resources to help measure marketing viability of web properties.

Making Art Work

Drawing on unique multi-arts, multi-city scholarly research, Understanding Audiences for the Contemporary Arts makes a timely and urgent contribution to debates about the role of arts and culture in contemporary society. The authors critically interrogate the challenges of access, diversity, privilege and responsibility in contemporary art. Asking who benefits from, pays for and consumes the arts, this book highlights fresh, forward-thinking audience and organizational attitudes that show...
the potential of live arts engagement to contribute to engaged citizenship. Complemented by comparative global analysis, the cutting-edge insights in this book are relevant for interdisciplinary researchers across audience studies and beyond. Enhanced by a new framework for the understanding audience engagement, the book is relevant to scholars, policymakers and reflective practitioners across the spectrum of arts and cultural industries management. Chapter 7 of this book is freely available as a downloadable Open Access PDF under a CC BY-NC-ND 4.0 license here.

Marketing Culture and the Arts

This book was written for managers of cultural enterprises, large and small, non-profit and commercial, local and international. The manager in the cultural milieu who is interested in marketing will find in Marketing Culture and the Arts a framework for analysis and reflection that may shed new light on current practices and also provide a point of reference for future plans. Marketing Culture and the Arts will certainly interest all those who want to understand the specifics of marketing within the cultural context. The book familiarizes readers with the restrictions unique to artistic products and the subsequent choice of marketing strategies. It is a valuable resource for managers in the cultural milieu as well as for marketing students, public administrators, private-sector managers in charge of corporate sponsorship, and all those interested in non-profit and service organizations. Basic marketing concepts in the traditional sense are described and their application to the context of culture and the arts is discussed. The French version of this book, Le marketing des arts et de la culture, received the Medaille de l'Academie 1994 from the Academie des Sciences Commerciales de Paris.

Researching Art Markets

The Routledge Companion to Arts Management

This text addresses the marketing challenges facing cultural organizations and describes how the more successful ones are responding. It features case examples from countries including the UK, the US, Australia and Japan.