

2021 ENCATC Education and Research Session PART 1
Session 1: Impact of COVID-19 on the cultural and creative sectors

CHAIR: Mara Cerquetti, Professor, University of Macerata, Italy

Creative Solutions for Creative Subjects

Annette Naudin, Associate Professor, Birmingham City University (United Kingdom)

Type: Abstract

Keywords: Creative Higher Education, Cultural Policy, Arts Management

Description of the proposal: It is now well documented that the Corona Virus pandemic transformed teaching and learning in universities to hybrid, blended or online platforms in a very short period of time. While the outcomes of this have been criticized in terms of student experience and value for money, this paper explores the potential innovations and lessons for the future of creative higher education. The research investigates post graduate courses in arts management and cultural policy, aimed at UK universities but taking into account international contexts.

This study is framed by literature which points to the significant relationship between the cultural and creative industries and higher education (Comunian and Gilmore, 2016; Luckman and Taylor, 2020). This connects teaching and learning to 'professional' labour markets (Ashton and Noonan, 2013), preparing students for what is often described as a precarious cultural and creative industries workplace (Banks, 2006; Hesmondhalgh and Baker, 2011). Furthermore, courses are connected to communities of practice introducing students to the values and codes which frame cultural and creative practices (Orr and Shreeve, 2017). The disruption caused by Covid-19 has changed the nature of this relationship and forced academics to re-think their curriculum. Through a series of semi-structured interviews, academics reflect on their experience and the impact of Covid-19 on their curriculum and pedagogy. What challenges and opportunities arise from digital infrastructures in teaching arts management and cultural policy? What curricular adjustments are necessary? And what opportunities does digitization offer for partnerships with the sector and collaborative initiatives in the field of cultural management and cultural policy? Innovation is not new to teaching and learning in arts and creative subjects and for some, this has been an opportunity to implement new approaches to their teaching practice. As universities grapple with the impact of Covid-19 and new challenges, educators need to engage in the hard work of examining and understanding what is involved in the production of knowledge (Gopal, 2021) alongside preparing students for the world of work. In exploring our creative curriculum and pedagogy, there is an opportunity to actively question current practices and the values which drive them, in order to influence future creative teaching and learning.



Presenter: Annette Naudin

Annette Naudin is Senior Lecturer in Media and Cultural entrepreneurship and Post Graduate coordinator at Birmingham School of Media. Annette is an Enterprise Education fellow of the National Centre for Graduate Entrepreneurship and she has a leading role exploring enterprise education for the media and creative industries for various EU funded projects at Birmingham City University. She has run creative enterprise conferences, published and presented on the subject. Annette is a member of the Birmingham Centre for Media and Cultural Research (BCMCR) and co-leads the Creative Industries research cluster. Annette developed the role of Equality and Diversity Officer for BCMCR, focusing on support for early career researchers through a mentoring programme, events and activities. Annette developed her entrepreneurial experience by setting up and running her own successful textile business before developing expertise in the creative industries consultancy, for clients such as local authorities and Arts Council England. Annette supports social entrepreneurs as a mentor for UnLtd, the social

entrepreneurship foundation, and is chair of The Old Print Works, a space for creative workers based in Balsall Heath, Birmingham.

Communication in a digital environment, in the performing arts

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Type: Abstract

Keywords: Digital communication, Culture, Pandemic

Description of the proposal: The Culture sector, after a moment of great unpredictability due to the Covid-19 pandemic, was forced to accelerate its digitalization process, which encompassed communication. The time is now to check its relevance and how the performing arts agents are capturing and retaining their audience.

Introduction

The new global environment in which we are inserted has introduced new forms of communication. Two important pillars in the communication process gained a new dynamic and meaning: space and time. Without contemplating radical changes in its structures, time will be even faster, but space is the pillar that revealed the most renovations.

Castells' network society, or Jenkins' convergence models, Van Dick's platforms, concepts that have already been widely studied, but which as a whole are contributing to a realignment of the social structure and contradict Bourdieu's cultural campus theory, the hierarchy that he defended is increasingly attenuated and much supported by the impact of the internet and that Gambetti translates today into a new designation of digital habitus, compatible with the models Tuten (2020) describes of social media.

When the pandemic emerged, Culture had the opportunity to reinvent itself through new media channels. Several cultural institutions enhanced the space, with their creativity it was reconstructed and expanded, providing the combination of two worlds in a "hybridization", between the stage and the digital, despite the resistance of some more purist sectors, in a clear division of opinions between the transgression and transformation.



Presenter: Nuno Sousa

Communication and technology have always been present in his professional and even personal career. From his passion for radio, to his collaboration with various print publications, both generalist and more specialized, followed by a role in the audiovisual sector and production of television content. At a later stage, the beginning of a professional path associated with import and distribution companies of technical solutions and equipment. In this field allowed the discovery of other competencies and the development of other skills. Currently I combine a solid knowledge of technology, marketing and communication, with a background of great success in management and sales, resulting in sensitivity and ability to understand the needs of all stakeholders. In parallel with the functions I have performed, I have always had the opportunity to make investments in my management, marketing and communication training, both executive and academic: Currently in the final stages of completing his Master's degree in Communication Sciences, with a specialty in Internet and New Media, at the Faculty of Humanities at the Catholic University of Portugal. Her area of research includes all these areas, in a combination of bringing the world of organizations and academia closer together, with her concerns of contributing to a greater social participation in cultural activities.

Museums in crisis.

A proposed taxonomy of museum resilience in times of COVID

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Type: Abstract

Keywords: Museum – COVID-19 – Organizational Resilience – Taxonomy

Description of the proposal: This communication examines the capacity of French museums to demonstrate organizational resilience in the face of the health crisis. The complex and contingent nature of these institutions led us to employ a holistic exploratory methodology to address their characteristics. We used secondary data (official reports, guides and webinars) and we constructed a pragmatic taxonomy following the method of Grémy and Le Moan (1977), thus responding to a widespread confusion in the humanities and social sciences about classification procedures. Five dimensions stand out in this taxonomy, revealing the capacity for museum resilience.



Presenter: Bérénice Kubler

Born in Geneva, I have a degree in Art History and Archaeology from Lyon 2 Lumière University. I have a master's degree in Management of Cultural Organisations and a master's degree in Research, Study and Consultancy in Management Sciences from Aix Marseille University. I am preparing a PhD on the digital mutations of cultural mediation in museums, under the supervision of Professor Edina Soldo and Djelloul Arezki (MCF). In parallel to my research, I am a lecturer at the Institute of Public Management and Territorial Governance at Aix-Marseille University. Areas of specialisation: Strategy of cultural organisations, digitalisation of museums, neo-institutional theories, institutional complexity.