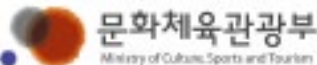


CITIES

Living Labs for Culture?

CASE STUDIES FROM
ASIA AND EUROPE



CITIES: LIVING LABS FOR CULTURE?

Case studies from Asia and Europe

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FONDAZIONE FITZCARRALDO'S TRAINING PROGRAMMES *Italy*



ORGANISATIONS INVOLVED: Fondazione Fitzcarraldo (Fitzcarraldo Foundation), an independent non-profit organisation.

GENESIS: Fondazione Fitzcarraldo was founded in 1989, and has been running its Corso di Perfezionamento per Responsabile di Progetti Culturali (CRPC) course in cultural management since 1996.

URL: www.fitzcarraldo.it/en

Based in Turin, Italy but carrying out activities throughout Italy and internationally, the Fitzcarraldo Foundation has been active since 1989 in planning, research, training and documentation in cultural, arts and media management, economics and policies. It serves cultural professionals, arts organisations and public authorities. Training seminars and courses in areas such as cultural management, project development, strategic planning, marketing and

fundraising, cultural cooperation and networking and local development strategies, have been part of the organisation's activities since inception. Initiatives are generally designed and implemented in cooperation with national and international partners, including universities, foundations, public authorities, cultural organisations and networks. Fitzcarraldo is also a member of international networks, including the European Network of

Cultural Administration Training Centres (ENCATC), which brings together over 100 educational and training centres in 40 countries across Europe and other world regions.

Over the years, Fitzcarraldo has designed a diverse range of training programmes, catering for different target audiences and addressing several topics. Among them is the Corso di Perfezionamento per Responsabile di Progetti Culturali/CRPC - Advanced Training Course for Cultural Project Managers, which will reach its 20th edition in 2016. The leading course in cultural management in Italy, CRPC combines training modules, 2 study visits in Italy and abroad, 2 short seminars as well as laboratory sessions and tailored personal advice in project development. Over the years, the course has been attended by over 400 participants (150 of them supported by scholarships provided by CRT Foundation) and 200 trainers, the latter a balanced combination of national and international lecturers and mentors. An alumni network has been established as a result, which leads to new collaboration projects and knowledge transfer and provides concessions when accessing other Fitzcarraldo seminars and activities.

Another relevant initiative is the Master of Advanced Studies in Cultural Management, organised in partnership with the University of Applied Science and Arts of Southern Switzerland (SUPSI) and the Conservatory of Italian Switzerland. Held since 2010, the two-year Masters programme is aimed at

students interested in the management of artistic and cultural projects at national and international levels. On the other hand, the annual ArtLab (Territories, Culture, Innovation): Dialogues about Cultural Management conference, held since 2006, constitutes a major meeting point and discussion space for Italian cultural professionals, including artists, managers, trainers, entrepreneurs and decision-makers. Finally, Fitzcarraldo also participates in international projects, such as the European Union-funded ADESTE project on training and development for the occupational profile of 'audience developer' - in this context, a training module is currently being tested by Fitzcarraldo in Italy, as well as by partners in Denmark, Poland, Spain and the United Kingdom. Close connections exist between Fitzcarraldo's work in the field of training and its other working strands, including research, information and project development, which reinforce one another.

Fitzcarraldo's experience attests to the importance of intermediate spaces or knowledge hubs, which bring together a diverse range of cultural stakeholders and foster capacity development, knowledge transfer and networking. When sustained over the years, these initiatives can also provide the basis for strong partnerships and networks, responding to emerging training needs and supporting sustainable leadership and professional development. The diversity of training programmes, catering to different audiences and topics, should also be noted.



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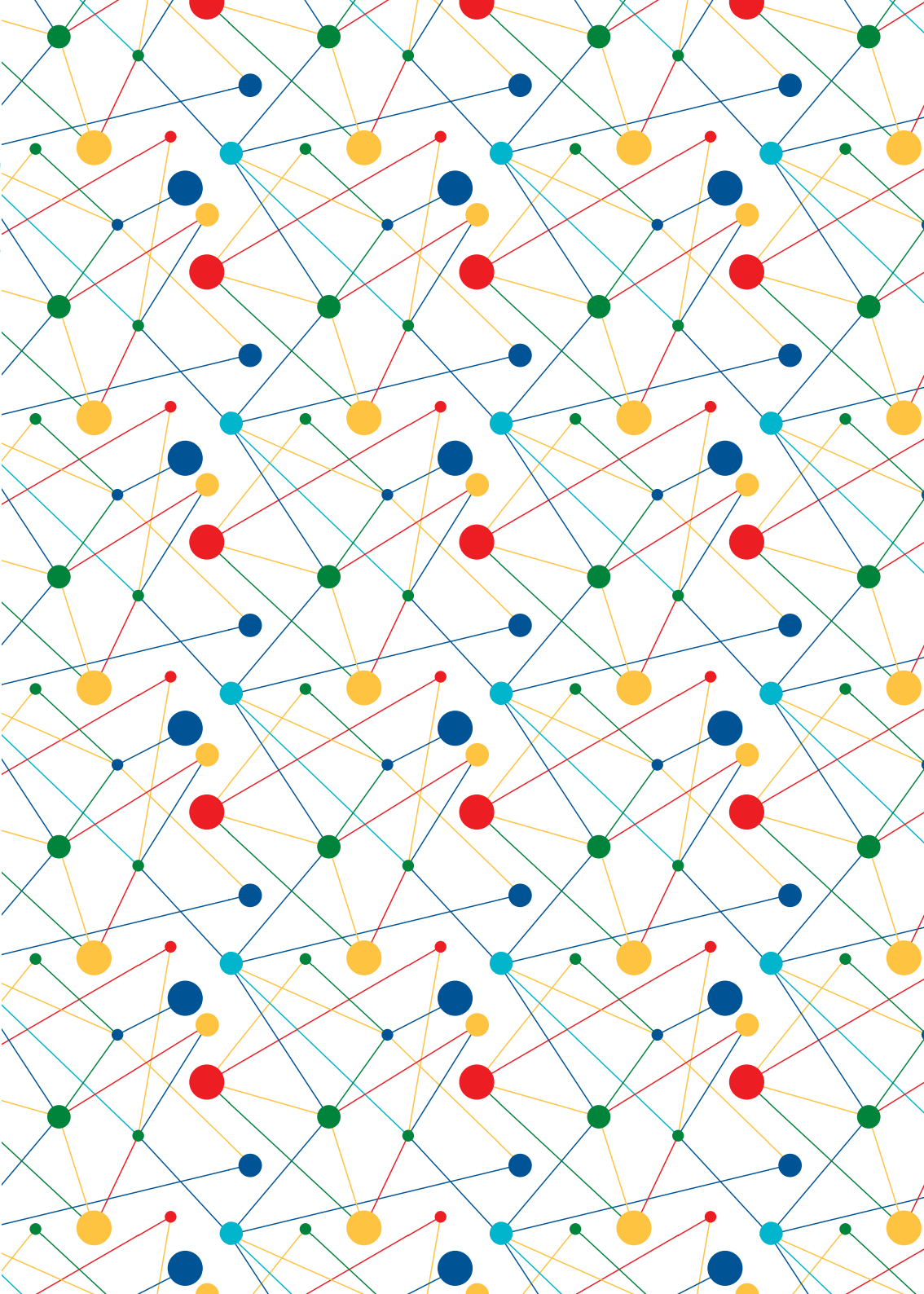
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Cities of today are becoming vibrant spaces for experimentation, a process in which culture has come to occupy a central place. 'Creative cities' and 'capitals of culture' that have emerged across Asia and Europe attest to the growing importance of these dynamic new centres of arts and creativity. Cities are also emerging as epicentres for effective policymaking, as they are often able to act quickly and offer more integrated responses. Therefore, it may be argued that cities in Asia and Europe are indeed evolving into living labs for culture.

The publication presented by Asia-Europe Foundation (ASEF) showcases 27 examples of policy and practice drawing from the experiences of over 40 cities in Asia and Europe. The variety of cases in this publication offer good opportunities for knowledge exchange between cities in Asia and Europe and provide learning arenas for artists, arts managers, educators, urban planners as well as public sector representatives.

