

Project Friendly
Brno 2008



**PROJECT MANAGEMENT IN
CULTURE**



AGENDA

- i projects and culture/art – nonsense?
- i project approach in culture/art
- i project approach in Czech culture
- i motivators for change



PROJECTS AND CULTURE/ART

Nature of cultural/art events corresponds to projects.

Examples:

- § theatre performance
- § film production
- § exhibiton
- § concert
- § festival

HOW?



PROJECTS AND CULTURE/ART

features of cultural/art events - projects:

- ü the aim and purpose set
- ü oriented to some change
- ü limited by time – costs – other sources
- ü based on team work
- ü criteria of success defined, etc.

+ events realized as a part of art programme /strategy/
and long-term objectives



PM IN CULTURE/ART

situation abroad

- § PM applied in culture/art production
- § PM methods used in decision-making processes
- § PM taught in art management programmes
- § publications on PM in culture/art
- § European Diploma in Cultural PM

BEST PRACTISES, e.g. from

- Great Britain
- Holland
- Finland



PM IN CZECH CULTURE/ART

situation in CZ

- § more sophisticated project management approach is sporadic
- § intuitive and ad hoc approach based on experience dominates
- § the term „project“ is perceived especially in reference with funding and grants

NOT

as a way how to run culture events
(plan – realize – evaluate)



MOTIVATORS FOR CHANGE I.

- i Significant influence of EU funds opportunities.
- i Inspirations from abroad (mobility of artists and art managers).
- i Best Practises from abroad (international cooperation, exchange programmes etc.)
- i Revaluation of approach to culture services and increasing competition.



MOTIVATORS FOR CHANGE II.

- i Increasing necessity of management approach in culture/art.
- i Transformation and reorganization of subjects working in culture/art.
- i Culture (theatre/film/music) management as a university study programme.
- i New generation of cultural administrators and art managers.

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