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# MAPSI WORKSHOP

Bilbao, 2-4 October 2014

Bizkaia Aretoa, University of the Basque Country (UPV/EHU)

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MAPSI refers to a specialization in management of artistic projects with societal impact, and aims to create an international network focusing on educating cultural managers and facilitators to manage and mediate artistic and cultural projects with societal impact. MAPSI is a joint educational initiative on the impact of art project that is funded by the Lifelong Learning Programme of the European Union. This will be the third workshop of the network (after the kick-off workshop in October 2013, the intermediate workshop in May 2014, and the Summer School in August 2014).

The objective of these open sessions is to present and debate on current issues related to art projects management. We will debate on new professional profiles, skills and ethical issues, together with the possibilities that technology offers to artists and curators to create art projects with social impact. To do so, we have invited representatives from professional cultural management associations, people involved in training programmes, artists and curators.

We invite you to join us in the following discussions and encourage to actively participating in the debates.

Please send a confirmation to [victoriamaria.ateca@ehu.es](mailto:victoriamaria.ateca@ehu.es).

## Thursday, 2 October 2014

### BIZKAIA ARETOA – Arriaga Room

#### OPEN SESSION – LIFELONG LEARNING FOR CULTURAL MANAGERS

It is only some years ago that the Spanish National Statistical Institute, after long negotiations between the Ministry of Labour and cultural managers professional organizations in Spain, included “cultural manager” in the *National Catalogue of Occupations*.

The FEACGC opened at the end of the 1990’s a process to set job descriptions and a deontological code, as well as other documents that were agreed after long discussions and participatory processes.

Things are changing (as they have always done). There are new skills and competences that are to be included in the lifelong learning programme of cultural managers.

At the same time, the social implications of their programmes have to be continuously assessed.

- 16:00–17:30 Lifelong Learning in Cultural and Creative Occupations  
New professional profiles in cultural management. Álvaro Romero (Spanish Federation of Cultural Managers Associations).  
Development of Audiences in Europe: reflections and challenges, the ADESTES Project. Amaia Makua and Macarena Cuenca (University of Deusto).  
Estonian Academy of Music and Theatre. Speaker TBC.  
Discussion moderated by Victoria Ateca Amestoy (UPV/EHU)

17:30-18:00 Coffee break and networking

#### OPEN SESSION – ETHICAL CONSIDERATIONS ON CULTURAL MANAGEMENT.

- 18:00 – 19:30 Ethical issues on cultural management.  
The Ethic Code of the Spanish Federation of Cultural Managers Association: Álvaro Romero (Spanish Federation of Cultural Managers Associations).  
Ethical encounter and dialogical work. Anne Karkkunen, Tiina Pusa and Ira Stiller (Laurea University of Applied Sciences, Finland)  
Estonian Academy of Music and Theatre. Speaker TBC.

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This activity is coorganized with the Spanish Association of Cultural Heritage Managers (AEGPC) and with the Spanish Federation of Cultural Managers Associations (FEAGC)

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## Friday, 3 October 2014

### BIZKAIA ARETOA – Arriaga Room

#### OPEN SESSION – MEGAFONE.

16:00-17:00

Presentation of MEGAFONE by the artist Antoni Abad.

How a creator deals with social impact and how he makes use of technology to achieve it.

[megaphone.net](http://megaphone.net)

#### OPEN SESSION – Education and inclusive programmes in Bilbao.

17:00-18:00

Presentation of the case study of the Museum of Plaster Casts of Bilbao and the programmes for social integration in Bilbao-La-Vieja, San Francisco and Zabala districts. Itziar Martija Recalde (Museum of Plaster Casts, Bilbao).

18:00 Coffee-break

#### OPEN SESSION – Cultural strategies for urban regeneration.

18:30-19:30

Presentation of the case study of Bilbao and cultural strategy for urban rehabilitation.

Beatriz Plaza Inchausti (UPV/EHU).

### Project participants

- Estonian Academy of Music and Theatre (EE)
- Estonian Business School (EE)
- University of Arts Helsinki Sibelius Academy (FI)
- Laurea University of Applied Sciences (FI)
- University of the Basque Country, UPV/EHU (ES).  
Host institution for this meeting.

### Venue: Bizkaia Aretoa.

University of the Basque Country (UPV/EHU) Avenida Abandoibarra, 3. 48009 Bilbao

All the sessions will be in English, with no translation service.

# Speakers and projects

## Álvaro Romero

Álvaro got his Bachelor of Fine Arts from the University of Sevilla in 1997. He has managed creative and theatrical projects in Sevilla and Málaga, and has worked in digital content management since 2000. He was also responsible for management and cultural communication in the Antonio Gala Foundation of Cordoba until 2007. He has developed projects on creative collective management in Madrid, Cordoba and Sevilla.

In 2008, he created the company Faccendo: Cultural Strategies, dedicated to territorial identity and brand for cultural development, communication and marketing, and training in leadership and management of cultural and creative enterprises. He regularly contributes to conferences, events, training programs and related conferences on Cultural Industries. In 2009, he created the Laboratory of Technology and Culture, a company dedicated to knowledge transfer, product design and R & D + i in Culture.

Currently he is Professor of Cultural Industries in the Audiovisual Communication Degree EUSA-University of Sevilla. He is a member of the Association of Cultural Managers of Andalusia, and is its current president. He is also a member of the Federation of Cultural Managers FEAGC.

## Spanish Federation of Cultural Management Associations



**GESTORES CULTURALES**  
Federación Estatal

The Spanish Federation of Cultural Managers (FEAGC) was founded in 1999 as a result of the need for professional associations Cultural Management of unifying efforts to address statewide problems, especially the consolidation of the figure of the cultural manager and social and professional recognition.

At that time, there was the need to build a space for reflection and action, so that gradually the cultural managers could develop a valid and effective dialogue with public authorities (Ministry of Culture, Ministry of Labour and Ministry of Education), and become a determining influence in the future of our profession.

Aimed at achieving these objectives, the Federation has organized many initiatives to contribute to the recognition of the profession, as well as to achieve greater visibility in the industry in professional, social, political, administrative areas, etc. The Congress of the professionalization of Cultural Management in the European Framework (December 2008), the drafting of the White Paper on Cultural Management in Spain (October 2009), the Conference of Culture (December 2010), and many meetings with institutions linked to our sector as the Ministry of cultural, the INAEM and FEMP among others. The the greatest achievement of the FEAGC in recent years has been the recognition of an specific heading for cultural managers in Occupational SISPE 2011 (CO-SISPE Rating 2011).

All these activities have been the result of the coordination work between the different associations that make up the Federation. The road was started in 1999, and fifteen years later the cultural professionals have advanced in recognition. The State Federation of Cultural Managers (FEAGC) nowadays is formed by sixteen associations.

<http://www.federacion-agc.es/>

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## Amaia Makua

Amaia Makua Biurrun has a degree in Economic Law, Master in Leisure Management (Major Tourist) from the University of Deusto and North London University (UK) and a PhD in Leisure and Human Development from the University of Deusto. She holds an MBA from the University of the Basque Country. He is currently a PhD at the University of Deusto, where he teaches on the campus of Bilbao. Prior to joining the University of Deusto he worked for 10 years in the professional sector and tourism events and incoming agency founded Stop Bilbao. Her teaching focuses on Master in Organization Conferences, Events and Exhibitions (MUOCEF) and Master in Project Management Leisure (MUDIPRO). She teaches the following subjects:

Quality management (both masters), Methods of Specialized Management (MUOCEF), specific aspects of technical management (MUDIPRO), Labour market and employment (MUOCEF). Her publications address research questions related to tourism.

She has worked on quality management in tourism and leisure, cultural tourism, industrial tourism and religious tourism and the development of competency profiles of cultural professionals. She belongs to the research team on Leisure and Human Development. She is also interested in the development of people.

## Macarena Cuenca

Macarena Cuenca has a PhD in Leisure and Human Development and is professor in strategy and business organisation at Deusto Business School. She is a researcher belonging to the Leisure and Human Development research group within the Institute for Leisure Studies in the University of Deusto. Her main research line is related to the development of cultural audiences.

### Institute of Leisure Studies. University of Deusto

The Institute of Leisure Studies at Deusto University is the only academic centre in Spain dealing with training, research and documentation in leisure. Its activity – at national and international level – involves an interdisciplinary team of teachers and researchers, alongside experts and professionals from the academic, institutional, corporate and associative world. It is constituted by an interdisciplinary team that share a common goal and provides answers to today's challenges from different scientific fields. The team consists of academics, experts, professionals and technicians from the public, private and non profit sectors. The legal and formal adoption of the Institute allows a structure that ensures the continuity, development and renewal of the original idea. From its creation in 1988, the Institute has had a vocation to international openness, with the recognition of the universality of certain modern problems. The international aspect is evident in the general frame of content, teaching teams, in coexistence and exchange of students in the use of bibliographic sources and transnational studies.

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## Anne Karkkunen

Working in Laurea University of Applied Sciences, Senior Lecturer Karkkunen is specialized in Drama and Theatre, Psychodrama, Physical and special education.

She has been a team member in Creative Activities Track since very beginning (1998).

Karkkunen's expertise relevant for MAPSI include:

- 1) Arts for empowering –project manager,
- 2) special knowledge on creative activities and encountering with challenged clients in social care,
- 3) applied physical education and dance, therapeutic work in social and health care.

## Ira Stiller

Senior Lecturer in Laurea University of Applied Sciences, MSc. Education and Psychology. Clinical supervisor and Psychodramatist (cp).

Stiller's expertise relevant for MAPSI-project: project coordination in SPARK project for unemployed youth (international cooperation with UK and Holland).

She has strong experience in supervision, coaching, team building for working groups and managers in educational, social and youth work and civic organisations.

## Tiina Pusa

Laurea University of Applied Sciences. Senior Lecturer Pusa (Doctor of Arts) has been a team member in Creative Activities Track team since 2003. Pusa is also a member of the Encounter Art team. Her tasks include teaching, developing curriculum, and conducting research. Pusa's doctoral thesis (2012) was situated within the discourse of phenomenological based research in art education.

Pusa's research interests are in Art Education and how the Arts and Wellness cross overs.



In MAPSI Project Pusa is supervisor in Laurea's team. This team is creating The Internship model for MAPSI.

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## Victoria Ateca-Amestoy

Victoria Ateca-Amestoy is Associate Professor in University of the Basque Country (UPV/EHU). She has worked in the design and management of cultural projects and her research interests are cultural economics, behavioral economics and social indicators. She has coordinated international and national research projects on the determinants of cultural participation and on cultural statistics.

She is a member of the executive board of the *Association for Cultural Economics International* and of the *Asociación Española de Gestores de Patrimonio Cultural* and serves as book editor for the *Journal of Cultural Economics*

Spanish Association of Cultural Heritage Managers.



The Spanish Association of Cultural Heritage Managers (AEGPC) is an independent non-profit organization that is formed by a multidisciplinary collective of professionals on the management of cultural heritage and specialists.

The main objective of the AEGPC is to promote the preservation, communication of the cultural heritage, by encouraging its management based on professional criteria. These criteria imply the application of technical-scientific knowledge, as well as methods that guarantee, at the same time, the preservation of the rich historic heritage and the social enjoyment of those cultural resources. The AEGPC offers its collaboration to all those public and private entities with responsibilities in the preservation of cultural heritage.



The Association is ruled by an elected Executive Board (last election in April 2010). It has also an Advisory Board, in charge of leading reflection processes. It is a founding member of the Spanish Federation of Cultural Managers. The Secretary of the Federation is held by an appointee of the AEGPC. Visit the webpage to find information on the deontological code promoted by the AEGPC and on International Activities.

[www.aegpc.org](http://www.aegpc.org)

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## Antoni Abad

Coming from a family of artists, Antoni Abad (Lleida, 1956) graduated in Art History at the Universitat de Barcelona in 1979. During the 1980s and early nineties he made mobile sculptures with industrial materials, such as rubber foam and Mecalux, which, accompanied by photographic sequences, reflect on the dynamism of forms and the infinite combinations that derive from them. Hence the artist's interest in measurement systems.

Following an artist residency at The Banff Centre for the Arts (Alberta, Canada), in 1993–4, Abad began working with video projections in the architectural space. From this period come works such as *Últimos deseos* (Last Desires), 1995, and his rat trilogy: *Errata*, 1996, *Ciències naturals* (Natural Science), 1997, and *Love Story*, 1998. In 1996, Roc Parés invited him to take part in the platform 'MACBA en línea' (MACBA online). Abad presented *Sísifo* (Sisyphus), a video installation later adapted exclusively for the web. In 1997 he gained his European Media Masters at the Universitat Pompeu Fabra, Barcelona, and thereafter centred his artistic creation on digital media, with works such as *1.000.000*, 1999, and *Z*, 2001–3, a precursor of the social networks.

From 2004 to the present Abad has been experimenting with the possibilities of mobile phone technology, articulating networks of visual communication that give voice to communities usually ignored or discriminated against in the official media.

His projects have been shown in, among others, Espacio Uno/Centro de Arte Reina Sofía, Madrid, 1997; Museo de Arte Moderno de Buenos Aires, 1999; 2 Bienal Iberoamericana de Lima, 1999; New Museum of Contemporary Art, New York, 2001; Hamburger Bahnhof, Berlin,

2002, P.S.1, New York, 2003; MACBA, 1996, 2003 and 2014, and in his website: megafone.net. In 2006, he was awarded the National Visual Arts Prize of the Generalitat de Catalunya and the Golden Nica Award in the Digital Communities category at the Arts Electronica festival in Linz, Austria, for his project canal\**ACCESSIBLE*. In 2009 he received the *Innovae* prize from the Fundación Española de Ciencia y Tecnología (FECYT).

MEGAFONE



Communities + Mobile Phones = Collaborative Webcasts

Since 2004, megafone.net has been inviting groups of people marginalized within society to express their experiences and opinions. Using mobile phones they create audio recordings, videos, text and images that are immediately published on the Web. Participants transform these devices into digital megaphones, amplifying the voices of individuals and groups who are often overlooked or misrepresented in the mainstream media.

[www.megafone.net](http://www.megafone.net)

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## Itziar Martija

Itziar Martija is Art Historian. Until 2007, she worked for education services of several museums and institutions in the Basque Country. In 2007, she was entrusted with the development of the new Education and Cultural Action Service of the Plaster Cast Museum of Bilbao. She curates the annual temporary exhibitions of the Museum, and offers monthly lectures related to the Collection. For several years, she has participated in Graffiti, a radio program of EITB (Basque Radio and TV Corporation), and has been co-blogger of El Arte de Mirar at the same network.

Museo de Reproducciones Artísticas de Bilbao/ Plaster Cast Museum of Bilbao)



**BILBOKO BERREGINEN MUSEOA**  
**MUSEO REPRODUCCIONES BILBAO**

*The Plaster Cast Museum of Bilbao* was founded at the end of the 1920s, as many other similar institutions across Europe, with a mainly educational purpose. Since this was the ground of the Institution, in 2007, a few months after the re-opening of the Museum, in the refurbished former church of the Holy Heart of Mary, the Education and Cultural Action Service started its work with a clear goal: education. Nowadays, the Museum offers a wide range of conventional and non-conventional programs for all kind of publics.

<http://www.museoreproduccionesbilbao.org/es/>

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## Beatriz Plaza

Beatriz Plaza has a PhD in Economics from the Faculty of Economics of the University of the Basque Country and obtained her MBA from IESE Business School. At present, she works as Professor in Urban and Regional Economics at this same university. Her research interests include: Cultural Policy as Development Policy; Urban Regeneration; Economic Impact of Museums; Cultural Branding; Digital Economies; Measurement and Economic Analysis of Regional Economics; Cultural Economics.

Managing Art Projects with Societal Impact- Project acronym: MAPSI

LLP Erasmus Multilateral Project.

Project number: 2013-3384- 540176-LLP-1-2013-1-EE-ERASMUS-EOR

Contacts in UPV/EHU: Beatriz Plaza ([beatriz.plaza@ehu.es](mailto:beatriz.plaza@ehu.es)) Victoria Ateca ([victoriamaria.ateca@ehu.es](mailto:victoriamaria.ateca@ehu.es))

### Social networks

MAPSI on twitter: @MAPSIproject

MAPSI on facebook : <https://www.facebook.com/mapsiproject>

### Keywords

Arts management,  
societal impact, innovation,  
social inclusion, economic impact, networks, education.