

# MAPSI

## Managing Art Projects with Societal Impact

### Summary

Managing Arts Projects with Societal Impact (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 will integrate the transnational and interdisciplinary fields of art, management and societal impact by developing a novel understanding on the interaction between art and society and increasing the skills and competences of future cultural managers to foster the valuable interface.

### 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)

### Objectives

- Create an innovative field of specialization in the context of art/cultural management master's programs that train the future managers and mediators for artistic projects with societal impact.
- Develop new teaching materials and content of high quality that contribute to the European arts/cultural management education.
- Build up a conception of new integrated models for interactive study and internships

### Action Plan

- WP1: Project financial management
- WP2: Module development
- WP3: Quality
- WP4: Dissemination
- WP5: Sustainability



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**Project acronym:** MAPSI  
LLP Erasmus Multilateral Project

**Project number:** 2013-3384- 540176-LLP-1-2013-1-EE-ERASMUS-EQR

**Start date:** 01/10/2013"

**Duration:** 30 months"

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**MAPSI's website:** [www.mapsi.eu](http://www.mapsi.eu)

### 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.

# Background

EU Commission has emphasized the importance of Social Economy enterprises and encourages them to tackle the emerging needs in contemporary societies. Moreover, there is a considerable increase in artistic projects that aim to engage in societal activity. These projects and activities are often managed by artists or social workers with hardly any managerial knowledge. The current art and cultural management programmes, on the other hand, mainly concentrate on providing skills to engage in “art for art’s sake” projects. However, by developing the current master’s degree programmes that have proven their quality and popularity, a specialization on managing art & society activities would be an efficient way to respond to the identified demand.

MAPSI aims to bridge the gap between the current contents in arts/cultural management programmes by educating more socially responsible managers for the European cultural scene.

## User communities

MAPSI project benefits the society at large, the individuals engaging in art & society activities (e.g. elderly, ethnic minorities, neighbourhoods loaded with social problems) as well as organizations and professional unions in need of managers with specific skills and competences on integrating artistic and societal aims. MAPSI with its well-developed dissemination and exploitation strategies aimed to several target beneficiaries on many social levels as well as joint academic RD process and piloting period in international setting complement the general aims of the Lifelong Learning programme and on a more general scale the Europe 2020 strategy.

### **MAPSI concentrates on the following target groups:**

- Organizations who want to benefit from art-related development activities.
- Communities, professional (creative) unions, universities, society at large.
- Students in universities, especially in art/cultural management programs.
- Local Ministries of Education and European Commission through the raise of quality of art/cultural management educational programs (higher education).

### **More information**

[www.mapsi.eu](http://www.mapsi.eu)

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