



CULTURAL MANAGEMENT ACADEMY 2019

Culture and arts in transition: the digital era

Open call for participation

The Goethe-Institutes in Sofia, Bucharest, Thessaloniki and Sarajevo are pleased to announce an open call for participation in the Cultural Management Academy 2019. The CMA this year is dedicated to the topic „Culture and arts in transition: the digital era“ and will explore new technologies and their impact and use in the management of cultural institutions and cultural projects. The Academy offers participation in the CMA Network Meeting & Idea Camp taking place in July in Plovdiv - European Capital of Culture, and in an intensive one-week seminar, taking place in autumn 2019 in the country of origin/residence of participants. In order to support the capacity building process, the CMA offers possibilities for start-up funding of new collaborative projects through the CMA Fund.

About the CMA

The Cultural Management Academy is a post-graduate program for cultural management aiming at capacity building and stimulating exchange and collaboration in the Balkans and South-Eastern Europe. It was founded in 2015 in Sofia and throughout the years developed into an international program run by the Goethe-Institutes in Sofia, Bucharest, Thessaloniki and Sarajevo. The network of the CMA includes already almost 200 cultural managers from Bulgaria, Romania, Moldova, Greece, Bosnia and Herzegovina.

The CMA offers every year intensive local seminars (including lectures, workshops and trainings with local and international professionals), a network meeting of all current participants in Sofia, funding possibilities for new projects and various other networking and collaboration opportunities.

Partners: EUNIC Global Office, local EUNIC clusters in Bulgaria, Romania, Greece and Bosnia and Herzegovina, the City of Sofia, Sofia Development Association, Plovdiv - European Capital of Culture 2019, University of Bucharest

Thematic focus 2019

In 2019 the CMA is dedicated to the topic „**Culture and arts in transition: the digital era**“. Through lecturers, workshops, discussions and presentations participants will explore the various notions of new technologies and digital systems and their impact on cultural management.

How we position ourselves in the turbulence of the digital change is an issue that frequently arises among cultural managers. Therefore questions like “How does digital technology change our audience's expectations? How do cultural operators prepare for the meeting with digital technologies, virtual or augmented realities? How do they imagine the future of culture and arts in an environment as such?” are often asked. It is the cultural managers' responsibility to anticipate their audience's needs and to be present in spaces that facilitate this process: virtual networks, virtual spaces of knowledge and communication, etc. More than that, they should create the place for reconciliation between the need for contact in the real, material world and the virtual worlds as networks or communities.

The digital will be investigated beyond its role as content and object of work, but rather as a multi-faceted tool for cultural management: from communication and publicity to audience development, from adapting to the ever changing technological landscape to socially engaged approaches and uses of news technologies. The program range will spread to aspects such as copyright, archives, fundraising, cultural industries and more.

It will offer a space for reflection on the cultural manager's role both in the digital and analogue world of culture.

Format, events and dates

The CMA 2019 offers:

1. Network meeting and idea camp

3-7 July in Plovdiv, Bulgaria

The CMA 2019 will be officially launched in the European Capital of Culture - Plovdiv. All participants in this year's edition of the CMA will gather to network and to reflect on the topics of „Culture and arts in transition: the digital era“, „European capitals of culture in the region of South-East Europe“ and „International collaboration and role of the EUNIC clusters“. The program design developed by Yanina Taneva and Ideas Factory (Sofia) will encourage sharing, collaboration and exchange and will create a space for developing new project ideas.

2. Local seminars

In each city will be offered a local 1-week seminar for the participants from this country. The seminars will include lectures, workshops, trainings and other capacity building formats dealing with the topic of the CMA in 2019 - „Culture and arts in transition: the digital era“. The program of the seminars is curated by local professionals and build upon the specifics and challenges of the local cultural scene. Trainers in the seminars will local and international professionals from the field of cultural managements.

Sofia – 2-6 October, 2019

Bucharest - tba

Thessaloniki – beginning of November, exact dates tba

Sarajevo – 27-30 September, 2019

3. Funding possibilities

The CMA Project Fund was established in 2017 as continuation of the capacity building process of the CMA. Its aim it to provide participants more space to develop new ideas, to collaborate with other managers from their and other countries in the region. On that way the CMA is aiming at establish a capacity building model based on theory, practice, creativity and collaboration.

In 2019 the CMA Project Fund offers following funding opportunities to participants in the CMA:

- Closed call 1 (July): Up to 5 of the projects developed at the Network meeting in Plovdiv will be provided up to 5000 euro.

- Closed call 2 (September-October): After the local seminars in autumn 2019 the CMA provides further possibilities for micro funding (up to 500 euro) for small projects/events, mobility etc.

4. Networking

Networking is a fundamental element of the CMA. For its five editions, it established a network of nearly 200 cultural managers from Bulgaria, Romania, Greece and Bosnia and Herzegovina and 50 established professionals from all four countries, Germany, UK, France, Poland, Czech Republic, Austria and Spain who took part at trainers and speakers.

Participation in the CMA offers access to this growing network, support, mentoring and more. A special emphasis will be put on international collaboration and the collaboration of cultural managers from institutions and NGOs with the European cultural institutes from the EUNIC clusters. EUNIC representative will not only be part of the CMA as participants in discussions and trainings, but also as mentors and both during and after the CMA.

Who is the CMA for?

If you...

- are a cultural manager with min. 2 years of experience
- work independently, at a public institution or at a private organisation
- if you want to build your own and your organisation's capacity
- are passionate about culture
- want to change your working environment for good
- find same-minded people from various genres and fields
- you want to develop new ideas and projects together with other managers from Southeast Europe

...then the CMA is the right place for you!

Language

The working language of the CMA is English. Single workshops/trainings during the local seminars might take place in the official language of the country.

Contribution fee

The fee for participation*** in the CMA is:

- Bulgaria – 400 BGN
- Romania – 1000 RON
- Greece – 200 EUR
- Bosnia and Herzegovina – 400 BAM

The participation fee includes:

- participation in all CMA 2019 activities and access to apply for the CMA Project Fund
- travel costs from your city of residence to Plovdiv for the network meeting
- accommodation in Plovdiv for the whole duration of the network meeting
- lunch and coffee breaks during all events (no further per diem is provided)
- materials
- access to online learning materials
- mentoring during and after the CMA

***** The local Goethe-Institutes will consider applications for scholarships, based on the motivation (see application form).**

Application

Please, submit your application, including filled out application form (download here) and cv until 5th May, 2019 to one of the following emails (depending on your country of origin/residence):

- Bulgaria - cma.sofia@goethe.de
- Romania – cma.bucharest@goethe.de
- Greece – cma.thessaloniki@goethe.de
- Bosnia and Herzegovina – amina.badnjevic@goethe.de

Technical requirements:

- applications only in English
- subject of the email must be CMA (Name, Surname)
- allowed file formats: .doc, .docx, .pdf and images (if you have additional materials)
- attachments must not exceed 10 Mb! The server will automatically reject emails with bigger attachments. No download links will be accepted.