



2015 International Symposium on

Cultural Trajectories:

Cultural Governance, What's Next?

CALL FOR PAPERS

Event Holder: National Taiwan University of Arts (NTUA), Taiwan

Organizer: Graduate School of Arts Management and Cultural Policy, NTUA

Co-Organizers: ENCATC, the leading European network on Cultural Management and
Cultural Policy Education

Taiwan Association of Cultural Policy Study

Date: November 13-15, 2015 (Fri-Sun)

Venue: International Conference Hall, National Taiwan University of Arts &
Taipei Artist Village

Participants: 150-200 Experts from Academic and Cultural Institutions

Conference Language: Chinese and English



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Paper submissions are invited for the “2015 International Symposium on Cultural Trajectories: Cultural Governance, What’s Next?”, which is to be held at the **Graduate School of Arts Management and Cultural Policy** at **National Taiwan University of Arts** from November 13th and 14th (at the International Conference Hall) to November 15th (at Taipei Artist Village) 2015.

In the second half of the 20th century, movements of heritage conservation and political democratization made strong impacts on state cultural policies. Going through dialectic currents of cultural hegemony/counter-hegemony, elitism/pluralism, and the pursuit of civil and social rights, citizens in Taiwan and around the world are now drawing their attentions to the fulfillment of cultural rights. Agents’ (including governments, cultural entrepreneurships, cultural institutions, not-for-profit organizations, and individual art-cultural practitioners) positions on, and engagements in, cultural affairs are shaping the central concerns of cultural governance study today.

Facing the ever complex global cultural scenario, how national/city cultural policies can be reconceptualized to meet the public interests has emerged as a key issue. “What’s Next?” for cultural governance, does not only question the heads of states, the chiefs of national and municipal cultural administrations, but also cultural entrepreneurs and practitioners who intend to engage in public art and cultural affairs. “2015 International Symposium on Cultural Trajectories: Cultural Governance, What’s Next?” is expected to stimulate responses and dialogues for people of various specialties. The following directions will form major themes of the conference:

I. Cultural Policy and Social Participation

After the UK shifted its policy focus to cultural industries in 1997, culture has become a medium to bridge the economic and social goals. 20 years after such a shift, what are the pivotal concerns of governments’ cultural policies today? Between the economic and cultural goals, which triumphs? Can intrinsic cultural values be assigned a critical role? And how can citizens get access to participate fully in the policy-making process? The Symposium asks, what’s the next step for cultural governance and social participation?

2. Cultural Industries and Art Markets

Cultural and creative industries have become the new economic model of the 21st century. Arts and culture combined with technology and commerce are utilized to prompt economic profits. In the 2010s, the US continues to spread its popular culture through Hollywood; Japan asserts its cultural impacts via the prosperous animation and game industries; while the Korea Wave has turned to be another global hit basing on the K-pop, TV series and movies. The branding

of contemporary artists, art auctions, art exhibitions, and cultural entrepreneurship, all contribute to a thriving global art market. Whether art/culture may play a creative and innovative role in the new economy has become the focus of debates. Dialogues of worldwide practitioners in cultural industries and art market will be encouraged in this conference.

3. Strategies for Museums, Exhibitions and Cultural Resources

With the boosting global mega-exhibitions, museums have become important sites for the presentation of public cultural expression. Contemporary museums are expected to engage and respond positively to social demands. And exhibition designs have to meet the audiences' needs. Cultural resources on the other hand reflect collective memory and cultural identification. They convey symbolic connotations to the public. Since the establishment of museums and the development of cultural resources have become indicators for national development and progress, directions and policies for future development of museums and cultural resources are cardinally invited.

4. International Cultural Relations: New Initiatives in Taiwan, East Asia and Europe

International cultural relations and cultural diplomacy have played a significant role in raising the national cultural profile and soft power. Whilst information technology has shortened the distance of countries, it has underscored in sustaining local cultural characteristics. How do people in Taiwan, East Asia, Europe and the World build mutual understandings through international cultural engagements? Global and local cultural festivals not only shape the personalities of cities, they also prompt regional economic benefits. Yes, can professionals of city planning and marketing present the local cultural image authentically? Discussions on the interactive relations between arts and commerce, power and values, and global and local visions in international cultural engagements and cultural festivals, are invited in the symposium.

Paper proposals containing title, abstract of 300-500 words, contact information and affiliation should be sent no later than **May 8th 2015** electronically to the following: CulturalGovernance@gmail.com. For further details of the conference please visit the Graduate School of Arts Management and Cultural Policy website at <http://acpm.ntua.edu.tw/main.php>, or The Forum for Arts Management and Cultural Policy website at <https://sites.google.com/site/culturalgovernance/home>. Inquiries should also be sent to the Organizing Committee at the e-mail address above. Authors are advised to use the CMS (author-date) format in their writings. Final papers must be received no later than **Oct 13th 2015** and should also be submitted electronically.