# Detailed Programme – Conference 8-ESA-Arts-2014 – Parallel Sections

**Babeș-Bolyai University in Cluj-Napoca**

**THURSDAY – 4th September 2014**

- **From 8:30**  Registration (Room 130 first floor)
- **09:30-10:00**  Coffee
- **10:00-10:50**  **Opening** – Welcoming Speech: Ioan-Aurel **Pop**, Rector of Babeș-Bolyai University; Emil **Boc**, Mayor of Cluj-Napoca; Benoît **Bavouset**, Director of Institut Français Cluj-Napoca; Dan Eugen **Rațiu**, Conference Chair (**Aula Magna**)
- **12:30-14:00**  Lunch (Restaurant “Piramida”)
- **14:00-15:40**  **Section 1 & Workstream Arts Management (1)**

<table>
<thead>
<tr>
<th>Room</th>
<th>Section 1</th>
<th>Workstream Arts Management (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>123  (“Ștefânescu-Goangă”)</td>
<td><strong>1a)</strong> Revaluations: Authenticity, Beauty, and Aesthetic Resistance</td>
<td><strong>1b)</strong> Creative Processes, Markets, and Fields: Music and Literature</td>
</tr>
</tbody>
</table>
| 124  (“Lucian Blaga”) | **1c)** Processes of Valuation, Critique, and the Markets | **Workshop AM 1**  
| 132  (“D.D. Roșca”) |   | **Arts Management Research:** Framing the Future I |
| 138  (“Francois Chamoux”) |   | **Spyțiu Intact**  
|    |   | “Fabrica de Pensule”* |
| **Chair:** | Sacha Kagan | Victoria D. Alexander |
|     | Tasos Zembylas | Constance DeVereaux |

1. **Presenter**  
   - **Hans Abbing**  
     An Obsession with Authenticity, Authorship and Autonomy in the Arts  
     **Florian Grote**  
     Jamming with Machines: Social Technologies in Musical Creativity

2. **Presenter**  
   - **Mikko Lagerspetz**  
     Lay Perceptions of Two Modern Artworks  
     **Kristin Bothur**  
     A Golden Key Can Open any Door? Market Perception and Behavior of Freelancing Musicians in Germany

3. **Presenter**  
   - **Hermann Pfütze**  
     Beauty and Aesthetic Resistance  
     **Paula Guerra, Augusto Santos Silva & Tânia Moreira**  
     A Different Kind of Tension. Global and Local in Punk Musical Scenes

4. **Presenter**  
   - **Ștefan Maftei**  
     **Stanisław Krawczyk**  
     A Taste in the Fantastic: The Making of the Field of Fantastic Prose in Poland

**15:40-16:10**  **Pause – Coffee**
### Section 2 & Workstream Arts Management (2)

<table>
<thead>
<tr>
<th>Room</th>
<th>123 („Ștefănescu-Goangă”)</th>
<th>124 („Lucian Blaga”)</th>
<th>132 („D.D. Roșca”)</th>
<th>138 („François Chamoux”)</th>
<th>Spațiu Intact “Fabrica de Pensule”*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section 2</strong></td>
<td><strong>2a)</strong> Arts, City, and Everyday Life</td>
<td><strong>2b)</strong> Revisiting Processes of Production and Distribution of Arts</td>
<td><strong>2c)</strong> Professional development</td>
<td><strong>Workshop AM 1</strong></td>
<td>Arts Management Research: Framing the Future II</td>
</tr>
<tr>
<td><strong>Chair:</strong></td>
<td>Hans Abbing</td>
<td>Mara Rațiu</td>
<td>Wolfram Bergande</td>
<td>Christian Kleindienst</td>
<td></td>
</tr>
</tbody>
</table>
| 1. **Presenter** | **Sacha Kagan**  
The City as Anthropo-Scene? Art and Urban Spaces of Possibility in the Anthropocene | **Victoria D. Alexander**  
Fine Arts, Commercial Arts and Folk Arts Revisited | **Anna Logrén**  
Expectations and Ideals of the Contemporary Visual Artist in Public Discourses – the Case of Finland | **15:40-16:10 Break & Tour of “Fabrica de Pensule”** | |
| 2. **Presenter** | **Nikita Basov**, Aleksandra Nenko & Anisya Kokhlova  
Generating Knowledge in the City: A Study on Creative Communities of St. Petersburg | **Sari Karttunen**  
How to Model the Visual Art Production Cycle Today? | **Ligia Dabul**  
Portraitists on the Streets of Rio de Janeiro: Artistic Careers, Diversity and Social Origin | **16:10-16:50 Presentation: Group leaders 16:50-17:20 CSU-LEAP Group Discussion Constance DeVeureaux** | |
| 3. **Presenter** | **Mirja Liikkanen**  
Social Interpretations of Cultural Taste – is there a Bias? | **Thomas Mazzurana, Franz Schultheis & Erwin Single**  
Dangerous Liaisons: The Strange Relationship between Art Fairs and Galleries. The Case of the Art Fair “Art Basel” | **Graciela Trajtenberg**  
How to Become an Un-Commissioned Street Artist | **17:20-17:50 Workshop AM 2** | On the Lack of Field Specific Methods & Theory in Arts Management I |
| 4. **Presenter** | **Predrag Cvetičanin & Jasmina Nedeljković**  
Social Networks, Cultural Practices and Strategies in Everyday Life in South-East European Societies | **Målfrid Irene Hagen**  
Art as Cultural and Humanistic Capital in Corporations | **Marianne Bertelsen**  
Dissecting Globalization in Chinese Visual Art Education | **Leipzig University: Nina Tessa Zähner, Christian Kleindienst, Marie-Luise Blechschmidt, Julia Rühr, Maria Braune** | |
| | | | | **17:50-19:00 Tour of “Fabrica de Pensule”** | |

**16:10-17:50**  
**Author Meets Critics** – Pierre-Michel Menger: *Le travail créateur : S’accomplir dans l’incertain* ( Médiathèque, Institut Français)  
**18:00-19:30**  
**Welcome Reception** (Restaurant “Piramida”)  
**20:00-22:30**
### FRIDAY – 5th September 2014

From 8:30 Registration (Room 130 first floor)

09:00-10:40 **Section 3**

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<thead>
<tr>
<th>Room</th>
<th>Section 3</th>
<th>124</th>
<th>132</th>
<th>138</th>
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</thead>
<tbody>
<tr>
<td>Room 123 (&quot;Ștefănescu-Goașă&quot;)</td>
<td><strong>3a) Practices of Display and Curatorship</strong></td>
<td>(&quot;Lucian Blaga&quot;)</td>
<td>(&quot;D.D. Roșca&quot;)</td>
<td>(&quot;François Chamoux&quot;)</td>
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<tr>
<td>Room 124</td>
<td><strong>3b) Ways of Art-Making: Networks and Spaces</strong></td>
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<tr>
<td>Room 132</td>
<td><strong>3c) Professional development II</strong></td>
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<tr>
<td>Room 138</td>
<td><strong>3d) Aspects of Cultural Policy I</strong></td>
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#### Chair:
- Martin Tröndle
- Fiammetta Fanizza
- Sari Karttunen
- Laura Verdi

1. **Presenter** Gerhard Panzer
   - **Title**: The Format of an Exhibition as an Instrument to Analyse Exhibitions in Art Worlds
   - **Abstract**: Gerhard Panzer will discuss the role of exhibitions in art worlds and how they can be analysed.

2. **Presenter** Chia-Ling Lai
   - **Title**: ‘Artists as Curators / Curators as Artists?’: on Cindy Sherman’s Curatorial Effects in 2013 Venice Biennale
   - **Abstract**: Chia-Ling Lai will explore the curatorial effects of Cindy Sherman’s work in the 2013 Venice Biennale.

3. **Presenter** Nicoleta Sălcudean
   - **Title**: From Mediascapes to Ideoscapes: A Disembodied and Embodied Romanian Performance at the Venice Biennale (2005 vs. 2013)
   - **Abstract**: Nicoleta Sălcudean will compare the performances at the Venice Biennale in 2005 and 2013.

4. **Presenter** Valerio Zanardi
   - **Title**: Interaction Ritual Chains and Cultural Reception
   - **Abstract**: Valerio Zanardi will examine the role of interaction rituals in cultural reception.

10:40-11:00 **Pause – Coffee**

11:00-12:20 **Plenary Lecture – Noël Carroll** (City University of New York): *Art, Emotion, and Evolution* (Aula Magna)

12:30-14:00 **Lunch** (Restaurant “Piramida”)
### Section 4 & Workstream Arts Management (3)

<table>
<thead>
<tr>
<th>Room</th>
<th>Section 4</th>
<th>Chair</th>
<th>1. Presenter</th>
<th>2. Presenter</th>
<th>3. Presenter</th>
<th>4. Presenter</th>
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</thead>
<tbody>
<tr>
<td>123</td>
<td><strong>4a)</strong> Artistic Transformations: Film, Design, Advertising</td>
<td>Fiammetta Fanizza</td>
<td>Aleksandra Biernacka</td>
<td>Kamil Luczaj</td>
<td>Voica Pușcașiu</td>
<td>Leyla Önal</td>
</tr>
<tr>
<td>124</td>
<td><strong>4b)</strong> Museums and Participatory Practices</td>
<td></td>
<td>Martin Tröndle</td>
<td>Przemyslaw Kisiel</td>
<td>Doris Koch</td>
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<tr>
<td>132</td>
<td><strong>4c)</strong> Intersections between Sociology and Aesthetics</td>
<td></td>
<td>Tasos Zembylas</td>
<td>Glaucia Peres da Silva</td>
<td>Paula Abreu, Paula Guerra &amp; Tânia Moreira</td>
<td>Ştefania Voicu</td>
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<tr>
<td>138</td>
<td><strong>4d)</strong> Art for Social Transformation</td>
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<td>Wolfram Bergande</td>
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<td>Spațiu Intact</td>
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<td>&quot;Fabrica de Pensule&quot;*</td>
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**4a)** Artistic Transformations: Film, Design, Advertising

**Chair:** Fiammetta Fanizza

**Presenter:** Aleksandra Biernacka

**Dialectic of Enlightenment vs Postmodernism – An Example of Two Films by One Director from Various Points of Time of the Polish Political Transition**

**Presenter:** Martin Tröndle

**Affordances in the Museum Environment: The Effects of Space and Movement on Visitor Attention**

**Presenter:** Tasos Zembylas

**The Conception of Context**

**Presenter:** Mariangélica Rojas Gutierrez & Cristhian Lozano Marin

**WORKSHOP Feeling and Thinking on Latin America**

**On the Role and Perception of the Arts Manager: The Challenge of Attracting Audiences**

**Siglinde Lang**

**Bridging the Gap between Fact and Fiction: Arts Management and its Role in Encouraging Cultural Production**

**Andreas Heinens & Ursula Weisenfeld**

**From Representation to Purism – a Strategic Dilemma in Orchestras’ Institutional Logic**

**2. Presenter:** Kamil Luczaj

**The Artists of Creative Agencies. How Making Advertising Resembles Making Art**

**Presenter:** Przemyslaw Kisiel

**Museum Area as a Social Space**

**Presenter:** Glaucia Peres da Silva

**"Aesthetic Sensibility" - Making Sociology from Aesthetics**

**On an Interdependent Research Program for Arts Management: Disentangling the Connection of Culture and Economy**

**Alan Salzenstein**

**3. Presenter:** Voica Pușcașiu

**Design, It's Not What It Looks Like!**

**Presenter:** Doris Koch

**On the Connection between Sociological, Artistic, and Participatory Practice**

**Presenter:** Paula Abreu, Paula Guerra & Tânia Moreira

**New Borders of the Sociology of the Arts: Mapping and Discussion of the Approach Tendencies of the Punk**

**On Re-Conceptualizing Cultural Management with Regard to Eventification**

**Nina Tessa Zahner**

**Laura Verdi**

**Arts Management beyond Eventification**

**4. Presenter:** Leyla Önal

**Strategic Abjection: Between Repulsion and Deconstruction**

**Presenter:** Ştefania Voicu

**Cultural Consumption, Artistic and Leisure Activities of Romanian Children**

**Presenter:** Wolfram Bergande

**Laws of Artistic Form**

**Leyla Önal**

**Strategic Abjection: Between Repulsion and Deconstruction**

**Presenter:** Doris Koch

**On the Connection between Sociological, Artistic, and Participatory Practice**

**Presenter:** Paula Abreu, Paula Guerra & Tânia Moreira

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**Laura Verdi**

**Arts Management beyond Eventification**

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**Pause – Coffee**
16:30-18:30  **Author Meets Critics** – Noël Carroll  &  16:10-18:45 **Workstream Arts Management (4)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>16:30 – 18:30</td>
<td><strong>Author Meets Critics</strong> – Noël Carroll: <em>Living in an Artworld &amp; Art in Three Dimensions. Recent Artistic Tendencies and Debates in the American Artworld</em></td>
</tr>
<tr>
<td>15:40-16:10</td>
<td><strong>Break &amp; Presentation</strong> Georgiana Buț</td>
</tr>
<tr>
<td>16:10-16:50</td>
<td><strong>Workshop AM 2</strong> On the Lack of Field Specific Methods &amp; Theory in Arts Management III</td>
</tr>
<tr>
<td>16:10-18:45</td>
<td><strong>Workshop AM 3</strong> Transatlantic dialogue: Differences &amp; Similarities of Arts Management Contexts</td>
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| 20:00-23:00 | **Conference dinner** (optional**, Restaurant “Casa Boema”)**

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**Note:**
- **Room**
  - American Corner at “Octavian Goga” Cluj County Library
  - Spațiu Intact “Fabrica de Pensule”*

**Leipzig University Group Discussion:**
- Nina Tessa Zahner
- Christian Kleindienst

**CSU-LEAP:**
- Constance DeVereaux
- Carrie Care, Samantha Rose
- Emelie Borello

**Leipzig University:**
- Nina Tessa Zahner
- Christian Kleindienst
- Marie-Luise Blechschmidt
- Maria Braune, Julia Rühr
### SATURDAY – 6th September

From 8:30  Registration (Room 130 first floor)
09:30-11:10  **Section 5**

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<th>138 (&quot;François Chamoux&quot;)</th>
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<tbody>
<tr>
<td><strong>Section 5</strong></td>
<td><strong>5a)</strong> Music, Performative Practices, and the Body</td>
<td><strong>5b)</strong> Arts in the Urban Space</td>
<td><strong>5c)</strong> Arts Management and Leadership</td>
<td><strong>5d)</strong> Aspects of Cultural Policy II</td>
</tr>
<tr>
<td>Chair:</td>
<td>Tasos Zembylas</td>
<td>Graciela Trajtenberg</td>
<td>Victoria D. Alexander</td>
<td>Sari Karttunen</td>
</tr>
</tbody>
</table>

1. **Presenter**  Ilaria Riccioni
   The Social Culture, Function and Impact of Music in a Bilingual Context: the Case of South Tyrol

2. **Presenter**  Chiara Bassetti & Emanuele Bottazzi
   Social Aesthetics of Rhythm: Comparing Theatrical Dance and Adult-Newborn Interaction

3. **Presenter**  Martin Niederauer
   The Body in Musical Composition Processes

4. **Presenter**  Christina Buck
   A Critical Exploration of Learning Concepts for Body Knowledge

11:30-11:50  **Pause - Coffee**
### Section 6 & Workshop Everyday Aesthetics

<table>
<thead>
<tr>
<th>Room</th>
<th>123 (&quot;Ștefănescu-Goangă&quot;)</th>
<th>124 (&quot;Lucian Blaga&quot;)</th>
<th>132 (&quot;D.D. Roșca&quot;)</th>
<th>138 (&quot;François Chamoux&quot;)</th>
<th>131 (&quot;Lab. Practici Culturale&quot;)</th>
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<tbody>
<tr>
<td><strong>Section 6</strong></td>
<td><strong>6a) Arts and Social Transformation</strong></td>
<td><strong>6b) Developments in Music</strong></td>
<td><strong>6c) Arts Organisations and their Programmes</strong></td>
<td><strong>6d) The Global-Local Dimension of Art Fields and Attendance</strong></td>
<td><strong>Workshop</strong> Everyday Aesthetics</td>
</tr>
<tr>
<td>Chair:</td>
<td>Sacha Kagan</td>
<td>Tasos Zembylas</td>
<td>Brea Heidelberg</td>
<td>Hans Abbing</td>
<td>Noël Carroll</td>
</tr>
<tr>
<td>1. Presenter</td>
<td>Karen <strong>Frostig</strong> At the Crossroads: Combining Criticism with Social Transformation</td>
<td>Martin Tröndle. The Concert: A Theory on the Evolution of Musical Performances</td>
<td>Sophie <strong>Frost</strong> What is the Role of 'Creativity' in the Cultural Institution? A Qualitative Study of Southbank Centre, London</td>
<td>Jeremy Scott <strong>Forbis &amp; Donald Polzella</strong> Economic Well-Being and Arts Attendance: A Multi-Variable Analysis</td>
<td>Constance <strong>DeVereaux</strong> Practical Aesthetics: Research Prospects</td>
</tr>
<tr>
<td>2. Presenter</td>
<td>Katarzyna <strong>Niziolek</strong> Social Art as a Means to Produce Social Benefits and Change</td>
<td>Jordi <strong>Alomar Payeras</strong> The Institutionalization of Contemporary Music in Spain: a Sociological Overview</td>
<td><strong>Anda Becuț</strong> Alternative Spaces of Cultural Consumption. An Analysis of Bucharest Urban Culture</td>
<td><strong>Målfrid Irene Hagen</strong> How Global Events Manifest in Art</td>
<td><strong>Dan Eugen Rațiu</strong> Applications for Everyday Aesthetics in Daily and Organizational Life</td>
</tr>
<tr>
<td>3. Presenter</td>
<td>Mariangélica <strong>Rojas Gutiérrez &amp; Cristhian Lozano Marin</strong> Artistic Expressions as a Feminist Fight in Colombia</td>
<td><strong>Andrei Crăciun</strong> Cultural Import and Hybridization in Post-Communist Romania: Debating the Authenticity in Rap Music between 1993 and 2012</td>
<td><strong>Huidi Ma</strong> The Decline of Beijing Opera: The Reflection from the Aesthetic Perspective</td>
<td><strong>Szilvia Nagy</strong> Institutionalised Spaces of Culture: Ideological Instrumentalisation of the Art Field in the Eastern Bloc</td>
<td><strong>Stefan Maftei</strong> Assessing Everyday &quot;Aesthetic Social Situations&quot;: a New Theoretical Framework</td>
</tr>
<tr>
<td>4. Presenter</td>
<td><strong>Signe Grübe</strong> Artwork as the Mirror of National Identity</td>
<td><strong>Paula Guerra, Tânia Moreira &amp; Tiago Teles Santos</strong> I've Seen You in the Mirror when the Story Began. Legacy &amp; Authenticity of the Sex Pistols in Portugal</td>
<td>XXXX</td>
<td><strong>Ekaterina V. Potyukova</strong> The Changes of the Art Culture Values in the Structure of Personal Values of Russian Students</td>
<td><strong>Cristian Hainic</strong> Early Theoretical Models for the Aesthetic Analysis of Non-Art Objects</td>
</tr>
</tbody>
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**13:10-14:40** *Lunch* (Restaurantul “Colegiului Academic”)

**14:40-16:00** **Feedback session** “Transect Walk” through the city of Cluj-Napoca

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<th>Room</th>
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<td>Chair:</td>
<td>Sacha Kagan, Mara Rațiu</td>
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</table>

**Feedback session – “Transect Walk” through the city of Cluj-Napoca**

**16:00-16:30** **Résumé – Closing Meeting** (Room 123 “Ștefănescu-Goangă”)**
Information about Venue:

**Universitatea Babeș-Bolyai** / Babeș-Bolyai University, main building, 1 Mihail Kogălniceanu street:

First floor: Rooms 123 (“Ștefănescu-Goangă”), 124 (“Lucian Blaga”), 130 (“Departamentul de Filosofie”), 131 (“Laboratorul de Analiză a Practicilor Culturale”), 132 (“D.D. Roșca”), 138 (“François Chamoux”)

Second floor: Aula Magna

**“Fabrica de Pensule” – Centru de artă contemporană** / “Paintbrush Factory” – Contemporary Art Centre, 59-61 Henri Barbusse street:

Second floor: Spațiu Intact – Spațiu de artă contemporană / Intact Space – Contemporary Art Space

*Shuttle departure at 13:30 from Babeș-Bolyai University; return from “Paintbrush Factory” at 19:00 (for presenters in AM Workstream)

**Institut Français Cluj-Napoca** / French Institute Cluj-Napoca, 22 Ion I.C. Brătianu street:

Ground floor: Médiathèque

**Biblioteca Județeană Cluj “Octavian Goga”** / “Octavian Goga” Cluj County Library, 104 Calea Dorobanților street:

Fifth floor west: American Corner Cluj-Napoca – Resource and Information Center

**Casa Universitarilor – Colegiul Academic** / University House – Academic College, 1 Emmanuel de Martonne street:

Restaurant “Piramida” / The “Pyramid” Restaurant

Restaurantul “Colegiului Academic” / “Academic College” Restaurant (also entrance by: 5 M.Kogălniceanu street)

**Restaurant “Casa Boema”**, 34 Iuliu Maniu Street (Sala Boema/Boema Room, upper floor)

** The Conference dinner is optional, for participants having reserved a place by payment of the extra fee of EUR 30.