

Detailed Programme – Conference 8-ESA-Arts-2014 – Parallel Sections
Babeş-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 Babeş-Bolyai University; Emil **Boc**, Mayor of Cluj-Napoca; Benoît **Bavouset**, Director of Institut Français Cluj-Napoca; Dan Eugen **Rațiu**, Conference Chair (*Aula Magna*)

11:00-12:20 **Plenary Lecture** – Pierre-Michel **Menger** (Collège de France, Paris): *La sociologie du travail artistique: Réalisations et défis / Sociology of Artistic Work: Achievements and Challenges* (*Aula Magna*)

12:30-14:00 *Lunch* (Restaurant “Piramida”)

14:00-15:40 **Section 1 & Workstream Arts Management (1)**

Room	123 (“Ștefănescu-Goangă”)	124 (“Lucian Blaga”)	132 (“D.D. Roșca”)	138 (“François Chamoux”)	<i>Spațiu Intact</i> “Fabrica de Pensule”*
Section 1	1a) Revaluations: Authenticity, Beauty, and Aesthetic Resistance	1 b) Creative Processes, Markets, and Fields: Music and Literature	1c) Processes of Valuation, Critique, and the Markets		Workshop AM 1 <i>Arts Management Research: Framing the Future I</i>
<i>Chair:</i>	<i>Sacha Kagan</i>	<i>Tasos Zembylas</i>	<i>Victoria D. Alexander</i>		<i>Constance DeVereaux</i>
1. Presenter	Hans Abbing <i>An Obsession with Authenticity, Authorship and Autonomy in the Arts</i>	Florian Grote <i>Jamming with Machines: Social Technologies in Musical Creativity</i>	Gunnar Otte <i>Valuation Criteria of Professional Critics and Artistic Success in Popular Music</i>		CSU-LEAP: Samantha Rose , Carrie Care , Emelie Borello
2. Presenter	Mikko Lagerspetz <i>Lay Perceptions of Two Modern Artworks</i>	Kristin Bothur <i>A Golden Key Can Open any Door? Market Perception and Behavior of Freelancing Musicians in Germany</i>	Maarit Jaakkola <i>Revisiting Reviewing: Reviewers as Cultural Intermediaries and Agents of Public Pedagogy</i>		Alan Salzenstein <i>Perspectives and Reflections on the State of the Field</i> Goran Tomka & Ivana Anđelković
3. Presenter	Hermann Pfütze <i>Beauty and Aesthetic Resistance</i>	Paula Guerra, Augusto Santos Silva & Tânia Moreira <i>A Different Kind of Tension. Global and Local in Punk Musical Scenes</i>	Svetlana Kharchenkova <i>Fast and Furious: How the Market for Contemporary Art is Emerging in China</i>		<i>Theatre Lobbies and the Day After - Socially Oriented Study of Theatre as Everyday Practice</i>
4. Presenter	Ștefan Maftei <i>The Aesthetics of Eco-Protest in Romania (2000-2013): the Rise of the Aesthetic Cosmopolitanism in Eco-Movements</i>	Stanisław Krawczyk <i>A Taste in the Fantastic: The Making of the Field of Fantastic Prose in Poland</i>	Marija Stanisavljevic <i>Making Protest Visible: Aesthetics of Protest and the Mass Media</i>		Valerio Zanardi <i>A Theatre Festival as Laboratory of Culture and People. Integrated Solution of Creativity, Training and Experience</i>

15:40-16:10 *Pause – Coffee*

16:10-17:50 **Section 2 & Workstream Arts Management (2)**

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

18:00-19:30 **Author Meets Critics** – Pierre-Michel **Menger**: *Le travail créateur : S’accomplir dans l’incertain* (Médiathèque, Institut Français)

20:00-22:30 **Welcome Reception** (Restaurant “Piramida”)

FRIDAY – 5th September 2014

From 8:30 Registration (Room 130 first floor)

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

Room	123 ("Ștefănescu-Goangă")	124 ("Lucian Blaga")	132 ("D.D. Roșca")	138 ("François Chamoux")	
Section 3	3a) Practices of Display and Curatorship	3b) Ways of Art-Making: Networks and Spaces	3c) Professional development II	3d) Aspects of Cultural Policy I	
Chair:	Martin Tröndle	Fiammetta Fanizza	Sari Karttunen	Laura Verdi	
1. Presenter	Gerhard Panzer <i>The Format of an Exhibition as an Instrument to Analyse Exhibitions in Art Worlds</i>	Marco Serino <i>Networks, Collaboration, and Innovation in Theatre-Making. A Research on Theatrical Co-Productions in Southern Italy</i>	Sofia Lindström <i>The Bread, the Butter and the Cream; Professional Artists and "the Other Work"</i>	Edwin Juno-Delgado <i>Emergence of a Cultural Quarter in the Mustard Capital. Lessons Learned and Applied to Nascent Cultural Quarter in Dijon, France</i>	
2. Presenter	Chia-Ling Lai <i>'Artists as Curators / Curators as Artists?': on Cindy Sherman's Curatorial Effects in 2013 Venice Biennale</i>	Goran Tomka <i>Do We Need Audience at all? Analysing Discourses on Audience in Serbia's Theatre-Making Community</i>	Rene Mäe <i>Cultural Producers, Artworkers and Creative Entrepreneurs</i>	Claudia Steigerwald <i>How Discourses Emerge in Cultural Policy. A Field Study on German Agenda Setting</i>	
3. Presenter	Nicoleta Sălcudean <i>From Mediascapes to Ideoscapes: A Disembodied and Embodied Romanian Performance at the Venice Biennale (2005 vs. 2013)</i>	Kaija Kaitavuori <i>Creating Art by Reassembling and Delimiting Networks</i>	Agnes Szanyi <i>Curatorial Roles in Emerging and Established Contemporary Art Fields</i>	Christopher Mathieu <i>Trolleywood Dreams: Regional Film Policy in Southern Sweden</i>	
4. Presenter	Valerio Zanardi <i>Interaction Ritual Chains and Cultural Reception</i>	Heli Ansio <i>Artists' Work Spaces – Problems and a Possible Solution</i>	Yolanda von Tilborgh <i>Cultural Distinction and the Field of Muslim Artists in the UK & US</i>	Macarena Cuenca, Jordi López-Sintas, Ercilia García-Álvarez <i>The Opera Experience: Performing a Vibrato with the Audience. Insights for Improving Cultural Policy</i>	

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")

14:00-15:40 **Section 4 & Workstream Arts Management (3)**

Room	123 (“Ștefănescu-Goangă”)	124 (“Lucian Blaga”)	132 (“D.D. Roșca”)	138 (“François Chamoux”)	<i>Spațiu Intact</i> “Fabrica de Pensule”*
Section 4	4a) <i>Artistic Transformations: Film, Design, Advertising</i>	4b) <i>Museums and Participatory Practices</i>	4c) <i>Intersections between Sociology and Aesthetics</i>	4d) <i>Art for Social Transformation</i>	Workshop AM 2 <i>On the Lack of Field Specific Methods & Theory in Arts Management II</i>
Chair:	<i>Fiammetta Fanizza</i>	<i>Victoria D. Alexander</i>	<i>Mara Rațiu</i>	<i>Graciela Trajtenberg</i>	<i>Nina Tessa Zahner</i>
1. Presenter	Aleksandra Biernacka <i>Dialectic of Enlightenment Vs Postmodernism – An Example of Two Films by One Director from Various Points of Time of the Polish Political Transition</i>	Martin Tröndle <i>Affordances in the Museum Environment: The Effects of Space and Movement on Visitor Attention</i>	Tasos Zembylas <i>The Conception of Context</i>	Mariangélica Rojas Gutiérrez & Cristhian Lozano Marín <i>WORKSHOP Feeling and Thinking on Latin America</i>	<i>On the Role and Perception of the Arts Manager: The Challenge of Attracting Audiences</i> Siglinde Lang <i>Bridging the Gap between Fact and Fiction: Arts Management and its Role in Encouraging Cultural Production</i> Andreas Heinen & Ursula Weisenfeld <i>From Representation to Purism – a Strategic Dilemma in Orchestras’ Institutional Logic</i>
2. Presenter	Kamil Luczaj <i>The Artists of Creative Agencies. How Making Advertising Resembles Making Art</i>	Przemyslaw Kisiel <i>Museum Area as a Social Space</i>	Glaucia Peres da Silva <i>“Aesthetic Sensibility” - Making Sociology from Aesthetics</i>		<i>On an Interdependent Research Program for Arts Management: Disentangling the Connection of Culture and Economy</i> Alan Salzenstein
3. Presenter	Voica Pușcașiu <i>Design, It’s Not What It Looks Like!</i>	Doris Koch <i>On the Connection between Sociological, Artistic, and Participatory Practice</i>	Paula Abreu, Paula Guerra & Tânia Moreira <i>New Borders of the Sociology of the Arts: Mapping and Discussion of the Approach Tendencies of the Punk</i>		<i>On Re-Conceptualizing Cultural Management with Regard to Eventification</i> Nina Tessa Zahner
4. Presenter	Leyla Önal <i>Strategic Abjection: Between Repulsion and Deconstruction</i>	Ștefania Voicu <i>Cultural Consumption, Artistic and Leisure Activities of Romanian Children</i>	Wolfram Bergande <i>Laws of Artistic Form</i>		Laura Verdi <i>Arts Management beyond Eventification</i>

15:40-16:10 *Pause – Coffee*

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

Room	American Corner at “Octavian Goga” Cluj County Library	<i>Spațiu Intact</i> “Fabrica de Pensule”*
16:30 – 18:30 Author Meets Critics – Noël Carroll: <i>Living in an Artworld & Art in Three Dimensions. Recent Artistic Tendencies and Debates in the American Artworld</i>		<p>15:40-16:10 <i>Break & Presentation</i> Georgiana Buț</p> <p>16:10-16:50 Workshop AM 2 <i>On the Lack of Field Specific Methods & Theory in Arts Management III</i></p> <p>Leipzig University Group Discussion: Nina Tessa Zahner Christian Kleindienst</p> <p>17:00-18:45 Workshop AM 3 <i>Transatlantic dialogue: Differences & Similarities of Arts Management Contexts</i></p> <p>CSU-LEAP : Constance DeVereaux Carrie Care, Samantha Rose Emelie Borello</p> <p>Leipzig University : Nina Tessa Zahner Christian Kleindienst Marie-Luise Blechschiidt Maria Braune, Julia Rühr</p>

20:00-23:00 *Conference dinner* (optional**, Restaurant “Casa Boema”)

SATURDAY – 6th September

From 8:30 Registration (Room 130 first floor)

09:30-11:10 **Section 5**

Room	123 ("Ștefănescu-Goangă")	124 ("Lucian Blaga")	132 ("D.D. Roșca")	138 ("François Chamoux")	
Section 5	5a) Music, Performative Practices, and the Body	5b) Arts in the Urban Space	5c) Arts Management and Leadership	5d) Aspects of Cultural Policy II	
Chair:	Tasos Zembylas	Graciela Trajtenberg	Victoria D. Alexander	Sari Karttunen	
1. Presenter	Ilaria Riccioni <i>The Social Culture, Function and Impact of Music in a Bilingual Context: the Case of South Tyrol</i>	Laura Verdi <i>Sustainable Urban Development and New Prospects for the Arts</i>	Constance DeVereaux <i>What Have We Left Behind? Legacy-Building in the Arts Management Discipline</i>	Alan Salzenstein <i>3 Million Voices, One Cultural Plan: Assessing Success After Year One</i>	
2. Presenter	Chiara Bassetti & Emanuele Bottazzi <i>Social Aesthetics of Rhythm: Comparing Theatrical Dance and Adult-Newborn Interaction</i>	Fiammetta Fanizza <i>Arts for Racial Integration: the Case of Art Village</i>	Carrie Care <i>Space Age vs. Stone Age: Environments of Change in Arts Leadership</i>	Szilvia Nagy <i>Transitional Transformations: Deinstitutionalisation of the Art Field in Central and Eastern Europe and Implementation of Network Based Models in European Union's Cultural Policies</i>	
3. Presenter	Martin Niederauer <i>The Body in Musical Composition Processes</i>	Marianne Bertelsen <i>The Developments in Art Education and What It Can Tell us About the Meanings Surrounding Art in Denmark and China</i>	Brea Heidelberg <i>The Evolving Rhetoric & Practice of Educating Arts Managers: Curricular Questions and Field Implications</i>	Pauli Rautiainen <i>How Legal Regulation Promotes and Prohibits Freedom of Artistic Expression in Finland: Case of Professional Visual Artists</i>	
4. Presenter	Christina Buck <i>A Critical Exploration of Learning Concepts for Body Knowledge</i>	Alina Prodan <i>The Communist Imaginary as Seen from the Sociology of Literature</i>	XXXX	Brenda Rewhorn <i>Tattooing: Who and What were the Influences on the Popularity and Sociability of Tattooing at the Turn of the 20th Century</i>	

11:10-11:30 *Pause - Coffee*

11:30-13:10 **Section 6 & Workshop Everyday Aesthetics**

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

13:10-14:40 **Lunch** (Restaurantul "Colegiului Academic")

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

Room	123 ("Ștefănescu-Goangă")				
Chair:	Sacha Kagan, Mara Rațiu				
Feedback session – "Transect Walk" <i>through the city of Cluj-Napoca</i>					

16:00-16:30 **Résumé – Closing Meeting** (Room 123 "Ștefănescu-Goangă")

Information about Venue:

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

First floor: Rooms 123 (“Ştefănescu-Goangă”), 124 (“Lucian Blaga”), 130 (“Departamentul de Filosofie”), 131 (“Laboratorul de Analiză a Practicilor Culturale”), 132 (“D.D. Roşca”), 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 Babeş-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 Judeţeană Cluj “Octavian Goga” / “Octavian Goga” Cluj County Library, 104 Calea Dorobanţilor 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 of (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.