

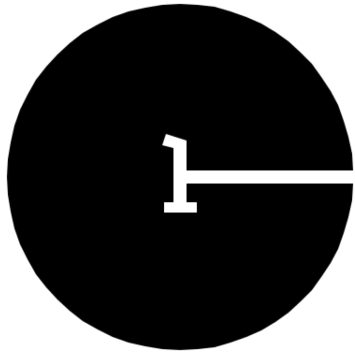
# Keep up with culture

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International summer school 2022: Innovation and technology in arts and culture

3. 9. - 10. 9. 2022, Zlin, Czech Republic

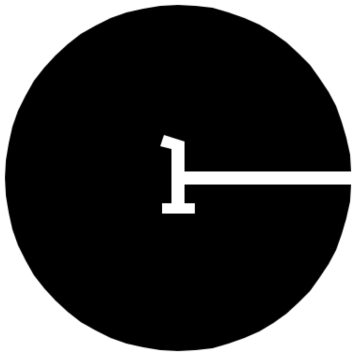
# Keep up with culture is an international summer school.



The culture and creative industries are undergoing rapid changes due to new technologies as well as due to changes in lifestyle and demands of the audiences and consumers. The summer school intends to expand the regular curriculum of arts management-related programs and offer the students an insight into current shifts in approaches to audience engagement and innovation related to new media, technology and interdisciplinary approach in both - artwork as well as cultural programming.

The summer school is created for emerging designers, artists and creatives or students of communication, media and marketing to offer a mix of fundamental classes and advanced electives for better understanding and introduction to the current trends in the field of Arts Management.

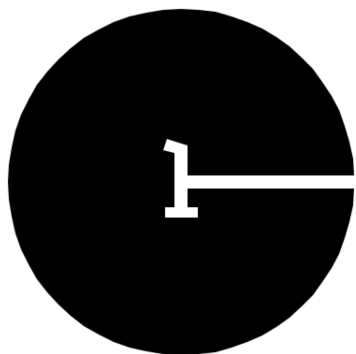
# We will explore the topic of Innovation and technology in arts and culture



The aim of this course is to contribute to the rise of emerging artistic managers who can apply the acquired knowledge and experience within the scope of culture and creative industries while following the current trends and innovations.

The program is designed to provide the knowledge and skills to enable the younger generation to better understand new and dynamic industries and to educate and inspire future professionals in a rapidly changing cultural and creative world.

# Who for whom?



**The organizer:** Faculty of Multimedia Communication, Tomas Bata University in Zlin, Czech Republic

**Partners:**

- Faculty of Letters of the University of Porto, Portugal
- Department of Archival, Library and Information Studies, University of West Attica, Greece
- Alexander Dubcek University in Trenčín, Slovakia
- School of Arts, School of Humanities, University of Nova Gorica, Slovenia

**Participants:**

This summer school is designed for 25 participants from the universities mentioned above interested in the topic of innovation and technology in arts and culture.

**Dates:**

3. - 10. September 2022

**Contacts:**

Eva Gartnerova

[gartnerova@utb.cz](mailto:gartnerova@utb.cz)

Hana Krizkova

[krizkova@utb.cz](mailto:krizkova@utb.cz)

# SPEAKERS WORKSHOPS

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Get tempted and curious

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Welcomed in the space of G18 university gallery a series of lectures and workshops covering various topics are awaiting you! They will demonstrate how versatile and cross disciplinary the world of culture is.

You will get a chance to explore also Zlín and its culture and art institutions. It is one and only unique town shaped by the morphology of functionalist architecture and framed with hills and forests.

We believe that also your palette is pretty colorful therefore, we offer you space and time to share your knowledge and passion with your peers. Let us know whether you would like to prepare some program for the others and the stage is yours.

But now let's take a closer look on the lecturers and their topics!

G18 gallery - where the classes will be held.

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# João Teixeira Lopes

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Faculty of Letters of the University of Porto, Portugal

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João Teixeira Lopes has a degree in Sociology from the Faculty of Letters of the University of Porto (1992) Master in social sciences from the Institute of Social Sciences of the University of Lisbon (1995) with the Dissertation Sad schools - A Study on Cultural Student Practices in the Urban School Space (Porto, Edições Afrontamento, 1997). PhD in Sociology of Culture and Education (1999) with the Dissertation (The City and Culture - A Study on Urban Cultural Practices (Porto, Edições Afrontamento, 2000). Effective member of the Observatory of Cultural Activities between 1996 and 1998. He integrated the coordinating team for the Report on National Cultural Policies (1985-95) presented in 1998 to the Council of Europe (Lisbon, Cultural Policies in Portugal, Observatory of Cultural Activities, 1998) for the area of involvement of the population. He was a member of the initial team that drafted the candidacy project submitted to the Council of Europe. He has 43 books published (alone or in co-authorship) in the fields of sociology of culture, city, youth and education, as well as museology and territorial studies. Since May 2020, he again coordinates the Institute of Sociology of the University of Porto.

# Culture vs. sociology

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by João Teixeira Lopes

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Culture is increasingly expanding in our societies, extending into daily life and political debate. However, several studies in different countries show that numerous inequalities persist in access to culture (in terms of class, gender, ethnicity, age and territory).

How can public policies change the system that reproduces such inequalities? What models of cultural policy exist? How do they converge and diverge in European space? What is the difference between democratisation and cultural democracy? What is the role of the participation of populations and audiences and of community development? How can we articulate cultural animation with intercultural mediation?



USE IT Zlin- Unique map made by local designers to help you explore Zlin

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# Ioannis C. Drivas

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Department of Archival, Library and Information Studies, University of West Attica, Greece

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Ioannis (or Giannis) is PhD candidate at the Information Management Research Lab of the Department of Archival, Library and Information Studies. He received his B.Sc. in Library Science & Information Systems from the Technological Educational Institute of Athens, Department of Library Science and Information Systems in December 2014. In June 2017, Giannis received his Master of Philosophy (M.Phil) in Information Systems from the Linnaeus University in the Department of Computer Science and Information Technology. His current professional experience focuses on the Web Mining & Data Analytics sector. Moreover, he has been working with the Indexing & Documenting in Academic Libraries and Data Management topic. Giannis' scientific and research interests related to the Web Mining, Web Analytics and Predictive Modeling within the use of research tools in the Decision Making topic in order to highlight well-informed solutions in Libraries, Museums and Archival organizations. From February 2020, Ioannis is a member of the Special Interest Group in Computer-Human Interaction in the Association of Computing Machinery ACM-SIGCHI and Reviewer in MDPI Open Access Journals Database. Giannis is also a Coursera representative of the University of West Attica.

# Culture vs. data mining

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by Ioannis C. Drivas

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This lecture makes an effort to provide a holistic methodological approach on how CHIs can utilize the produced web analytics -both technical and behavioural- to improve the usability of their services, while also broadening their targeted audiences. The proposed data-driven frameworks relied on a three-stage research methodology. At the first stage, technical and behavioural data from both websites and social platforms are collected, aiming to provide initial performance estimations for CHIs organizations. On the second stage, efforts are made to prove the reliability and internal consistency of the proposed frameworks. This works as a vehicle for the potential adoption of the proposed methodologies in other libraries, archives, and museums around the world. Finally, on the third stage, predictive analytical models are presented reinforcing in this way the decision-making process of administrators in terms of implementing efficient marketing and communication strategies in CHIs. Lastly, the proposed lecture constitutes a solid stepping-stone both for related professionals and researchers in CHIs. That is, to adopt and improve such methods end-users focused methods while forging organisational structures that support data-driven approaches for expanding the visibility of LAMs content and services in the digital world.

We will take you all around great cultural institutions in Zlin.

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# Peter Purg

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School of Arts, School of Humanities, University of Nova Gorica, Slovenia

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pETER Purg currently leads the New Media module in the Digital//Media Arts and Practices graduate//postgraduate programme at the School of Arts, University of Nova Gorica, where he acts as Associate Professor, projects coordinator as well as expert across realms of digital culture and media. Since December 2021 he is Dean of the School of Humanities. Having obtained a PhD in media art, communication science and literary studies from the University of Erfurt (Germany), his scientific inquiries now include media arts pedagogy, interdisciplinary collaboration and innovation, media art and media ecology. His artistic interests range from (lecture) performances and intermedia installations to public-space interventions as well as participatory creative processes. He is active in the field of cultural and higher education policymaking and quality assurance.

pETER Purg recently lead the acclaimed MAST - Module in Art, Science and Technology project (DG Connect) and is currently leading School of Arts' teams in two large-scale projects KONS - Platform for Investigative Arts (EU Cohesion) and DIVA - Art:Biz Innovation Ecosystem (Interreg SI-IT). He curated the 20th international media/contemporary art festival Pixxelpoint 2019.

# Culture vs. art thinking

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by Peter Purg

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The introductory lecture will present a palette of previously managed diverse projects such as MAST - Module in Art, Science and Technology, konS - Platform for Investigative Arts, or DIVA - Art:Biz Innovation Ecosystem; ADRIART (Advancing Digitally Renewed Interactions in Art Teaching), IDEATE (Interdisciplinary Entrepreneurial Application for Transforming Education in High Technologies), HiLoVv (Hidden Lives of Venice on Video), and PAIC - Participatory Art for Invisible Communities. A discussion will be moderated to share knowledge and experience of all participants in the field. Gradually the participants will be introduced to the concept of art thinking, and how to use it in practice, in particular applying it on (more or less art-dependent) project design. Then the participants will work in small groups, each faced with a random arrangement of keywords, from which they will need to devise a project that includes a key artistic component, either as a tool, a method, a setting, a milieu, a reference ... Therein they shall exercise art thinking for (social, cultural, ...) innovation in a way to arrive to an unprecedented project conception -- and eventually still present it as a sensible and manageable set of activities.



Gahura prospect - We will take you through all of our green city places

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# Eva Gartnerova

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Faculty of Multimedia Communication, Tomas Bata University in Zlin, Czech Republic

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Mgr. Eva Gartnerová, PhD. is an assistant professor and the Director of Communication agency at the Faculty of multimedia communication Tomas Bata University in Zlin. Since May 2022 she will become a Head of the Department of Arts Management at Tomas Bata University in Zlin. Having obtained a PhD in design and multimedia from TBU Zlin (Czechia), her scientific inquiries now include arts management and audience engagement and communication. She is active in the field of cultural and creative industries at the academic level as well as consultant and advisor in several international cultural, artistic and development projects. She is a member of several international educational and research networks such as ICOM, AAM, AAMG, UNIVERSEUM, ELIA, MUSEUM ASSOCIATION or international projects such as INTERcost, Visegrad Funds, ERASMUS+, Creative Europe and so. She was recently awarded the Fulbright Scholarship (2021) to conduct her research on audience engagement in university art museums in the United States.



# Culture vs. audience

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by Eva Gartnerova

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Audience engagement, especially in the field of art museums and galleries, is still closely connected almost only with museum animations and educational programs. Is the audience of university museums really only a visitor and what other target groups are often overlooked? What are the layers of audience engagement and what should have been taken into account when we want to deal effectively with audience engagement?

Based on 8 months of research and Fulbright residency in the United States, I have identified 7 key categories and levels of audience engagement, which, based on my findings are relevant for the complex discipline and efficient work with museum audiences. Through 12 study visits to US university museums, where several semi-structured interviews and focus groups were conducted, and also observation and audiovisual ethnography were created, I came up also with the list of case studies and best practices, which I would like to share with the colleagues of UMAC.

We will discuss, brainstorm and create new ideas and projects together.

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# Hana Krizkova

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Faculty of Multimedia Communication, Tomas Bata University in Zlin, Czech Republic

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Hana Krizkova graduated Cultural management at Masaryk University, CZ with focus on project management and currently works as the project manager at the Faculty of multimedia communication, Tomas Bata University in Zlin. She was the head of PR and communication of science documentary film festival Academia Film Olomouc at Palacký University and as a freelancer she works as a marketing specialist with focus on branding and communication. She has also more than 10 years of experience as project manager and trainer in the field of youth work and non formal education.

# Culture vs. communication

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by Hana Krizkova

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The culture institutions and events have various ways how to communicate to public. It is not only the words in the press release and the exhibition catalogue which bring the message, and influencer marketing will not necessarily turn a gallery into a love brand. The values and attitude increasingly become an inherent aspects in overall communication strategies of cultural institutions.

We will take a closer look on sustainability and inclusion in culture. Both of them are true buzzwords in current discourse but what all really hides behind them? Taking an insight to few case studies we will try to apply some of the principles from good practice into the Zlín culture environment and create a series of improvement recommendations.

# Schedule

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Do not miss this!

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**3. 9. Arrivals - Welcoming dinner**

**4. 9. Introduction, teambuilding, discovering Zlin and its culture and creative industries**

**5. 9. education SLOT: Eva Gartnerova**

**6. 9. education SLOT: Ioannis Drivas**

**7. 9 education SLOT: João Teixeira Lopes**

**8. 9. education SLOT: Peter Purg**

**9. 9. education SLOT: Hana Krizkova**

**10. 9. Departures**



# Why to join?

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This is a truly great opportunity

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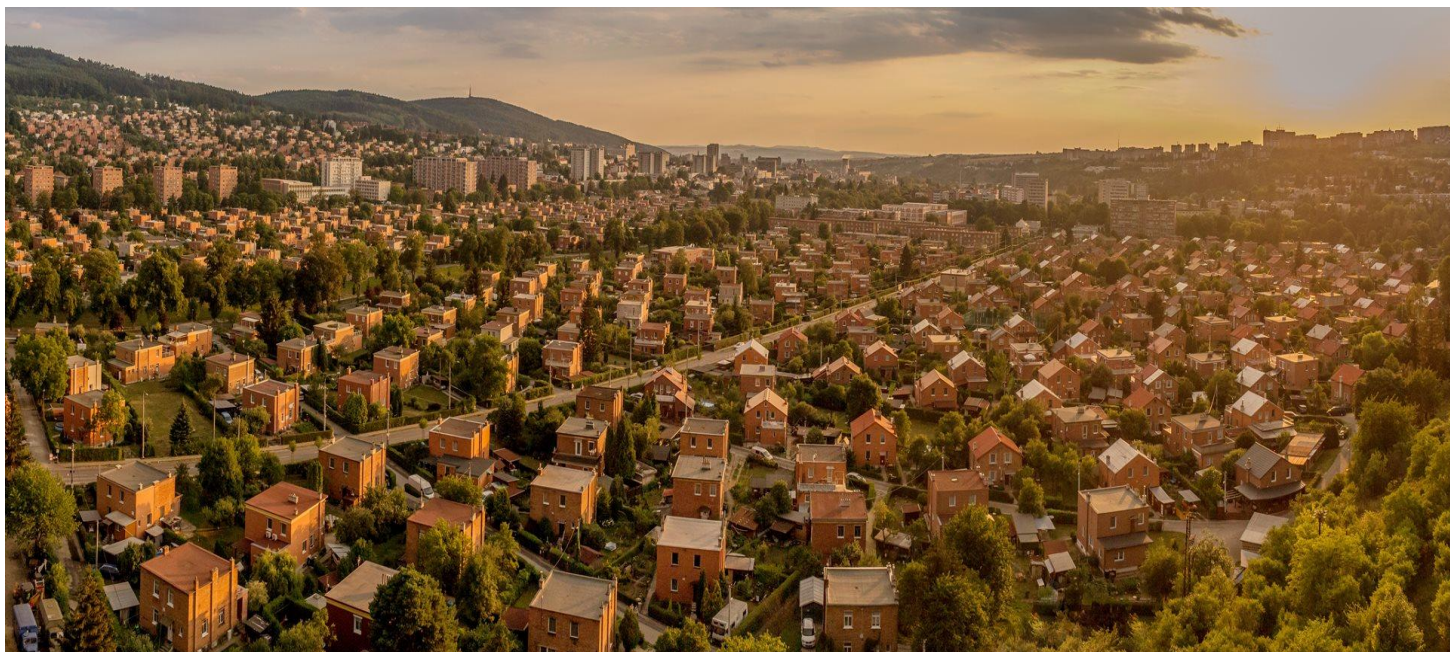
**Keep up with culture** summer school is based on Erasmus+ cooperation of universities.

Therefore, you get more benefits than only amazing program!

- you will be awarded with 5 ECTS credits
- we will cover the program and food
- your universities will assign you a budget for accommodation and travel costs
- the accommodation will be booked by us, so you can be sure it is available and close to our venue as well as to city center
- we will show you the local art and culture life

Looking forward to seeing you in September!





More about Zlin [HERE](#).

More about Faculty of Multimedia Communication, Tomas Bata University [HERE](#).

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Come and enjoy Zlin and creative topics with us at international summer school KEEP UP WITH CULTURE, 3. 9. - 10. 9. 2022, Zlin, Czech Republic. For more information contact your university representatives or Hana Krizkova ([krizkova@utb.cz](mailto:krizkova@utb.cz)) and Eva Gartnerova ([gartnerova@utb.cz](mailto:gartnerova@utb.cz)).