

MA Arts and Herit.: Policy, Manag. & Edu
Faculty of Arts and Social Sciences

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Workshop AH: theory and policy

Academic year 2013-14

Date last modified

16-11-2013 1:29

Period

Period 1 Startdate: 02-Sep-13 Enddate: 25-Oct-13

Code

AHE4000

ECTS credits

5.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

This workshop introduces and explores general issues and themes of the Master's programme, always by examining concrete cases. Key issues are appreciation, interpretation and use of arts and cultural manifestations. Students explore, evaluate and debate the state of art and culture from the perspectives of history, art history, sociology of art and economics of art; as well as the principles, organisation and implications of cultural policy. Various factors are considered from an international comparative perspective. The workshop also introduces the more specific theme of cultural heritage, once more in relation to issues of appreciation, use, management, policy and education.

Goals

Learning to translate and apply knowledge and approaches from art history, history, sociology of culture, economics of art, museum and heritage studies, on professional practices related to the arts, culture and cultural heritage. Learning about the broader social, political, and interdisciplinary context of these professional practices.

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

ASSIGNMENT(S)

LECTURE(S)

PAPER(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Cultural policy, the value of art and heritage,

Seminar History and Art History I

Academic year 2013-14

Date last modified

15-11-2013 1:27

Period

Period 1 Startdate: 02-Sep-13 Enddate: 25-Oct-13

Code

AHE4001

ECTS credits

2.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

The first part of the seminar History and History of Art covers the period from prehistoric cave paintings to the nineteenth century. This seminar is not just about imparting systematic knowledge on history and history of art. Content of the various lectures and required reading has been carefully selected for relevance to themes and issues discussed in the workshop meetings.

Goals

Students will gain a basic knowledge of the history of art and of history, and an overview of the context in which knowledge on history of art and history is created, and of related questions.

Instruction language

EN

Prerequisites

Recommended literature

Honour, H. & Fleming, J. A World History of Art. Palmer, R.R., Colton, J. & Kramer, L. A History of the Modern World.

Teaching methods

LECTURE(S)

Assessment methods

PARTICIPATION

COMPUTERTEST
ORAL EXAM

Key words

history, art history,

Seminar Cultural Policy: Analysis & Ev

Academic year 2013-14

Date last modified

15-11-2013 1:27

Period

Period 1 Startdate: 02-Sep-13 Enddate: 25-Oct-13

Code

AHE4002

ECTS credits

5.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.G.A. van Mierlo

Description

This seminar engages in a systematic comparison and evaluation of public policies. Comparative public policy analysis means the study of how, why and to what effect different governments pursue particular courses of action and inaction. The aim is to gain a general understanding of how government institutions and political processes operate as they deal with concrete problems, for instance with respect to arts, culture and heritage. In particular this course concentrates on the choices made by governments concerning: - the scope of intervention: whether and where lines are drawn between public and private responsibilities? - policy instruments: what different structures and tools do governments use? - distributional consequences: who pays and who profits? - innovation: the ability of governments to deal with change, innovation and adaptation. The focus of this seminar is on the design of public policy programs, in particular on the analysis of policy contents and the evaluation of policy results in a multi-agent framework. In such a political framework, the role and contribution of and the links between (quasi-) public organizations, private parties and social institutions are important. The best way to learn to conduct evaluation research is by doing it: this is the famous process of learning by doing. Hence, in this seminar the students are considered to work as an evaluation team. Their assignment is to evaluate a specific cultural policy program in order to find out whether the evaluated policy program works or not. If it does not work at all or not satisfactorily, the next question is: how come, in order to find the answer to the final question: how can the evaluated cultural policy programme be improved?

Goals

At the end of the seminar students will be able to: * outline the main structures and processes through which governmental decisions are reached; * relate public policies to underlying political cultures; * understand and analyse the various stages of cultural policy-making, including various linkages and feedback mechanisms between the stages; * understand and apply various models of public policy analysis and evaluation to the process of cultural policy-making; *

understand and apply the tools of public policy-making and of public policy analysis in principle and in the field of cultural policy; * make a qualitative and quantitative cultural policy analysis and evaluation of an empirical cultural policy case.

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

LECTURE(S)

Assessment methods

PARTICIPATION

PRESENTATION

FINAL PAPER

Key words

public policy, cultural policy,

Workshop Current Debates in Art and Cult

Academic year 2013-14

Date last modified

15-11-2013 1:27

Period

Period 2 Startdate: 28-Oct-13 Enddate: 20-Dec-13

Code

AHE4003

ECTS credits

6.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

Talking, thinking and debating about art and culture cannot be casual. No matter how individual taste may be, cultural practices will always have political and social implications. They are always bound up in the context in which they function. Future policy makers and cultural actors are therefore expected to be able to connect all of these complex factors between artists, audiences and institutions. You will therefore need the proper discursive and theoretical tools to enable you to explicit both your own position and that of others. This workshop introduces you to diverse theoretical key concepts taken from dominant theoretical frameworks (cultural studies, art sciences, actor network theory, education theory, performance studies, urban studies, critical theory) that will help you to deal in an intelligent and self-reflective manner with the increasingly complex field of cultural practices, and to take up a position on so-called burning issues (e.g. experience design, interculturalisation, canonisation, art education, artistic research, curatorship, selection mechanisms in art). In each of the five sessions we discuss specific concepts in the complex process of giving meaning that is culture. Each session has three parts: a lecture on theory, a practice-oriented work session and a guest lecture. In the first part, an interactive lecture will provide a theoretical framework; in the second we will focus on concrete subjects that can be interpreted within this theoretical framework; and in the third part a professional is invited to illustrate his or her 'good practice'. A study trip to Brussels is part of the workshop. We will become acquainted with various local cultural actors, at the Flemish, Belgian and European levels. The course concludes with a presentation and an individual paper, exploring in depth one of the sessions. The paper will be created step-by-step, and is individually supervised. Both paper and presentation should express a critical and self-reflective attitude with respect to cultural practices in general and arts and heritage in particular

Goals

Students will get an introduction into diverse key concepts of the dominant theoretical paradigms which are necessary to

analyze and understand the complex relations between artists, audiences, institutions and the socio- political issues of the day.

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

ORAL EXAM

Key words

cultural practices, cultural studies, diversity, canonisation, art, education,, artistic research, curatorship, artistic selection, visual and, performance, arts,

Seminar History and Art History II

Academic year 2013-14

Date last modified

1-6-2013 1:28

Period

Period 2 Startdate: 28-Oct-13 Enddate: 20-Dec-13

Code

AHE4004

ECTS credits

2.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

K. Vanhaesebrouck

Description

Three sessions in the form of illustrated lectures introduce students into the major movements in post-war art in the field of the visual and performing arts, from abstract expressionism via land art to postmodern art. Special attention will be given to the interaction between concrete artistic practices and their historical context.

Goals

Students will gain a basic knowledge of modern and contemporary art and culture.

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

LECTURE(S)

WORKING VISIT(S)

Assessment methods

WRITTEN EXAM

PARTICIPATION

Key words

Modern and contemporary art history,

Marketing and Management of Arts and Cul

Academic year 2013-14

Date last modified

23-1-2014 1:28

Period

Period 2 Startdate: 28-Oct-13 Enddate: 20-Dec-13

Code

AHE4005

ECTS credits

4.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

A. Elffers

Description

This seminar is about Marketing & Management of Arts & Culture. The subject of marketing will take up most of the seminar (Anna Elffers). We will for example discuss strategic marketing, market analysis, positioning, relationship marketing and education & outreach. During three longer meetings we will take a quick, but intensive training in organizational development, financial and project management (Dirk Noordman). The focus of the seminar is practical. Students will learn all the basic principles you need to practice marketing & management in the cultural sector by working in small groups on real-life cases from cultural institutions in the Netherlands. The subject will also be discussed from an academic point of view: what is the current role of marketing in the cultural sector, what developments are taking place and what could be the future role of marketing in arts & culture? Students are challenged to come up with their own view on this subject. At the end of the course you are required to write an individual final paper.

Goals

Preparing students to work in the field of management and/or marketing in the cultural sector Preparing students to critically discuss issues surrounding the subjects of management and/or marketing in the cultural sector

Instruction language

EN

Prerequisites

Recommended literature

Colbert, F. (1994) Marketing Culture and the Arts (Third edition) Montreal: HEC Montreal Byrnes, W. (2009) Management & the Arts (Fourth edition) Oxford: Focal Press Boorsma, M. (2006) 'A strategic logic for arts marketing' In: International

Journal of Cultural Policy, 12:1, 73-92 McCarthy, K. & K. Jinnett (2001) A new framework for building participating in the arts. Santa Monica: RAND

Teaching methods

LECTURE(S)

PAPER(S)

WORK IN SUBGROUPS

Assessment methods

PRESENTATION

ASSIGNMENT

WRITTEN EXAM

Key words

Arts & Culture, Management, Marketing, Market Analysis, Audience, development, Education, Outreach, Sponsoring, Relationship Marketing,, Project Management, Financial Management, Organization Development,

Art Market I

Academic year 2013-14

Date last modified

12-2-2014 1:29

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4007

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

The celebrated art critic Robert Hughes observed that 'after periods of exhaustion fresh creative art cycles have often fallen in each century between the years '90 and '30'. With similar historical vision others have noted that upward steps in civilisation have occurred during periods of internationalism. Today, there is evidence of both as globalisation runs into its third decade. The international trade in art has grown over three times in the last twenty years to over \$40bn with the major auction houses now operating in 42 countries. More people are visiting museums than ever before and the number of artists has also grown substantially. In 2007 visits to Paris's three main museums were one and half times greater than the population in this densest of European cities. In the developing world, China plans on building 1,000 museums by 2015, in some cases dedicated to new artists. While in New York the number of artists has tripled to 100,000 in the last two decades. In the three years to October 2008 prices of the top 10% of paintings rose by 300% in real US Dollar terms. This followed ten years growth after the 1987-90 boom and bust ending in 1995. In the wake of the economic crisis which started in July 2007 art prices fell by over a third. Many see this as a necessary correction before the art market spreads worldwide driven by emerging market economies. The market began to recover in the 2nd quarter of 2010. The course, which is one of few worldwide, will introduce students to the art market in many of its guises beginning with its origins nearby in 15th century Antwerp to present day emerging art markets. It will involve discussion of art valuation, market operation, legal aspects and crime and include a visit to the TEFAF exhibition (March 2014), Christies in Amsterdam and other events depending on availability. Each seminar will be supplemented by lecture slides.

Goals

Students will learn to understand the development and operation of the art market. As a result of the course, students may be equipped to work in the art market or able to study this evolving subject at a higher academic level.

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Art Market,

Creative Cities I

Academic year 2013-14

Date last modified

23-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4008

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

T.P. Lawton

Description

Recent decades have seen a dramatic shift away from a notion of culture as a public good to one that understands culture to be at the core of the economic development of post-industrial spaces. Cities in particular are understood as important hubs due to their critical mass of artists, cultural entrepreneurs, intellectuals and other knowledge workers. This tutorial investigates the reasons behind this shift and analyzes its theoretical and practical consequences. Through reading and discussing key publications on the creative city in the fields of urban studies, cultural and media studies, policy analysis and economic sociology, students will gain a basic understanding of the role of culture and creativity in urban economic development. In this course, students will learn about the origins, theories, and policy implications of the concept of the 'creative city'. The course is broken down into four themes: 1): Origins, Evolution and Theories; 2): Place; 3): People and Economy; 4): Policies and Planning. By the end of the course, students should be able to connect the various elements of the four different themes. This includes the role of artists and other 'creative actors' within urban transformation, the role of arts and cultural policy in urban regeneration, and the broader significance of 'culture' in the political economy of city development.

Goals

-

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Creative City, Creative Industries, Culture and Urban Development,

Cultural Education I

Academic year 2013-14

Date last modified

23-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4009

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

Cultural education may rejoice a global boost of attention during the last decade. This attention spreads out from local village schools up to national governments and international organizations like UNESCO. More and more school-educators, social workers, politicians and other stakeholders embrace the benefits of art and cultural education on youth and adults, being it for the claimed effects on either aesthetic, personal, moral, artistic or social development. But cultural education has a wide range of forms and contents, a broad gamut of objectives and claimed effects, and various theoretical underpinnings and didactic foundations. In this elective students will take an introductory look at this diversity. They will also analyze different points of view upon cultural education, like: education in the arts or through the arts; cultural education at schools compared to extramural cultural activities; the various didactic possibilities of active, receptive and reflective forms of cultural education. Furthermore students will study some important theories which are adapted by cultural education: Gardner's Theory of Multiple Intelligences, the different Learning Styles of Kolb, the typologies of Hein and Lindauer concerning Museum Education and Lois Hetlands Project Zero at Harvard. Besides studying theories the students will do some practical work on possibilities how to use these theories in real-life practice of cultural education projects.

Goals

- Gaining a basic knowledge and understanding of theories, goals and methods of cultural education. - Creating educational material underpinned by strong educational strategies

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

WORK IN SUBGROUPS

LECTURE(S)

PBL

Assessment methods

ASSIGNMENT

ATTENDANCE

PRESENTATION

Key words

Cultural Education,

Curatorship I

Academic year 2013-14

Date last modified

29-5-2013 1:27

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4010

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

PBL

ASSIGNMENT(S)

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PRESENTATION

PARTICIPATION

Key words

Curatorship,

Conservation of Contemporary Art I

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4012

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

V.E.J.P. van Saaze

Description

How do you preserve a life performance? What's to be done when the chocolate in a Dieter Roth's sculpture piece is crumbling? Can an obsolete TV monitor in a Nam June Paik installation be replaced by a flat-screen or does this change the meaning of the work? And where to find answers for conservation questions when the artist is no longer available for consultation? This course focuses on the emerging field of contemporary art conservation framed within the larger context of heritage questions. Due to their unstable and variable character, non-traditional art forms such as conceptual art, installation art, technology-based art and performance art challenge conventional approaches to conservation and collection management - which view the artwork as a fixed material object. New developments in artistic practices therefore also necessitate a rethinking of the key concepts and established principles of traditional museum strategies, and question the very idea of the museum as a "collector of things". Through literature research and by examining concrete cases, the course explores how museums approach these challenges and how traditional conservation theory and ethics are being transformed in these practices. Students will be introduced to the key concepts of traditional conservation (such as authenticity, integrity, reversibility, artist intent, and the notion of ownership) and will examine to what extent these concepts are still useful for art conservation today. We will focus on decision making processes, conservation ethics, artist participation, and challenges that arise from the tensions between presentation and conservation. Weekly sessions combine discussion on course readings with lectures, excursions and student presentations.

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT

FINAL PAPER

Key words

Conservation, Contemporary Art,

Visitor Research I

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4013

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

Description

An introductory workshop about visitor research in cultural organizations. Most cultural organizations use this tool every now and then. It can serve many goals: from 'knowing who is visiting' to 'evaluating a special exhibition or program' to 'getting more information about specific target groups'. In this workshop we will go into the different goals as well as into the different methods that can be used researching visitors. And especially into the choices cultural organizations have to make in this. When is visitor research necessary? What questions can be answered by visitor research? What methods are right to answer these questions?

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT
FINAL PAPER

Key words

Visitor research, museum,

Cultural Entrepreneurship I

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4014

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

Today the importance of an entrepreneurial mindset is becoming more and more relevant for artists and arts institutions. In the Western world the cultural sector is facing an overall decrease in government funding and an increasing demand to prove its relevance and societal impact. This means that the process of fundraising and applying for grants is becoming more crucial and that artists and their institutions need to become more innovative in obtaining the necessary funds. During this elective the concept and relevance of "cultural entrepreneurship" will be discussed. The students will be introduced to "Effectuation", a model of entrepreneurship that does not focus on business and financial aspects of artistic plans and applications but that builds on the way of working and thinking of successful entrepreneurs, both in the cultural world and beyond. In the course of the elective, the students will be asked to develop a plan for an interdisciplinary cultural event targeting (partly) new target groups. They will learn how to present a clear, coherent and convincing artistic plan and application. But also, they need to be able to describe the relevance of the cultural event both for a grant providing institution as well as for the traditional and new target groups the event focuses on.

Goals

- introducing "cultural entrepreneurship" as an essential concept which is gaining more relevance in today's cultural world.
- introducing students to "effectuation": an approach of entrepreneurship that is based on the way successful (cultural) entrepreneurs work and think
- making students familiar with methods that can help them to plan, organize and finance an interdisciplinary cultural event.
- teaching students how to present a convincing plan and application for a cultural project.

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

PBL

ASSIGNMENT(S)

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Cultural Entrepreneurship,

The Politics of (Collective) Memory I

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4015

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

A. Sierp

Description

Memory is a multilevel concept that comprises individual, social, cultural and political aspects. With its inherent link to identity, it is closely related to questions of culture and tradition constituting thus a worthwhile topic of investigation for practitioners in the field of heritage studies. How can we define (collective) memory? Where is the difference between cultural and social memory and how does it relate to national or political memory? Students will get a firm grounding in the theoretical and conceptual frameworks, but they will also look at various 'memory agents' working with /and producing public memory for museums, memorial sites and public commemoration rituals. What is their agenda setting power and what are the social and political constraints they have to deal with? How does the situation look like in the different European countries? Students will furthermore consider the reception of these projects by a larger public. Which concepts work and which are the ones less successful and why? What happens if visitors from abroad are confronted with national representations of history? The second part of the course moves from the national to the supranational level, asking the question if despite the evident variation in memory in different European countries a European memory framework is developing. Can we observe some kind of convergence of different memory cultures on the national level? What does the EU do to support or frame this development? This module runs over the academic periods three and four (12 weeks). The first four weeks will be devoted to acquiring in-depth knowledge in the field of memory studies (i.e. concepts of cultural memory, politics of history) the second period will be reserved for the more practical application in the form of various excursions, documentary movie screenings, and smaller group or individual projects linking theory and practice.

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT

FINAL PAPER

Key words

Cultural memory, Politics of history,

Performance Production I

Academic year 2013-14

Date last modified

25-1-2014 1:27

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

AHE4016

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

P. de Bruyne

Description

The elective Performance Production: The Artist and the Audience focuses on problems in the creation of contemporary theatre and dance. More specifically the elective 2013/2014 researches the theory and different practices of Community Art, that came in to existence during the last two decades. Community theatre & dance productions take a critical stand towards autonomous art which tends to be created in an environment where the imagination of the artist is the only thing that matters. Historically speaking, this is an exceptional situation. Community Art puts the relationship between artist, work of art and audience at its focus of research. The elective provides the student with a general theoretical framework on performance production and on the relationship between artist and audience. It analyses a variety of cases of Community Art and the students will, under the direction of the coordinator, develop a small community art project themselves. The evaluation consists of a paper based on the concepts and practices that have been analyzed during the elective. (7th, rev. ed.). Boston: Houghton Mifflin. Elective Community Art I and II Tutor: Paul De Bruyne Paul Community Art is that type of art that has the intention to produce an individual and societal surplus value for those who participate in it. It is the field of work where professional artists and amateur artists work together in socio-artistic practices. Practices of community art are spread worldwide, can be found in all art disciplines and come in countless aesthetic forms. Community Arts are hot in a context where the legitimation of subsidies by governments of autonomous art is under attack and practices of artistic participation are hailed as valuable for society. The elective Community Art presents and evaluates the debates that surround the practices of community art. How can community art be defined? What are the ways of studying community arts? During the elective some basic theoretical texts on community art are studied. Students pay visits to community art shows and work. Students themselves conceive a community art concept. Bibliography De Bruyne & Gielen ed. 2011. Community Art. The politics of trespassing. Valiz Amsterdam

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

Key words

Performance Production,

Research and Writing Skills

Academic year 2013-14

Date last modified

29-5-2013 1:27

Period

Period 3 Startdate: 06-Jan-14 Enddate: 04-Apr-14

Code

AHE4500

ECTS credits

1.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

Goals

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

ASSIGNMENT(S)

Assessment methods

PARTICIPATION

FINAL PAPER

Key words

Thesis, Research Skills, Writing Skills,

Publieksgeschiedenis en de culturele bio

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 3 Startdate: 06-Jan-14 Enddate: 31-Jan-14

Code

KCE4011

ECTS credits

3.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

P.A.J. Calje

Description

Geschiedenis is niet alleen een zaak van vakspecialisten. Ook de samenleving heeft zo zijn eigen omgang met het verleden. In de zogenaamde Publieksgeschiedenis staat niet zozeer de dynamiek van de discipline maar de behoefte aan geschiedenis in de samenleving centraal. Een goed voorbeeld is het Maastrichtse project De Culturele Biografie van Maastricht. In 2003 zette de gemeente Maastricht in op een geheel nieuw erfgoedbeleid rond het begrip de Culturele Biografie van Maastricht. Inmiddels is dat ook door de provincie Limburg overgenomen in De Culturele Biografie van Limburg. In dit tutorial zullen we ons primair richten op de wijze waarop Maastricht het erfgoedbeleid heeft proberen te vernieuwen. De essentie daarvan is dat de nadruk veel meer op de stad dan op musea en op verhalen in plaats van objecten komt te liggen. De instrumenten van dit erfgoedbeleid zijn tot dusverre vooral evenementen en een multimediale presentatie geweest. Juist omdat dit concept nogal vernieuwend bleek, heeft dat - tot op de dag van vandaag - voor veel discussie gezorgd. Studenten van de Faculteit der Cultuur- en Maatschappijwetenschappen hebben in de vorm van stages een belangrijke rol bij de ontwikkeling van dit project gespeeld. Het afgelopen jaar was dat vooral op de verhalen van mensen in de woonwijken buiten het centrum gericht. Ook het komende jaar zullen er weer mogelijkheden zijn voor stageplekken gerelateerd aan de elective. Men kan het tutorial echter ook volgen zonder een stage bij de Culturele Biografie van Maastricht te doen.

Goals

Instruction language

NL

Prerequisites

Geen

Recommended literature

-

Teaching methods

PBL

ASSIGNMENT(S)

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PRESENTATION

PARTICIPATION

Key words

Publieksgeschiedenis, Culturele Biografie,

Art Market II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4017

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

The celebrated art critic Robert Hughes observed that 'after periods of exhaustion fresh creative art cycles have often fallen in each century between the years '90 and '30'. With similar historical vision others have noted that upward steps in civilisation have occurred during periods of internationalism. Today, there is evidence of both as globalisation runs into its third decade. The international trade in art has grown over three times in the last twenty years to over \$40bn with the major auction houses now operating in 42 countries. More people are visiting museums than ever before and the number of artists has also grown substantially. In 2007 visits to Paris's three main museums were one and half times greater than the population in this densest of European cities. In the developing world, China plans on building 1,000 museums by 2015, in some cases dedicated to new artists. While in New York the number of artists has tripled to 100,000 in the last two decades. In the three years to October 2008 prices of the top 10% of paintings rose by 300% in real US Dollar terms. This followed ten years growth after the 1987-90 boom and bust ending in 1995. In the wake of the economic crisis which started in July 2007 art prices fell by over a third. Many see this as a necessary correction before the art market spreads worldwide driven by emerging market economies. The market began to recover in the 2nd quarter of 2010. The course, which is one of few worldwide, will introduce students to the art market in many of its guises beginning with its origins nearby in 15th century Antwerp to present day emerging art markets. It will involve discussion of art valuation, market operation, legal aspects and crime and include a visit to the TEFAF exhibition (March 2014), Christies in Amsterdam and other events depending on availability. Each seminar will be supplemented by lecture slides.

Goals

Students will learn to understand the development and operation of the art market. As a result of the course, students may be equipped to work in the art market or able to study this evolving subject at a higher academic level.

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Art Market,

Creative Cities II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4018

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

T.P. Lawton

Description

Recent decades have seen a dramatic shift away from a notion of culture as a public good to one that understands culture to be at the core of the economic development of post-industrial spaces. Cities in particular are understood as important hubs due to their critical mass of artists, cultural entrepreneurs, intellectuals and other knowledge workers. This tutorial investigates the reasons behind this shift and analyzes its theoretical and practical consequences. Through reading and discussing key publications on the creative city in the fields of urban studies, cultural and media studies, policy analysis and economic sociology, students will gain a basic understanding of the role of culture and creativity in urban economic development. In this course, students will learn about the origins, theories, and policy implications of the concept of the 'creative city'. The course is broken down into four themes: 1): Origins, Evolution and Theories; 2): Place; 3): People and Economy; 4): Policies and Planning. By the end of the course, students should be able to connect the various elements of the four different themes. This includes the role of artists and other 'creative actors' within urban transformation, the role of arts and cultural policy in urban regeneration, and the broader significance of 'culture' in the political economy of city development.

Goals

Instruction language

EN

Prerequisites

AHE4008 Creative Cities I

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Creative City, Creative Industries, Culture and Urban Development,

Cultural Education II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4019

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

Period 4 (Cultural education 2) will be dedicated to thematic theoretical issues geared towards student's MA thesis (to be agreed upon with the students), hands on application of the theories studied in the first period (such as creating and developing educational resources special interest groups; collating, analyzing and applying feedback on various educational activities; developing programmes of talks, activities and workshops around particular exhibitions or in response to particular themes or annual festivals; liaising with schools, colleges and teachers to promote the use of the collections and activities of a museum in line with the national curriculum; delivering talks) and the development of a full-fledge educational project for an institution of your choice.

Goals

- Gaining in depth knowledge and understanding of cultural education theories and methods - Create a broad range of cultural education material

Instruction language

EN

Prerequisites

AHE4009 Cultural Education I

Recommended literature

-

Teaching methods

WORK IN SUBGROUPS

LECTURE(S)

PBL

Assessment methods

ASSIGNMENT

ATTENDANCE

PRESENTATION

FINAL PAPER

Key words

Cultural Education,

Culture in the City Marketing

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4020

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

This tutorial provides students with a deeper understanding of the city identities, city marketing and the place of urban symbols (landmarks such as the Guggenheim Museum and icons such as Erasmus) in positioning Western European cities. The tutor will explain how he applied his own theory to Dutch cities in 'Cultuur in de citymarketing'. Participants select a historic city they are interested in, and study this city's potential for using culture in city marketing. This involves visiting the local archives and museum and interviewing civil servants in charge of culture, tourism or communication. Participants then write a paper about their experiences.

Goals

Students will gain a basic understanding of theories and practices concerning culture and city marketing and will acquire (research) skills in city marketing.

Instruction language

EN

Prerequisites

None

Recommended literature

-

Teaching methods

PBL
LECTURE(S)
WORKING VISIT(S)

Assessment methods

FINAL PAPER
PARTICIPATION
PRESENTATION

Key words

Culture, City Marketing,

Curatorship II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4021

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

During the second part of the elective (period 4) students will do projects. Each project will be designed around a theme touched upon in Curatorship I in collaboration with institutions such as: Bonnefantenmuseum, Marres, Ridder, Sphynx and the University collection. On top of the project the students will have regular class meetings and visits to discuss what they are doing and related topics of interest. Assessments of period 4: 1. Reflective paper linking theories and practice in the project. 2. Project participation

Goals

Instruction language

EN

Prerequisites

AHE4010 Curatorship I

Recommended literature

-

Teaching methods

WORK IN SUBGROUPS

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT
PARTICIPATION
FINAL PAPER

Key words

Curatorship, museum, exhibition,

Conservation of Contemporary Art II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4022

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

V.E.J.P. van Saaze

Description

Goals

Instruction language

EN

Prerequisites

AHE4012 Theory and Practice of Conservation of Contemporary Art Works I

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT

FINAL PAPER

Key words

Conservation, Contemporary Art,

Visitor Research II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4023

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

Description

In this tutorial we will focus on the role of visitor and market research in cultural organizations. How has the use of visitor research developed in cultural organizations and art institutions, in the Netherlands and in other countries? What is being researched and how are organizations like museums and theaters using the results? What exactly is the difference between visitor and market research? We will learn to choose the right research method for answering the questions an organization has. And we will practice to carry out an original research project from beginning to end. The final goal is to enable everybody who takes this tutorial to use visitor research as a useful tool in their future jobs in the cultural sector, whether it is as marketeer, programmer or financial manager. By the end of the 8 week period all tutorial students are supposed to have carried out an individual research project, if necessary with help from the other tutorial students, and have written a report about the results.

Goals

Instruction language

EN

Prerequisites

AHE4013 Visitor Research I

Recommended literature

-

Teaching methods

PBL

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Visitor Research, Art Marketing,

The Politics of (Collective) Memory II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4024

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

A. Sierp

Description

The second part of the course moves from the national to the supranational level, asking the question if despite the evident variation in memory in different European countries a European memory framework is developing. Can we observe some kind of convergence of different memory cultures on the national level? What does the EU do to support or frame this development? The second period will be reserved for the more practical application in the form of various excursions, documentary movie screenings, and smaller group or individual projects linking theory and practice.

Goals

Instruction language

EN

Prerequisites

AHE4015 The Politics of (Collective) Memory I

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

ASSIGNMENT

FINAL PAPER

Key words

Cultural memory, Politics of history,

Cultural Entrepreneurship II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4025

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

Today the importance of an entrepreneurial mindset is becoming more and more relevant for artists and arts institutions. In the Western world the cultural sector is facing an overall decrease in government funding and an increasing demand to prove its relevance and societal impact. This means that the process of fundraising and applying for grants is becoming more crucial and that artists and their institutions need to become more innovative in obtaining the necessary funds. During this elective the concept and relevance of "cultural entrepreneurship" will be discussed. The students will be introduced to "Effectuation", a model of entrepreneurship that does not focus on business and financial aspects of artistic plans and applications but that builds on the way of working and thinking of successful entrepreneurs, both in the cultural world and beyond. In the course of the elective, the students will be asked to develop a plan for an interdisciplinary cultural event targeting (partly) new target groups. They will learn how to present a clear, coherent and convincing artistic plan and application. But also, they need to be able to describe the relevance of the cultural event both for a grant providing institution as well as for the traditional and new target groups the event focuses on.

Goals

Today the importance of an entrepreneurial mindset is becoming more and more relevant for artists and arts institutions. In the Western world the cultural sector is facing an overall decrease in government funding and an increasing demand to prove its relevance and societal impact. This means that the process of fundraising and applying for grants is becoming more crucial and that artists and their institutions need to become more innovative in obtaining the necessary funds. During this elective the concept and relevance of "cultural entrepreneurship" will be discussed. The students will be introduced to "Effectuation", a model of entrepreneurship that does not focus on business and financial aspects of artistic plans and applications but that builds on the way of working and thinking of successful entrepreneurs, both in the cultural world and beyond. In the course of the elective, the students will be asked to develop a plan for an interdisciplinary

cultural event targeting (partly) new target groups. They will learn how to present a clear, coherent and convincing artistic plan and application. But also, they need to be able to describe the relevance of the cultural event both for a grant providing institution as well as for the traditional and new target groups the event focuses on.

Instruction language

EN

Prerequisites

AHE4014 Cultural Entrepreneurship I

Recommended literature

-

Teaching methods

PBL

ASSIGNMENT(S)

LECTURE(S)

WORKING VISIT(S)

Assessment methods

FINAL PAPER

PARTICIPATION

PRESENTATION

Key words

Cultural Entrepreneurship,

Performance Production II

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4026

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

P. de Bruyne

Description

The elective Performance Production: The Artist and the Audience focuses on problems in the creation of contemporary theatre and dance. More specifically the elective 2013/2014 researches the theory and different practices of Community Art, that came in to existence during the last two decades. Community theatre & dance productions take a critical stand towards autonomous art which tends to be created in an environment where the imagination of the artist is the only thing that matters. Historically speaking, this is an exceptional situation. Community Art puts the relationship between artist, work of art and audience at its focus of research. The elective provides the student with a general theoretical framework on performance production and on the relationship between artist and audience. It analyses a variety of cases of Community Art and the students will, under the direction of the coordinator, develop a small community art project themselves. The evaluation consists of a paper based on the concepts and practices that have been analyzed during the elective.

Goals

Instruction language

EN

Prerequisites

AHE4016 Performance Production: The Artist and the Audience I

Recommended literature

-

Teaching methods

LECTURE(S)

PBL

WORKING VISIT(S)

Assessment methods

FINAL PAPER

Key words

Performance Production,

Internship

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4910

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

There is a list of all organisations (over 130) where previous students did their internship to help inspire you. In a special information meeting in October this list will be handed out and illustrated. And all members of the Master's programme teaching staff have useful contacts in the cultural sectors in the Netherlands, Flanders and also further afield. Do not hesitate to request an appointment with a member of the teaching staff to ask him or her about ideas and contacts. Internship options are also regularly announced to all students via MAS mail. Internship duration can vary. Minimum internship duration is 6 weeks at 40 hours per week (9 credits or ects). It is possible, however, to opt for a part-time internship of, for instance, 12 weeks of 20 hours per week. Undertaking a longer internship, or more than one internship, or outside module 4 is allowed.

Goals

Instruction language

Prerequisites

Recommended literature

Teaching methods

TRAINING(S)

Assessment methods

ATTENDANCE

FINAL PAPER

Key words

Internship,

Project

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 4 Startdate: 03-Feb-14 Enddate: 04-Apr-14

Code

AHE4965

ECTS credits

11.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

A student or a group of students may choose to do a research project in compliance with the relevant articles in the teaching and examinations regulations. A project may be developed in co-operation with an external corporation/ institution.

Goals

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

RESEARCH

Assessment methods

FINAL PAPER

Key words

Research,

Thesis

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 5 Startdate: 07-Apr-14 Enddate: 28-May-14

Code

AHE4800

ECTS credits

18.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

E.L. Sitzia

Description

The thesis is an academic thesis. That means that scientific theories on the subject are an integral part of the thesis, in the shape of a theoretical framework. It is appreciated when the student is able to choose an 'approach of his or her own'. Reflecting on the subject is essential. Including a practical component in the thesis is allowed, but the connection between practice- or case study and theory will have to be clearly explained. A student writes a thesis of approximately 12,000-16,000 words.

Goals

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

RESEARCH

Assessment methods

FINAL PAPER

Key words

Research,

Project

Academic year 2013-14

Date last modified

24-1-2014 1:28

Period

Period 5 Startdate: 07-Apr-14 Enddate: 28-May-14

Code

AHE4960

ECTS credits

18.0

Organisational unit

Faculty of Arts and Social Sciences

Coordinator

J.J. de Jong

Description

A student or a group of students may choose to do a research project in compliance with the relevant articles in the teaching and examinations regulations. A project may be developed in co-operation with an external corporation/ institution.

Goals

Instruction language

EN

Prerequisites

Recommended literature

Teaching methods

PBL

RESEARCH

Assessment methods

FINAL PAPER

Key words

Research,