

Call for Papers

9th Annual Conference of the Association of Cultural Management in Germany,
Austria, and Switzerland

14 – 16 January 2016

Zurich University of Applied Sciences, School of Management and Law, Winterthur, Switzerland

Evaluation of Culture and the Arts -

Addressing multiple challenges in the evaluation of arts and other cultural projects, programs, organizations, and cultural policy.

Debates concerning the development of frameworks for the assessment and evaluation of culture and the arts play a prominent role in arts management research. While research has focused largely on instrumental and methodological issues, there is a range of theoretical, epistemological, aesthetic, political, and ethical challenges embedded in the evaluation process.

In respect of goals, timing, and subject matter, a distinction is often made between three forms of evaluation: program evaluation (ex-ante), process evaluation (ongoing), and impact evaluation (ex-post), for which different methodological approaches are indicated. The term 'evaluation' is however currently used to refer to a wide variety of assessment procedures. Thus, conceptual differentiation is also needed to explore the issue of evaluation.

For arts and cultural organizations, the issue of evaluation is complex, firstly because with evaluations various dimensions are in competition with one another. These include the achievement of artistic goals, the effect of exhibited or performed art, the performance of the organization, and the need to satisfy different funders. Secondly, these dimensions are subject to a range of motivations and rationales. Finally, there are the different stakeholders with their concerns and expectations as to whether or not evaluation results might serve their interests

Core Questions

Against this background, the 9th Annual Conference of the Association of Cultural Management (Fachverband Kulturmanagement) addresses the following topics areas and issues of relevance for arts management research and practice:

- What are the specific characteristics of the evaluation of arts and cultural activities? How can the quality of artistry and artistic achievement be captured? How can the value creation and socio-economic impact of artistic and cultural activities be conceptualized and measured? How can different rationalities (e.g., financial, artistic, or political rationales) be integrated within multi-dimensional frameworks? What difficulties are encountered by practitioners in the implementation process, and why?

- Which are the major frameworks and models for evaluating of culture and the arts? To what extent is current research able to serve the needs of individual arts and cultural organizations and their communities?
- What role do tangible results and evidence-based practice really play in contemporary cultural policy-making? Are there different handling procedures according to artistic disciplines, institutional structures, or countries?
- To what extent do evaluations of publicly-funded cultural projects and institutions contain immanent, frequently not communicated, political goals and intentions? To what extent are unintentional effects systematically hidden?

Key Words: Evaluation, arts and cultural organizations, motivation, multi-dimensional models, cultural policy, evaluation tools, evaluation models, evaluation methodology

Submission of Contributions

Contributions are invited from academic professionals and also in particular from practitioners in arts and cultural organizations and funders from the public or private sector.

Submissions in German or English can refer to already completed or ongoing projects. Text submissions should be between 750 and 1,000 words in length. Contributions should refer to research and evaluation activities and outline both the theoretical-methodological framework as well as citing and critically reflecting on the acquired findings.

Selection criteria for the conference papers are their relevance and the originality of the question they address, the methodological approach, and the significance of the findings for both scholarship and practice. The conference offers two presentation platforms: Presentations (approx. 30 min. with concluding discussion) and workshop discussions (keynote speech and facilitated discussion with multiple participants).

Interested persons are invited to submit an abstract by **15 June 2015** to [jahrestagung2016.zkm\[at\]zhaw.ch](mailto:jahrestagung2016.zkm[at]zhaw.ch) Please state your name, contact details, and institutional affiliation on a cover page.

Participants are additionally encouraged to submit contributions as a full paper version for consideration for publication in the future edition of the Journal of Cultural Management: Arts, Economics, Policy, which relates to the theme of the conference. Further information: www.fachverband-kulturmanagement.org

About the Conference

The 9th Annual Conference is organized by the Association of Cultural Management in cooperation with the Center for Arts Management at ZHAW.

Conference Chairs: Bruno Seger and Leticia Labaronne, ZHAW School of Management and Law

Conference Committee: Prof. Sigrid Bekmeier Feuerhahn, PhD, Dr. Patrick S. Föhl, Prof. Steffen Höhne, PhD, Dr. Rolf Keller, Prof. Birgit Mandel, PhD., Prof. (FH) Verena Teissl, PhD, Prof. Martin Tröndle, PhD

The Association of Cultural Management is a professional association of academic lecturers and researchers in the field of cultural management in German-speaking countries. Its mission is the representation and advancement of cultural management in teaching and research. For details, visit www.fachverband-kulturmanagement.org