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Theme 1.1: Policies and Cross-Sectoral Collaborations in the CCIs.

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Culture. Cultural Policies. Definitions.

- What is culture? Something positive, enjoyable, advanced?
- What are the criteria for something to be considered a cultural product?
- The positivist understanding of culture is a dated understanding
- Several factors are relevant in determining what culture is and which cultural products are "good" - the state, society and the individual
- Criteria related to culture have changed throughout history
- Most people practice the model of multiculturalism throughout their lives





Definitions of culture

- "The realm of human values, in which the human race, rising above the struggle for survival, reduces aggression, violence and misery, and builds and builds a nobler world, higher than the world of ordinary civilization?" (Beljanski 2011: 45)
- Good and bad culture (Markuze, Huizinga, Fichte ...)
- Culture is "a jigsaw puzzle without coordinates, made up of various inventions that take away from categorization and evaluation."
(Beljanski 2011: 46).
- High and low culture?
- Popular culture?
- Democratization of culture leads to its reduced value (Adorno, Berdjaev, Eliot ...)



Definition of culture according to the Intergovernmental Conference on Cultural Policies 1998

Culture is, in the broadest sense, a set of forms and types of all the achievements of people and human beings, which permeate any human activity and existence. Culture includes socially recognized values, tolerance, open and closed orientation of people, beliefs, creative spirit and interests of the individual and society. Language, folklore, customs, rituals, tradition, knowledge and the process of education, diversity and interest in other cultures, as well as the modern product of creative work are the foundations for the preservation and development of culture. In a narrower sense, culture is art, architecture, music, literary and other creative expression.”

<https://www.culturalpolicies.net/>





The definition of culture in various states

The screenshot shows the homepage of the Compendium website. At the top left is the logo for 'Compendium cultural policies & trends'. To its right is a navigation menu with links for HOME, COUNTRY PROFILES, COVID-19, STATISTICS & COMPARISONS, RESOURCES, NEWS, and ABOUT. The main content area features a large blue banner with the text 'The Compendium of Cultural Policies & Trends' on the left, a large purple 'C' logo in the center, and the text 'Online database with in-depth information on cultural policies, statistics and trends.' on the right. Below the banner are three featured articles: 'CULTURAL POLICY News from Malta' with a sub-heading 'Right to Culture', 'SOLIDARITY WITH UKRAINE' featuring a white dove, and a third article with a 'Full profile updated' button. A URL is visible at the bottom left: <https://www.culturalpolicies.net/2022/02/22/updated-cultural-policy-profile-of-georgia/>





The definition of culture in various states

- The Compendium Cultural Policy and Trends contains various studies in which the countries of the European Union present their definitions of culture
- France and Germany do not have a general definition of culture, because they consider their societies to be multicultural
- In its 2010 study, Portugal highlights culture as "an indispensable element in the development of intellectual abilities and quality of life, important as a factor among the population and a key instrument for critical understanding and knowledge of the real world"
(<http://www.portaldacultura.gov.pt/ministeriocultura>)
- In Bulgaria, culture means "cultural heritage, visual arts, performing arts, books and libraries, amateur art, audio-visual arts and media, copyright and related arts, international cultural heritage and education". (compendium cultural policy and trends
<https://www.culturalpolicies.net/database/search-by-country/country-profile/?id=6>
- There is no official definition of culture in Serbia, but the term is determined on the basis of three aspects: 1. description of the competencies of the Ministry of Culture (policy creation and implementation procedures, network of institutions and organizations, projects, cultural heritage, etc.). 2. education in the field of art, research in the field of culture and art and cultural tourism; 3. lifestyles, values and visions of multi-ethnic society in Serbia. (Vukanović 2011: 7).



Cultural Policies

The (public) cultural policy aims to define goals (to be achieved by the development of culture), stakeholders (who are entrusted with tasks whose performance leads to achieving said goals), instruments and mechanisms (in terms of recommended best practices of performing tasks and achieving goals, as well as the support for the implementation of actions related to the performance of tasks and the achievement of goals). As with other public policies, cultural policies are modeled in different ways, and the selection of a specific model is applied depending on the broader situation in the country and on how culture is defined at the national level (Vukanović 2011: 3).



Cultural Policies and Institutions

- Cultural policies implemented by different institutions - governmental or non-governmental organizations or associations – can be implemented primarily to the extent to which they are financially supported (from public or private financial sources) and to the extent that their organizational strategies are efficient.
- Private institutions often implement cultural policies by supporting for-profit projects.
- A common feature of most countries is that they reduce the budget for culture from year to year, regardless of the strategies and cultural policies, the fate of which today depends on the combined financing of the state and the private sector.
- In Europe, the creation of cultural policies is usually not as market-oriented as in the United States





Cross-sectoral Collaborations

- Based on art and culture and not utility-based
- Spin-off new solutions/innovations in the other sectors of the economy;
- Create experiences and individual personal value and sensation for every consumer;
- Permeate all other sectors of the economy – both with and without digitalization;
- Are most directly connected to tourism (as they often generate the core of the tourist products), recreation and education, however with the advancement of VR and AR and the internet of things, they intertwine everywhere;
- Are expected to drive solutions to the global, regional and local challenges that modern societies face.





Cultural Policy of the City of Novi Sad

Case Study 1

- „Chinatown“ is a part of Novi Sad that was an industrial complex of factories and apartments for workers a century ago
- After years of transition, this space was abandoned, and it was occupied by artists and craftsmen who paid the city a symbolic fee for the use of space.
- With the proclamation of Novi Sad as the Youth Cultural Capital of Europe, Chinatown was declared to be the Cultural District, and due to the renovation of all spaces, the artists were asked to move out.
- After the adaptation of spaces was finished, the artists are not allowed to return and continue their creative process!?
- Cultural policy that supports artists!?





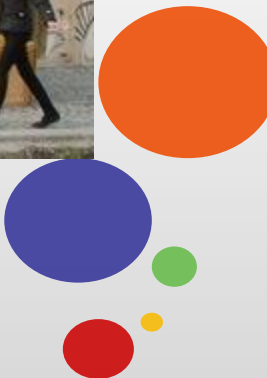
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Chinatown: The Creative District or the Struggle for Profit?



<https://birn.rs/novi-sad-2021-nevolje-u-kineskoj-cetvrti/>





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Chinatown: The Creative District or the Struggle for Profit?



<https://www.youtube.com/watch?v=rK4EyEvFcHI&t=42s>





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Cultural Policy of the City of Novi Sad: The Case of the Edšeg Castle: The New Life of the Old Building Case Study 2



<https://novisad.travel/cp/%D0%BA%D1%83%D0%BB%D1%82%D1%83%D1%80%D0%B0-%D1%81%D0%B8%D0%BD%D0%B3%D0%BB%D0%B5/kulturna-stanica-edseg>

<https://novisad.travel/cp/%D0%BA%D1%83%D0%BB%D1%82%D1%83%D1%80%D0%B0-%D1%81%D0%B8%D0%BD%D0%B3%D0%BB%D0%B5/kulturna-stanica-edseg/>



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The case of the Edšeg Castle: the new life of the old building



- The building of the newly opened cultural station from 1890
- After decades of decay, it was renovated in 2012 for the cultural needs of the city, but was rarely used
- In September 2018, it was handed over to the Novi Sad 2021 Foundation, which implements new European models and strategies of creative places for the local community
- Edšeg is now a meeting place for artists and audiences
- The programs are dominated by different projects for different audiences
- The guests are local artists, from the city, the state, but also there are artists from abroad (the mobility program of the Novi Sad 2021 Foundation)
- Funding exclusively from the Foundation –how will things move forward?

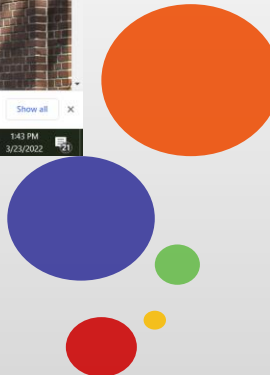
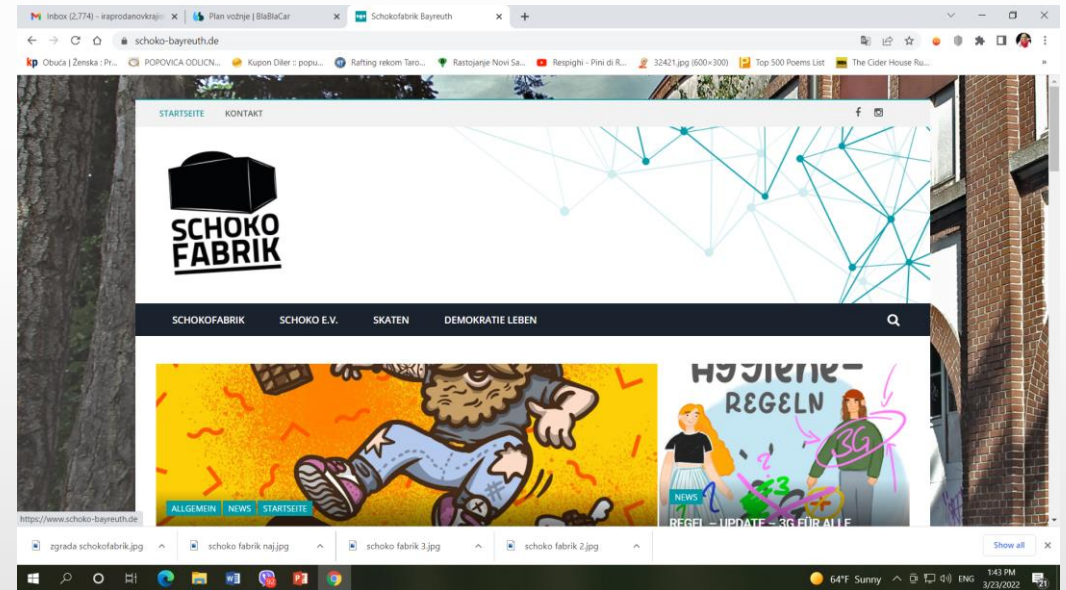




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Chocolate Factory and Cultural Policy of the City of Bayreuth, Germany Case Study 3





Case Studies – gaming companies

- 3lateral/EPIC: <https://www.3lateral.com/>
- Nordeus: <https://nordeus.com/>
- Ebb software: <https://ebbsoftware.com/>





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www.fenice-project.eu

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