

"Itinéraire Culture" programme

English-speaking seminar – Spring 2019

Culture and art in the public space

Dates From Tuesday 11 to Friday 21 June 2019 (inclusive)

Background The Ministry of Culture (General Secretariat, Department of Legal and International Affairs, European and International Affairs Sub-division) is organising this seminar as part of its training offer.
The seminar will be presented in English only.

Audience The seminar is aimed at **experienced English-speaking professionals** (administrators of cultural institutions, public engagement managers, cultural project managers, local authority culture managers, professionals responsible for developing and steering cultural policy) **located anywhere in the world**, who are involved in cultural projects in their home country.

Aims In the 1960s, art developed in the public space in reaction to traditional museums, which seemed increasingly ill-suited to hosting new contemporary art forms. Since then, art has found a place for itself in the public space, while museums have evolved and are in a position to welcome it in an open, innovative way.

For the Ministry of Culture, the question of art in the public space is today a key democratic issue at stake, as it offers a new way of accessing culture.

Projects regarding art in the public space raise key issues, sometimes in direct link with other concerns: the aestheticisation and arrangement of the spaces, tourist appeal, the link between the artist and politics, the involvement of communities (inhabitants, cultural institutions, local authorities, associations, artists) in local projects.

The seminar will use round tables, visits and workshops to allow participants to grasp how art can exist outside the traditional venues devoted to it.

Taking place in Paris and across France, it will bring together around fifteen experienced cultural professionals working in foreign Ministries of Culture or cultural institutions. It aims to encourage participants to share their experiences and will facilitate the development of professional networks between France and the participants' countries.

Themes The seminar will address the following topics, among others:

- The legal framework of art in the public space;
- The different types of art in the public space;
- The role of art in the arrangement of public spaces;
- Cultural mediation via art in the public space;
- The links between politics and the artist.

At the end of the seminar, the participants will be able to:

- Identify the key players linked to the theme of art in the public space;
- Have a broad and precise view of the different issues at stake raised by the installation of art in the public space, along with all the possible forms of partnership and professional networks to be involved within the framework of concrete projects;
- Develop cultural projects on a community scale, with a view to placing art at the heart of the public space.

The seminar will draw on the experience of top cultural professionals from the Ministry of Culture (and related bodies), local authorities, libraries, museums, heritage sites, arts venues and other cultural institutions.



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Expenses

The Ministry of Culture will cover:

- teaching costs;
- living costs (accommodation and daily allowance);
- travel within France for the purposes of the programme;
- insurance.

NB: International transport costs are not covered and must be covered by the applicant, the applicant's employer, the French Embassy or Institut Français in the applicant's country of residence, or another institution.

Application procedure

Applications can be downloaded from the Ministry of Culture website (www.culture.gouv.fr/politiques-ministerielles/Europe-et-international/accueil-et-formation).

The completed application must be sent to the French Embassy (Department of Cooperation and Cultural Action) or the Institut Français in the applicant's country of residence, which must stamp it and forward it after giving a reasoned opinion about the application **no later than 22 February 2019** to the Ministry of Culture at the following address: contact-international@culture.gouv.fr

Applicants for the seminar will undergo a strict selection process by a panel made up of representatives from the Ministry of Culture. Applicants will be selected based on the following criteria:

- the quality and professionalism of the application;
- the impact the seminar will have on the applicant's institution;
- the opportunities for developing collaborations between institutions in the applicant's country and in France, as well in the other countries represented at the seminar.

FURTHER INFORMATION

Ministry of Culture

- **Nicolas Bréand:** seminar organiser for the European and International Affairs Sub-division
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APPLICATION ENQUIRIES AND SEMINAR ORGANISATION

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