



Strongly linked to innovation, creativity is one of the great values or ideals of our contemporary age. Around creativity lifestyles, beliefs, stories and symbols coalesce. Be it thought of as embedded in a special class or diffused through social networks and circles, creativity can therefore be conceived of as the bulk of a new culture: the culture of creativity.

Art festivals are among the major social and economic institutions of this culture, especially important and consequential as they connect different creative centres or actors at the same time as they select and present their products to various publics. Clearly, art festivals presume and produce issues of cultural and social representation as well as of inclusion.

Which publics are addressed by festivals? Which publics are excluded? And how do festivals choose among different creative actors and cultural producers? In other terms, how do art festivals precisely work as agents of this creative culture in the public sphere? Which functions do they fulfil? Which constraints do they pose? What impact do they have on the working and structuring of the public sphere? How may they work to promote inclusion? How do they impact on the organization of spaces and peoples and on cultural diversity? And above all, how do festivals affect democracy as a discourse, a practice, and an institutional system? How can we explain their outcomes, successes or failures? These are the main questions the workshop will address, interfacing with the results of the EURO-FESTIVAL research consortium, to be presented and discussed in a dedicated session.

Speakers include scholars in the fields of creativity, democracy and the arts, from the disciplines of sociology, cultural and literary studies, anthropology, and economics. But it is one of the main aims of the workshop to bring together academics with festival practitioners, professionals and policy makers, fostering dialogue and exchange.



EURO-FESTIVAL is an EU funded three-year project running from 2008 to 2010. As its full title, «Art Festivals and the European Public Culture», suggests, its subject matter comprises artistic festivals and their relation to the European public sphere, hence citizenship, politics and identity. The project is implemented by a consortium of three research institutions (Interdisciplinary Centre for Comparative Research in the Social Sciences, University of Sussex, Istituto Carlo Cattaneo).

The project builds on a set of twelve case studies concerning well-known European festivals in the genres of film, literature and music and include three well-known mixed-arts urban festivals. The case studies are planned as sociological inquiries into the institutional and social processes underpinning festival organization, reception and representation while, in parallel, paying attention to the role of festivals for creating and transmitting particular aesthetics, politics and ideas through the «texts» and actors to which they give rise. The project borrows ideas and methods from cultural studies, the sociology of culture and cultural sociology.

The EURO-FESTIVAL study is especially interested in the following themes:

- European identity and citizenship;
- cosmopolitanism and trans-national identities;
- politics, democracy, and the public sphere;
- internationalization versus globalization versus commercialization.

The European dimension is of particular relevance for the project from the perspectives of identity (in relation to cosmopolitanism) and democratic politics. Festivals also represent a brilliant opportunity for studying how contemporary consumer and economic organization trends are impacting both the production and consumption of artistic goods as well as performances as such.

**Project website: [www.euro-festival.org](http://www.euro-festival.org)**



**Workshop**

## **CREATIVITY, CULTURE AND DEMOCRACY IN ART FESTIVALS**

**25-26 November 2010**

Convened by the EURO-FESTIVAL Consortium  
*Art Festivals and the European Public Culture*

Museo Internazionale e Biblioteca della Musica

Strada Maggiore, 34  
40125 Bologna, Italy



Fondazione di ricerca Istituto Carlo Cattaneo



Project funded under the Socio-economic Sciences and Humanities Programme

## Programme

### THURSDAY, 25 NOVEMBER 2010

- 9,30 Opening Welcome and Greetings  
Mauro Felicori (Director Culture Department,  
Municipality of Bologna)  
Dario Braga (Vice-Rector for Research, University  
of Bologna)  
Giancarlo Gasperoni (Director, Istituto Cattaneo)  
Liana Giorgi (EURO-FESTIVAL Project Coordinator)

#### Session 1: Keynote Address

- Chair: Marco Santoro (Istituto Cattaneo / Università di  
Bologna)
- 10,00 Randall Collins (University of Pennsylvania)  
*Public Festivals: Ritual Successes, Failures,  
and Mediocrities*
- 10,45 Discussion
- Coffee break

#### Session 2: Festivals, Creativity, and Democracy

- Chair: Gerard Delanty (University of Sussex)
- 11,15 David Inglis (University of Aberdeen)  
*Before and Beyond «Creativity»: Fetishization and  
Defetishization of the «Arts Festival»*
- 11,45 Nathalie Heinich (CNRS, Paris)  
*Artistic Value between Elitism and Democracy:  
Festivals as a Process of Selection*
- 12,15 Discussion
- Lunch break

#### Session 3: Festivals, Spatiality, and Translation

- Chair: Liana Giorgi (ICCR, Vienna)
- 15,00 Dragan Klaic (Central European University, Buda-  
pest / European Festivals Research Project, Chair)  
*Spatial Politics of European Artistic Festivals*
- 15,30 Gisèle Sapiro (CNRS, Paris)  
*Translation Festivals and Cultural Diversity*
- 16,00 Timothy J. Dowd (Emory University, Atlanta)  
*Music Festivals as Trans-National Scenes:  
The Case of Progressive Rock in the Late 20th  
and Early 21st Centuries*
- 16,30 Discussion

Coffee break

#### Session 4: Art Festivals, Management, and Publics

- Chair: Monica Sassatelli (University of Sussex)
- 17,15 Dina Iordanova (University of St Andrews)  
*Film Needs Festivals / Festivals Need Film*
- 17,45 Giovanni Masino (Università di Ferrara) and  
Luca Zan (Università di Bologna)  
*Design, Emerging Meanings and Sense Making in  
Art Organizations: Lessons from the Ferrara  
Buskers Festival*
- 18,15 David Picard (Universidade Nova de Lisboa)  
*Tourists and Other Foreign «Publics» in the  
Festival: Ceremonial Hospitality and the Political  
Economy of Display*
- 18,45 Discussion



### FRIDAY, 26 NOVEMBER 2010

#### Special Session

##### The EURO-FESTIVAL Project: Final Results and Comparative Issues

- Chairs and discussants: Jim English (University of  
Pennsylvania) and Maurice Roche (University of  
Sheffield)
- 9,30 Liana Giorgi and Jérôme Segal (ICCR)  
*Festivals as Objects and Agents of Cultural Policy*
- 10,30 Gerard Delanty, Jasper Chalcraft, and  
Monica Sassatelli (University of Sussex)  
*Varieties of Cosmopolitanism in Art Festivals*

Coffee break

- 11,45 Marco Santoro, Alba Colombo, Paolo Magaudo  
and Marco Solaroli (Istituto Carlo Cattaneo)  
*Festivals as Subjects of Cultural (De)Classification*
- 12,45 Discussion

Lunch break

#### Round Table: Festivals, Europe, and Cultural Politics

- Chair: Gerard Delanty (University of Sussex)
- 15,00 Round table discussion with representatives of  
festival organizations and public institutions,  
and general discussion

Participants:

- Jean-Michel Baer (EU, Director of the Social  
Sciences and Humanities Unit) [invited]  
Dragan Klaic (European Festivals Research Project,  
Chair)  
Liana Giorgi (ICCR / EURO-FESTIVAL Consortium)  
Rainer Kern (Director of Enjoy Jazz Festival,  
Heidelberg)  
Pier Luigi Sacco (IULM, Milan, Professor of  
Cultural Economics)

- 17,30 Conclusions:  
Liana Giorgi (ICCR)  
Marco Santoro (Istituto Carlo Cattaneo)

Proceedings will be held in English.

Please register on-line: [www.euro-festival.org](http://www.euro-festival.org)

For additional information contact:

 Fondazione di ricerca Istituto Carlo Cattaneo  
Via Santo Stefano, 11  
I-40125 Bologna – Tel. +39 051235599 / Fax +39 051292959  
E-mail: [istitutocattaneo@cattaneo.org](mailto:istitutocattaneo@cattaneo.org) – Website: [www.cattaneo.org](http://www.cattaneo.org)

Workshop venue provided by the City of Bologna

 Regione Emilia-Romagna



COMUNE DI BOLOGNA

