MAPSI (Managing Art Projects with Societal Impact)

MAPSI (Managing Art Projects with Societal Impact) refers to a specialization in management of artistic projects with societal impact, and aims to create an international network focusing on educating cultural managers and facilitators to manage and mediate artistic and cultural projects with societal impact.

MAPSI will integrate the transnational and interdisciplinary fields of art, management and societal impact by developing a novel understanding on the interaction between art and society and increasing the skills and competences of future cultural managers to foster the valuable interface.

Background

EU Commission has emphasized the importance of Social Economy enterprises and encourages them to tackle the emerging needs in contemporary societies. Moreover, there is a considerable increase in artistic projects that aim to engage in societal activity. These projects and activities are often managed by artists or social workers with hardly any managerial knowledge. The current art and cultural management programmes, on the other hand, mainly concentrate on providing skills to engage in "art for art's sake" projects. However, by developing the current master's degree programmes that have proven their quality and popularity, a specialization on managing art & society activities would be an efficient way to respond to the identified demand. MAPSI aims to bridge the gap between the current contents in arts/cultural management programmes by educating more socially responsible managers for the European cultural scene.

Objectives

1. Create an innovative field of specialization in the context of art/cultural management master's programmes that train the future managers and mediators for artistic projects with societal impact,

2. Develop new teaching materials and content of high quality that contribute to the European arts/cultural management education, and

3. Build up a conception of new integrated models for interactive study and internships.

User communities

MAPSI project benefits the society at large, the individuals engaging in art & society activities (e.g. elderly, ethnic minorities, neighbourhoods loaded with social problems) as well as organizations and professional unions in need of managers with specific skills and competences on integrating artistic and societal aims.

Lifelong Learning Programme

MAPSI

Managing Art Projects with Societal Impact

The art and society interaction has been a target of growing number of research and development activity recently, which clearly indicate the benefits of creating interaction between art and society. However, how to mediate and manage these projects has received less, or no interest. This project will aim to fill the gap in the following ways:

– analysing the current practices, success and the competences needed for successful interaction between art and society
– creating a novel international specialization based on the identified needs
– creating an innovative model for internships that will allow to learn in interactive ways combining the practical experience and the courses in real life setting

Partners

- Estonian Academy of Music and Theatre (EE)
- Estonian Business School (EE)
- University of Arts Helsinki Sibelius Academy (FI)
- Laurea University of Applied Sciences (FI)
- University of the Basque Country, UPV/EHU (ES)

More information

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