

Changing Rationales

Challenges to Cultural Policy

Universität für angewandte Kunst
Vienna, June 2013

Helmut K Anheier
Center for Cultural Policy
Hertie School of Governance

Argument

- The very diversity of “culture” is used by politicians, administrators, entrepreneurs, experts and academics to further advance specific policies, rarely “culture” as a such
- Diverse policy stances are connected
- Proposal is both to decouple and reconnect the field and acknowledge that cultural policy is not one but several distinct fields

Performing Arts



Sophocles, as depicted in the Nordisk familjebok.



A scene from The Nutcracker ballet

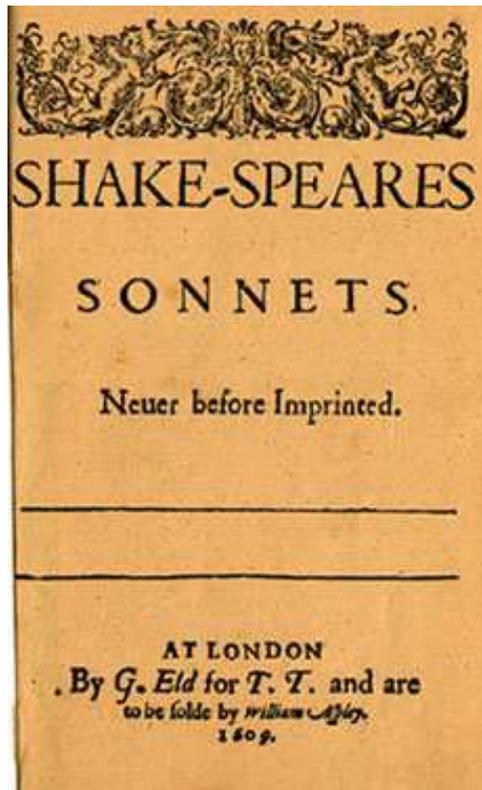


Broadway, New York

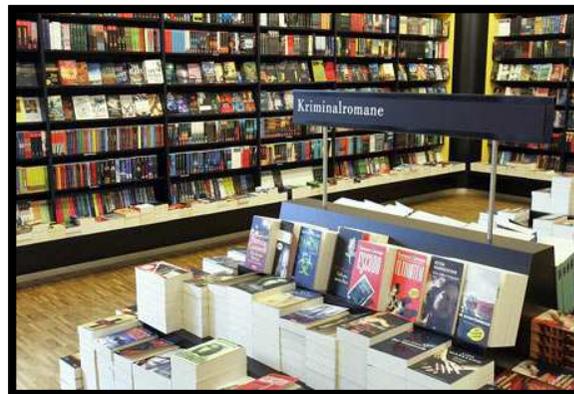


Semperoper, Dresden

Literature



Title page from 1609 edition of *Shakespeare's Sonnets*.



Regular book store



Literaturhaus



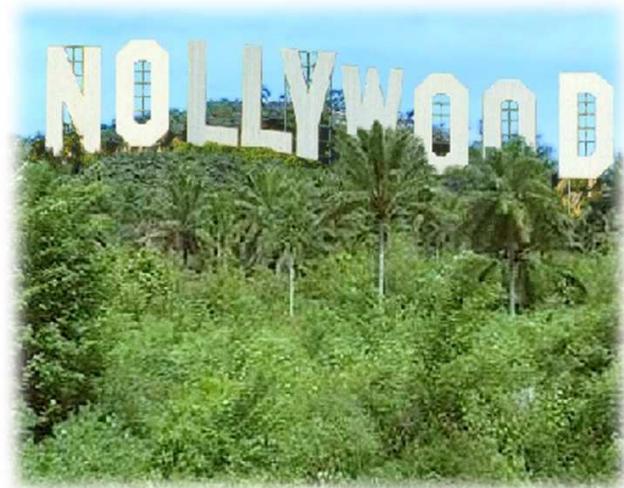
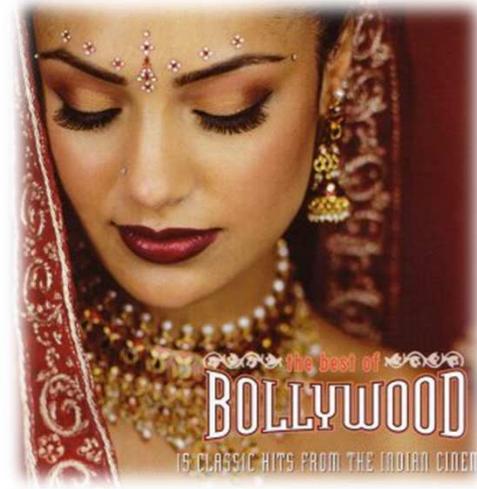
The Frankfurt Book Fair. The world's largest trade fair for books

Music industry

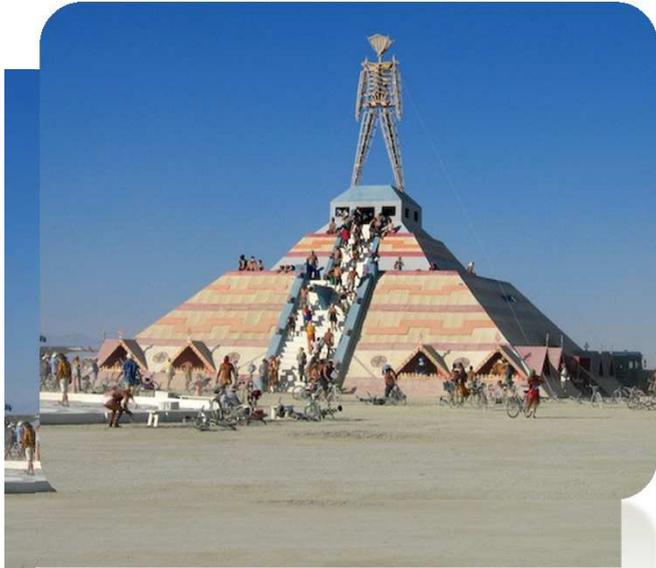
SONY & BMG
MUSIC ENTERTAINMENT



Movies



Festivals



Burning Man Festival, Nevada



dOCUMENTA (13)



Berlinale

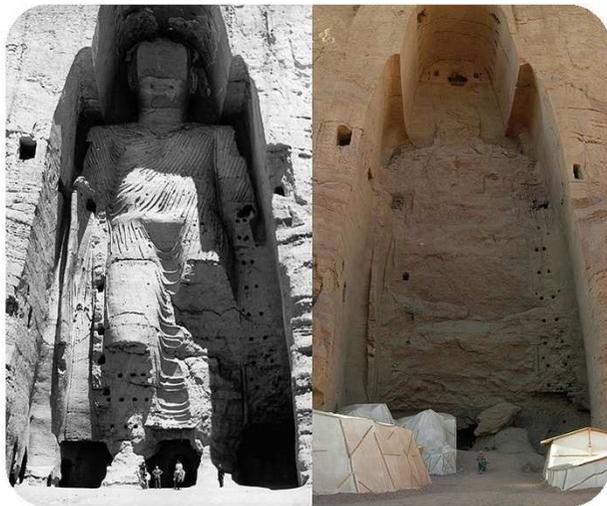
Tourism



Television



Cultural Heritage



Taller Buddha of Bamiyan before and after destruction, Afghanistan



Dresden Elbe Valley. A former World Heritage Site in Dresden, Germany



Machu Picchu, Peru



What is culture?

- Many, many definitions (Kroeber and Kluckhohn found 281 of them in 1952!)
- Narrow sense: “arts and culture,” i.e., what artists create and what is regarded, preserved, exchanged, consumed as art
- Broad sense: culture as system of meaning, the social construction, articulation and reception of meaning

Culture: Social Sciences “Lenses”

- Social aspects as system of meaning and values
- Economic aspects as a system of creation, production, distribution, consumption
- As art and realm of creativity
- Political aspects as system of power difference, presentation, participation etc
- Legal aspects as a system of property rights etc

What is Cultural Policy?

- A system of public and private decision-making, programs and actions targeting culture
- More than arts policy but extending into many fields (education, foreign policy, migration, urban development, economy) and topics (religion, identity, participation)
- From cultural heritage to cultural change

Strands of cultural policy making

- High vs. mass culture → subsidies
- Culture & the economy → value added
- Culture & urban development → city futures
- Culture & education → skills formation
- Creative clusters → innovation
- Cultural diversity → integration
- Cultural diplomacy → international relations

The Cultural Economy: Four models

- Negative: the welfare model
- Competitive: 'yet another industry'
- Positive: the growth model – highlights where growth in the cultural economy is actually occurring (e.g., Internet-based activities)
- Emergent: the innovation model – cultural sector is part of the innovation system of the entire economy, promoting 'creative disruption' to established business practice as well as social networks.

Approaches (Stuart Cunningham)

- Production-centric approach (A Scott)
 - Creation of art and cultural products
 - Intersection with wider economy
 - Competition
- Consumption-centric approach (R Florida)
 - Amenities-based, leisure
 - Life-style
 - Softer factors

Alignment of Cultural Economy

	Pronounced Focus Production	Lesser Focus on Production
Pronounced Focus on Consumption	<p>Integrated creative economy and value chains, multiplier effects</p> <p>CREATIVE CLUSTERS</p>	<p>Import-oriented or cultural economy on display</p> <p>TOURISM, CRUISES, SUBURBIA, GENTRIFIED INNER CITY</p>
Less Focus on Consumption	<p>Export-oriented creative economy; Place-based advantages, foot looser industries</p> <p>INDUSTRY FOCUS</p>	<p>Art and culture as subsidized field</p> <p>HIGH CULTURE ENCLAVES</p>

Policy Implications

	Pronounced Focus Production	Lesser Focus on Production
Pronounced Focus on Consumption	<p>CREATIVE CLUSTERS</p> <p>Create network effects (longer values chains with potential for intermediate consumption)</p>	<p>TOURISM, CRUISES, SUBURBIA, GENTRIFIED INNER CITY</p> <p>Develop final demand services and expand local or transitory final demand</p>
Less Focus on Consumption	<p>INDUSTRY FOCUS</p> <p>Conventional trade and industry policies</p>	<p>HIGH CULTURE ENCLAVES</p> <p>Secure elite consensus on subsidy regimes</p>

Creative Clusters: Cities and Talent

	Talent Retention	
Talent Attraction	weak	strong
weak	Low potential Detroit, Duisburg	„Sleeper“ Rotterdam, Frankfurt
strong	Transitory Berlin 2000´s, Paris 2010´s	High potential Silicon Valley/Alley/sand Berlin 2010á

Cities and Talent

	Talent Retention	
Talent Attraction	weak	strong
weak	Create <u>anchor industry</u> with network potential	Add anchors and create networks
strong	Develop demand side factors; strengthen intermediary demand industries	Build cultural infrastructure (supply side)

By way of conclusion

- Cultural policy is a nested field
 - Cross-cutting as well as distinct
- Tools of governance apply
 - like any other policy field
- Connectedness as challenge
 - Unlike other policy fields but similar to energy, education, migration
- Perhaps move most cultural policy away from subsidy regimes discussions and more into economic policy