



International Workshop

“Cultural Festivals Organization and Management: new challenges in the Digital Age”

Date and Venue: Valencia, 26-27 November 2019, University of Valencia

A 2-day Workshop between actors working on cultural Festivals is going to be held on November 26th and 27th 2019 at the University of Valencia, Spain. The main scope of the meeting is to share common and/or different ideas and perspectives among researchers and organizers with expertise in cultural events, policy-makers, and persons in charge of educational programs during Festivals, teachers, university students and other interested social stakeholders.

The cultural tradition and the wide range of cultural activities organized by the University of Valencia at yearly basis make this venue the ideal choice for such an international Workshop.



The context

Festivals are one of the most diffused examples of living production in all the field of cultural and creative industries (CCIs), (Caves, 2000; Luonila, Johansson, 2016). Nonetheless, till the 90s the study of temporary events like Festivals, remained relatively limited (Benghozi, Nénert, 1995).

In recent years, Festivals attracted an increased attention also because of their remarkable increase in number (del Barrio et al., 2012; Castro-Martínez et al., 2015; Baez-Montenegro, Devesa-Fernandez, 2017). Several studies are investigating various aspects related to the organization, management and success of these events (cf. among others, del Barrio et al., 2012; Snowball, 2013; Vestrum, 2014; Wong et al., 2015; Dantas, Colbert, 2016; Baez-Montenegro, Devesa-Fernandez, 2017).

Several reasons may explain the economic revival and local/regional interest about Festivals. A sense of community and memorable experiences (Pine, Gilmore, 1998) are supposed to emerge from these events. Furthermore, Festivals can be considered a great opportunity for small cities to establish their identity and acquire a visibility that otherwise they would have difficulties to obtain. Events like Festivals may be regarded as an alternative or a complement to a city's identity constructed over time through architecture (Jones, Svejenova, 2017).

The digital revolution had a disruptive effect on the traditional model of the various CCIs: the book publishing and the music and cinema industries are among the most representative examples (Benghozi et al., 2018; Salvador et al., 2019). Notwithstanding, one cannot take for granted that digital innovation had a disruptive effect also on dissemination events like small Festivals because of their peculiarities linked to the local territory and to the unique experience they assure to visitors, that cannot easily be replaced by digital tools. These Festivals obtain customer loyalty and increase visitors more through word of mouth than through digital channels.

Nonetheless, Festivals' setting and organization are a tricky matter: these events are characterized by temporality and a project focus that require motivated workforce under intensive short-term collaborations and the leadership of one or a few persons (Abfalter et al., 2012).

Aim and Objectives

The aim of this 2-day International Workshop is precisely to investigate the actual context of Festivals' structure, organization and management at the digital age. Cross comparisons between Festivals taking place in different countries will be welcome. They are expected to take into account the place, the structural organization and the impact of some selected festivals organized in small or large cities.

The goal is to verify whether we are assisting to the structuration of a multi-faced economic model, specifically linked to the characteristics of the CCIs' sectors and the Festivals promoting them.

An important question at stake is to understand on what elements is based the potential success of Festivals, their economic model, the nature of their offer, the services and experience that they propose as well as their links with the various types of local stakeholders and city facilities and structures. One may wonder what tie between a festival and the city organizing it comes up and what city's identity and brand is fostered by the Festival itself.

The workshop will cover the following main thematic areas (the list is not exhaustive):

- The economic revival and local/regional interest about Festivals: what are the main reasons?
- The place, the structural organization and the impact of Festivals organized in small cities: do they survive or they are a real success?

- The role of Festivals in the digital age
- The economic model of Festivals in the digital age
- Social Innovation and cultural festivals
- New approaches and new audiences
- Educational programs organized during Festivals
- The nature of the offer, services and experience that Festivals propose as well as their links with the various types of actors at local level
- Local Festivals and local cities: links and brand identities

The Workshop will be followed by a call for papers for a dedicated Special Issue of the *International Journal of Arts Management (IJAM)*.

Place: Centre Cultural La Nau · University of Valencia, Spain.

Organizing and supporting institutions:

- [ESSCA School of Management](#)
- [University Institute of Educational Creativity and Innovation, University of València \(IUCIE, UV\)](#)
- [Institute of Management of Innovation and Knowledge, Spanish National Research Council and Universitat Politècnica de València \(INGENIO-CSIC, UPV\)](#)
- [The International Association of Arts and Cultural Management \(AIMAC\)](#)

Organizing committee:

- Ana Botella Nicolás (UV),
- Elena Castro-Martínez (INGENIO - CSIC, Universitat Politècnica de València),
- Rosa Isusi Fagoaga (UV),
- Elisa Salvador (ESSCA School of Management).

Scientific Committee:

- Pierre-Jean Benghozi (Ecole Polytechnique, France and GSEM Geneva University, Switzerland),
- Ana Botella Nicolás (UV),
- Elena Castro-Martínez (INGENIO - CSIC, Universitat Politècnica de València),
- Rosa Isusi Fagoaga (UV),
- Elisa Salvador (ESSCA School of Management),
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References:

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PROGRAMME

DRAFT AGENDA

First day, Tuesday, November, 26th, 2019

9h30-17h30

SCIENTIFIC RESEARCH ON CULTURAL FESTIVALS: ACTUAL CONTEXT AND FUTURE PERSPECTIVES

9h: **Welcome and coffee**

9h.30. **Opening:** introductory speech by

- Antonio Ariño Villarroya, Vice-rector of Culture and Sports (University of Valencia)
- Jordi Molas Gallart, Director of INGENIO (CSIC-UPV)

10.00-10.45h. **Keynote:** Pierre-Jean Benghozi, Research Director CNRS, Professor at Ecole Polytechnique, Paris, France, (I3-CRG, Université Paris-Saclay) and at GSEM (Geneva University). *Title to be determined.*

10.45-11.15h. Coffee break

11.15-12.15. **Roundtable:** Chair: Elisa Salvador. Participants: to be defined.

SESSION I. Title to be defined

12.15-12.45. 1° invited speaker

12.45-13.15h. 2° invited speaker

13h15-13h30 Q&A

13.30-15.30. Lunch buffet and networking

SESSION II. Title to be defined

15h30-16h: 3° invited speaker

16h-16h30: 4° invited speaker

16h30-17h: 5° invited speaker

17h-17h15: Closing of the first day of the Workshop by Elisa Salvador

17h30 to 18h30: Cultural tour through the old town of Valencia

19h-20h. Concert in Rector Peset Hall, UV.

20h-22h. Dinner: Tapas (place to be defined)

Second day, Wednesday, November, 27th, 2019

10h-17h30

**MEETING ABOUT EDUCATIONAL PROGRAMS AND CULTURAL FESTIVALS:
NEW APPROACHES AND NEW AUDIENCES *(in Spanish language)***

Aimed at: programmers, teachers, university students, interpreters, heads of local and regional cultural entities, cultural managers and researchers.

SESSION I. NEW AUDIENCES

10.00-10.45h. To be confirmed.

10.45-11.15h. Coffee break

11.15-12.15. **Roundtable:** “*New approaches to create new audiences*”. Chair: Elena Castro-Martínez. Participants: 3 or 4 (to define).

12.15-12.30. Open Discussion, Q&A

12.30-13.15. “*Cultural and Educational program in the festivals of the City of Valencia*”. Speaker: Mireia Royo (Head of Service of the Department of Education of the Hon. City Council of Valencia)

13.15-13.30h. Open Discussion, Q&A

13h30-15h30. Lunch buffet

SESSION II. NEW APPROACHES

15.30-16.15. “*Didactic programs in ancient music festivals. The case of Úbeda and Baeza Festival*”. Speaker: Virginia Sánchez (University of Jaén).

16.15h-17.00h. **Roundtable:** “*New approaches in didactical programs of Festivals*”. Chair: Ana Botella Nicolás (UV). Participants: Rosa Isusi Fagoaga + 3 (to define).

17.00h-17.15h. Open Discussion, Q&A

Free time

19.00h-20.00h Concert in the Capilla de la Sapiència (La Nau Cultural Centre, University of Valencia)