

Pop-up debate: Mine, yours, ours?

Saturday 17 September 14.00-15.30

Panel debate (to be held in English) with international speakers to discuss how cultural organisations today engage with their audiences and stake holders. Organised in partnership between link² and Trans Europe Halles.

How cultural organizations engage with their audiences is a topic that has been discussed within the cultural sector for many years. What is more recent is that audiences themselves are being invited to take part in that debate. There has been a shift from talking about audiences as statistics and profiles, to talking about audiences as real people with an opinion and a will to express it.

Can we then say that audiences as passive consumers; curators/programmers as the judges of quality and gatekeepers of knowledge are things of the past? Due to technological changes, the role between producers and consumers of culture has become more and more blurred, and the role of the expert is constantly being challenged. Audiences expect a more active engagement with cultural organizations and with the production of art itself. We live in a world where the quality of the experience of visitors, user and consumer is becoming a key element for the success of products and services; and where competition for their attention, money and time is becoming even more fierce.

Where does this leave the people in charge of programming within cultural organizations? How can they address these challenges while remaining true to their vision and ensuring the integrity of the art forms and cultural products they programme within their organizations? What are people making of these changes that represent both challenges and opportunities?

Come and join us for what will be an engaging and inspiring debate between representatives from cultural organisations ranging in size and scope from Sweden, UK, and Finland and members of the public. The debate will be moderated by Chris Torch from Intercult in Stockholm.

To register SMS "Pop up debate" to 0709 43 29 34. On 17 September you will receive an SMS telling you where the debate will take place. Limited places.

KULTURNATTEN

17 SEPTEMBER 2011

www.lund.se/kulturnatten

link²

Lunds Innovator för Kultur & Kreativitet

think hub engine road nourish protected environment reflect meetings
innovation challenge people ideas change creative industries spark science solutions
sustainability academia projects partners culture business friends do debate exchange create
support bridge entrepreneurship action grow space connect enable facilitate

Moderator: **Chris Torch**, Intercult, Stockholm.

Speakers:

Anna Modeer-Wiking, Manager Anagram Live and Producer of Lunds Humorfestival, Anagram Productions, Lund, Sweden

Christian Hallberg, Orchestra Manager, Malmö Symphony Orchestra, Malmö, Sweden

Eddie Berg, Director of Partnerships, British Film Institute, London, UK

Jouko Astor, Director Verkatehdas Art Centre, Hämeenlinna, Finland

Mia Chistersdotter Norman, Director Röda Sten Art Centre / Gothenburg Biennial, Gothenburg, Sweden