

MAPSI |

Managing Art Projects with Societal Impact

Annukka Jyrämä

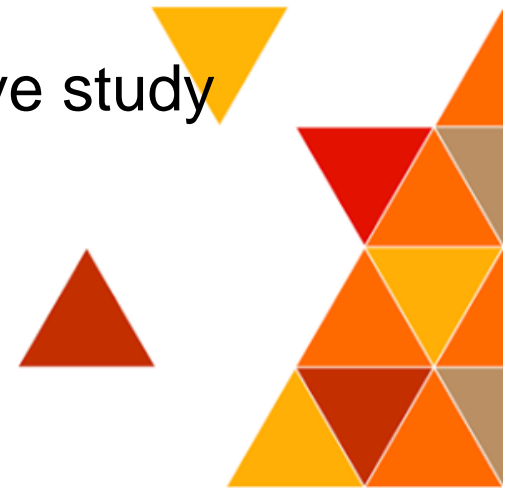
Professor

Cultural Management, EAMT



•Aims...

- 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
- Develop new teaching materials and content of high quality that contribute to the European arts/cultural management education
- Build up a conception of new integrated models for interactive study and internships



•MAPSI team

- Estonian Music and Theatre Academy
- Estonian Business School
- Laurea University of Applied sciences
- Sibelius Academy
- Universidad del Pais Basco (Bilbao)



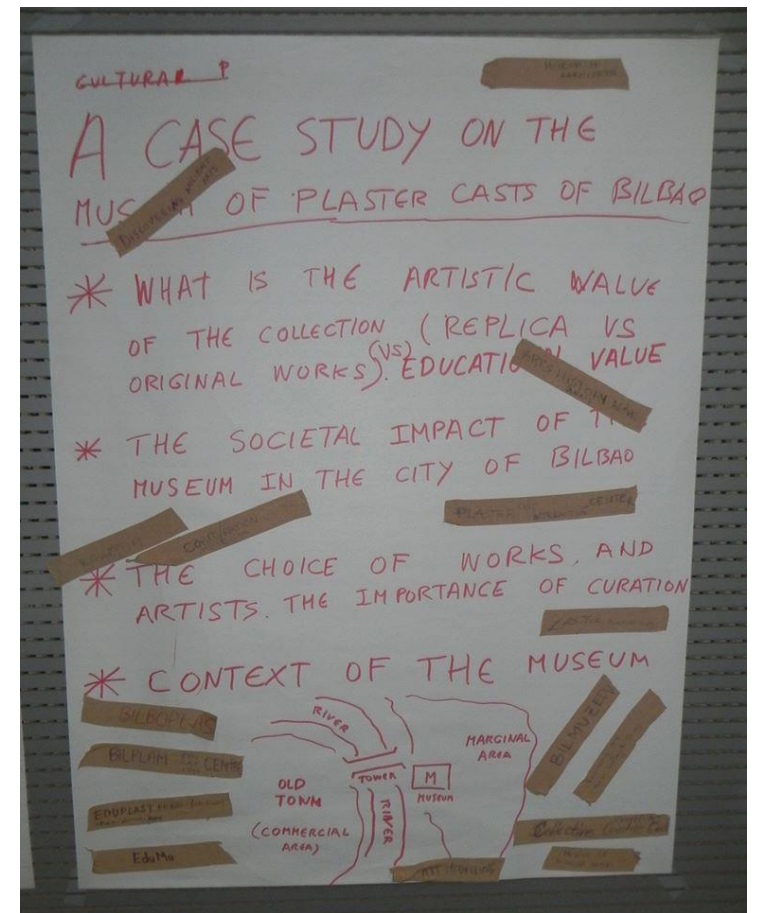


MAPSI outcomes :

- analysis of the current practices, success and successes and the competences need for successful interaction between art and society
 - **MAPSI study book with cases**
 - **MAPSI guide book**
- creating a novel innovative curriculum based on the identified needs
 - **Intensive learning – Multidisciplinary Summer School, August 2014**
 - **E-learning modules**
- an innovative **model for internships** that will allow the students learn in interactive ways combining in real life setting both the practical experience and the courses
- **MAPSI –conference** – July 2015 sharing and co-creating knowledge



.MAPSI Summer School; 2014





Managing Art Projects with Societal Impact

Study Book for Students, Stakeholders and Researchers

Riikka Anttonen, Victoria Alecs-Amestoy, Kaisa Holopainen,
Tanja Johansson, Annukka Jyrämä, Anne Karkkunen,
Kaari-Kiitsak Prikk, Kristina Kuznetsova-Bogdanoviti
Mervi Luonila, Juko-Mart Kölar, Beatriz Plaza, Kätlin Pulk
Tiina Pusa, Anna Ranczakowska-Ljutjuk, Marge Sassi
Ira Stiller, Anne Äyväri



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.Part I: Perspectives on Art and Societal Impact

- Societal impact
- Economic impact
- Policy
- Ethics

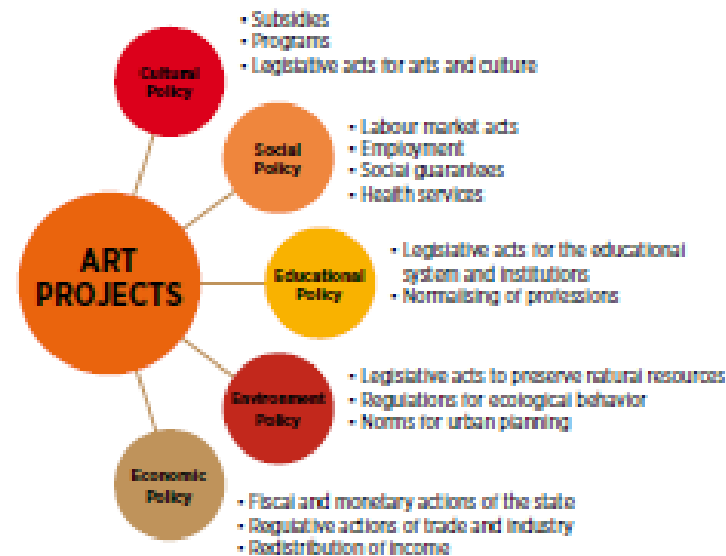


Figure 3 Policies affecting art projects and management of them.
Source: Authors.

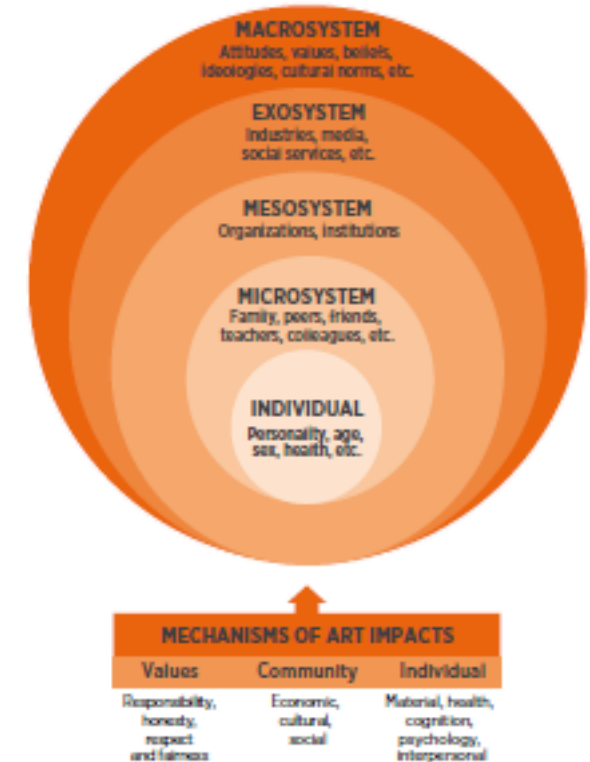


Figure 4 Individuals' interactions with wider systems
Source: Adapted from Bronfenbrenner (1979) and Taketia (2007)

.PART II: Managing Societally Influential Art Projects

- Managing Art Projects
- Different Phases and Skills
- Leadership
- Evaluation

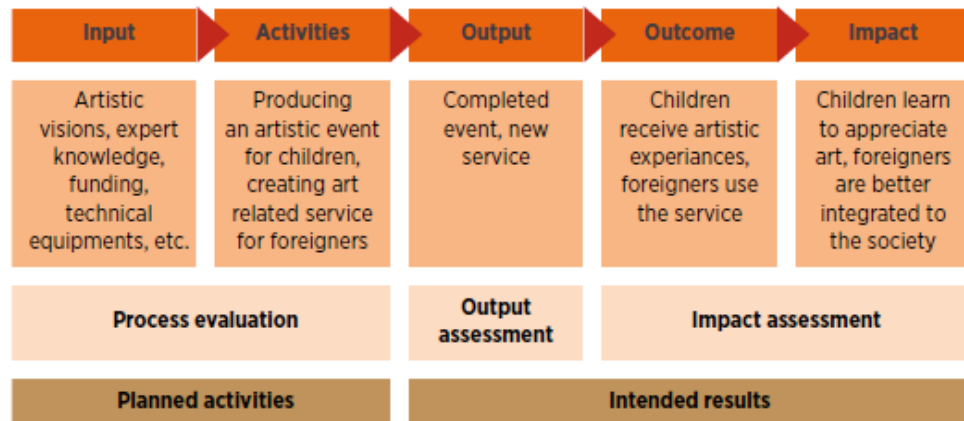


Figure 10 Evaluation activities during the course of an art project
Source: Authors



Figure 6 Actors of art projects.
Source: Adapted from Jyrämä & Äyväri (2015)



Cases;

- Russian Theatre in Estonia – Through Stormy Seas
- Engaging babies, Helsinki Philharmonic Godchildren project
- The Blue Kites of Melilla
- Museum of Plaster casts of Bilbao
- Smart textiles –from Idea to production
- Wellbeing at work through art and culture
- Restructuring scandal in Estonian cultural weekly newspaper SIRP
- Foundation Virumaa Museums



•MAPSI module in EMTA

- Introductory course (Summer school)/ winter 2017 5 credit
- E- course based on MAPSI book 5 credit
- MAPSI Internship 5 credit



- # MAPSI sharing the knowledge

- MAPSI web site; <http://www.mapsi.eu/>
- MAPSI facebook
- MAPSI newsletters

- MAPSI workshop in Bilbao 2nd to 4th October 2014
- MAPSI –conference 7th July 2015
 - 90 participants from UK, Finland, Estonia, Lithuania, Latvia, Germany, Taiwan, Greece, Italy, Australia, Netherlands
- MAPSI workshop in Bilbao 12th - 14th January 2016



- MAPSI

