



# ENCATC mag

A bi-monthly e-magazine for the latest in cultural management and policy

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FULL VERSION FOR MEMBERS





## ENCATC in Contact Interview with our new member, the University of the Arts London

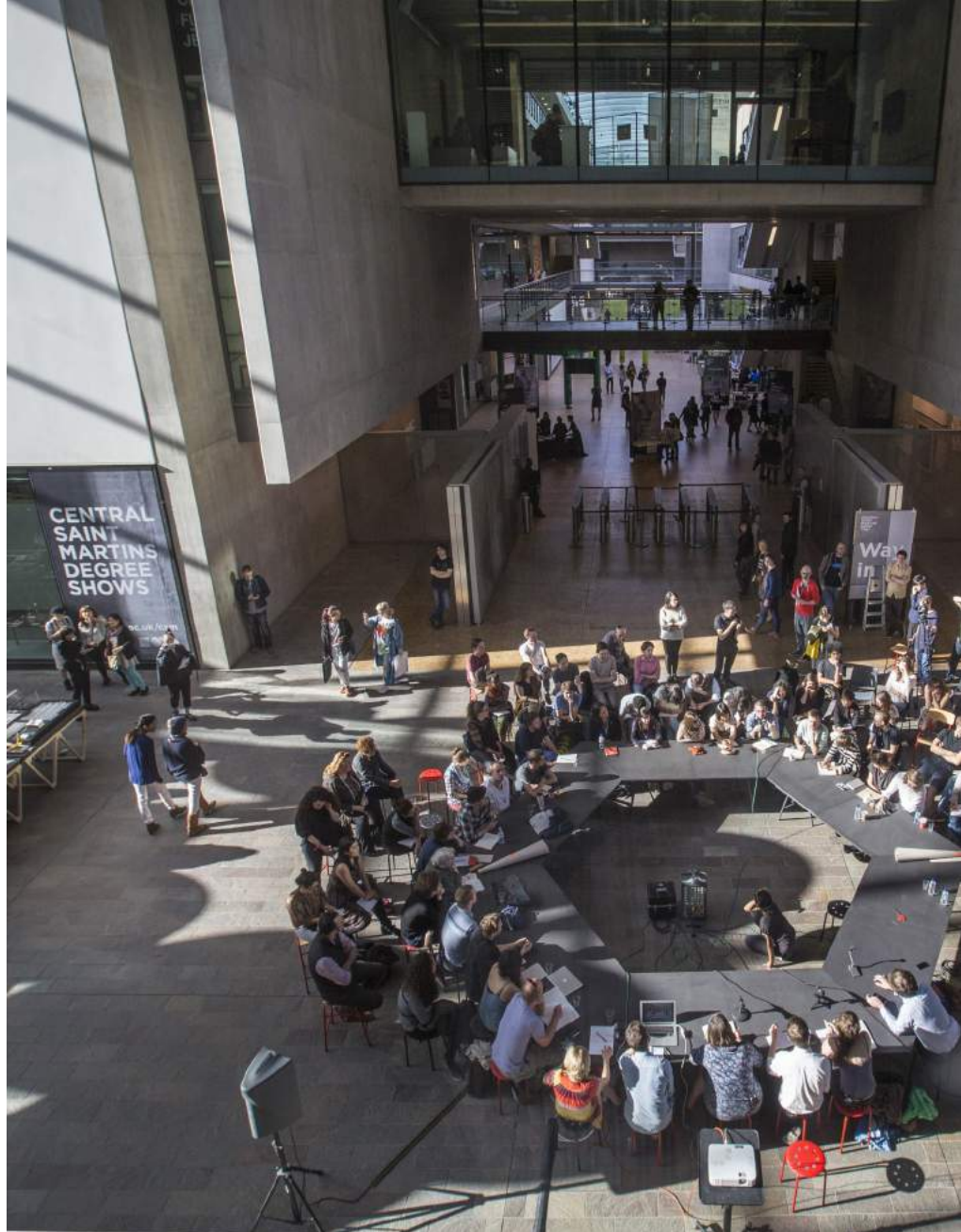
*ENCATC spoke with Professor Oriana Baddeley who is Dean of Research for the University of the Arts London. The University joined the network in June 2016.*

### Why did you want to join ENCATC?

The University has a vibrant Research culture across its six colleges, nine University Research Centres and the University Innovation Insights Hub, which lead innovative research, disseminated through exhibitions, publications, conferences, festivals and workshops. We are Europe's largest arts University and we bring together six arts, design, fashion and communication colleges: Camberwell College of Arts; Central Saint Martins; Chelsea College of Arts; London College of Communication; London College of Fashion; and Wimbledon College of Arts. UAL's programmes in Arts and Cultural Enterprise, Innovation Management and Imagination in the Creative Industries challenge boundaries and question state of the art practices, and propose user-centred design as an approach in arts management.

We believe that joining the network is a mutual benefit to UAL and all ENCATC members.

Being part of a larger European network like ENCATC, our academics and staff at the University of the Arts London can engage their knowledge and resources to strengthen academic relationships with other institutions and begin building resilient partnerships. And our academics can largely benefit from the vast training and networking opportunities that ENCATC offers to its members.



### What are your personal expectations concerning the ENCATC network?

I believe that our research community will engage with other Universities and members of the network to better cross-fertilise educational programmes in arts management, but also advocate recognition of the role of art and design practice based research in supporting societal challenges and supporting participatory and design driven innovation in Europe. We are even more convinced that after the Brexit vote, our academic work and projects should reflect a greater European solidarity, that trespass national boundaries and that future policies can be influenced by designers, makers and artists.

### How do you like to see ENCATC further develop in future?

UAL endorses ENCATC's mission in providing an international forum for researchers, educators and policy makers, facilitating dialogue, creating capacity building opportunities and contributing in advancing cultural management and policy. Our future wish for ENCATC would be to continue transferring best practices among its members via study tours and seminars and to connect us even more globally, enabling transnational networking opportunities with stakeholders, and offering platforms for either physical or virtual exchanges. Specifically, we hope to find a place for a design centred approach for cultural policies as we believe we have a lot to share in this area.



**Do you have any interesting projects you're working on right now that are interesting for ENCATC members and followers?**

Our projects are very diverse but I would like to bring to your attention two projects in particular. We would like to invite organisations across Europe to join us this autumn for a series of events here in London where they can meet and engage with our academics.

The University of the Arts London is partner in a four-year project called Creative Lenses funded by the Creative Europe programme. This project is highly relevant because art centres and performing arts organisations are continuously under pressure, especially in the context of austerity reducing public sector funding. During the project, Creative Lenses will produce and share know-how and will support arts venues in developing new business models and new ways of engaging audiences and managing their resources, enabling them to contribute to societal and cultural change. UAL-Innovation Insights Hub will host the first [Creative Lenses Forum](#) on 13th October 2016 in London, which will bring together 100 thinkers and man-

agers to explore business model innovation in independent arts venues and performing arts organisations.

UAL – TRAIN Research centre is co-partnering with Middlesex University in the Black Artists and Modernism project (BAM), an AHRC funded project, which investigates the works of Black-British artists and their relationship to modernism. For this project we are organising [Black Artists & Modernism conference](#) on 6-8 October in collaboration with Tate Britain bringing together the legacies of Black-British artist's practices in the twentieth century.

FOR MORE: [www.arts.ac.uk](http://www.arts.ac.uk)

Professor Baddeley is Dean of Research for the University of the Arts London. She provides academic leadership for the management of the University's research and leads on the development and implementation of the University Research Strategy, including its Research Centres and, with the support of the Director of Doctoral Programmes, its Research Degree Programmes. She studied History and Theory of Art at the University of Essex where she completed her PhD. She has written extensively on contempo-

rary Latin American art and is a member of the UAL research centre for Transnational Art, Identity and Nation (TrAIN). She was on the Research Excellence Framework (REF) 2014 sub-panel for Art and Design: History, Theory, Practice; is on the editorial board of the journal *Art History*; is a Trustee of the St Catherine Foundation in London and New York; on the board of the Ashley Family Foundation; and a staff governor of UAL.

Are you interested in getting in touch with the University of the Arts London?

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