

PRACTICAL INFORMATION

Maison des Sciences de l'Homme Paris Nord
20, avenue George Sand
93210 St-Denis la Plaine

Transport

Line 12, last stop, "Front Populaire"
Or RER B, "La Plaine – Stade de France"
then bus 139 or 239 ("Métallurgie")
or 15-20 min walking

Keynotes will be held in the Auditorium, on the 1st floor
Parallel sessions will be held on the 4th floor

For more information, please contact emmanuelle.guittet@gmail.com



CULTURAL POLICIES. WHAT'S NEW?

International Symposium,
Paris, France
30th & 31st January 2020

MSH Paris Nord
20 avenue George Sand
93210 La Plaine Saint Denis



IC industries
culturelles &
CA création
artistique

30th of January

9:00 am Opening/Welcome

9:30-10:30 am Keynote – Auditorium

David Hesmondhalgh, Professor of Media Music and Culture, School of Media and Communication, University of Leeds
Video Screen Interfaces : New Modes of Power in the Cultural Industries

Discussant – Franck Rebillard, Université Sorbonne Nouvelle – Paris 3

10:30-10:45 am Coffee break

10:45-12:45 am Parallel sessions 1

Parallel sessions 1.1 – Room 413 Cultural policies. What for ?

Chair – Fabrice Rochelandet, Université Sorbonne Nouvelle – Paris 3

Youn Sun Won, and **Arjo Klamer**, Erasmus University, Rotterdam
Understanding a commons in the creative economy

Christiaan De Beukelaer, School of Culture and Communication University of Melbourne
The Functions of Cultural Policy

Catherine Arnaud, Université Paris 13
From Author's Protection to Cultural Industries' Protection : which Evolution for the French Copyright ?

Fatima Silva Sao Simao, **Helena Santos**, **Heitor Alvelos**, University of Porto
Cultural Work and Copyright : Reflecting Policies for the Digital Era

Parallel session 1.2 – Room 414 International comparisons.

Chair – Laurent Creton, Université Sorbonne Nouvelle – Paris 3

Philippe Bouquillion, Université Paris 13
Public policies in India towards the OTT : cultural, economic and nationalist issues

Karina Poli Lima da Cunha, University of São Paulo
Creative hubs : an analysis of cultural and innovation production subfields comparing UK and Brazilian cultural policy

Arjo Klamer, **Mariangela Lavanga**, **Ellen Loots**, Erasmus University of Rotterdam and **Anna Mignosa**, Erasmus University Rotterdam and University of Catania
Policies for craft : an international comparison

Thomas Helie, University of Reims
The extension of the field of outsourcing. On some developments in public/private relations in French cultural policies

12:45 am-1:45 pm Lunch – Salle panoramique

1:45 pm. Keynote – Auditorium

Lluís Bonet, Professor of Applied Economy, Director of the Cultural Management Program, Univ. Barcelona
Public policies for the Arts, Comparing cultural policies in the intersection between liberal and illiberal democracies

Discussant – Leandro Valiati, Universidade Federal do Rio Grande do Sul

3:00-5:00 pm Parallel sessions 2

Parallel session 2.1 – Room 413 Sectoral approach (1). Cinema and books.

Chair – Bertrand Legendre, Université Paris 13

Ana Vinuela, Université Sorbonne Nouvelle – Paris 3
The evolution of the French public support to the "World Cinema"

Sophie Noël, Université Paris 13 et **Aurélié Pinto**, Université Sorbonne Nouvelle - Paris 3
Labelling culture ? A comparative approach to French cultural policy in the cinema and book sectors

Christoph Bläsi, Johannes Gutenberg University Mainz, Germany
Fixed book prices : the reviving controversy in Germany and new approaches to operationalize cultural policy objectives as procedures and algorithms

Seung Kyung Baik, Université Sorbonne Nouvelle – Paris 3
Quality label, how it works ? : "Art et essai" in France and "Theatre for Art films" in South Korea

Parallel session 2.2 – Room 414 Digitization and culture.

Chair – Philippe Bouquillion, Université Paris 13

François Moreau, Université Paris 13 and Marianne Lumeau, Université d'Angers
Streaming and local content

Nutsa Gureshidze, Université Paris 13
Chronology of Media Policy in a Digital Age

Trilce Navarrete Hernández, Erasmus University Rotterdam
Reuse of digital collections : a public responsibility or a private opportunity ?

Laura Aufrère, Université Paris 13
"Alternative" video-on-demand platform : negotiating the support of a cultural policy in the name of common good

31st of January

9:30-11:30 am Parallel sessions 3

Parallel session 3.1 – Room 413 Sectoral approach (2). Heritage and museums.

Chair – Françoise Benhamou, Université Paris 13

François Mairesse, Université Sorbonne Nouvelle – Paris 3
From collection preservation to social activism : a global evolution of museum policies

Marie Ballarini, Université Sorbonne Nouvelle – Paris 3 and **Marek Prokupek**, LabEx ICCA
Comparative study of European policies for ethical fundraising in museums

Ildè Rizzo, Professor, University of Catania
Behaviourally informed heritage policies : challenges and perspectives

Nicolas Peyre, Université Toulouse 1 Capitole
The globalization of museum brands, an indicator of French soft power ?

Parallel session 3.2 – S.414 Cities, territories and culture.

Chair – François Moreau, Université Paris 13

Maria Francesca De Tullio, University of Antwerp, Anvers and **Violante Torre**, European Cultural Foundation (ECF), Amsterdam
Towards a participatory approach to EU cultural policy. Commoning cultural spaces in Timișoara and Madrid

Emilie Pamart, **Jean-Christophe Villatte**, Avignon Université, **Benjamin Derhy Kurtz**, Avignon Université et IRMECCEN and **Céline Schall**, Service culturel de la ville d'Esch, Luxembourg
The internationalization process of cities in Europe : the stakes within the territorial cultural governance of a city designated European Capital of Culture

Luisa Iachan, Université Paris 13; **Bruna Cataldo**, Universidade Federal Fluminense, **Leandro Valiati**, Universidade Federal do Rio Grande do Sul, **Paul Heritage**, Queen Mary University of London
The Value of Arts and Culture for the Well-Being and Mental Health of Inhabitants of Deprived Areas : The Case of Maré in Rio de Janeiro

Rochelandet Fabrice, Université Sorbonne Nouvelle – Paris 3
Social and economic impact of 'temporary urbanism' policies : The case of Paris creative territory

11:30-11:45 am Coffee break

11:45-12:45 am Keynote – Auditorium

Professor Morag Shiach, Professor of Cultural History, Network : QMUL Centre for the Creative and Cultural Economy, Queen Mary University of London
A 'sector deal' and a creative precariat : shaping creative economy policy in the UK

Discussant – Françoise Benhamou, Université Paris 13