## **Organisation of Entertainment and Art Companies**

## Prof. Luciano Argano

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide critical knowledge of the management, production and organisational activities related to live entertainment companies (theatre, music, dance, festivals) and art (museums, art galleries, exhibitions, events).

By the end of the course, students will:

Knowledge and understanding -

* recognize the main organizational forms present in the performance and art sectors, as well as their operational and production models and the respective management figures and roles;

Ability to apply knowledge and understanding -

* have a firm grasp of the dynamics of the live entertainment and art sectors and be able to choose the most appropriate organizational solutions in terms of strategy and operation;
* be able to implement design and production practices within different organizational contexts;

Independence of judgement -

* be able to approach organizational processes independently, making relevant assessments;

Communication skills -

* be able to use the appropriate instruments to communicate with relevant stakeholders and audiences in the art and performance sectors;

Learning skills -

* value the lessons learned in the form of feedback from the different organizational and management phenomena in the culture sector.

***COURSE CONTENT***

* The general concept of cultural enterprise, the external and internal environment, and the main public and private organisational models.
* The FNSV, national and regional legislation, private financing (sponsorship, crowdfunding, banking foundations).
* The theatre system: (stability and touring, national theatres, TRIC, production centres, private companies, distribution system and circuits, research and theatre for children, festivals, theatres, promotion and training activities, representative bodies, residences).
* The musical, dance and circus system (symphonic opera foundations, traditional theatres, orchestras, concert organisations, festivals, undertakings and production centres),
* The art system on the institutional and private front.
* Institutional and cultural corporate legal forms: regulatory, civil, fiscal and budgetary aspects.
* Types of contracts, collective agreements, the economic use of rights, administrative management, human factor management in the different professions, figures and roles of the entertainment and the art sector.
* Production models in performance and in art events: artistic management (work with authors, artistic concept), feasibility analysis, preparatory operations, planning (schedule, action, time, resources, budget and financial plan), the technical-logistic component, spaces.

***READING LIST***

L. Argano, *La gestione dei progetti di spettacolo. Elementi di project management culturale*, FrancoAngeli Ed., Milano, 8.va edizione, 2019 (pp. 331).

Course packs, slides and articles provided by the lecturer*.*

Recommended readings: L. Solima, *Management per l’impresa culturale*, Carocci, Roma, 2018 (pp.274)

***TEACHING METHOD***

Frontal lectures with group and individual exercises, analysis of case studies, viewing of audio-visual material, critical analysis of innovative experiences.

***ASSESSMENT METHOD AND CRITERIA***

*Attending students:*

* Oral examination on the syllabus, the course textbook, the teaching materials provided (40% of the final grade) and the writing of a project work (60% of the final grade) relating to a feasibility project for an event chosen by the student or indicated by the lecturer. The assignment, in the form of a paper, must correspond to a grid provided by the lecturer listing questions on organisational approach, space management, authorisation, partnerships, communication and operational and financial planning. The final assessment will be based on the feasibility of the project, the completeness of the work, the organisational capacity of the student and the layout and presentation.

*Non-attending students*

* Oral examination on the course reading list, in addition to a second examination text to be agreed with the lecturer.

***NOTES AND PREREQUISITES***

Due to the specific nature of the topic, this course has no prerequisites in terms of contents.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.