# Promoting Art and Culture

## Prof. Rossella Farinotti

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

Promotion in the cultural field is a fundamental action to convey the different topics related to Art and Culture and, in particular, to encourage greater use for quality and knowledge among different sectors of the public. To promote Art you need to be aware of the field you are facing. For this and other reasons, the course will develop dynamically, touching on different topics, languages and actions that make up the Art and Culture System. A System that needs to use a specific language, always evolving, with particular regard to the Media and a certain type of Communication in constant change: from paper to social media, a fundamental part of our lives today. The course includes an in-depth dialogue, through Cultural Projects and Operations, between public and private sectors, and with an eye toward widespread multidisciplinarity. The course also aims at giving some examples on the large opportunities offered by the Culture System through practical activities, guests and visits.

At the end of the course, students will:

* be able to identify the theoretical and practical dynamics at the basis of the system of art and culture (with a focus on the different realities – museums, galleries, institutions, foundations, theatres, cinemas, festivals, etc. – of our country, but also in Europe and the United States). This will help students find their specific field of interest in this system, where the promotion (and communication) of art and culture is a fundamental goal.
* be able to manage an involvement plan and take care of it, from an organisational point of view, to increase the use of cultural systems in different areas (from public - Institutions, Museums, Foundations - to private - Galleries, Fairs, Companies).
* have acquired an overview of the various levels and channels of communication in the system. From the usability and importance of the media - Magazines, Industry Magazines, Conferences, Meetings, Social Media (with a particular focus on the use of Instagram, Tik Tok and Facebook within the cultural system), with historical references related to the communication of the past.
* have developed specific language and communication skills to convey different cultural themes.
* be able to solve some theoretical aspects to communicate with a varied audience, interfacing with a number of realities of the cultural system.

Therefore, the course aims to provide students, also thanks to some key actors’ talks, with the basic notions on different themes and landscapes of the cultural system, for students to acquire a generic view of the different aspects to be promoted.

***COURSE CONTENT***

The course will cover the following topics:

* knowledge of the different types of language and communication approaches in the field of art and culture.
* what are we talking about when it comes to art, culture, projects and the market?
* analysis of the audience to turn to and the languages to be used
* observation of the various means of promotion and communication of art and culture, with a constant dialogue between public and private institutions.
* practical examples of key figures of the contemporary cultural system.
* generic and systematic notions from the point of view of observation, study, criticism and practical experience in cultural fields.
* interpretation of the contents to be conveyed and of the new communication media.

***READING LIST***

The supporting and in-depth reading list of lecture topics will be communicated during the course. Some texts will be posted directly onto the course folder available to students. The reading list will vary from specific texts on the communication of art and culture to some focused on specific topics.

***TEACHING METHOD***

* Frontal lectures (100% of the lectures will be held in class, but students will also have the possibility to attend them from home, through distance learning);
* meetings with experts;
* analysis of case studies;
* group activities.
* external visits

In addition, at the end of the course students will develop a project aimed to promote one of the different cultural typologies proposed in class, usually in relation to the activation of places through Art and Culture, choosing the most appropriate means of communication. Then, they will be asked to present the project in class.

***ASSESSMENT METHOD AND CRITERIA***

At the end of the course, students will carry out a written project - based on their skills, knowledge and language choices - to be presented in class. The achieved requirements and knowledge of the area covered will also be assessed through active participation in class.

***NOTES AND PREREQUISITES***

In view of the purpose of the course, students are invited to attend as many lessons as possible and to learn from practical examples that will be provided, as well as from active participation in class.

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.