# Seminar on Art Events

## Prof. Gabriella Scardi

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

The seminar on *Art Events* begins with the assumption that culture has a strategic and transversal role and that it exists in relation to the social, economic and national scale. The seminar will develop these assumptions in order to encourage interest and familiarity in the art; a vision of its strong connection to the context in which we live and its long-term effects; an awareness of possible professional developments in this field. Among other things, the importance of culture in the current convalescence phase in terms of creating new paradigms and restoring a shared feeling will be highlighted.

Particular, although not exclusive, attention will be directed at the dynamics of contemporary art.

At the end of the course, students will be able to understand the meaning, implications, strategic orientation and operating methods of the current system, and will have acquired the tools necessary to independently design and develop art events.

***COURSE CONTENT***

The seminar is organized into three parts:

– the first part concentrates on providing students with essential knowledge and coordinates related to current art, and the conditions, phenomena, approaches, new roles, new figures, operative procedures concerning both national and international cultural and artistic production. The seminar underlines the complementary nature of the relationship between research and theoretical knowledge on the one hand, and actual aspects on the other. The close relationship between national and international environments will also be highlighted, as well as clarifying the importance of open prospects. Therefore, the essential skills required by someone operating in this field will be closely examined.

– the second part concentrates on the presentation of a series of case histories from a planning perspective and during the operational stage which allows for implementation. Students will then take part in discussions based on these projects.

– the third part involves a project set in class, for which students will develop ideas and proposals on concrete aspects of event management, such as: concept, location, bodies and institutions to involve, budget, workability, communication plans, involvement of possible public/publics. Opportunities and critical aspects inherent in the project will be highlighted.

The course is intended to make students acquire some of fundamental skills to be able to undertake an activity in the field of event organization.

The course will be based on continuous interaction with students so that it is possible to elaborate on issues that arouse their particular interest.

***READING LIST***

C. Guida, R. Pinto, *Relazioni oltre le immagini*. Approcci teorici e pratiche dell’arte pubblica, Hoepli, Milano, 2022.

G. Scardi, *Paesaggio con figura.* *Arte sfera pubblica e trasformazione sociale,* Umberto Allemandi Editore, Turin, 2011.

N. Simon, *The Participatory Museum,* Santa Cruz, CA, Museums 2.0, 2010.

***TEACHING METHOD***

Lectures also include visual teaching aids and multimedia tools; potential learning trips.

***ASSESSMENT METHOD AND CRITERIA***

Students will be encouraged to interact during lectures. They will be continuously assessed on their level of involvement and assimilation of course content. Through questions asked in class, students will have to demonstrate their understanding of the above and their knowledge of the key concepts

Individual and group interviews will be carried out on request or when they are needed. The course will close with a verbal assessment.

***NOTES AND PREREQUISITES***

*Receiving time and place*

Gabriella Scardi receives students in the classroom in the next hour of each lecture, recommended to make an appointment in advance.

The course assumes interest in and appreciation for the subject matter.