

international transdisciplinary
 international project development
 guest lectures
 vision & change
 complex
 cross-media
 new media
 networks & decentralisation

MA in Cultural Production

International and transdisciplinary Master programme
 for developing sustainable cultural projects



Wissenschaft & Kunst

Centre for Interuniversity Cooperation
 in the Arts and Humanities
 Paris Lodron University Salzburg
 and Mozarteum Salzburg

cultural production
 interface-oriented
 experimental
 multiple platforms
 space & location
 contemporary art
 Salzburg
 interconnections
 field trips
 management
 culture jamming
 critical reflection
 mediation of art and culture



www.w-k.sbg.ac.at/ma-cp

The art and cultural sectors are currently subjected to challenging processes of change.

In the face of advancing globalisation, the divisions between high- and popular culture are increasingly blurred: new media develops further, and economic, legal and political conditions vary internationally. New forms of work mirror these changes, as transdisciplinary engagement across regional and national borders shape everyday work patterns. These factors point to new demands for professional qualifications. More than ever, a working knowledge of cultural studies, artistic practice, project management, and cultural economy are called for in the realisation of sustainable cultural projects. The MA in Cultural Production responds to such challenges. Focussing on the interconnections between cultural sector achievements and political, media, economic and social processes, this university programme balances

innovative cultural theory with practice- and problemorientated methods. Looking at the field of culture as an artistic form of expression, a daily practice and as a site for new media production, this programme analyses cultural production within its contextual embedding. This approach encompasses a variety of artistic disciplines and everyday cultural and media productions (such as alternative media, Web 2.0 and culture jamming). Drawing on your own professional interests, your individual projects are constantly developed and implemented in their contextual complexity. Through critical reflection understanding of innovative approaches to cultural production and organisation will be sharpened. Cluster topics in relation to Space & Location, Vision & Change and Networks & Decentralisation allow for specialisation in one of the central fields of cultural production.



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What you bring...

Engagement and enthusiasm for art and culture

Motivation to gain an extensive understanding about contextual processes of development and sustainable methods

Interest in learning practice- and problem-oriented, analytical and complex skills for the conception and implementation of cultural productions and projects

University degree (at least Bachelor) and some experience in the field of cultural production and organisation. You might come from academia or from working within the cultural field.

Structure and Curriculum

The transdisciplinary curriculum is laid out at the intersections of art practice, cultural and communication studies, and a social science approach to economy. As a postgraduate programme over 2,5 years (with blocked sessions) the MA comprises five semesters, of which each corresponds to a module:

Module 1: Art, culture and communication

Module 2: Cultural economy, politics and law

Module 3: Cultural management processes

Module 4: Topical focus, Internship and Coaching

(Space & Location, Vision & Change, Networks & Decentralisation)

Module 5: Research semester and Masterthesis

Group seminars are supported by a research lab, an e-learning and communication platform, online conferences, virtual learning materials, a blog, guest lectures and workshops with international cultural producers.

What you learn...

To use new media as a central tool in cultural production

To integrate ideas and approaches from current research into the development of cultural projects

To learn efficient project management which considers cultural specificities

To generate publicly effective transparency and mediation of artistic practice

To find your way in the legal, political and economic conditions

To introduce possible social effects into cultural productions as a central part of your project development

What you can expect...

A compact and international postgraduate professional education, which responds to complex demands in the art and cultural sector.

Current knowledge in theory and practice about the economic, political and legal connections in art, culture, society, media.

Methodical and professional guidance to develop your own cultural productions/projects.

Application- and practice-oriented learning methods with an emphasis on new media.

A **lively study location** which is shaped by high cultural diversity, international reputation and an open and friendly atmosphere.

Costs

The programme costs Euro 2500,- per semester, paid in advance per semester. Support is offered through travel subsidies, reduced accommodation costs and scholarships.

Contact

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