

## **Nordic master in cultural policy and cultural leadership**

Copenhagen University (KU), Denmark, University of Borås (HB), Sweden and University College in Telemark (TUC), Norway are together planning a master programme in Cultural policy and cultural leadership.

### **Background**

The cultural sector is undergoing rapid change. On the one hand it is widely acknowledged that society as a whole has undergone a “cultural turn” within the last years, whereby several sectors in society to a larger extent is informed and shaped by aesthetic impulses but also because these sectors (such as business companies within marketing and design but also institutions within the public sector) are looking to culture, in the broadest sense, for solutions to address their challenges. The cultural sector is, on the other hand, itself facing changes that challenge its relationship with the wider society, such as increased globalization, the offset of digitalization and a rethinking of the aesthetic and quality valuation of cultural output. Many of these changes have taken place relatively rapidly, which means that decision makers in the cultural sector today face significantly different challenges than what they did only 15 to 20 years ago. In order to lead cultural institutions it is not sufficient to master artistic or managerial knowledge, or a combination of these. In addition to such expertise, the cultural leaders of today and the future need to harbour knowledge, awareness and reflexivity about a range of social, economic, managerial and artistic issues.

The master in Cultural policy and Cultural Leadership’s emphasis on the term Leadership as opposed to Management is based on the acknowledgment that these two terms encapsulate different phenomena. In this context, whereas management refers to administrating, maintaining and controlling pre-defined strategies in order to reach goals that have been set, the cultural leader must have the capacity to innovate, develop and take things forward. Cultural institutions, particularly within the professional arts, have always been predicated on strong artistic leadership. Through the arms-length principle, whereby political legislators back away from artistic decisions, a strong cultural leadership based on artistic excellence has developed. The above mentioned changing conditions imply that new forms of creative leadership may have to be developed, a leadership that cannot only be based on artistic expertise. For the benefit of the future cultural sector, more attention must be drawn to cultural leadership in a holistic sense.

### **The education**

The objective of this programme is to supply the Nordic and European cultural sector with candidates who have the necessary academic and transferable skills required to take on leadership challenges in the cultural sector widely defined. This course will offer an innovative alternative and fill the gap in the Nordic, and dare we say it, European education market, at least at masters-level. Cultural leadership the way we understand it, is a subject that sits in the intersection of cultural studies, cultural policy studies and studies into cultural communication (formidling/förmedling), areas that the three collaborating institutions have a strong research based expertise to offer. Consequently, this joint master's initiative will enable a new study programme that is unique and unrivalled internationally, of very high academic standards with the potential to attract highly talented candidates from the Nordic countries and beyond. Scholars from the three institutions are at the cutting edge of their field, publish in the leading international journals and are in a unique position to present added value through a highly unique master's degree.

Courses will be given in cultural policy, cultural communication, cultural theory, leadership, entrepreneurship and audience development among others. There will also be a possibility to do an internship and to get mentoring from people in the field. And there will of course be many guest lecturers from prominent leaders in the cultural sector. A reference group with leaders from all the three countries is already in place to give us expert advice.

### **What can I work with after my education?**

The initial planning of the programme has been met with positive response from leaders from the cultural sector in all the three countries. Possible places of work are cultural institutions such as libraries and museums, cultural administration on a government, regional and local level and of course project leadership in all kinds of organisations.

### **One term in every country**

Term 1 will be given in TUC, Norway and focus on cultural theory, term 2 focuses on cultural policy and takes place at HB, Sweden. Term 3 is devoted to aspects of cultural communication and takes place at KU, Denmark and finally in term 4 the students return to the school where they applied to write their master's thesis.

**When?**

If everything goes as planned the programme will begin in the autumn 2018.

**I want to know more!**

For questions, please contact Linnéa Lindsköld (swe) [linnea.lindskold@hb.se](mailto:linnea.lindskold@hb.se) , Nanna Kann-Rasmusen (dk) [nanna.kann.rasmussen@hum.ku.dk](mailto:nanna.kann.rasmussen@hum.ku.dk) or Egil Bjørnsen (no) [egil.bjornsen@hit.no](mailto:egil.bjornsen@hit.no)

But please note, that this is still a work in progress and all the courses haven't been finalized yet.