

## Programme Courants - 2015

# Bilingual Seminar (French-English) Cultural institutions In the service of urban and territorial development

**Dates:** From Thursday, March 26 to Friday, April 3, 2015 (inclusive)

**Context:** This bilingual seminar is being offered by the Ministry of Culture and Communications (General Secretariat, Legal and International Affairs Department) within the framework of its training programs, implemented by the Maison des Cultures du Monde.

It will bring together in Paris and Nantes some twenty experienced cultural managers working in the fields of cultural development, territorial action and the management of cultural, heritage and non-heritage structures. The purpose of this seminar is to familiarize the participants with the French context and to facilitate the development of professional networks between France, the Maghreb, the Mashriq, the Near- and Middle East, Southern Asia, Southeast Asia, the Far East and Oceania. The participants will thus be able to share their knowledge, practices and projects on issues of cultural institutions and urban and territorial development.

The seminar will be in French with English translation.

**Audience:** This seminar is intended for high level English-speaking and/or French-speaking professionals (cultural structure administrators, cultural project managers, cultural managers of territorial authorities, people in charge of the elaboration and steering of cultural policies), contributing in their countries of origin to the carrying out of cultural projects having a structuring impact on the development of territories.

**Topics:** This seminar will cover the following topics in the form of presentations, round tables, professional meetings and visits. Its contents will be adjusted as a function of the profiles of the participants selected:

- New models of support for artistic creation and the cultural and creative industries,
- Policies of audiences, interpretation and levers for better accessibility and dissemination of cultural offers,
- Culture and territories: dynamics of the Nantes metropolitan area (insertion of culture at the core of a model of sustainable urban development) and the Paris region

The following recognized cultural institutions will be involved in this program: Ministry of Culture and Communication (and linked public establishments), territorial authorities (Regions, urban areas, cities), museums and heritage sites, festivals and biennales and other cultural facilities.

**Coverage of expenses:** The Ministry of Culture and Communication will cover the costs for:

- The training program
- Living expenses (accommodations and *per diem*)
- Travel within France for the needs of the program
- Insurance

**NB:** The cost of the international transportation ticket is not included and must be covered either by the applicants, their home establishments, the Embassy of France or French Institute of the country of residence, or any other institution.

**Application procedure:** The applications can be downloaded from the site of the Maison des Cultures du Monde: [www.maisondesculturesdumonde.org](http://www.maisondesculturesdumonde.org) (section *Expertise / Formations*)

Once it has been completed, this application must be sent to the Embassy of France (Cooperation and cultural action department) or to the French Institute of the country of residence of the applicant which will sign it and send it before Friday, February 13, 2015 at the latest to the Maison des Cultures du Monde, after issuing a justified opinion regarding the application.

For this seminar, there will be a demanding selection by a jury composed of the Maison des Cultures du Monde and the Ministry of Culture and Communications which will evaluate the applications based on the following criteria:

- Individual quality of each application (quality of the professional approach)
- The interest of the origin institution for French expertise
- Outlook for the development of institutional cooperation between the country of origin and France, and also between the countries represented

### **Information**

**Ministry of Culture and Communications**

**Marie-Sabine Maréchal**, In charge of programs welcoming foreign culture professionals

Telephone: 33.1/40 15 37 58

[marie-sabine.marechal@culture.gouv.fr](mailto:marie-sabine.marechal@culture.gouv.fr)

### **Processing of applications / Organization**

**Maison des Cultures du Monde**

**Catherine Annoepel**, Coordination of programmes Courants

Telephone: 33.1/45 44 08 39 – Fax: 33.1/45 44 76 60

[annoepel@maisondesculturesdumonde.org](mailto:annoepel@maisondesculturesdumonde.org)

**Maison des Cultures du Monde** -101 boulevard Raspail - 75006 Paris

**Arwad Esber**, Director

[www.maisondesculturesdumonde.org](http://www.maisondesculturesdumonde.org)