
OPPORTUNITIES > Programming arts festivals in Asia and Europe | call for articles

DEADLINE
31 DEC 2011

Programming arts festivals in Asia and Europe | call for articles



The Asia-Europe Foundation (ASEF), European Festivals Association (EFA) and LASALLE College of the Arts are calling for articles for their upcoming publication about *programming arts festivals in Asia and Europe*.



The aim of the publication is to pass

on insights, case studies, best practices and lessons learnt to the next generation of festival managers. It will consist of a collection of articles by industry professionals and is aimed towards young festival managers, tertiary arts management students and those interested in how festivals work. This publication arose out of the **Atelier for Young Festival Managers** held in Singapore in May 2011.”

The organisers are looking for articles that present a case study of arts festivals under one of the following topics:

- **Artistic programming of festivals**

This section will focus on the artistic aspects of festival management, including artistic vision, political and social responsibility in relation to the cultural and artistic significance of a festival in a certain region. Does the programming of a festival depend on local audiences, government pressure or should it be mainly curated with the artist in mind.

- **Finding your audience**

This section looks at the different aspects of audience and how audiences effect festival programming. How do arts festivals target their audiences? Do they find a niche market, or do they attract as large audiences as possible? How is audience participation evaluated? Is there a pressure to entice increasingly larger audiences and how is this managed? Who is more important, the artist or the audience?

- **Capacity Building**

Festivals are run by people and the dedication of individuals to the arts. How are arts managers trained to be festival managers? What is important in developing your career as a festival manager? How does a festival develop its volunteer programme? How do networks play a part in festival management?

If you would like to write an article, proposals should be submitted in the form of a short outline of the subject together with a short biography/background note and a sample of similar writing before **31 December 2011**. The deadline for submission of articles in full will be 28 February 2012. The final articles should be written in British English, be analytical in style with a length of between 2,000-4,000 words. An honorarium will be awarded for commissioned articles.

Proposal should be sent by email to Claire Wilson:
[claire.wilson\(at\)asef.org](mailto:claire.wilson(at)asef.org)

ASEF reserves the right not to publish the article in the publication if it deems it unworthy or if the content is not appropriate for the publication.

SIMILAR CONTENT

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28 FEB 2011

Call for articles on cultural policy



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POSTED ON
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