

Forums on arts outreach

Arts outreach is a subject that has grown in importance in recent years in all European countries. This also applies to Switzerland, whether it be in artistic creation, promotion of culture or education. However the number of questions raised by outreach is proportionate to the interest it arouses: what about its political mandate? What audience is it supposed to attract? Who is responsible for funding it? Does it come under education or culture?

In 2011 and 2012 these questions will be the focus of four forums attended by national and international experts. Organised by the Canton of Valais as well as the cities of Berne, Basle and Bienne in the framework of Pro Helvetia's Arts and Audience Programme, these meetings are addressed primarily at the active decision-makers in the fields of education and culture. They are supported by the Mercator Foundation Switzerland.

9 September 2011, Centre Artistic and Cultural Centre of the Ferme-Asile, Sion

«Arts outreach. A need? For whom? For what?» (in French)

Arts outreach is at the crossing point between the interests of artists, audiences, institutions and public authorities. What challenges does it represent for these different partners? How are these challenges complementary and in what way can they create tensions? What mandate should the public authorities give to arts outreach?

25 November 2011, Dampfzentrale Bern

Arts outreach: a marketing measure or an impetus for change? (in German)

What can arts outreach contribute to a broader participation in publicly supported art? Do we simply need clever measures to gain new audiences for the existing offers? Or must the offers and the institutions change? What do these questions mean for the political mission of arts outreach?

20 January 2012, Literaturhaus Basel

Will arts outreach save the world (of culture)? (in German)

Arts outreach should generate social skills, favour school performances, lead new audiences to culture and raise the awareness of consumers of culture. Does it have the means, and what would then be its political and administrative base? What would change if outreach came under culture or education? And what would be the contribution of the coordinating bodies?

1st March 2012, Théâtre municipal de Bienne

«The eternal question: who funds arts outreach?» (in French and German)

Culture, education, or the social department: who is responsible for funding arts outreach? Should one devote new resources to it, and if so from what source? Should outreach be encouraged independently or as an integral part of the mandate assigned to the institutions? What should be the role of private individuals? And to what extent does the encouragement of outreach need active involvement from cultural and educational policy?

For more details about the forums on arts outreach: www.prohelvetia.ch

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