

art.public.tourism. (Leeds, 21 May 10)

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21 May 2010

Old School Board, Boardroom

Calverley Street, LS1 3ED, Leeds

Artwork is now often used in place marketing, but does public art attract tourists? Do artists share a language with destination managers? How can artists, art managers, destination managers and tourism promoters work together? Is what is good for art also good for tourism? And what kind of publics do art and tourism produce?

There are questions to be asked about the role of art as utilitarian objects or live events: should art be useful? What is use in relation to art? What makes art public? And how do we articulate the importance of the extra-ordinary in our experience of public spaces? Should tourism be a concern for artists, or should art be a concern for tourism? In a time of tighter public spending, how should tourism managers be thinking about and working with publics, artists and art?

The Workshop will be of interest to professionals working in arts management and regional development; destination managers at local and regional level; tourism development organisation and consultant; owners and managers of tourism sites as well as artists.

The Workshop will feature the following experts:

- Nicola Hughes

Communications Manager, The Northern Way

- Dr Nigel D Morpeth

Artist and Senior Lecturer, Tourism and Entertainment Management,
Leeds Metropolitan University

- Katy Hallet

National Art Co-ordinator, Sustrans

- Professor Franco Bianchini

Professor of Cultural Policy and Planning,
Leeds Metropolitan University

- Sue Ball

Director, Media and Arts Partnership (MAAP)

- Professor Mike Robinson

Director, Centre for Tourism and Cultural Change (CTCC),
Leeds Metropolitan University

- William Culver-Dodds

Director, Culver-Dodds Cultural Consultancy (CDCC)

Registration and Fee:

The Workshop is open to everyone interested in the outlined themes. The delegate fee for the full day is £75. Booking can be made online at

<https://onlinestore.leedsmet.ac.uk/catalogue/productdetails.asp?compid=1&prodid=246&deptid=4&catID=8&hasClicked=1>

Workshop Venue:

The Workshop will be held in the Old School Board on Calverley Street in the centre of Leeds. The venue is opposite the Leeds Town Hall and behind the Leeds City Art Gallery. The closest car park is 2 minutes by foot in front at the Rose Bowl on Woodhouse Lane. The venue is also less than 10 minutes walk from Leeds Railway Station.

A map of the venue can be downloaded online at
www.tourism-culture.com/location.html

Programme outline

The registration will start at 9:30am and the workshop will be finished by 5pm. The complete programme will be available soon on the website.

For further information, updates and the link to the online registration please go to

http://www.tourism-culture.com/workshop_series.html?PAGE=2

Or email us at ctcc@leedsmet.ac.uk

Reference:

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