

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

Carl, Daniela

One-day workshop

art.public.tourism.

21 May 2010

Old School Board, Boardroom, Calverley Street, LS1 3ED, Leeds

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

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.

Programme:

09.00 - 10.00 Arrival, Registration, Coffee and Networking

10.00 - 10.15 Introductory Remarks and Workshop opening

10.15 - 11.00 Professor Mike Robinson, Director, Centre for Tourism and Cultural Change

Tourist Encounters with Art: Global and Local Perspectives

11.00 - 11.45 Nicola Hughes, Communications Manager, The Northern Way

The Welcome to the North public art programme

11.45 - 12.30 Katy Hallet, National Art Co-ordinator, Sustrans

Sustrans New Art Programme

12.30 - 13.30 Lunch

13.30 - 14.00 Professor Franco Bianchini, Professor of Cultural Policy and Planning

Revealing Places: Cultural perspectives on place marketing

14.00 - 14.30 William Culver-Dodds, Director, Culver-Dodds Cultural Consultancy (CDCC)

Transforming spaces: Engaging audiences

14.30 - 15.00 Carolyn Primett, Head of Arts, Blackpool Council

'Thrills, Spills and Unexpected Pleasures' - the Blackpool Experience

15.00 - 15.15 Tea

15.15 - 16.00 Sue Ball, Director, Media and Arts Partnership (MAAP)

Lost in Translation; public art and culture within a city-growth agenda

16.00 - 16.45 Dr Nigel D Morpeth, Artist and Senior Lecturer Tourism and Entertainment Management

From the inside out: Artists, public policy makers and public art

16.45 - 17.15 Open discussion and closing remarks

17.15 Close

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.

ArtHist.net

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

Further Information:

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:

CONF: art.public.tourism (Leeds, 21 May 10). In: ArtHist.net, May 14, 2010 (accessed Mar 20, 2026),
<<https://arthist.net/archive/32670>>.