Understand today.
Shape tomorrow.
The Centre for Cultural Policy, founded in 2013 at the Hertie School of Governance in Berlin, wants to contribute to a better understanding of the current role and potential of cultural policy. The Centre will bring together researchers, decision-makers and professionals from the cultural sector and will shift the debate to the future: new business models, new funding opportunities, and new partnerships with the public cultural sector—which approaches are viable in times of financial austerity and in a globalising world?

By offering executive education, conducting research and participating in policy discourse, the Centre seeks to pave the way for a revived cultural policy in the 21st century.

I warmly invite you to read more about the Centre and hope to welcome you at one of our events or seminars in the near future.

Helmut K. Anheier, Dean and Director of the Centre for Cultural Policy
Cultural policy has always been at the cross-currents of wide-ranging interests and cannot be contained by notions of “l’art pour l’art”. Culture increasingly feeds economic development and urban revitalization: Major international hubs have initiated far-reaching cultural development programmes in the interest of economic growth and in an attempt to assert their status as cultural flagships of the new global order.

Yet, cultural policy has to adapt to the realities of an age of austerity: spending cuts, reduced subsidies and shifting political priorities. Decision-makers face difficult choices in budget policies and are responding by scaling back their support for arts and culture. Artists, managers and other players in the creative economy widely lament the lack of public support and crippling cuts, forcing many cultural institutions to close for good.

The Centre will compare the cultural policy approaches of several creative cities including Berlin, London and New York; looking at objectives, strategies, tools, and outcomes, with special emphasis on the lessons learned: How have these cities used their arts and culture reputation to reach broader goals? How do they manage to keep their creative edge in an age of austerity?
The Centre seeks to explore cultural policy in contemporary society; in particular, the role of cultural policy in terms of vitality and diversity, change and sustainability, identity and inclusiveness – all taken on their own, but also in relation with the local economy, polity and society. Key issues and challenges include:

**Commerce and the Muse** How should we evaluate the increasing fusion of economic and cultural spheres as well as the rapidly accelerating commodification of culture and what, if anything, needs to be done?

**Creative Economy** Culture has come to be seen in many regions as an instrument of economic development and urban revitalisation. This particular view is encapsulated in local economic development prescriptions invoking the “creative class” and “creative cities”.

**Globalisation and Cultural Positioning** Culture is intimately bound up with globalisation processes, leading in turn to a further set of puzzling predicaments and policy debates. The Centre will look into the international dimension and the deeply-rooted clashes of national cultural interests that have been set in motion as globalisation has advanced.
Cultural Diplomacy With the current re-emergence of soft power approaches in international relations comes a greater interest in the potential of cultural diplomacy. What is the role of cultural diplomacy? What potential does it have for the future?

Culture and the Internet Society The rise of the internet society continues to change patterns of cultural production and access, including notions of audiences, participation, producer and consumer. Complex issues ranging from freedom of information and protection of property rights to new business models and forms of cooperation come into play.

Hans Georg Knopp
Former Secretary General of the Goethe Institute and Senior Fellow at the Hertie School
“Cultural policy finds itself at the intersection of economic, social and political interests. The Hertie School is ideally positioned to explore its significance and potential.”
The Centre engages in three main types of activities:

Teaching

The Hertie School offers elective courses on Cultural Policy in its Master of Public Policy Programme and hosts PhD students enlisting in the Doctoral Programme in Governance. The Centre also contributes to the Hertie School’s Executive Education Programme. The seminars explore themes including “Cultural Policy: Strategic Approaches and Lessons of Creative Cities”, Cultural Diplomacy and “Commerce and the Muse: Managing Cultural Organisations in an Age of Fiscal Austerity”; and target policy-makers and managers in the field of culture wishing to benefit from international case studies and the expertise

Annemarie Vanackere  
Artistic and Managing Director, HAU Hebbel am Ufer, Berlin

“Berlin has taken its place among the world’s leading cultural hubs. Innovative Cultural Policy will be key in ensuring that this rich cultural texture does not fall apart overnight.”
of outstanding lecturers. More information about the upcoming executive seminars can be found at www.hertie-school.org/culture.

Research

The Centre conducts research on issues of cultural policy with an emphasis on comparative analysis. Examples include: Berlin’s cultural policy from a comparative perspective; the development of the Humboldt Forum, currently the largest cultural project in Europe; the nexus of cultural, educational and integration policy; the relationship between culture and the economy, especially the role of the “off-scene”; new funding and business models for arts and culture; demographic change and cultural policy; the “Berlin Republic” and international cultural diplomacy.

Outreach

Together with partners such as the Hertie Foundation and the Senate Chancellery for Cultural Affairs, the Centre hosts high-level speaker and seminar series to generate state-of-the-art debates that explore the role of arts and culture in Berlin and other metropolitan across the globe.
The Hertie School of Governance is a private university based in Berlin, accredited by the State and the German Science Council. Interdisciplinary and practice-oriented teaching, first-class research and an extensive international network set the Hertie School apart and position it as an ambassador of good governance, characterised by public debate and engagement. The School was founded at the end of 2003 as a project of the Hertie Foundation, which remains its major partner.