



ASSOCIATION MARCEL HICTER

PROGRAMME OF THE  
FIRST RESIDENTIAL PHASE

## EUROPEAN DIPLOMA IN CULTURAL PROJECT MANAGEMENT 2012/2013

BITOLA  
OHRID  
SKOPJE

FROM 18 TILL 27 MAY 2012

in partnership with

NGO ESPERANZA WORLD CULTURE CENTER



FOUNDATION OPEN SOCIETY-MACEDONIA

&



CITY OF SKOPJE



MINISTRY OF CULTURE  
REPUBLIC OF MACEDONIA



This project  
is supported by  
the European Union

Local partner in Bitola



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Accommodation and training premises :

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Pedagogic team:

Jean Pierre Deru, Director, Association Marcel Hicter  
Jonathan Goodacre, Cultural Consultant, Cambridge  
Robert Alagjovovski, Cultural Consultant, Skopje

Friday May 18<sup>th</sup>

- Till 16.00 Arrival in Skopje, Skopje Airport (Alexander the Great), meeting point.  
For those arriving earlier in Skopje bus departure from the city to the Airport, at 15.00, meeting point Youth Hostel Ferijalen, Prolet 25.
- 16.00 Departure with bus to Bitola, the "city of consuls"
- 19.30 Accommodation in Bitola, hotel Millenium
- 20.00 Opening speech  
*Objectives and methodology of the European Diploma in Cultural Project Management* with  
**Jean Pierre Deru**, Director of the Association Marcel Hicter
- 20.30 Presentation of the local partner, NU Center for culture Bitola, with **Borce Dimitrovski**, director
- 21.00 Welcome dinner (at Hotel Millenium)

Saturday May 19<sup>th</sup>

- 09.00 Presentation of the participants and their projects
- 13.00 Lunch "Restaurant DE NIRO"
- 14.30 Groupwork on participant's projects with **the pedagogic team**
- 17.30 Guided tour at Heraclea, archeological site
- 18.30 presentation of AKTO festival, with **Filip Jovanovski**, cultural operator from Bitola+discussion on the cultural life in Bitola
- 19.30 Cultural events:  
  
- Premiere of Henry the IV, Bitola National Theatre  
(review on English premiere at London Days of Macedonian Culture:  
<http://www.theartsdesk.com/theatre/globe-globe-henry-vi-parts-1-2-and-3-shakespeares-globe>)  
  
or

- Interim projection of the film by Teona Strugar Mitevska "The woman who brushed off her tears" (<http://www.balkaninsight.com/en/article/victoria-abril-stars-in-new-macedonian-movie>)

or

- meeting with local cultural operators from Bitola, (NGOs, City theatre, festivals, museum)

21.30 Get together and dinner at "Bure"

### Sunday May 20<sup>th</sup>

09.30 *Arts managers and Ethics: Artists versus Art managers – art management ethics revisited; Art marketing versus Art experience – artists view* with **Milena Dragicevic Sestic**, Professor of Cultural Management and Theory of Mass Media at the Faculty of Dramatic Arts/Belgrade. European Diploma Orientation Board member.

12.30 Lunch

14.00 Follow up: *Arts managers and Ethics: Artists versus Art managers – art management ethics revisited; Art marketing versus Art experience – artists view* with **Milena Dragicevic Sestic**

17.30 Departure by bus to Ohrid.

19.00 Accommodation & dinner

### Monday May 21<sup>st</sup>

09.00 Group work on participant's projects with **the pedagogic team**

13.00 Lunch

15.00 *Work in thematic sub-groups on Delphi's seminar* with **the pedagogic team**

18.00 Guided tour to city of Ohrid, UNESCO protected World heritage and natural site, old town, Samoilo fortress, Gallery of icons, Church Holy Mary, Church John Kaneo, fishermen settlement

21.00 Dinner in the old town

## Tuesday May 22nd

- 09.30            *Group work on participant's projects with the pedagogic team*
- 12.30            Departure to St. Naum Monastery, lunch on the spot and boat trip around the streams of Ohrid Lake
- 14.30            Individual tutorials and personal work
- 16.00            Back to Ohrid
- 17.00            Work in thematic sub-groups on Delphi's seminar with the pedagogic team
- 20.00            Dinner in the old town

## Wednesday May 23rd

- 09.00            Meeting with local cultural operators from Ohrid, presentation of NGO Mediaartes, Ohrid City theatre, and discussion on "How to implement local cultural policies in a nationally branded cultural city"
- 09.30            *Cultural cooperation projects, partnerships, European Networks, skills and competences of cultural cooperation project managers with Jean Pierre Deru*
- 13.00            Lunch
- 14.00            Departure by bus for Skopje
- 17.00            Arrival in Skopje  
Mini-audits (visits and interactions in small groups with Skopje's cultural organizations)
- PAC Multimedia
  - Young Open Theater Festival (program of Youth Cultural Center Skopje)
  - NGO Lokomotiva
- 21.00            Accommodation and dinner

## Thursday May 24<sup>th</sup>

- 09.30            *Mondialization/globalization and new roles to be played by European cultural policies/What is at stake*  
with **Raymond Weber**, former Director of Culture at the Council of Europe  
Lecture open to 15 Macedonian cultural operators
- 13.00            Lunch

- 14.00 Macedonian *Cultural policy objectives and strategic dilemmas in the context of EU integration* with **Vladimir Milcin**, director Foundation Open Society Macedonia, **Nikola Gelevski**, independent cultural operator, open discussion,
- 16.00 Follow up: *presentation of 2 cases of national cultural policies and actions brought by European Diploma participants*, discussion and synthesis with **Raymond Weber**
- 19.00 Visit of Skopje Old Bazaar and dinner

### Friday May 25<sup>th</sup>

- 09.30 - *Urban cultural policies in the context of globalisation and open discussions*  
- *Intercultural cities*  
with **Franco Bianchini**, Professor on Cultural Policy and Planning, Faculty of Arts and Society, Leeds Metropolitan University
- 13.00 Lunch
- 15.00 - *Reflections on the 'European City of Culture' and 'European Capital of Culture' initiatives.*  
- *Key issues around cultural development, participation and engagement*  
with **Franco Bianchini**
- 18.00 Visit "Skopje 2014" urban project and dinner

### Saturday May 26<sup>th</sup>

- 09.00 *Macedonian Local Cultural policies, The "cultural planning" approach and the 'creative city' debate* with **Violeta Simjanovska**, director PAC Multimedia Skopje, **Nade Peseva**, representative of the city of Skopje, **Biljana Tanurovska**, independent cultural scene,
- 11.00 Work in thematic sub-groups on Delphi's seminar  
with **the pedagogic team**
- 13.00 Lunch
- 15.00 Individual tutorials and personal work
- 18.00 Feed backs on mini audits  
Assessment of the session  
Information on the following steps of the programme
- 20.00 Dinner & farewell party

### Sunday May 27<sup>th</sup>

- Morning Departure