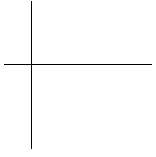


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Extracts from the
Annual report 2003



Activities

Expert meeting: Higher education in cultural policy and management: a European perspective

On 28 and 29 March 2003, twenty European researchers and education experts in the field of art policy and management met in Amsterdam by invitation of the Universiteit van Amsterdam and the Boekman Foundation. The meeting was to discuss the nature of art policy and the discipline of art management as well as the consequences of the new Bachelor's - Master's degrees. Participants represented prominent universities, research centres and European networks. In preparation for the meeting they were sent a discussion paper based on a study by the Romanian-French researcher, Corina Suteu, on art-management education in Europe. This research will be published in 2004 in the Boekman Foundation's series of studies. The most important conclusion of the expert meeting will also be included in this book, namely that it is possible to harmonize the level of university courses but not the content. Given the wide diversity in education within the European-Union member states, the goal of creating comparable levels in higher education will entail a long, complicated process.

Participants expressed the need for in-depth, comparative studies of existing courses in art policy and management in Europe. Quantitative studies have been made but no qualitative research results are known to exist for comparative purposes. Following on from this meeting, ENCATC (European Network of Cultural Administration Training Centres) has organized a number of workshops to explore further the topics discussed.

Round Table over eCulture of the Circle network

eCulture: The European Perspective: Cultural Policy Knowledge Industries — Information Lag was the title of a round table organised by Circle (Cultural Information and Research Centres Liaison in Europe) and Culturelink in April 2003. The meeting brought together 81 researchers, policy-makers and practitioners from eCulture initiatives from 19 European countries (including the Caucasus region), as well as, Canada, Korea and Australia.

The meeting derived from the acknowledgement that during the last ten years the information society has become central in all aspects of life and this is reflected in new research projects that analyses social or political developments. The need to also look at the emergence of new technologies in cultural development was felt.

The meeting, by all accounts, was very successful with a number of issues being highlighted, not least intellectual property rights and eEconomy but also social issues to do with access and use. We were very grateful for the kind support of the Council of Europe and the Boekman Foundation which made the event possible. Relevant documents and information pertaining to the meeting, including executive summary and recommendations from the meeting, as well as, all conference papers are available for download at Circle's

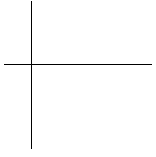
web site www.circle-network.org. In April, Circle also held its annual general meeting. At this meeting Cas Smithuijsen resigned from the board and his post as treasurer of CIRCLE, having served the maximum time allowed on the board. Peter Inkei of the Budapest Observatory took over the role of treasurer and measures were taken to move Circle's accounts to Budapest. Circle remains a European association registered in Amsterdam.

Professor Nathalie Heinich (Boekman Chair)

Nathalie Heinich held the Boekman Chair in the Sociology of Art at the Universiteit van Amsterdam from January 2000 to May 2003. As visiting professor, she lectured at the UvA as well as the Erasmus Universiteit Rotterdam. On the basis of these lectures, Heinrich authored *Sociologie de l'art*, which explores the current situation in the sociology of art. She was a leading figure in various expert meetings, including one with curators of the Van Gogh Museum. Her work was translated into Dutch for the first time on the occasion of her stepping down from the Boekman Chair. The first copy of *Het Van Gogh-effect en andere essays over kunst en sociologie* [*The Van Gogh effect and other essays on art and sociology*] was presented to her during her farewell reception on 23 May 2003, held in the Lecture Room of the Boekman Foundation. The speakers were Professor Johan Heilbron of the École des Hautes Études des Sciences Sociales in Paris and also visiting professor at the Universiteit Utrecht, a chair endowed by the Norbert Elias Stichting, Professor Dario Gamboni, professor of Art History at the Universiteit van Amsterdam, Professor Lisa Kuitert, professor of Book Studies at the Universiteit van Amsterdam and Dr Cas Smithuijsen, director of the Boekman Foundation. Expressing her thanks, Heinich said how very happy she was that her 'subject matter' was now available to the Dutch and Flemish community in the translation *Het Van Gogh-effect*.

The arts and regulation: a critical approach to the cultural memorandum procedure

A symposium was held with this title on Wednesday 29 October 2003 under the auspices of the Boekman Foundation and the Universiteit van Amsterdam. The symposium dealt with the politics and logistics of the cultural memorandum procedure that regulates the financing of hundreds of organizations on the basis of legislation and broad policy considerations. In the course of discussions, advantages and disadvantages of this procedure were debated and analysed. The 75 participants considered legal, administrative and sociological-policy aspects of the regulation. The secretary of state for culture, Medy van der Laan, opened the day. She announced that she wants to simplify as much as possible the rules laid down in art policy. Other contributors were Professor Paul Frissen, professor of Public Administration at the Universiteit van Tilburg, Professor Inge van der Vlies, professor of Administrative Law at the Universiteit van Amsterdam, Paul Kuypers, legal specialist and independent advisor, Gitta Luiten, director of the Mondriaan Stichting (Mondrian Foundation) and Ellen Walraven, business manager of the theatre group *'t Barre Land*. The results of the conference will be published in book form in 2004.



Library/Documentation

Collection and acquisitions

At the end of 2003 there were 20,537 books on the shelves, of which 2,726 titles were catalogued and added to the collection during the course of the year. More than a fifth of these titles are in English. At the moment 42,620 titles of books, periodical articles, digital documents and information files have been entered in the computerized catalogue. Digital acquisitions increased from 505 to 1221. The full text of these documents is directly available via the Boekman catalogue. These digital acquisitions are announced on the website of RECAP (www.recap-network.org) as an extra service for international users. This current service often provides access to the full text via the original URL of the document.

The card catalogue of the collection predating 1983 numbered 15,200 entries at the end of 2003. A volunteer is gradually entering these titles in the computerized catalogue.

Library users

Students, teachers, researchers, artists, managers and policymakers use the library. In total 2,190 clients used the reference and lending services in 2003. External users borrowed 6000 publications during 2003, a slight increase in comparison to 2002. Staff of the Boekman Foundation borrowed 543 publications.

Resources for cultural policies in Europe - RECAP

RECAP is an international and informal network of documentation centres in the field of cultural policy. It is a cooperative environment led and nurtured by three main partners, the Boekman Foundation, the Italian Fondazione Fitzcarraldo and the Austrian Kulturdokumentation. Associate partners are the Kulturpolitische Gesellschaft (Germany) and Culturelink (Croatia). All partners met in Zagreb in April 2003 and agreed on a common set of objectives to improve the quality of access to and delivery of cultural policy information. A number of resources were identified and have now been added to RECAP's new website at www.recap-network.org. These resources include: a list of European sources for cultural policy statistics; monthly updated lists of new digital acquisitions; book reviews; themed bibliographies; links library; CPRO database; thesaurus download.

This year saw the completion of the development of a joint thesaurus. It was presented during the Round Table conference *eCulture: the European perspective* in Zagreb in April 2003. (See under 'activities' elsewhere in this annual report.) The thesaurus can now be downloaded in English (www.recap-network.org).

Cultural Policy Research Online (CPRO)

CPRO holds information on on-going or un-published recent research. The database has been updated and added to, while at the same time old entries have been cleared. Therefore

the quantity of synopsis included in the database has only marginally increased since last year.

During 2003 the database was developed to include a new cultural policy thesaurus (developed by the Boekman Foundation and linked to the Boekman Foundation's library catalogues) and to apply this thesaurus to the key word section of the searchable database. A new feature, included in the database, records the date that entries were added to the system. It is hoped that this will provide reassurance to researchers that the database will in some way protect the ownership of ideas (therefore remove possible fears by some authors of exposing new research to wide audiences).

At the same time the database has been made more user friendly and plans have been made to include more new features on author information for the coming years. A longer term strategy is to link the CPRO database to the search engine of the Boekman library on-line catalogue.

Publications

Quarterly journal Boekman

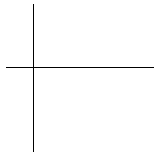
The name of the periodical published by the Boekman Foundation was changed with the first issue of the fifteenth volume from *Boekmancahier* to *Boekman*. Not only was the name changed under the new editor, Joke J. Hermesen, who took over from Ineke van Hamersveld, but the appearance and contents were revamped. Since 2003 each issue has had a special theme. The spring 2003 issue (no. 55) was about writing as a profession. Children and the arts was the subject of the summer issue (no. 56) and the autumn number was about criticism. English summaries are no longer included, although an English summary of the editorial is published every quarter on the website. The new approach has been successful: all the numbers in volume 15 sold well and the national press gave a lot of coverage.

The Van Gogh-effect and other essays about the arts and sociology

Why people are prepared to pay millions for a painting by Vincent van Gogh is one of the questions French art sociologist Nathalie Heinich poses in this collection of essays. She endeavours to unravel the mystery of people's admiration for works of art and artists. Heinich's approach typically offers an analysis of the different values people use when judging a painting. The collection is divided into four parts, each with three essays in the fields of *sociology of art*, *contemporary visual arts*, *being an artist* and *esthetic perception*. This collection of essays was translated and published by the Boekman Foundation when Heinich stepped down from the Boekman Chair of the Sociology of Art. (See under 'activities' elsewhere in this annual report.)

Museums in action: private involvement in practice

Museums in action was published as a result of the debate *Go ahead, exploit us!* held in November 2002 at the ING House Amsterdam. Several prominent and influential members of the cultural sector and business world encouraged middle-sized museums in particular to take advantage of the involvement of the private sector and to cooperate more with companies. *Museums in action* is the first publication since the introduction of the term 'cultural entrepreneurship' to explain how Dutch museums can attract more private-sector involvement. It also includes inspiring examples of the entrepreneurial activities of American museums.



50

The Arts, Culture and Policy in the Knowledge Society Policy Plan 2005-2008

The arts and culture are gaining in social significance. As a result, cultural policy now has more at stake. This places demands on those involved in government, the establishment, research and education when transfer of culture coincides with transfer of knowledge. Participants in the knowledge society are required to keep themselves permanently informed about how the arts and culture relate to society. The need for overview and critical distance increases with growing complexity and multiplicity. More than ever, in art and cultural policy it is essential to know what you're doing!

The function of the Boekman Foundation

The Boekman Foundation, founded in 1963, collects and disseminates knowledge and information about the arts and culture in both policy and practice. It contributes to the development of knowledge and opinion on the production, distribution and take-up of the arts and culture as well as the associated processes of national and international management and policy processes. By systematically collecting information and knowledge on policy processes and making this readily available, the Boekman Foundation contributes to the development of cultural policy as part of a democratically based society in a reasoned, verifiable way.

The Boekman Foundation is independent. It does not represent specific interests or groups. Activities concerning collection forming, education and information, publishing and documentation are based purely on their relevance to policy, and the quality of research and scholarship. As part of the cultural infrastructure, the Boekman Foundation is open to the public. Policy advisors, administrators, politicians and managers, artists and journalists, researchers, teachers and students from various disciplines, and the staff of organizations and institutions for the arts and culture all visit the foundation.

Four core tasks

The activities of the Boekman Foundation comprise the following four core tasks:

The conservation and maintenance of the national collection of knowledge on art and cultural policy

After forty years of intensive collecting, a wealth of documentation about the arts, culture and policy has been built up; this is itself a piece of cultural heritage. The collection is broadly arranged by source, and practically oriented. Scholarship and research form the heart of the collection. Thanks to contacts with sister organizations both nationally and

internationally and via extensive networks, the foundation can guarantee a representative acquisition policy. The foundation's many years of service

have made it well known among its target groups, and many publications and information about new titles arrive unsolicited. As the national centre for Masters' theses, the foundation is assured of continual new insights and opinions on cultural policy. The foundation both catalogues and abstracts a large number of periodicals from the Netherlands and abroad. References to titles and summaries are readily accessible via the catalogue on the Boekman website. The monthly acquisitions list gives a current overview.

The function of reference point and information broker

Every day a wide variety of questions bombard the foundation. They can be categorized as follows: (1) brief requests for information that can quickly be dealt with; (2) questions that can only be answered with the help of a librarian; (3) questions that can only be answered after some research; (4) questions that are answered by referral; (5) questions about who has expertise on a particular subject, which university can best be approached for a particular type of research (or assignment), and possible sources of financing for the research, which are answered by the director and staff; (6) questions which lead to further exploration and publications or invitations to the foundation to attend and/or organize conferences.

Contributing to transfer of knowledge

Rapid social developments are a continuous threat to an adequate provision of information. To counter this the Boekman Foundation presents itself as a facilitator with the task of easing communication between cultural parties, the research world and public administration. The collection is central to the process of knowledge transfer: outsiders and newcomers take the existing collection as their starting point when they present new ideas and opinions. Active transfer of knowledge occurs via the foundation's publications and debates. The staff of the foundation are occasionally involved in educational programmes via contacts with universities.

Facilitating the development of opinion and the initiation of cross-sector, interdisciplinary debate

The periodical *Boekman* provides a platform for opinions on the arts, culture and policy. With its active acquisition policy, the editorial board endeavours to encourage as many authors as possible to think about questions concerning the arts, culture and the establishment. In addition, the Boekman Foundation tries to stimulate specific interest in intersectoral themes like government policy and culture, privatization and corporatization, government and private funding, the social, legal and economic effects of art policy, the legitimization issue and the logistic idiosyncrasies of organization, management and the establishment. It mobilizes thinkers from different academic

backgrounds: social science, policy and management studies, philosophy, economics, law, and art and cultural studies.

Plans for the near future

The foundation wants to strengthen its image as a *knowledge centre*. This must not, however, be to the detriment of its existing function as study centre. Over the period 2005 - 2008 the interior of the building (used by visitors as a study centre) at number 415 Herengracht in Amsterdam will be reorganized. Investments have to be made in the innovation of the knowledge function and the Internet. This entails added investment in accommodation and automation.

Accommodation: a safer and more accessible area for study and reception of visitors

The library is the central pivot of the Boekman Foundation and also of broader knowledge conglomerates. Users physically experience the library as an important interface in the network of knowledge on cultural policy in the Netherlands and Europe. Library staff are in principle equipped to provide substantial professional guidance and supervision. The collection is relevant, well catalogued and indexed, and up to date. Forty years of collection forming (including the task of withdrawing items from the collection), however, means that the books need more space than can be provided on the second floor of number 415 Herengracht.

It is not only the fact that the collection of books and serials continues to grow in this digital era that urges moving the library (within the building) to more spacious accommodation; it will also improve the safety of users (safety requirements have recently been revised) and of the staff. The building needs improvement to meet the current Health and Safety at Work regulations. *NBLC Systemen BV* has drawn up a plan for a library with mobile shelving, which preserves the historic character of the room. (Since 2000 the lecture room of the Boekman Foundation has been on a list of historic monuments and protected buildings.) Moving the library will also give staff, particularly the library staff, more work space. On the second floor there will be a meeting room suitable for about 35 people. It will then be possible from time to time to hold larger meetings in the building.

The old collection (1963-1983) is not yet accessible electronically and hence cannot be consulted via the Internet. Hence it is often omitted from studies on the development of cultural policy in the Netherlands. Transferring the catalogue of the old collection (1963-1983) to the Internet will save individuals and institutions a great deal of time when searching for information. The computerization of the catalogue of the old collection should be begun as soon as possible. In addition, the descriptors used in the indexing of the catalogue should in future be made available in languages other than Dutch (at present the only language used).

A stronger image as knowledge centre

It is evident that the provision of information on art and cultural policy via websites in the Netherlands lags behind other countries. The number of new texts that can be downloaded from websites needs to increase substantially in the near future. Documents that may be distributed by the Boekman Foundation will be made available via the Internet. The electronic files of other organizations will for the time being only be accessible within the four walls of 415 Herengracht.

International knowledge centre

Since June 2001 the Boekman Foundation in collaboration with Circle has been responsible for the international databank on the Internet detailing research in progress on cultural policy (Cultural Policy Research Online: CPRO). This databank identifies who is doing research in what field and with what objective. This means that resources for research can be used more efficiently: on the one hand it makes it possible for researchers to align their activities, thereby increasing the chance of complementarity. On the other hand, it can prevent the duplication of research efforts. Given these advantages, there is a future for CPRO, in addition to its current appreciation by users, certainly if it also acquires 'policy value' from national and international governments — which are dependent on research results.

The Boekman Foundation has opted for a more rapid development of RECAP (Resources for cultural policies in Europe) as a means of realizing its international ambitions. With the help of the thesaurus, the foundation will invest much energy in the coming years into realizing the creation of a virtual collection of documents on European cultural policy. This will partly depend on how quickly the RECAP partners in Europe and Canada make their collections available on line. The Boekman Foundation will promote RECAP and investigate the possibilities for additional financing from European funds.

Publications

Boekman: The editorial board of the periodical has recently changed tack. The standard of journalism had been improved, thereby making the periodical more accessible and more attractive. *Boekman* should stimulate interest in cultural policy among the relevant target groups, partly in the expectation that more, diverse voices and arguments will be expressed. This expectation has already been achieved for a large part. Artists,

politicians, policymakers, researchers and academics now feature far more prominently in the revamped journal.

Boekman aims to promote good writing on current developments in the field of the arts,

culture and policy. A particular target group is young researchers and academics. They often have exciting new ideas and need encouraging to commit these ideas to paper. Once part of the cultural debate, they will help combat a situation where only celebrities can voice their opinions. The *Boekman Essay Prize* for students will replace the *Boekman Thesis Prize*. More experienced authors can then compete in the *Boekman Essay Prize* and be adjudicated in a corresponding category.

Other publications: Virtually all publications are produced on request and are financed by incidental extra contributions.² It is therefore difficult to predict right now what books will be published during the next few years. The main selection criterion for candidate publications is whether they are relevant to the core tasks of the foundation. Other criteria include: are they about intersectoral issues? Do they embrace possibilities for knowledge development and transfer of knowledge? Are they professionally viable? Can they be used in schools or other educational institutions? In this respect the policy of the foundation has been further refined; texts that may possibly interest commercial publishers should first be submitted to the commercial sector. Elsevier is our regular partner in the series, 'The arts, management, establishment and law'.

Projects: focus on current policy issues

The Boekman Foundation frequently receives requests from cultural organizations and higher-education bodies to co-operate in setting up projects and special events. By participating in such projects, the foundation expects to fulfil its function as intermediary between representatives of public administration, research and scholarship, social groups, politics and the cultural domain. The same selection criteria are used as for publications. Recent plans in the field of international projects that deserve mention are: a project on the relationship between vocational art education and professional practice, in collaboration with the *Federatie van Kunstenaarsverenigingen* (Federation of Associations of Artists) and the HBO-raad (Higher Professional Education Council) in 2004, and a project about world trade (WTO) and culture with the *Stichting*

Internationale Culturele Activiteiten (Foundation for International Cultural Activities) in 2005 or 2006.

² In recent years publications have been financed by: VSB-fonds, Prins Bernhard Cultuurfonds, Stichting DOEN, Cultuurfonds Bank Nederlandse Gemeenten, Mondriaan Stichting, ING-bank, Fonds voor de Podiumkunsten, Nederlands Fonds voor de Film, Amsterdams Fonds voor de Kunst, Gasunie, Kunst en Cultuur Pensioenen, SMS-bank, stichting LIRA, Phenix Foundation, VandenEnde Foundation, KPMG, European Cultural Foundation, French Embassy, Council of Europe, European Union.

Collaboration with the Universiteit van Amsterdam

Collaboration with the Universiteit van Amsterdam enables the Boekman Foundation to enhance its role as national knowledge centre for cultural policy by contributing to educational and research activities. This collaboration enables the UvA, on the basis of relevant curricula already offered, to position itself more effectively with regard to the systematic, practically oriented study of the arts, culture and public administration, and to cultural policy studies.

Public administration and cultural institutions are interdependent in realizing cultural policy. The permanent need for information about each other's roles makes it essential to confer closely on available sources of knowledge. For the Boekman Foundation this means an increasing demand on the one hand, for personalized knowledge and information, whereby the organizations for the arts and culture and those for public administration set the trend. At the same time, the foundation must approach its work in what can best be described as a 'scientific' manner (in the sense of objectifying and verifying). This implies a permanently critical attitude towards both the sector and public administration; an important argument for structural collaboration with the academic world.

Appendices

The Boekman Foundation board

On 31 December 2003 the board of the Boekman Foundation comprised the following members:

Executive board

Th. R. Bremer, *chair*;

C. Waal, *vice chair, representing the Association of Dutch Municipalities*;

F. van Koetsveld, *treasurer, representing the Dutch Museum Society*.

Board

J. van Bergen, *representing the Interprovincial Consultation on Welfare* (from 1.1.04);

Ms G. van den Bergh, *representing the Association of Collaborating Dutch Universities*;

Ms G. Heevel, *representing the Arts Union, Netherlands Federation of Trade Unions*;

B. Holvast, *representing the Federation of Artists Associations*;

V. Stissi, *representing the National Coordinating Committee for the Protection of Monuments and Historic Buildings*.

Staff

In the course of 2003 the Boekman Foundation reorganized its human resources. The aim was to rationalize as effectively as possible the work processes within the foundation that result in specific end products (periodical, books and projects/conferences) and services (library and documentation). These processes were reclustered and a 'head' of each cluster or department was appointed. The remaining staff work for one or more of these departments, namely: periodical, books and projects.

Sanne Hoogervorst left the foundation after many years of service on 1 March. Marielle Hendriks (PR and Communication) and Ineke van Hamersveld (publishing) took over her responsibilities. In the spring Anita Twaalfhoven joined the staff of the foundation as a new member of the Boekman editorial board. Ingrid Janssen, who initially worked on the publication *Bedrijvige Musea* (*Museums in action*) has been provisionally appointed head of projects.

Staff and resources

On 31 December 2003 the personnel totalled 12.6 full-time equivalent positions. They are as follows:

Director: C. Smithuijsen (*100 percent*)

Department heads: Ms I. van Hamersveld, book production (*80 percent*), Ms J. Hermsen, Boekman periodical (*60 percent*), Ms I. Janssen, projects (*75 percent*), Ms S. Leefsma, library (*80 percent*), Ms M. van Splunter, secretariat (*100 percent*)

Staff: Ms T. Gubbels (*40 percent*), Ms M. Hendriks (*80 percent*), A. Nuchelmans (*85 percent*), Ms A. Twaalfhoven (*60 percent*)

Librarians: R. Huguenin (*80 percent*), Ms M. Nooijen (*80 percent*), J. van der Leden (*80 percent*), Ms M. Lindhout (*80 percent*);

System managers: G. de Bruin (*80 percent*), A. Nuchelmans (*acting*)

Secretarial staff: Ms M. Barnier-Spee (*40 percent*), Ms E. Andrea (*60 percent*).

Financial situation

The year 2003 closed with a positive operating balance of 26,000 euro. The subsidy from the Ministry of Education, Culture and Science for this year was 963,887 euro. In addition several organizations funded publications, namely the Amsterdams Fonds voor de Kunst (Amsterdam Art Fund) 10,000 euros; the Mondriaan Stichting (Mondrian Foundation) 25,000 euros; Stichting DOEN (DOEN Foundation) 25,000 euros; the Stichting LIRA (LIRA Foundation) 3000 euros; Maison Descartes / French Embassy 3,000 euros; and the Universiteit van Amsterdam 3,000 euros. The Children's theatre de Krakeling and KPMG supported book presentations.

1 De afgelopen jaren werden publicaties mogelijk gemaakt door: VSBfonds, Prins Bernhard Cultuurfonds, Stichting DOEN, Cultuurfonds Bank Nederlandse Gemeenten, Mondriaan Stichting, ING-bank, Fonds voor de Podiumkunsten, Nederlands Fonds voor de Film, Amsterdams Fonds voor de Kunst, Gasunie, Kunst en Cultuur Pensioenen, SMS-bank, stichting LIRA, Phenix Foundation, VandenEnde Foundation, KPMG, Europese Culturele Stichting, Franse Ambassade, Raad van Europa, Europese Unie.

2 In recent years publications have been financed by: VSB-fonds, Prins Bernhard Cultuurfonds, Stichting DOEN, Cultuurfonds Bank Nederlandse Gemeenten, Mondriaan Stichting, ING-bank, Fonds voor de Podiumkunsten, Nederlands Fonds voor de Film, Amsterdams Fonds voor de Kunst, Gasunie, Kunst en Cultuur Pensioenen, SMS-bank, stichting LIRA, Phenix Foundation, VandenEnde Foundation, KPMG, European Cultural Foundation, French Embassy, Council of Europe, European Union.