

Extracts from the Annual Report 2007

FOREWORD

Arts policy revision

Art is channelled through stages, museums and media. This variety of presentations corresponds with different social encounters. Creators and consumers meet one another directly on stage, less directly in museums, and operate separately via the media. The concept of stage should be taken as a broad one, ranging from the small auditorium of the Concertgebouw to the street theatre in the winding vaults round the Vrijthof (square in Maastricht). Here, performers and audience come together at the same time and the same place. Something unique and original takes place that cannot be repeated. Museum are situated in between stages and media. The gist of it is that artists deposit original works somewhere for an audience that makes visit after visit, generation after generation. And although creators and consumers are not present simultaneously, there is still a strong feeling of a shared experience. The media cater to individualised experiences, breaking the limits of time and space. It is your decision to look at the screen, just as it is only you who decides to turn the page.

A good cultural manager is alert to new possibilities, interpretations and combinations of stage, museum and media: an opera performance in New York shown live in a cinema in Amsterdam; putting polder landscapes in a museum setting; national archives as entertainment; hospitals as concert halls; composing on the internet; children as curators; a live broadcast of *Mahler's Third* (though you need a decoder) and daily papers on your Ipod.

All these large and small discoveries, experiments, disappointments, paradigm exchanges, inventions and breakthroughs serve as sources of inspiration for new arts policies. But where should you begin? Fortunately, more or less everything that has been thought up has been recorded and saved for inspiration in our brand-new library. Take any subject and you will find information about it there, from the Netherlands and from other countries. It comes from universities, planning offices, political parties, consultancies, councils, orchestra organisations, drama societies and – you name it!

Those who want to nurture arts policy have to do some revision now and then. Please feel free to visit Herengracht 415 and ask the librarian on duty for help. You will find that your batteries are soon recharged in our

splendid study room. The astuteness that has been deserting you more and more often of late will return again in no time.

ACTIVITIES

Presentation a Cultural Dimension to the EU's External Policies

In 2006, Boekmanstudies published an investigative report into the possibilities of a joint international cultural policy of the EU, entitled *A Cultural Component in the EU's Foreign Policy*. On 8 March, a follow-up study was presented; *a Cultural Dimension to the EU's External Policies. From Policy Statements to Practice and Potential*, compiled by Rod Fisher, director of International Intelligence on Culture in London. This took place in the presence of a great crowd of representatives from the EU member states at the home of the Ambassador of the Federal Republic of Germany in The Hague. The representatives had assembled there on the eve of a conference on the same subject at the Vredespaleis in The Hague, called *Diversity makes the Difference – European Foreign Policy and Culture*. The conference was organised by the European Cultural Foundation (ECF), in cooperation with EUNIC (Network of Foreign Cultural Institutes) and the SICA (Service Centre for International Cultural Activities). During the conference, the book was distributed to those who attended.

Conference on the UNESCO convention for the protection and promotion of cultural diversity

Along with the research school of the legal faculty of Maastricht University (UM), the Boekman Foundation organised the well-attended international conference *The Protection of Cultural Diversity from an International and European Perspective* on 18 and 19 March at Vaeshartelt Castle in Limburg. During the conference, the UNESCO convention for the protection and promotion of cultural diversity (adopted in Paris, October 2006) was scrutinised, particularly from the viewpoint of international law. As part of the opening session, Cas Smithuijsen gave a keynote speech under the title: *Doublethink or Doubletalk? A Sociological Approach towards the UNESCO Convention*. In his speech, he dealt with what he holds to be the delicate concept of culture, which is simultaneously a marketable economic commodity and a 'cultural value in itself'. In the

course of 2008, the UM will be publishing a book based on the conference.

State on Stage

On 7 June, the international conference *State on Stage. Government Support in the Performing Arts in EU Member States. Experiences, Perspectives, best Practices* took place at the Kikker Theatre in Utrecht. The conference was organised by the Boekman Foundation and the Dutch Association of Theatres and Concert Halls, VSCD. It took place on behalf of the annual meeting of the Performing Arts Employers Associations League Europe, PEARLE*, taking place in the Netherlands in 2007. In the run-up, the Boekman Foundation provided a reader that could be accessed via internet, which included national portraits from Austria, Belgium, Bulgaria, Estonia, Finland, France, Germany, Greece, Hungary, the Netherlands, Portugal, Romania, Slovenia, Spain and the United Kingdom. Authors from these countries described the way in which the production of performing arts was linked to government policy. The reader was compiled and edited by Cas Smithuijsen, director of the Boekman Foundation, assisted by Joris Vermeulen, and they jointly wrote an introduction to the reader.

During the conference, which was opened by the Utrecht alderman for culture Cees van Eijk, several of the authors were present in Utrecht. They commented on the discussion of subjects put forward by the organisers Hans Onno van den Berg, director of the VSCD, en Cas Smithuijsen, i.e. 'the state and the market', 'understanding and negotiation between Government and performing arts', 'cooperation and upsizing' and 'education and reach'. These subjects were introduced, respectively, by Cas Smithuijsen, Kees Weeda (general secretary of the Dutch Council for Culture), Henk Scholten (director of Netherlands Theater Instituut) and Janneke van der Wijk (director of Muziek Centrum Nederland, in formation). The project *State on Stage* received financial support through a special subsidy from the Dutch Ministry of Education, Culture and Science.

The work groups and the plenary closing session led by Van den Berg generated a multitude of recommendations, which will appear in book form along with the national reports, to be published by Boekmanstudies in 2008. The Utrecht conference also led to requests to come and talk about the results elsewhere in Europe. For instance, Cas Smithuijsen was invited by the forum Freies Theater

(Düsseldorf) to take part in the symposium *Aktuelle Reformen der theaterstrukturen in den Niederlanden und Deutschland* on 30 November and 1 December. On 5 and 6 February 2008, during the international congress on performing arts in Bilbao, he delivered a contribution entitled *Between Education and Industry. A Distant View on the Performing Arts in Europe*. (www.escenium.net)

Round table about public and private financing of culture

On 5 and 6 October, the Boekman Foundation and Erasmus University Rotterdam organised a round table, called *Public and Private Financing of the Arts and Culture: their Interrelations and Measurements*. This international round table was prompted by the publication of the report *Financing the Culture and the Arts in the European Union*; a study carried out last year by Erasmus University on commission from the European Parliament (see: <http://www.europarl.europa.eu/EST/>).

Before the meeting, a reader was compiled by Lyudmila Petrova of the Erasmus University Rotterdam, which included contributions from all the participants. The round table was attended by fifteen cultural economists from various European universities, representatives of the French and Dutch governments, and representatives of UNESCO.

During the two-day round table, there was detailed discussion in the different sessions about new strategies, practical applicability and positive and negative effects of public and private forms of financing culture. New perspectives for cultural financing were also discussed, and particular attention was paid to the importance of attracting private funds for the cultural sector. Each discussion was preceded by two speakers. Chairman of the day was Arjo Klamer, professor of cultural economy at Erasmus University Rotterdam. The reader and the report of the meeting can be found on our website.

Book presentation Free Trade and Culture

Following his participation in conferences on free trade and cultural policy in Amsterdam (26 June 2006) and Helsinki (15 and 16 December 2006), Prof. Peter van den Bossche, professor of international economic law with Maastricht University, appeared again on 6 November at the presentation of his book *Free Trade and Culture. A Study of Relevant WTO Rules and Constraints on National Cultural Policy Measures* (see elsewhere in this annual

report). The presentation took place at Felix Meritis in Amsterdam and was organised by the National UNESCO Commission of the Netherlands, the Service Centre for International Cultural Activities (SICA) and the Boekman Foundation. Yvette Gieles acted as hostess on behalf of the SICA. As a delegate of UNESCO, Vincent Wintermans talked about the relationship between the Convention for the Protection and Promotion of Cultural Diversity as an international cultural-political document and the system of international conventions developed by the WTO in order to regulate world trade according to the principle of equal opportunities. As the final speaker, Cas Smithuijsen, who also wrote the foreword to the book, talked about the contents of the book and about the importance of the research. The results mean that the myths about the a priori cultural enmity of the WTO can be refuted, and the debate on both the opportunities and the threats of a free international market for a balanced exchange of culture can be conducted on the basis of fact.

LIBRARY AND DOCUMENTATION

Renovation

In 2007, after many plans, a start was actually made on the reorganisation of the library and the ground floor. The programme of requirements drawn up in 2006 included the creation of sufficient space for housing the whole collection for the coming 20 years. Thanks to the offer of the Amsterdam University library (UB) to manage the part of the collection least in demand for the Boekman Foundation, a welcome saving of space was created. This meant that the reorganisation could be restricted to apparently simple changes to the monumental premises on the Herengracht.

The library remained open throughout all the work in 2007. There was little inconvenience on the second floor, despite the demands made on all employees by the dust, noise and discomfort every day over a long period. The books were moved in the first week of January 2008. The result is an impressive library that was made possible by the Dutch Ministry of Education, Culture and Science, the Dioraphte Foundation and the Prins Bernhard Culture Fund.

Collection and acquisitions

Until the collection was moved in the first week of 2008, we had to make do with the shelf space still available on the second floor. A growth of 9.5 metres of monographs (727 volumes) meant that at the time of the move on 2 January 2008 we were just a few centimetres short. There was also only just enough space for the 52 newly bound journal volumes and annual reports.

Library staff dealt with 2,596 new titles, including 1,289 monographs, 1,277 journal articles and 30 periodicals, including annual reports. By transferring part of the collection to the Amsterdam University Library (UB), around 15,000 titles disappeared from the catalogue, albeit temporarily. Not everything has gone to the UB. All the reports, policy memos or journal articles from the period 1963-1989 have been removed from the collection to be scanned. Some of the approximately 7,000 documents were prepared for scanning by a temporary employee over a period of three months. None of the documents to be scanned will be accessible in the coming year.

The number of electronically accessible texts increased by 1,077 titles to a total of 13,063 texts that are available full-text in the library reading room. At the end of December, the catalogue included a total of 53,606 book, article and journal titles, which take up 344 metres altogether and are contained in 22,931 volumes and 11.2 gigabytes. This also includes the files with cuttings from daily and weekly newspapers and professional journals about topical subjects of interest.

Public

The reorganisation also had repercussions on the public. For over three months, the work meant that the Voordrachtzaal could not be used for receiving large groups of students in order to introduce them to the foundation and the library, so these meetings were postponed until after the reorganisation. This postponement, along with the inconvenience announced on the website regarding the breakdown of ICT facilities and possible noise, led to a drop in the number of visitors, especially towards the end of the year. In total, we had 2,684 visitors last year, which is 109 less than in 2006. Altogether, they borrowed 7,066 titles, which is also less than the previous year. This was probably due to the increased provision of electronic documents and the lower number of visitors.

The public can access the catalogue, as well as the arts subsidy disk of the Cultural Policy Handbook on four computers. The catalogue that can be accessed in the library differs on one point from the internet catalogue that people can use at home. In the library, all the digital sources are available in full text, while at home this is only possible via the link to the organisation that has published the document. This difference is due to copyright protection.

Chronicle and Conference Diary

As in previous years, Jack van der Leden provided two informative columns on the Boekman Foundation website; the Chronicle and the Conference Diary. The Chronicle contains important news items about arts and cultural policy in the Netherlands. The column has been running since 1999 and is updated every week. The same applies to the Conference Diary, which provides an overview of national and international congresses, symposia, conferences, debates and lectures about arts and cultural policy. Where possible, links are created to the websites of organisational bodies.

National and international cooperation

In February, the library received the Study Group for Special Scholarly Libraries (WSWB). After this, the study group met another four times to talk about possibilities for joint negotiations about licences and about participating in the Netherlands Central Catalogue (NCC) or WorldCat.

Staff of Istanbul Bilgi University visited the library as part of the cooperative project *Invisible Cities: Building Capacities for Local Cultural (Policy) Transformation in Turkey*. In 2007, the European Cultural Foundation (ECF), in cooperation with the Boekman Foundation, Istanbul Bilgi University and Anadolu Kültür, submitted a project proposal to the Matra programme of the Dutch Ministry of Foreign Affairs.

PUBLICATIONS

Boekman periodical

In 2007, the following theme issues were published: EUrope (70), Performing Arts (71), Art and audience (72) and Art and education (73).

The *Boekman* editing team selects the themes on

topical interest, the broad, policy-related interest of a subject and the extent to which it invites reflection. The editors also aim to combine essays by scholars and recent scholarly research with a journalistic angle in order to stimulate interaction between science, policy and the art world. *Boekman* has a multiform network of authors, ranging from journalists to politicians, ex-politicians, policy-makers and scholars.

In the past year, this formula once again worked successfully for the periodical. The positive reactions from the field confirm that *Boekman* discusses themes that are of general interest. *Boekman* was also discussed in the national newspapers, on radio and in various professional journals wrote about *Boekman*. This has resulted in a growth in subscriptions of over 12 percent and an increase of the edition to 2,200 copies.

Boekman is brought to the attention of a broad target group through presentations of recently published issues during study days or at conferences in collaboration with other organisations.

The *Boekman* Advisory Council is appointed to audit the policy of the *Boekman* editing team and to bring up ideas and new approaches for new issues of the periodical. Unfortunately we lost our chairman of the council, Hugo Verdaasdonk, this year due to sudden death.

BOOKS

a Cultural Dimension to the EU's External Policies from Policy Statements to Practice and Potential

This book is published as a sequel to *a Cultural Component as an Integral Part of the EU's Foreign Policy?*, published in 2006 by Boekmanstudies. This study of literature and sources assessed the chance of a collective foreign policy on culture, borne by all the EU member states with, for example, the principle of cultural diversity as the starting point. Setting a collective policy goal was deemed feasible in the areas of creative industry and cultural heritage. The follow-up study by Rod Fisher – which was published in March 2007 – can be characterised as a feasibility study. Fisher questions experts from six EU countries (Denmark, France, Latvia, Poland, Portugal and the United Kingdom) on their willingness to actually construct a collective EU

cultural policy. Concrete cooperation is within reach in several areas, including cooperation on cultural development, for instance, and transfer of knowledge with countries outside the EU. Or, for example, a collective strategy for the worldwide promotion of the European heritage. The final editing was done by Cas Smithuijsen.

Free Trade and Culture A Study of Relevant WTO Rules and Constraints on National Cultural Policy Measures

Free trade and technological innovation have broken down many barriers that prevented free exchange of cultural products and services over the border. According to many artists, policy-makers and cultural agents, national cultural identity should be protected against the erosive effect of global economy. Lobbies resulted in states introducing trade restrictions in favour of domestic culture.

In the discussion on the desirability of unilateral measures regarding cultural trade, a recurring question is whether such measures are consistent with international law in the area of trade. In particular, this concerns the regulations of the World Trade Organisation (WTO). But all too often, it is assumed that the WTO puts strict restrictions on the possibility of taking trading measures regarding culture. For this reason, the WTO has more enemies than friends among artists and policy-makers.

In *Free Trade and Culture* Peter van den Bossche, professor of international economic law with Maastricht University, gives an overview of the relevant WTO regulations and of the exceptions to these. He also investigates to what extent the WTO regulations allow member states to take unilateral measures for the protection or promotion of national culture. The book guides cultural entrepreneurs who want to go on the international market through the complex area of trade regulations. It shows politicians and policy-makers that a democratically managed cultural order can easily be enriched with the products of international trade. It is essential reading for students, researchers and those working in culture who want to understand everything concerning the relationship between culture and free trade. You can read about the book presentation elsewhere in this annual report.

WEB PUBLICATIONS

Cultural Policy in Neighbouring Countries

At the end of 2006, the Arts Board of the Dutch Ministry of Education, Culture and Science commissioned the Boekmanstudies Foundation to carry out a scan of the arts policy field in seven EU countries in the neighbourhood of the Netherlands. The request was to gain insight in a short space of time into the main lines of arts policy in Denmark, Finland, France, North Rhine-Westphalia, the United Kingdom, Flanders and Sweden. The research was to concentrate on the disciplines for which the Arts Board of the Dutch Ministry of Education, Culture and Science is responsible: visual art and design, architecture, performing arts, film, amateur arts and arts education.

The commission was carried out by Romanist and culture specialist Joris Vermeulen and Netherlands specialist Nico Groen. In the winter and spring of 2007, they contacted informants in the countries in question. They also collated material from the internet and the library of the Boekman Foundation. The progress of the project was monitored by the project staff of the Boekman Foundation. Cas Smithuijsen advised on content and was responsible for the final editing. The final report took place in February.

APPENDICES

Composition of the supervisory board and other bodies

Executive board
C. Smithuijsen, director

Composition of the Supervisory Board

- Th. R. Bremer, chair
- A. Brok (representing the Association of Dutch Municipalities)
- G. van de Craats (representing the Arts Union, Netherlands Federation of Trade Unions)
- G. Dorleijn (representing the Association of Collaborating Dutch Universities)
- A. Ponsioen, treasurer (representing the Dutch Museum Society)
- C. Schuilenburg (representing the Federation of employers' associations in the Cultural Sector)

- V.V. Stissi (representing the National Coordinating Committee for the Protection of Monuments and Historic Buildings)
- O. Wolfs (representing the Interprovincial Consultation on Welfare)

Board of Governors Boekman lectureship at Amsterdam University

- Th. R. Bremer, chair
- J. Goudsblom, (representing the Board of Governors)
- B. Kempers, (representing the Faculty of Humanities)
- N. Wilterdink, (representing the Faculty of Social and Behavioural Sciences)

Boekman Advisory Council

- D. van den Boogerd (De Ateliers)
- O. Bouman (Netherlands Architecture Institute)
- N. van Dijk (Erasmus University Rotterdam)
- S. Janssen (Erasmus University Rotterdam)
- S. Jongenelen (Het Financieele Dagblad)
- W. Krul (University of Groningen)
- M. Pruis (De Groene Amsterdammer)
- I. Steen (Province of Flemish Brabant)
- K. Vuyk (Theater Instituut Nederland)

Staff

It was possible to conclude the economy operation regarding the subsidy to the Boekman Foundation at the beginning of 2007, with the completion of dismissal procedures. Thanks to the helpfulness of the Ministry of Education, Culture and Science in financing redundancy schemes, we could get to work quickly on making optimum use of the available scope for jobs. The loss of the system administrator could be compensated by concluding a contract with the Utrecht ICT company Commitment.

André Nuchelmans will have his contract temporarily extended, in order to carry out other book and project-related work besides his job as editor of Boekman. The loss of the project coordinator was made up for by transferring this work to Marielle Hendriks, responsible for communications and PR. Since the summer, this work had been taken over by Marjolein van Bokhorst, who accepted a two-year contract for 50 percent of the working hours.

For administrative work for the library, Elly Andrea, who works in the secretarial department on a 60 percent

contract, will receive a temporary extension of 40 percent. At the same time, it was decided to appoint Jack van der Leden editor of the Boekman journal for 20 percent of the working hours, for a period of two years. The head of the library, Saskia Leefsma, reduced her working hours from 80 percent to 60 percent, in order to be able to take a Master's course in Documentary Information Science at Amsterdam University.

The head of book projects, Ineke van Hamersveld, was completely absent until after the summer due to serious illness. In the autumn, she began carefully carrying out editorial tasks. The coordination of, and final responsibility for the book projects is provisionally in the hands of Cas Smithuijsen.

On 31 December 2007, the complement of staff on a contract of employment – a total, including the lectureship, of 11.52 FTE jobs – was as follows:

Director: C. Smithuijsen (100 percent).

Publications and projects staff: T. Gubbels (40 percent), I. van Hamersveld (80 percent), M. Hendriks (80 percent), J. van der Leden (20 percent), A. Nuchelmans (90 percent), A. Twaalfhoven (70 percent).

Lectureship: H. Abbing, professor at the Boekman lectureship in Arts Sociology, works at Amsterdam University for 20 percent of his working hours. His contract runs until 31 August 2008.

Librarians: S. Leefsma, head of library (60 percent), J. Retel (40 percent), M. Meddens, (40 percent), M. Nooijen (80 percent), J. van der Leden (60 percent), M. Lindhout (80 percent), S. Verduin (20 percent, volunteer).

Library administration: E. Andrea (40 percent).
Communication and PR: M.I. van Bokhorst (50 percent)
Secretarial staff: M. van Splunter, head of secretarial department (100 percent), M. Barnier-Spee (40 percent), E. Andrea (60 percent).

Financial status

Ministry of Education, Culture and Science

On completion of the 2006 financial annual report, the board decided to end the cooperation with the administrative office of Frank Petiet. Following an orientation period, a contract was concluded with the administrative office Burozaken, in Haarlem. Contact with this office is conducted through Bert Kienhuis.

The year 2007 was concluded with a net operating result of € 37.473,-. The long-term subsidy from the Ministry of Education, Culture and Science for 2007 amounted to € 905.396,-.

Contributions for projects

In 2007, the Boekman Foundation received € 5000,- from the Ministry of Education, Culture and Science as a contribution towards the organisational costs of the conference on free trade and culture, organised in 2006 in cooperation with the SICA, as well as for the preparation of the book *Free Trade and Culture; A Study of relevant WTO Rules and Constraints on National Cultural Policy Measures*, by Peter van den Bossche.

The same ministry gave the foundation a sum of € 12.138,- as a contribution towards the preparation costs (translation and update) of the Dutch version of the book *Cultural Policy in the Netherlands*. When the book was finished in the autumn, the ministry purchased 2000 copies.

The commissioning body European Cultural Foundation guaranteed the purchase of 300 copies of the book *a Cultural Dimension to the EU's External Policies*, published by Boekmanstudies.

For the scan *Cultural Policy in Neighbouring Countries*, the Boekmanstudies Foundation received a sum of € 12.000,- from the Ministry of Education, Culture and Science.

For the CD-ROM publication about courses in arts management and cultural policy, added to Boekman 73, the Boekman Foundation received a sum of € 2.975,- from the Flemish-Dutch Cooperation Committee. The CVN made a survey of cultural policy and arts management programmes in the Netherlands and Belgium.

The board of Govenors of the Boekman Foundation publishes separate financial annual accounts.

The Boekmanstudies foundation, which is affiliated to the Boekman Foundation, also publishes its own annual accounts.