



## Academic CV/Curriculum Vitae

**Dr. Siglinde Lang, M.A.**

*Büro für künstlerisch wissenschaftliche Praxis*

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*\*1976 Vienna, permanent partnership, three children (\*1999, \*2007, \*2012)*

### Professional Positions and Activities

- 02/2021- **Assistant Professor (Catholic Private University Linz)** at 'The Institute for Contemporary Arts and Media', in particular research in the field of Public Art
- Since 2017 **Freelance Activities with my 'Büro für künstlerisch wissenschaftliche Praxis'**  
(Buero for artistic scientific practises, A-Krems), e.g.:
- Consultant to the Mayor of Krems: Cultural Development Plan* for the City of Krems (A-Krems, 08/2020-04/202)
- Consultant to 'Basis Wien': Orientation guide* for diversity, participation and inclusion in Community Art Projects: Professional input and advice (A -Vienna, 02-09/2020)
- Consultant to the Swiss Federal Office of Culture: Orientation guide* for cultural participation: Professional input and advice (CH -Bern, 03-05/2019)
- Project Manager and Curator of Kunst im Um/Bau:* Artistic-scientific project related to gentrification and densification of residential areas. Seven dialogue-oriented and participatory artistic interventions in semi-private (residential) spaces, such as stairways, courtyards, community cellars, entry halls, and on back façades. (GER-Berlin, 2017-2019)
- Consultant to the Swiss Federal Office of Culture: Composing a dossier on "Cultural Participation – Diversity – Inclusion"* as internal position paper for re-structuring culture-political guidelines on the basis of academic concepts, best practices and recommendations for actions and services. (Ch-Bern,04-07/2018)
- Consultant to private Client: Conceptual Study Trans\_ART\_Mill* for Re-Vitalization of a listed mill building as an international "hub" for contemporary transdisciplinary art at the interface of politics, society, technic, science, and economy (GER-Brandenburg, 03-06/2018)
- 2017- 2019 **Post-doc researcher in partly-funded research project *Enabling Cultural Participation*** in the Contemporary Arts & Cultural Production program area, focus area science & art, University of Salzburg/Mozarteum Salzburg (Austria): Initiating, conducting, and evaluating *P-ART Academy for decentralized and transdisciplinary Art Projects*
- 2010-2017 **Senior Scientist in the Contemporary Arts & Cultural Production program area, focus area science & art, University of Salzburg/Mozarteum Salzburg (Austria):**
- Head of *Cultural Production & Arts Management* study focus area
  - Research projects (and studies) on arts management processes in the context of cultural production
  - Development of the multi-level research project *P/ART/ICIPTÉ – The Matrix of Cultural Production* (with E. Zobl, 2012–2016)
  - Editor (with E. Zobl) of the e-journal *P/ART/ICIPTÉ – Creating culture actively* (2012–2016), www.p-art-icipate.net
  - Concept and realization of symposia, dissemination, educational programs (guest lecture series, exhibits, and roundtables)
  - Teaching (undergraduate and graduate students) in the areas of cultural production,

- cultural management, artistic-cultural project development, arts and cultural marketing
- 2016–2017 **Project Manager and Curator of *Thoch2//Festival für zivile Auftragskunst*** (Austria): This “festival for art commissioned by the public (civil society)” was one of ten projects awarded by the Zukunftslabor Salzburg 20.16, together with Sandra Chatterjee, see: <https://buero-kwp.net/7hoch2-festival/>
- 02–09/2014 **Freelance Cooperation at University of Applied Studies Calw**, Visiting Professor for Arts Management & Research, part-time (Germany): Conception of MA program in *Arts, Culture & Entrepreneurship* including application for accreditation
- 04–05/2014 **Visiting Scholar at Cyprus College of Fine Arts Larnaca**, Art-based-scientist in residence (Cyprus): *Study Artists as Managers?! (Talk and focus group)*
- 2006–2010 **Freelance work in artistic-cultural project management** with a focus on communication and education: e.g., Arsenal Filminstitut Berlin, Concept for marketing relaunch (Germany, 2010); Künstlerhaus Wien, concept for anniversary exhibition (Austria, 2008/09); Theater am Hausruck , presswork (Austria, 2006–2006); Welios Science Centre, presswork (Austria, 2009); consulting for numerous freelance artists and collectives in PR and Marketing.
- 2002–2006 **Head of the Department of PR & Communication, University of Arts and Industrial Design Linz (Austria)**: Exhibition and event management, corporate publishing, press-/media work, sponsoring and funding, public relations and marketing, website, etc.
- since 2004 **Freelance lecturer** (University of Art and Design Linz, University of Freiburg, Mozarteum Salzburg, Academy of Fine Arts Vienna) and in adult education (Career Center at the University of Arts, Berlin; Institut für Kulturkonzepte, New Design Centre St. Pölten)
- 2000–2002 **Assistant to the managing director, Eckes Granini Austria (Austria)**
- 1999–2000 **Project member at Österreich Institut Wien (Austria)**

### Education

- 2011–2014 **PhD, Department of Communication** (University of Salzburg, Austria), Thesis: Art goes Culture – Arts management in the context of contemporary art and cultural production (*Grade: 1*)
- 2005–2009 **M.A. in Media art and cultural theories** (University of Arts and industrial Design Linz, Austria and University of Arts Berlin, Germany), Thesis: Market Strategy: Art– Artists as pioneers in strategic marketing?! (*Grade: 2*)
- 2001–2003 **Postgraduate correspondence course: Business Economics for Managers** (Harzberg Fernuniversität Germany) (*Grade: 1*)
- 1998–1999 **LCCI Diploma in PR & Marketing** (College of Central London, UK)
- 1994–2000 **M.A. in German studies/cultural journalism** (University of Vienna, Austria) (*Grade: 1*)

### Teaching

More than twenty university lectures and more than twenty seminars and courses in adult education at several universities and arts institutions in Germany and Austria; very positive feedback.

## Publications

Lang, Siglinde (2019), *Kunst im Um/Bau. Dokumentation und Reflexion einer künstlerisch wissenschaftliche Projektstudie im Kontext urbaner Wohnraumverdichtung und Gentrifikation*, Berlin: Jovis-Verlag.

Lang, Siglinde (2015), *Partizipatives Kulturmanagement. Interdisziplinäre Verhandlungen zwischen Kunst, Kultur und Öffentlichkeit*, Bielefeld: Transcript.

### *Edited works*

Lang, Siglinde (2016), *Ab in die Provinz! Kunst und Kultur in ruralen Regionen*, Vienna: Mandelbaum.

Lang, Siglinde (2015), *Kunst, Kultur – und Unternehmertum?! Aspekte, Widersprüche, Perspektiven*, Vienna: Mandelbaum.

Lang, Siglinde/Zobl, Elke (2015), "Rethink. Arts encouraging Cultural Production," 6th issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/6-rethink/>

Lang Siglinde/Zobl, Elke (2013), "Go Public: Art, Communication and the public," 3rd issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/go-public/>

Lang Siglinde/Zobl, Elke (2012), "Initiate. I am a Cultural Producer," 1st issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/initiate/>

### *Catalogues / In-house publishing*

Lang, Siglinde (2019), *P-ART Akademie für dezentrale und transdisziplinäre Kulturkonzepte. Dokumentation und Reflexion*, Salzburg.

Lang, Siglinde/Chatterjee, Sandra (2018), *7hoch2. Festival für zivile Auftragskunst*, Salzburg.

### *Articles (selection)*

Lang, Siglinde (2019), "Partizipative Kulturprojekte. Theoretischer Rahmen und Modellierung," in eds. Nationaler Kulturdialog, *Kulturelle Teilhabe. Ein Handbuch*, Zurich/Geneva: Seismos, pp. 295–304.

Lang, Siglinde (2018), "Passion First, Business Might Follow. An Austrian Study of Arts Entrepreneurship," in *The International Journal of Social, Political and Community Agendas in the Arts* 13 (2): pp. 9–21.

Lang, Siglinde/Chatterjee Sandra (2017), "Renegotiating Art and Civic Engagement: The Festival 7hoch2 as a Hands-On Platform for Co-Creating Urban Life," in eds. Hilke Berger / Gesa Ziemer, *New Stakeholders of Urban Change: A Question of Culture and Attitude? (Perspectives in Metropolitan Research IV)*, Berlin: jovis, pp. 94–107

Lang Siglinde (2017), "Are Artists the better Managers? Perspectives on a Participatory Understanding of (Cultural) Management," in eds. Wendelin Küpers, et al., *ReThinking Management. New and Critical Perspectives on managing and organizing, with and beyond cultural turns*, Wiesbaden: Springer VS, pp. 131–148.

Lang Siglinde (2015), "In-between 'What is' and 'What might be'. Arts, Participation and Collaborative Cultural Meaning Production," in "Cultural Institutions and Communication: Towards Creative Participation," special issue of *Media Transformations*, vol. 11/2015, eJournal of the Department for Public Communication and Media Research Center, University of Kaunas, pp.30–48.

Lang, Siglinde/Zobl Elke (2015), "'Taking cultural production into our own hands': Kulturelle Bedeutungsprozesse im Kontext zeitgenössischer Kunst," in eds. Ricarda Drüeke et al., *Zwischen Gegebenem und Möglichem. Kritische Perspektiven auf Medien und Kommunikation. Festschrift für Elisabeth Klaus*, Bielefeld: Transcript., pp. 237–250.

Lang, Siglinde (2014), "Zwischen Fakt und Fiktion. Partizipative (Gegen-)Räume als Stätten kollaborativer Wissensproduktion," in eds. Westphal, et al., *Räume kultureller Bildung*, Beltz-Verlag 2014, pp. 216–220.

Lang, Siglinde (2013), "Art goes Culture – Zum Handlungsfeld von KulturmanagerInnen im Kontext zeitgenössischer Kunst und kultureller Production," in ed. Fachverband Kulturmanagement, *Die Kunst, Kultur zu ermöglichen. Yearbook of Cultural Management 2013*, Berlin: Transcript, pp. 77–102.

Lang, Siglinde (2013), "Marktstrategie Kunst?! Über das Herstellen von Öffentlichkeit im Spannungsfeld von Kunst und Marketing," in eds. Siglinde Lang / Elke Zobl, *p/ART/icipate – Producing culture actively*, no. 3.

Lang, Siglinde/Zobl, Elke (2012), "Investigating the Matrix of Cultural Production. Artistic interventions at the intersections of contemporary art, participatory cultural production and cultural management processes," in *p/ART/icipate – Producing culture actively*, no. 1.

Lang, Siglinde/Zobl, Elke, "P/ART/ICIPATE – The Matrix of Cultural Production. Künstlerische Interventionen im Spannungsfeld von zeitgenössischer Kunst, partizipativer Kulturproduktion und kulturellen Managementprozessen. Ein Werkstattbericht über ein Forschungsprojekt," in *kommunikation.medien. eJournal des Fachbereichs Kommunikationswissenschaft*, no. 1.

### Talks (10 selected)

- 2020 Talk: *Re-Negotiating Urban Public Space*, in: Kremser Kulturamt (A)
- 2020 Talk: *Opportunities and Limits of Participation*, in 'Steirischer Herbst' (A)
- 2019 Talk: *Enabling Cultural Participation: Intentions, Formats, Challenges – Orientation for public funding agencies and foundations*, in Bundesamt für Kultur und Gesellschaft (CH)
- 2018 Key Note: *"(Spiel)Raum Provinz?!" The potential of Contemporary Art for Regional Cultural Development Processes*, in "Spielraum Provinz," Foundation Genshagen (D)
- 2018 Talk: *Artistic Entrepreneurship and Intervention*, in Cultural Leadership & Innovation, 11th Conference of the German Association of Cultural Management, Arts University Hamburg (D)
- 2017 Symposium/Talk: *Co-Creating Urban Space*, in Schwerpunkt Wissenschaft & Kunst (together with Sandra Chatterjee, AT)
- 2017 Round Table/Talk: *Establishing Spaces of Togetherness*, in 3<sup>rd</sup> International Symposium for Art Education (NÖKU) (A)
- 2016 Talk: *Initiating Arts, Culture – and Business?!*, in TransCultural Exchange's 2016 International Conference on Opportunities in the Arts: Expanding Worlds, Boston University (USA)
- 2014 Talk: *Participatory management processes in the field of cultural meaning production*, in Cultural Institutions and Communication: Towards Creative Participation, University Kaunas (LT)
- 2014 Talk: *(Arts) Management and its role of encouraging cultural production*, in ReThinking Management 2014, Karlshochschule University (GER)
- 2014 Talk: *Welcome Polyphony! Arts Management and cultural production*, in 8th International Conference on Cultural Policy Research, University Hildesheim (GER)
- 2014 Talk: *Bridging the gap between fact and fiction*, in Perspectives of Arts Management, Babeş-Bolyai University, Cluj-Napoca (RO)

### Other

- Member of *Kulturbeirat Krems* (Austria), *Fachverband Kulturmanagement* (D-A-CH), *Neue Gesellschaft für Bildende Kunst* (Berlin, Germany), *Alumniclub University of Arts Linz* (Austria), *Deutsche Gesellschaft für Ästhetik* (Offenbach, Germany), Juror for *Kunst am Bau* and several competitions in arts and culture (Salzburg, Austria)

### Languages

- German, English