



“I Am a Cultural Producer” : an Educational Project to Create Culture Actively and Collaboratively

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Abstract

How does culture shape our daily life? What makes culture? Does culture “just” happen or is it actively produced? If so, how and by whom? Can everyone of us produce culture? How do we create “cultures of participation” [1]? And how can young people initiate a public discourse on their participation in cultural questions? Such questions have been the starting point for an innovative educational project developed within a university course. The project resulted in a discursive event with the general public coupled with various artistic and cultural interventions in Salzburg city. Students of „Arts Management & Cultural Production“ at the University of Salzburg developed collaboratively a mediation concept as well as posters, jingles and zines as interventions.

In this presentation we will take the concept of “participatory culture” [2] as a basis to show how it can be used as an open and dynamic learning concept to develop concrete projects not only in media-pedagogic and online contexts – as it has been done so far – but also, and particularly, in the field of contemporary art and for developing cultural interventions in “real” space. The aim of “I am a cultural producer” is to discuss possibilities and challenges in developing and realizing innovative educational projects with the goal of creating actively and collaboratively “cultures of participation” [1].

References

- [1] della Porta, Donatela and Alice Mattoni: Cultures of participation in social movements. In: Aaron Delwiche and Jennifer Jacobs Henderson: The Participatory Cultures Handbook. New York and London: Routledge, 2013: 171-181.
- [2] Jenkins, Henry et al.: Confronting the Challenges of Participatory Culture: Media Education for the 21st Century. Online: MacArthur, 2006.