



8,620: Haniel Seminar: Performing Organizing - New Museums in the Entrepreneurial City

Subject information

ECTS-Credits: 6

Attached courses

Timetable	Language	Lecturer
8,620,1.00 Haniel Seminar: Performing Organizing - New Museums in the Entrepreneurial City	English	Hjorth Daniel, Steyaert Chris

Course information

Course prerequisites

There are no formal prerequisites for this course.

Course content

Besides the university, the museum is one of the oldest forms to think about and effectuate the organization and representation of knowledge, its history of ideas and its repertoire of artifacts and objects. As no other, the museum is currently undergoing an enormous shift in how it performs its own functions, not in the least instigated by an entrepreneurial shift in urban governance and by a shift to an experience economy (Hjorth and Kostera, 2007). With this transformation of urban governance into a mode of entrepreneurialism (Harvey, 1989), cities are heavily competing on the global catwalk to appear as the most creative or entrepreneurial. In particular, museums function as flagship projects to brand these images of a creative city. Ever since the Bilbao-effect, where a seemingly unknown city was able to put itself on the (touristic) map by attracting the star architect Frank O'Gehry to build a new Guggenheim museum, museums have become a prominent and privileged strategy in reshaping cities as attractive places for cultural and artistic consumption (Czarniawska, 2003). At an exhibition on the recent and upcoming prestigious museum-projects in the 21st Century organized by Art Centre Basel (2008) and shown at several cities world-wide, one could easily observe that governments have planned in the years to come considerable investments in stunning architecture, and to renovate and/or expand existing infrastructure significantly. Organizing and managing the museum brings together questions not only of work organization, but also: how to represent, how to be pedagogical, what history to make official, what future to envision. In short, things on the agenda of every brand-aware, experience economy actor.

Course structure

The course is, besides preparatory sessions, organized in five parts and runs over 5 days. Part 1 consists of exploring themes as part of the transformation of contemporary museums and forming groups around a specific theme. Part 2 consists of field work and empirical research based on the themes and exemplary museums chosen. In Part 3, we analyze and organize empirical findings through literature research. Part 4 is for preparing and executing the exhibition of one theme, while Part 5 is setting up the exhibition and touring the guests. Notice that students will have to show their exhibition to a "real" audience they will have to invite. In order to come prepared to the joint workshop, there will be separate introductory sessions for the students of CBS and the HSG.

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen.

Course literature

Bennett, T. (1995) *The Birth of the Museum*, London: Routledge

Harvey, D. (1989). From managerialism to entrepreneurialism: The transformation in urban governance in late capitalism. *Geografiska Annaler. Series B. Human Geography*, 71(1), 3-17.

Hetherington, K. (2006). Museum. *Theory, Culture & Society*, 23(2-3), 597-603.

Hetherington, K. (2008). The time of the entrepreneurial city: Museum, heritage and kairos. In A. M. Cronin & K. Hetherington (Eds.), *Consuming the Entrepreneurial City: Image, Memory, Spectacle* (pp. 273-294). London:

Routledge.

Hjorth, D. & Steyaert, C. In the museum of last things. Manuscript.

McClellan, A. (2008). *The art museum: from Boullée to Bilbao*. Berkeley: University of California Press.

Rectanus, M.W. (2011). Globalization: Incorporating the Museum. In S. Macdonald (Ed). A companion to Museum Studies. Chichester Blackwell Publishing, pp. 381.397.

Further literature

Czarniawska, B. (2003) *A Tale of Three Cities – or the globalization of city management*, Oxford: Oxford University Press.

Cuno, J. (2011) *Museums matter. In praise of the Encyclopedic Museum*. Chicago: Chicago University Press.

Hjorth, D. & Kostera, M. (2007) *Entrepreneurship & The experience economy*. Copenhagen: Copenhagen Business School Press.

Macdonald, S. (2011). A companion to Museum Studies. Chichester Blackwell Publishing.

Course additional information

The course is organized as a Summer school, where students of the University of St Gallen and the Copenhagen Business School work in mixed groups on a project which consists of making a (performative) exhibition on the museum and its new organization. This project through which we bring the museum into the museum will form a collective exposition where different themes with regard to the "new museum" are developed by the various subgroups. The pedagogical approach in the course is one of a workshop where concepts, ideas and research are explored and discussed, and then become transformed into elements of an exhibition (developing objects, visualizations (pictures, videos) and exhibition panels) and adequately framed by a programme-booklet, guidance and mediation material and presentation. As students from Copenhagen Business School will visit St. Gallen in June to participate in the course, HSG students are kindly asked to think about or, if possible, offer accommodation for their fellow CBS students.

Information about the Examination

Examination type

decentral - Presentation (in groups) (60%)

Examination aids

no regulation necessary

No rules for examination aids are required for this examination.

- For written examinations at home (term paper), courses without credits, etc., no specific rules for examination aids are required.
- The regulations of the University of St. Gallen and the rules of academic work (sources and aids must always be identified) are applicable in a subsidiary fashion.
- All written work must be accompanied by a declaration of authorship.

Question language: **English**

Answer language: **English**

decentral - Group examination paper (40%)

Examination aids

no regulation necessary

No rules for examination aids are required for this examination.

- For written examinations at home (term paper), courses without credits, etc., no specific rules for examination aids are required.
- The regulations of the University of St. Gallen and the rules of academic work (sources and aids must always be identified) are applicable in a subsidiary fashion.
- All written work must be accompanied by a declaration of authorship.

Question language: **English**

Answer language: **English**

Examination content

Group work: Based on choosing a theme as part of the transformation of the concept of contemporary museums, groups develop an exhibition part that can contribute to a collective exhibition.

Group presentation: groups support their exhibition by writing a short introductory text (for a programme booklet) and develop guidance material that they effectively apply to a group of visitors.

Exam-relevant literature

Course literature

Harvey, D. (1989). From managerialism to entrepreneurialism: The transformation in urban governance in late capitalism. *Geografiska Annaler. Series B. Human Geography*, 71(1), 3-17.

Hetherington, K. (2006). Museum. *Theory, Culture & Society*, 23(2-3), 597-603.

Hetherington, K. (2008). The time of the entrepreneurial city: Museum, heritage and kairos. In A. M. Cronin & K. Hetherington (Eds.), *Consuming the Entrepreneurial City: Image, Memory, Spectacle* (pp. 273-294). London: Routledge.

Lord, B. (2006). Foucault's museum: difference, representation, and genealogy. *Museum and Society*, 4(1), 1-14.

Message, K. (2006). The New Museum. *Theory, Culture & Society*, 23(2-3), 603-606.

Michels, C., Beyes, T. & Steyaert, C. (2013). Another new museum? Imagining the space of art in the creative city. *Scandinavian Journal of Public Administration*, forthcoming.

-> not available on Studynet yet, will be distributed in due course

Rectanus, M.W. (2011). Globalization: Incorporating the Museum. In S. Macdonald (Ed), *A companion to Museum Studies*. Chichester: Blackwell Publishing (pp. 381-397).

Van Aalst, I. & Boogaarts, I. (2002). From Museum to Mass Entertainment: The Evolution of the Role of Museums in Cities. *European Urban and Regional Studies*, 9(3), 195-209.

Further literature

Bennett, T. (1995). *The Birth of the Museum*, London: Routledge.

Czarniawska, B. (2003). *A Tale of Three Cities – or the globalization of city management*, Oxford: Oxford University Press.

Cuno, J. (2011). *Museums matter. In praise of the Encyclopedic Museum*. Chicago: Chicago University Press.

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McClellan, A. (2008). *The art museum: from Boullée to Bilbao*. Berkeley: University of California Press.

Attention please:

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?

Information about courses and examination type (central/decentral and grading form): from the start of the bidding process on 24 January 2013

Information about decentral examinations (examination aids, examination content, exam-relevant literature): after the 4th semester week on 18 March 2013

Information about central examinations (examination aids, examination content, exam-relevant literature): from the start of the enrolment period for the examinations on 8 April 2013

Please look at the fact sheet once more after these deadlines have expired.