

# **The Performative City**

**- between Cultural Policy and Cultural Planning**

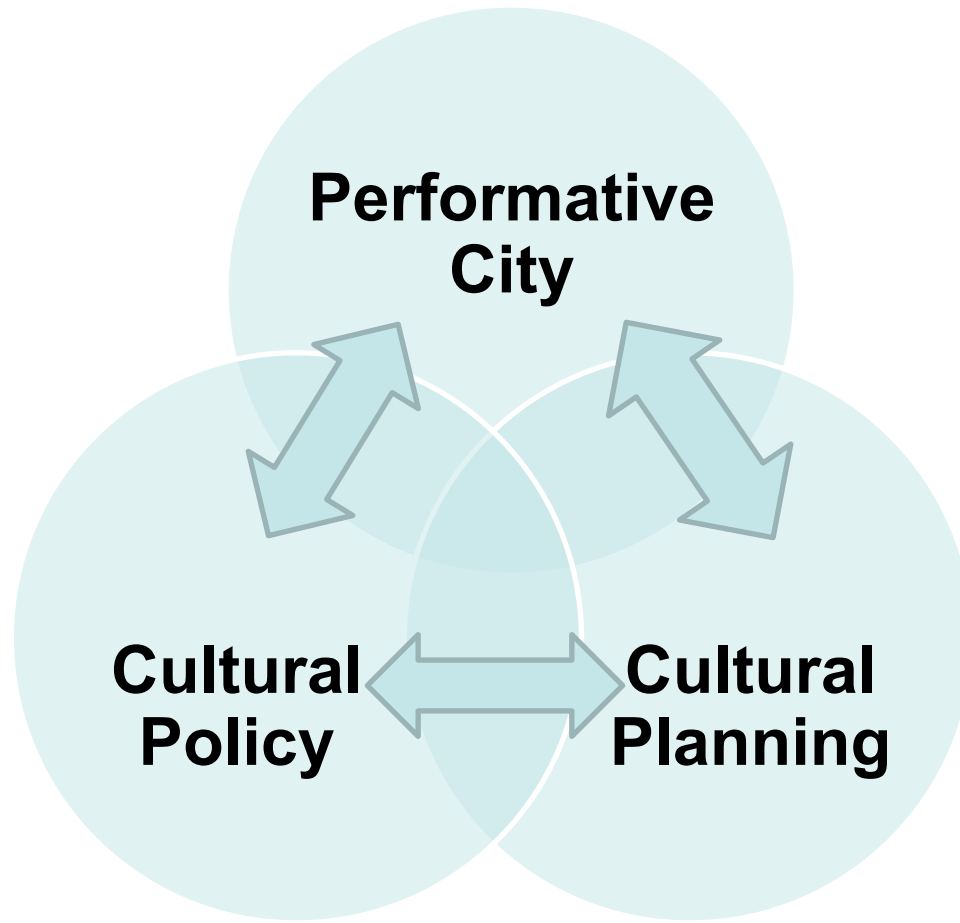
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# My agenda today:



# **What is the Performative City?**

**The Performative City is playful, dense, and replete with potentiality.**

**It is characterized by enchanted encounters, unexpected and engaging experiences and spaces where “anything might and even should happen”.**

**(inspired by Houston, 1994)**

# **3 Strategies for the Performative City**

- **Re-ritualization of the city**
- **Re-enchanting public space**
- **Re-thinking the relationship between performance/audience/place**

# Re-ritualization of the city



**”Festivals influence people’s idea of a city ...**

**At their best, festivals culminate in a ‘festival moment’, creating a momentum born of dramaturgical excellence and high quality content, a powerful experience bringing together audience , festival performers and organisers”.**

**Silvanto & Hellman (2005)**

# Re-enchanting public space as

”sites of potentiality, difference and  
delightful encounters”

Watson (2006)



# Teatro Mundi

**Spaces characterized by:**

- **Multifunction**
- **Disorder**
- **Difference**

**(Sennet, 2000)**



# Teatro Mundi

**“... the more that play between the disorder of public space and conventional behaviour can be exploited and encouraged, the more the public life is enhanced” (Sennet, 2000)**





# Performative arts

- re-thinking  
the complex relationship  
between the performance,  
the audience and  
the place where meanings  
are made



# Metropolis Festival:

**“... artistic adaptations of significant buildings, squares and roads. These experiences include the staging of everyday life, installations in abandoned buildings, artists working with local groups in creative inner city processes, art experiences in temporary and mobile venues and excursions to the parameters of the city...”**



# Cultural Policy "proper"



- **Sector-based**
- **Narrow, humanistic definition of culture**
- **Planning for experiences of high artistic quality**
- **Strategic development of the arts and its audience**
- **Top-down**

# Challenges: The Performative turn...

- **Blurring borders between art forms**
- **Events instead of works of art**
- **New relations between art & audience**
- **Theater as a social event between play and ritual**

**Fischer-Lichte (2008)**

# Importance of Cultural Policy

- **The production of content**
- **The insistence on quality**
- **The importance of curating**



# Cultural Planning

**”The strategic and integral use of cultural resources in community development”**

**Mercer (2002)**



# Cultural Planning "classic"

- Geographical space
- Broad, anthropological definition of culture
- Planning for diverse lifestyles and subcultures
- Strategic use of cultural resources
- Bottom-up



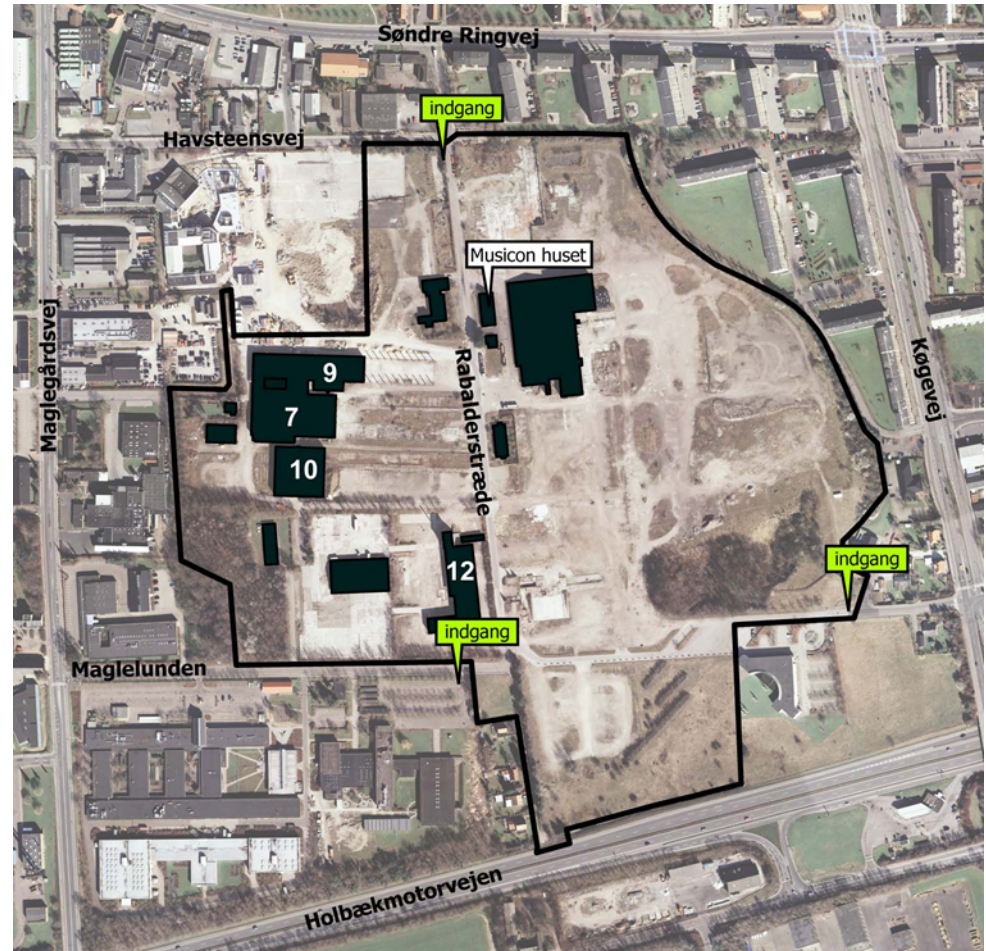
# Cultural Mapping

## *Quantitative*

- Population profile
- Ethnic groups
- Art-related workplaces
- Cultural industries profile
- Cultural facilities and institutions
- Natural and built cultural heritage
- Tourism and leisure profile
- Quality of life profile

## *Qualitative*

- Sense of place
- Cultural attitudes
- Artistic expression and their stories
- Accessibility and obstacles
- Lifestyle and subcultures





# Critique of Cultural Planning:

**”As a result cultural planning is expected to be about almost anything and relevant to almost everything. ... only when planners adopt a cohesive and rigorous understanding of culture as *something* rather than *everything* will cultural planning emerge as an effective and relevant policy for local creative endeavour”**

**Stevenson (2005)**

# Cultural Planning focuses on:

- **Resources**
- **Relevance**
- **Relations**



# Re-thinking the relation between:

