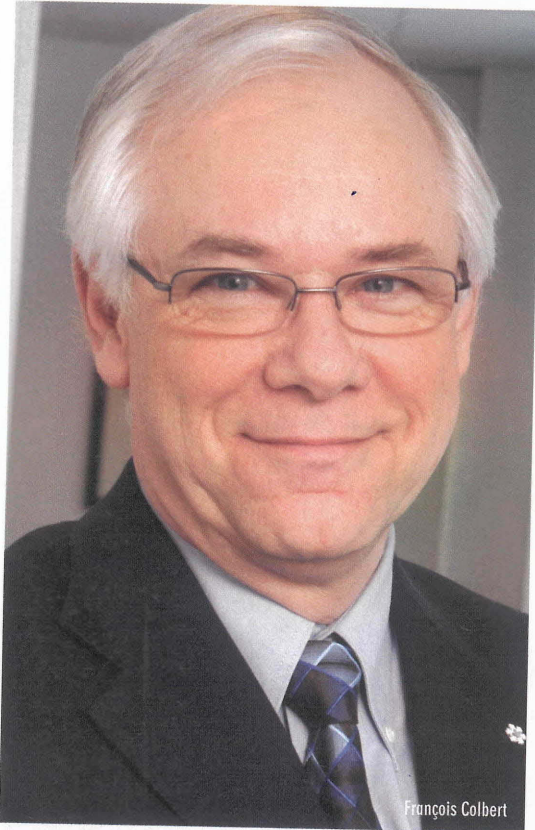


## HEC Montréal business school: MA International Arts Management



François Colbert

In June 2012, The Carmelle and Rémi Marcoux Chair in Arts Management at HEC Montréal was recognised by UNESCO. The timing couldn't have been better.

'The UNESCO status has been a one and half year process,' explains chairholder professor François

Colbert, 'and we are just recruiting the first students for the Masters in International Arts Management. So in a way it's a nice conjunction of planets, you know, both arriving at the same time.'

If the Masters course seems well-starred, it's not least because of its unique nature. Launched by Bocconi University in Milan, SMU in Dallas and HEC in Montréal, and with a programme that includes one four-month session at each partner university, the course is as interconnected and global in scope as the arts marketing world itself is fast becoming.

'Each university will bring to the programme their own expertise,' says Professor Colbert, who has been active in the arts and cultural sector for over 35 years. 'For example, in Dallas they will get the American way of doing things – fundraising in the international market and international legal aspects. In Montréal what we will bring is our international marketing expertise in the cultural sector. In Bocconi they have good expertise in the cultural industries, specifically the film industry.'

When one thinks of dynamic cultural cities, Montréal and Milan certainly rank high on the list. But Dallas? Professor Colbert says people have the wrong perception of this US city.

'The image of Dallas is that of a desert,' he says. 'But individuals are very, very active on the cultural scene. People became fed up of this image of Dallas, so they decided to make a statement. They got together and built a concert hall, an opera hall, a theatre hall, a dance hall, all just beside the arts museum and the sculpture museum. It's fantastic.'

The MA course is aimed at those with some prior

knowledge of the artistic field, whether already working in the arts or fresh from a bachelor's degree. It aims to guide students through the challenging terrain of this fast-evolving sector.

Colbert recently attended the ENCATCS conference in London (European Network of Cultural Administration Training Centers). Three issues stood out for him as priorities.

First is saturation. 'There is a lot more going on in the European scene that the public can bear,' he says. 'I calculated in Montréal, in any given year, there are 12,000 evenings of performing arts, not including the 35 museums and all the movie theatres. So one of the challenges is to make our way in the market for each organisation.'

The second is Internationalisation: 'Globalisation also works in the arts because companies are travelling.'

And lastly, there's technology. 'We see this in the film industry, and in the music industry but it has started in the museum industry and even in the performing arts – for example the Metropolitan Opera broadcast its shows in movie theatres. All this use of technology will have an influence on the market, will help get artistic companies more international and distribute their products, but it will also help them better serve their clients.'

'Those are the three challenges as I see them for the future,' Colbert says. 'And we are giving this training to the students so they learn how to face these challenges.'

[www.master-in-international-arts-management.com](http://www.master-in-international-arts-management.com)