

MASTER'S DEGREE IN
**Arts and Cultural
Management**

17th Edition





OVER TWENTY YEARS OF EXPERIENCE TEACHING CULTURAL MANAGEMENT

Start your journey to becoming a cultural manager and position yourself in an emerging sector. The UIC Barcelona Master's Degree in Arts and Cultural Management takes a practical approach to learning with a strong international focus. You will discover everything there is to know about the inner workings of cultural services and products from an entrepreneurial perspective. As well as the core subjects, **the programme also covers material that will help you develop leadership skills and use dynamic technologies**, eventually leading into two fields of specialisation: visual arts and heritage or creative cultural industries -which are taught in Spanish and English, respectively-.

The subjects you study throughout this programme will help you to develop a versatile and multidisciplinary profile, so that you are ready to step into a job in the world of policy development, institutions and cultural projects. The Master's Degree in Arts and Cultural Management has close ties to the city of Barcelona and fantastic cultural activities and projects that have an international impact. **UIC Barcelona will prepare you for a future as a cultural manager using a methodology that combines theory with practical case analysis.** The classes will be interspersed with visits to cultural facilities and institutions, as well as a series of talks given by experts.

ACADEMIC ACCREDITATION

Título de Máster Universitario en Gestión Cultural*

Organising centre

Faculty of Humanities
Barcelona Campus

Schedule and timetable

- From October to July
- From Monday to Friday
from 4.30 pm to 8.30 pm

Information and Admissions

- uic.es
- mastergestioncultural.uic.es
- facebook.com/GestionCulturalUIC
- [linkedin.com/showcase/
master-gestion-cultural-uic/](https://linkedin.com/showcase/master-gestion-cultural-uic/)

Get in touch with your advisor



* This Master's Degree is an official postgraduate qualification which has been adapted to the European Higher Education Area regulations, with an assessment carried out by the Agency for the Quality of the University System of Catalonia (AQU Catalunya) and the National Evaluation Agency for Quality and Accreditation (ANECA).

Aimed at

- Recent graduates who would like to become cultural managers.
- Active professionals with several years of experience who would like to perfect their knowledge in the field of cultural management, its methodologies and processes.

OBJECTIVES

- To reflect on the theory of culture in the 21st century and its social impact.
- To identify the characteristic features of local, national and international cultural policies.
- To analyse the cultural fabric of a society and formulate a diagnosis that identifies its needs and opportunities.
- To design, plan, manage and evaluate cultural projects.
- To build, manage and lead interdisciplinary teams.
- To manage and raise funds for projects, companies and cultural institutions.
- To propose marketing and communication strategies in the field of culture.
- To understand and use new technologies to support cultural management, production and dissemination.
- To reinforce one's awareness of social responsibility and ethical commitment.

TEACHING STAFF

Director

Christoph Pasour

Holder of an undergraduate degree in History of Art and Media Studies from Freie Universität Berlin and Edinburgh University. Creative documentary producer and script writer. He has worked on projects for several European broadcasters and streaming platforms such as Apple+. His award-winning projects have been featured at numerous festivals, such as the Berlin International Film Festival, HotDocs Toronto and IDFA Amsterdam. He has worked with other producers on international co-productions and produced films for international organisations such as UNECE, GIZ, SDC on development aid projects in Central Asia.

Coordinator

Claudia Balboa

Holder of an undergraduate degree in Conservation and Restoration of Cultural Heritage from the University of the Basque Country and a Master's Degree in Arts and Cultural Management from UIC Barcelona. She worked as a cultural manager at the Cervantes Institute in Beijing and collaborated as a consultant on urban regeneration projects in China. She managed the Rioja Wine Cultural Center and designed the cultural, social and educational programme for its reopening. As a collaborator with the architecture studio mono office, she helped produce several art installations for Whitechapel Gallery in London and Alserkal Avenue in Dubai, among other exhibition spaces.

Academic Teaching Staff

Each year, the master's degree invites more than sixty guest lecturers from various countries such as Canada, China, Colombia, Egypt, Germany, Ireland, Italy, Mexico, Peru, Spain, Turkey and the United States, among others. Their academic background and direct contact with professional practice allows them to offer students a multidisciplinary and multicultural perspective of the reality of the sector.

Pablo Agnese Freire

Economist, UIC Barcelona

María Remedios Agulles Simó

Philosopher, UIC Barcelona

Nicolás Barbieri

Cultural Policies and Rights

Miquel Bastons Prat

Philosopher and Economist, UIC Barcelona

Esther Belvis Pons

Director, The Social Vim Collective

Montserrat Blanco Fernández

Marketing Director, "la Caixa" Foundation

Joaquina Bobes González

Co-Director, ARTImetria

Cristina Ana Calvet Gómez

Intellectual Property Lawyer

Ramon Castells Ros

Director of Studies, CoNCA

Hiuwai Chu

Exhibitions Manager, MACBA

Marta Crispí Canton

Art Historian, UIC Barcelona

Ignasi Cristiá García

Set Designer, Playwright, and Writer

María del Pilar Delgado Mesonero

Digital Communication, Casa Vicens Gaudí

Diane Dodd Dixon

President, IGCAT

Mohammed Hassan Elrazzaz Elrazzaz

Coordinator, Union for the Mediterranean

Eulàlia Espinàs Riera

Manager, Institut d'Estudis Catalans

Jordi Ferreira Ouro

Artist and Educator

Iliana Ferrer Rodríguez

Communication, Templeton Agency

John Fitzgerald

Co-Director, Olivearte Cultural Agency

Francisco Gil Carmona

Academic Director, ESDi

Regina Giménez Froiz

Artist

Alfonso Gironza Marqués

Business Strategy Consultant, CRUMIC

Danuta Glondys

Cultural Policy Consultant

Aínhua González Graupera

Curator and Representative of Carlos Bunga

Clara Laguillo Abbad

Coordinator of Digital Curation, ESDi

Manuel Laguillo Menéndez

Photographer

Antoni Laporte Rosello

Co-Director, ARTImetria

María Aranzazu Larrauri Mínguez

General Director, Labranda

Benny Lim

Director, Master's in Cultural Management, CUHK

Elisabet Lloveras Montes

Director, Hamaca

Inmaculada Lopez Villanueva

Director of Management and Organization, MACBA

Miguel López Remiro Forcada

Director, Picasso Museum Málaga

Inés Martínez Ribas

Press and Public Relations

Jordi Medina Alsina

Head of Mediation, Promotion, and Cultural Dynamization, Catalan Agency for Cultural Heritage

Francesc Xavier Menos Cabré

Photographer and Videographer

Àngel Mestres Vila

General Director, Transit Projectes

Valerie Jean Miles

Editor, Granta in Spanish

Manuel Miró Alaix

Founding Partner, Stoa

Marta Montalbán Gallego

Manager, Bitò Produccions

Silvia Noguera Torrell

Conservation Manager, MACBA

Jordi Oliva Codina

Cultural Manager

Jordi Padró i Werner

Founding Partner, Stoa

Sandra Marina Pareja

Literary Agent, Massie & McQuilkin

Christoph Rudolf Pasour

Audiovisual Producer

Antònia Maria Perelló Ferrer

Director, Miró Mallorca Foundation

Lluís Peñuelas Reixach

Secretary General, Gala-Salvador Dalí Foundation

Ximena Pérez Grobet

Visual Artist

Gloria Picazo Calvo

Art Critic and Independent Curator

Wendy María Ramírez Simon

Director, Journal of Catalan Intellectual History

David Rocasalbas Lozano

Data Analyst, Festival Crüllla

Clara Rodés Pons

Strategy Director, Codea

Francesc Xavier Roigé Ventura

Anthropologist

David Roselló Cerezuela

Director, Nexe Cultural

Armando Rotondi

Founding Member, INIT

Santiago Sala Villaplana

Exhibition Installer, SIT

José María Sanchis Perales

Production, L'Auditori

Jordi Sans Casanovas

Technology Consultant

Alberto Santos Muñoz

General Services, MACBA

Claudia Segura Campins

Exhibitions and Collection Curator, MACBA

Magi Seritjol Ferré

Director, Tarraco Viva

Andrea Servert Alonso-Misol

Creative Editor

Marc Simón Altaba

Intellectual Property Lawyer

Eva Sòria Puig

Director of Innovation, Knowledge, and Visual Arts, ICUB

Patricia Sorroche Quesada

Collection Management, MACBA

Claudia Torner García

Coordinator, Apropa Cultura

Senem Tüzen Isenberg

Screenwriter and Film Director

Rafael Valenzuela García

Researcher and Cultural Manager

Amílcar Guillermo Vargas Velásquez

World Heritage Manager, Casa Batlló

Iñigo Villafranca Apesteguia

Artist

Isabel Villanueva Benito

Artist Manager, Sweet-Bird

Julián Viñuales Lorenzo

Editor, Libros del Kultrum

José Zapata

Director of Corporate Relations, Grup Focus

Students

The Master's Degree in Arts and Cultural Management offers an international educational experience by welcoming students from different countries, languages, cultures and religions into its classrooms on the Barcelona Campus. **This wide diversity of backgrounds adds a huge amount of value to the classroom learning experience.**

In recent years, this master's degree has become a popular choice among **students from different areas of undergraduate study who are looking to specialise in cultural management in Barcelona** and learn from a unique curriculum.

Methodology

The teaching staff use different methodologies to adapt to students' specific needs and offer them quality teaching and a level of excellence that will boost their professional prospects in the cultural sector.

At UIC Barcelona, **students are at the core of our programme, so they take an active role and participate in the learning process.**

Guest lecturers

In addition to the academic programme, **you will also attend lectures given by professionals from prestigious national and international cultural institutions.** You'll have the chance to offer your thoughts and exchange ideas with the speakers on your new knowledge in the field and the work involved in the institutions they manage.

Sara Puig. President - Joan Miró Foundation
Daniele Maruca. Director - The Feuerle Collection
Ignasi Miró. Director of Culture and Science - "La Caixa" Foundation
Milou Halbesma. Director of Public Relations - Van Gogh Museum
Joan Manuel Seviliano. Manager - Gala-Salvador Dalí Foundation
Gemma Segarra. General Coordinator - Manifesta 15
Carolina Díez-Cascón. Art Director - SWAB Barcelona
Amílcar Vargas. World Heritage Manager - Casa Batlló
Valentí Oviedo. General Director - Gran Teatre del Liceu
Valeri Viladrich. Manager - Teatre Lliure
Anna Pou. Curator - Ideal Centre d'Arts Digitals
Jordi Herrerueta. Director - Festival Cruïlla
Lluís Torrents. Manager - Sala Razzmatazz
Pablo Casacuberta. Writer, Filmmaker, National Literature Award Uruguay
Richard Taylor. Director - Weta Workshop

Visits

As a Cultural Management student, **you will have the chance to attend cultural and professional visits with cultural managers who can show you exactly what day-to-day cultural management looks like where they work.**

Over the last few years, students of the Master's Degree in Arts and Cultural Management have visited the following facilities: Casa Batlló, La Pedrera, Park Güell, the Sagrada Família, Teatre Nacional de Catalunya, L'Auditori, Bridge 48 Studios, Ideal Centre d'Arts Digitals, Les Flors Market, La Central del Circ, Fabra i Coats, Hangar.org, CosmoCaixa, CaixaFòrum, ImaginCafé, the Picasso Museum, Museu d'Art Contemporani de Barcelona, Centre de Cultura Contemporània de Barcelona, Galeria Cortina, Sala Dalmau, Galeria Il·lacions, Galeria Alzueta, Imaginart, Galeria Mar, Artur Ramon Art, Pigment, Artestivas, Olivart and Villa del Arte, among others.



Lulu Alsheddi

Master's Degree Student
Saudi Arabia

"Being in a class with 24 different nationalities created a very vibrant cultural exchange. We learned a great deal from the programme but also from each other, as we formed a mosaic of cultures, languages and perspectives that enriched our collective understanding, broadened our perspectives and increased our appreciation for the diversity that exists in our world."



María Rodríguez

Master's Degree Student
Spain

"The faculty is very aware that students are not passive, but rather active agents in their education. So the classes are designed from that premise, as a dialogue. The teachers value and respect what students have to say, so I chose this master's degree to continue studying in the best environment in order to maximise my skills."



Valentin Oprisor

Master's Degree Student
Romania

"The visits to different cultural institutions were a chance to put theory into practice and witness first-hand what managing art and culture is like behind the scenes."



CURRICULUM - 60 ECTS

TRIMESTER 1

MODULE*

- 1 Society and Culture in the 21st century
- 1 Cultural Institutions and Policies
- 1 Tools for Managing Culture
- 2 Cultural Marketing

TRIMESTER 2

MODULE*

- 2 Funding for Culture
- 2 Legal Aspects of Museums, Foundations and Cultural Institutions
- 2 Cultural Communication and Information
- 3 Creation of Cultural Companies

TRIMESTER 3

MODULE*

- 3 Leadership, Culture and New Technologies**
- 4 Gestión de las Artes Visuales | Performing Arts Management
- 4 Gestión del Comisariado y Exposiciones | Audiovisual Industry Management
- 4 Gestión del Patrimonio Cultural | Publishing Industry Management

ANUALS

MODULE*

- 5 External Work Experience***

MODULE*

- 6 Final Master's Degree Project

*Module 1: Theoretical and Practical Foundations for the Cultural Manager (9 ECTS).

Module 2: Tools for Cultural Management (12 ECTS).

Module 3: Creativity and Cultural Entrepreneurship (6 ECTS).

Module 4: Cultural Sector Analysis and Management (9 ECTS).

Module 5: External Work Placements (12 ECTS).

Module 6: Final Master's Degree Project (conceptual, applied or research-based) (12 ECTS).

**Module taught in collaboration with the Master's Degree in Digital Art Curation at the ESDi.

***Work placements can be undertaken from the start of the master's degree until October of the following year, depending on the student's availability and that of the allocated company. These will always be undertaken outside class time.

Educational Partners

Barcelona, we promote the exchange and transfer of knowledge as fundamental pillars of comprehensive education.

Thanks to our network of international agreements, we offer our students the opportunity to engage in academic and research exchanges at prestigious institutions in Europe, America, and Asia.



Continue learning at the University of Boston

Double Degrees

The UIC Barcelona University Master's degree in Cultural Management also offers you the chance to continue your academic journey on international soil, by taking the Master of Science in Arts Administration at the University of Boston. Write to admissions@uic.es for more information.



Study Extension in Hong Kong

Academic Exchange

If you have a particular interest in exploring the dynamic Asian cultural landscape, you can opt to undertake a study extension in Hong Kong. This academic exchange in Cultural Management, offered by UIC Barcelona in collaboration with the prestigious Chinese University of Hong Kong, provides a unique immersion experience in one of the world's most vibrant and cosmopolitan cities. Hong Kong seamlessly blends tradition and modernity, creating an ideal environment for studying cultural management within a global context.

External work placements

As part of the Master's Degree in Arts and Cultural Management, you will carry out external, curricular and/or extracurricular work placements. The Faculty of Humanities at UIC Barcelona has built an **extensive network of more than 500 companies, institutions and organisations linked to the cultural and creative industries with which it collaborates**, such as: The Cervantes Institute, Casa Àsia, Casa Batlló, Museu d'Art Contemporani de Barcelona, Centre de Cultura Contemporània de Barcelona, Museu Nacional d'Art de Catalunya, L'Auditori, Fundació del Gran Teatre del Liceu, Sónar, Grup Focus, Trànsit Projectes, Fundació Privada Vila Casas, Fundació Catalunya Cultura, Associació Poblenou Urban District, Artur Ramon Art, Wanda Barcelona and Ricardo Bofill Architecture Studio, among many others.

What's more, **as a Cultural Management master's student, you have access to the ERASMUS+ programme** managed by the University's International Relations Service, and qualify for financial aid to do a work placement abroad either as a student or a recent graduate.



Job board

UIC Barcelona offers its students and alumni a job board to help them enter the job market and view job opportunities. What's more, the Careers Department will offer **personalised support and career guidance**, and will help you work on the most important aspects of the interview process and how to reach your professional goals.

Job opportunities

The Master's Degree in Arts and Cultural Management is clearly oriented towards specific professions in order to facilitate your entry into the job market.

After completing your studies, you will have acquired the competences and skills necessary **to lead, promote and manage cultural services in both the public and private sectors**.

Today's most sought-after professional profiles are:

- Cultural programmer and coordinator
- Director and specialist in cultural facilities, events or activities.
- Marketing and cultural communication specialist and manager
- Specialist and director of tourism and cultural heritage institutions
- Local development manager and specialist
- Head of international cooperation projects
- Gallery and exhibition space manager
- Advisor and consultant for cultural companies and projects
- Cultural journalist, editor and writer
- Film producer
- Representative for artists and creators
- Intellectual property rights manager
- Researcher and teacher



Daiki Nishikawa

RBTA Ricardo Bofill Architecture Studio
Archives, Exhibitions and Publications
Japan

"Working in a professional setting gave me valuable insights into cultural management, architecture and urban design, and helped me develop the skills I needed to start a career in this field."

Daiki helped build a new archive in order to develop assets for RTBA by classifying, organising and digitising architectural drawings, plans, photographs, documents, books, and more. She was also involved in organising exhibitions and designing and editing publications.



Gabriella Johannisson

MADHouse by Tikera Africa
Curatorship and Cultural Management
Nigeria

"Doing the internship abroad was a transformative experience that strengthened my knowledge in artistic management, enhanced my curatorial skills, and highlighted the importance of collaboration in the creative field."

Gabriella played a key role in coordinating the gallery and managing the cultural program at MADHouse, supporting audience development and communication tasks to strengthen connections with the public. During her experience in Lagos, she curated the exhibition "An Ode to Ode", where she further developed her curatorial skills.



The Alumni Community

The Master's Degree in Arts and Cultural Management alumni community is made up of more than 900 professionals from more than 80 nationalities. Find out more about their experience on this programme and their subsequent professional trajectory by reading their testimonies.

WANT TO KNOW MORE ABOUT THEIR TIME AT THE UNIVERSITAT INTERNACIONAL DE CATALUNYA?

Join the Alumni Ambassadors programme and ask them yourself!



Angelo Horngtay Chiu Lee

Instituto Nacional de las Artes Escénicas y de la Música (INAEM).

Academic coordinator. Education and Music Spain

"The master degree's learning curve is really well adapted to students from different academic backgrounds. Being able to work and exchange ideas with both artistic- and non-artistic-oriented minds strengthens and broadens our way of seeing society and the world."



Peer Stark

Kampnagel Internationales Sommer Festival
Project Finance Manager

Financial Management. Performing Arts
Germany

"The master's degree really helped me understand the financial side of cultural management, as previously, I had only studied culture from a more intellectual angle. It's difficult to bring these two sides of the sector together, so it was important to understand both of them in order to strike a balance."



Mercedes Aguirre

Irish Embassy In Chile, Peru And Ecuador
Culture Officer. Cultural Diplomacy

International Relations
Argentina

"Nowadays culture is understood on a global scale, and doing the master's degree in Barcelona allowed me to meet international players from the sector. I was able to build an incredible network and acquire competitive tools to help me lead projects."



Lauren Schiff

Placemaking Europe
Project Manager

Consultancy. Urban Planning
United States

"The master's degree have me the skills I needed to manage creative projects, as well as the opportunity to connect with people with interests similar to mine."



Javier Valenzuela

Ministry Of Culture, Arts And Heritage
Executive Secretary For Performing Arts

Strategic Management. Performing Arts
Chile

"The programme attracts students from many nationalities and continents; these exchanges and the variety of backgrounds proved that one of the greatest values of working in the cultural field is diversity. This lesson forms the core of my daily working life."



THE MASTER'S DEGREE IN ARTS AND CULTURAL MANAGEMENT IN FIGURES

SPANISH PROGRAMME

24rd

ENGLISH PROGRAMME

16th

PLACES AVAILABLE

65

FORMER STUDENTS

944

ECTS CREDITS

60

WORK PLACEMENT AGREEMENTS

500

DOUBLE DEGREES

1

STUDYING IN BARCELONA

Start the most important learning experience of your life in one of the main European cities. Barcelona is a cultural and financial role model and a city where your knowledge can adapt to multiple professional opportunities.



UIC BARCELONA, OUR CAMPUSES

Classes are held on our Barcelona campus and also our Sant Cugat campus, which has a total area of more than 52.000 m². Each Faculty has the best facilities and latest generation equipment for both theoretical and practical classes.

RANKINGS

The main rankings in which the Universitat Internacional de Catalunya has been classified.



Find out here about all our rankings.

 #801-1,000
 #374
 #13

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