

University Master's Degree in

# ARTS AND CULTURAL MANAGEMENT 18th EDITION

*Hands-on education with  
an international outlook*





## Over twenty years of experience teaching cultural management

**S**tart 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 a strategic perspective designed to lead projects in both the public and private sectors, as well as to foster entrepreneurship. 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 masterclasses given by experts.

### ACADEMIC ACCREDITATION University Master's Degree in Arts and Cultural Management\*

#### 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](http://uic.es)
- [mastergestioncultural.uic.es](http://mastergestioncultural.uic.es)
- [facebook.com/GestionCulturalUIC](https://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.

### Rankings



The master's program is part of the **QS Business Master's Rankings 2026**. This recognition endorses the academic quality and international outlook of the program, positioning it among the most highly regarded and competitive master's degrees in cultural management and MBA programs worldwide.

### Study in English:

**The only University Master's Degree in Arts and Cultural Management delivered 100% in English in Barcelona and in Spain.**

### 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

### Christopher 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 Alserkhal 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.

### Mercè Alsina Jodar

Art Critic and Independent Curator

### Xavier Baró Queralt

Geography and History, UIC Barcelona

### Miquel Bastons Prat

Philosopher and Economist, UIC Barcelona

### Esther Belvis Pons

Director, The Social Vim Collective

### Jordi Bermejo Gregorio

Philologist, UIC Barcelona

### Montserrat Blanco Fernández

Marketing Director, Fundació "la Caixa"

### Joaquina Bobes González

Co-director of ARTImetria

### Andrea Calbet Bellman

Head of MUCHO FOCO

### Cristina Ana Calvet Gómez

Intellectual Property Lawyer

### Ramon Castells Ros

Director of Studies, CoNCA

### Alba Colombo Vilarrasa

Researcher, UOC

### Marta Crispí Canton

Art Historian, UIC Barcelona

### María del Pilar Delgado Mesonero

Communications Director, Casa Vicens

### Enric Dilmé Bejarano

Architecture and Cultural Heritage

### Diane Dodd Dixon

President, IGCAT

### Mohammed Hassan Elrazzaz Elrazzaz

Coordinator, Union for the Mediterranean

### Eulàlia Espinàs Riera

Manager, Institut d'Estudis Catalans

### John Fitzgerald

Co-Director, Olivearte Cultural Agency

### Oriol Fontdevila Subirana

Director, Bòlit

### José Manuel Gil Meneses

Director General of Accreditation and Service Provision, Gencat

### Afonso Gironza Marqués

Business Strategy Consultant, CRUMIC

### Danuta Glondys

Cultural Policy Consultant

### Ainhoa Gonzalez Graupera

Curator and Representative, Carlos Bunga

### Manel González Piñero

Co-Founder, Xartec Salut

### Clara Laguillo Abbad

Coordinator Digital Curatorship, ESDi

### Antoni Laporte Roselló

Co-director ARTImetria

### Elisabet Lloveras Montes

Director, Hamaca

### Inmaculada López Villanueva

Director Management and Organisation, MACBA

### Miguel López Remiro Forcada

Director, Museo Picasso Málaga

### Margarida Loran Gili

Museology and Heritage

### Inés Martínez Ribas

Press and Public Relations

### Federica Matelli

Independent Researcher and Curator

### Enric Maurí Vila

Multidisciplinary Artist

### Jordi Medina Alsina

Catalan Cultural Heritage Agency

### Àlex Pi

Director of the Business Development and Transformation Area, ICEC

### Àngel Vila

Managing Director, Transit Projectes

### Valerie Jean Miles

Editor, Granta in Spanish

### Manuel Miro Alaix

Founding Partner, Stoa

### Marta Montalban Gallego

Manager, Bitò Produccions

### Paula Mulatti

Architect and Cultural Manager

### Jordi Oliva Codina

Cultural Manager

### Ximena Pérez Grobet

Visual Artist

### David Rocasalbas Lozano

CTO Cruïlla Barcelona

### David Roselló Cerezuela

Director, Nexe Cultural

### Armando Rotondi

Founding Member, INIT

### José María Sanchis Perales

Head of Production, OBC - L'Auditori

### Jordi Sans Casanovas

Technology Consultant

### Magi Seritjol Ferre

Director, Tarraco Viva

### Andrea Servert Alonso-Misol

Creative Editor

### Marc Simón Altaba

Intellectual Property Lawyer

### Patricia Sorroche Quesada

MACBA Collection Management

### Claudia Torner García

Apropa Cultura Coordinator

### Senem Tüzen Isenberg

Screenwriter and Film Director

### Rafael Valenzuela García

Researcher and Cultural Manager

### Amílcar Guillermo Vargas Velásquez

Head of World Heritage, Casa Batlló

### Iñigo Villafranca Apesteguía

Artist

### Isabel Villanueva Benito

Director, BIME

### Julián Viñuales Lorenzo

Editor, Libros del Kultrum

### Jeremy Wang-Iverson

Founder, Vesto PR & Books

### Martín Zaragüeta

Head of Communications, APdC



## 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 Sevillano.** Manager - Gala-Salvador Dalí Foundation  
**Gemma Segarra.** General Coordinator - Manifesta 15  
**Carolina Díez-Cascón.** Art Director - SWAB Barcelona  
**Valentí Oviedo.** General Director - Gran Teatre del Liceu  
**Valeri Viladrich.** Manager - Teatre Lliure  
**Anna Pou.** Curator - Ideal Centre d'Arts Digitals  
**Jordi Herreruela.** Director - Festival Cruïlla  
**Lluís Torrents.** Manager - Sala Razzmatazz  
**Pablo Casacuberta.** Writer, Filmmaker, National Literature Award Uruguay  
**Richard Taylor.** Director - Weta Workshop  
**Toni Garijo.** Executive Director - Fundació Mies Van de Roeh  
**Marc Buil.** Director - Artika Books

## 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, Artevistas, 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 y Comisariado de Exposiciones y Bienes Patrimoniales* | 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

At UIC Barcelona, **we promote knowledge exchange and transfer as fundamental pillars of a comprehensive education.** Through our international network of partnerships, we offer students the opportunity to undertake academic and research exchanges at prestigious institutions across Europe, the Americas, Asia, Africa, and the Middle East.

## Master's Final Project

The University Master's Degree in Arts and Cultural Management offers **different formats for the Master's Final Project, tailored to students' interests:** a Conceptual Project focused on the theoretical or strategic design of a cultural proposal; an Applied Project developed within a real professional context in collaboration with organizations in the cultural sector; or a Research Project centered on the academic analysis of cultural management.



香港中文大學  
The Chinese University of Hong Kong



## 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 [admisiones@uic.es](mailto:admisiones@uic.es) for more information.



## Study Extension in Asia

### Academic Exchange

Since 2025, the University Master's Degree in Arts and Cultural Management has included a study extension trip to Asia, designed as an intensive academic and professional experience for participating students and alumni. Developed during the academic year in collaboration with The Chinese University of Hong Kong, this initiative combines lectures, visits to cultural institutions, and meetings with industry professionals, offering our community a unique cultural immersion in Hong Kong's dynamic cultural ecosystem.

## 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. He 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.

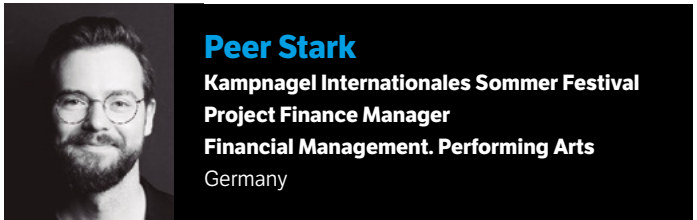


## The Alumni Community

The Master's Degree in Arts and Cultural Management alumni community is made up of more than 1,000 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!



#### Peer Stark

**Kampnagel Internationales Sommer Festival**  
**Project Finance Manager**  
**Financial Management. Performing Arts**  
 Germany

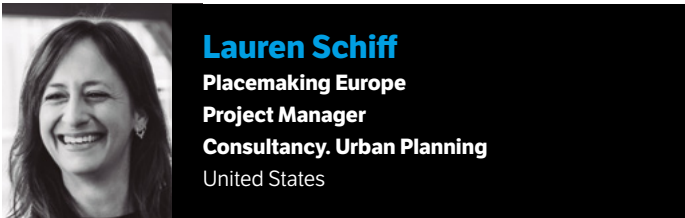
"The master's degree really helped me understand the financial side of cultural management, as previously, I had only studied culture from a more intellectual angle. It's difficult to bring these two sides of the sector together, so it was important to understand both of them in order to strike a balance."



#### 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."

## Projects in Residence

The University Master's Degree in Arts and Cultural Management offers a **Cultural Management Residency Call, developed through the collaboration between UIC Barcelona and Fabra i Coats – Barcelona City Council's Creation Factory.**

This initiative provides recent graduates with the opportunity to further develop their projects in **close connection with the city's Cultural and Creative Industries.** The residencies offer workspace, professional mentoring, and visibility, strengthening the professional dimension of the projects developed within the master's program.



#### Chiara Signorelli

**2012-2013 Alumni**  
**Fabra i Coats Resident**  
**[www.sottobosco.art](http://www.sottobosco.art)**  
 Italy

"Thanks to the Master's program, I was able to connect with industry experts who guided me in launching a project that had been on hold for some time and simply needed the right support to come to life. At Fabra i Coats, I met outstanding professionals who became actively involved in my project. It is an invaluable opportunity for anyone with an idea that needs expert guidance to be shaped and successfully implemented."



## The Master's Degree in Arts and Cultural Management in figures

SPANISH PROGRAMME

25<sup>rd</sup>

ENGLISH PROGRAMME

17<sup>th</sup>

PLACES AVAILABLE

65

FORMER STUDENTS

1009

ECTS CREDITS

60

WORKPLACEMENT AGREEMENTS

530

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 53,000 m<sup>2</sup>. Each Faculty has the best facilities and latest generation equipment for both theoretical and practical classes.

Find out more about the admissions procedure, reserving a place and enrolment here [uic.es/masters](https://uic.es/masters). Click on [uic.es/grants](https://uic.es/grants) for information about financial aid, discounts and grants.

### RATING



### RANKINGS



FIND ABOUT  
ALL OUR  
RANKINGS

Universitat Internacional  
de Catalunya

Barcelona Campus  
Immaculada, 22  
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