



Curriculum Vitae

Dr. Siglinde Lang, M.A.

Rehleweg 5/7, 5020 Salzburg, Austria // Neue Straße 8, 12103 Berlin,
Germany

0043 – 6802133852 // siglinde.lang@sbg.ac.at

*1976 Vienna, permanent partnership, three children (*1999, *2007, *2012)

Professional Positions

- since 2010 **Senior Scientist in the Contemporary Arts & Cultural Production program area, Focus area science & art, University of Salzburg/Mozarteum Salzburg (Austria)**
- Head of *Cultural Production & Arts Management* study focus area
 - Research Projects (and studies) on Arts Management Processes in the context of cultural production
 - Development of the multi-level research project *P/ART/ICIPTE – The Matrix of Cultural Production* (with E. Zobl, since 2012)
 - Editor (with E. Zobl) of the e-journal *P/ART/ICIPTE – Creating culture actively* (since 2012), www.p-art-icipate.net
 - Concept and realization of symposia, dissemination, educational programs (guest lecture series, exhibits, roundtables)
 - Teaching (undergraduate and graduate students) in the areas of cultural production, cultural management, artistic-cultural project development, arts and cultural marketing
- 02-09/2014 **Freelance Cooperation at University of Applied Studies Calw, Visiting Professor for Arts Management & Research, part-time (Germany):** Conception of MA Program in *Arts, Culture & Entrepreneurship* including application for accreditation
- 04-05/2014 **Visiting Scholar at Cyprus College of Fine Arts Larnaca, Art-based-scientist in residence (Cyprus):** *Study Artists as Managers?!* (Talk and focus group)
- since 2004 **Freelance lecturer** at universities (Kunstuniversität Linz, Universität Freiburg, Mozarteum Salzburg) and in adult education (CTC at the Universität der Künste, Institut für Kulturkonzepte, New Design Centre St. Pölten)
- since 2006 **Freelance work in artistic-cultural project management** with a focus on communication and education: e.g., Arsenal Filminstitut Berlin (Germany), Künstlerhaus Wien (Austria), Theater am Hausruck (Austria), Welios Science Centre (Austria), and with numerous freelance artists and collectives
- since 2016:* Curator and Director of “7hoch2 – Festival für zivile Auftragskunst” (www.7hoch2.net, Salzburg, Austria) together with Sandra Chatterjee

- 2002-2006 **Head of the Department of PR & Communication, University of Arts and Industrial Design Linz (Austria)**
- 2000-2002 **Assistant to the managing director, Eckes Granini Austria (Austria)**
- 1999-2000 **Project member at Österreich Institut Wien (Austria)**

Education

- 2011-2014 **Doctoral Studies in the Department of Communication** (University of Salzburg, Austria), Thesis: Art goes Culture – Arts management in the context of contemporary art and cultural production (*Grade: 1*)
- 2005-2009 **M.A. in Media art and cultural theories** (University of Arts and industrial Design, Austria and University of Arts Berlin, Germany), Thesis: Market Strategy: Art– Artists as pioneers in strategic marketing?! (*Grade: 2*)
- 2001-2003 **Postgraduate correspondence course: Business Economics for Managers** (Harzberg Fernuniversität Germany) (*Grade: 1*)
- 1998-1999 **LCCI Diploma in PR & Marketing** (College of Central London, UK)
- 1994-2000 **M.A. in German studies/cultural journalism** (University of Vienna, Austria) (*Grade: 1*)

Research Focuses and Interests

Coming (to research) from practice in arts and cultural management, my research interests are based on questions that combine artistic and cultural practices with theories of cultural (meaning) production as well as current artistic and academic discourses. My research focuses on a critical and interdisciplinary examination of contemporary art and cultural production, with an emphasis on the independent scene and on cultural mediation processes. Based on a broad notion of culture as a process of negotiation, my projects investigate the connections between contemporary art and everyday life of a segmented public in terms of opportunities and skills for active cultural production and social as well as aesthetic participation.

Research Projects (Selection): *Participatory Spaces and Collaborative Knowledge Production* (Research study, 2015-2018); *Contemporary Art in Rural Areas* (Research study, 2015/2016); *Arts, Culture – and Business? Towards a Multilayered Understanding of Arts Entrepreneurship* (Research study 2014/2015); *Participatory Arts Management* (Research study and dissertation, 2012-2014); *I am a Cultural Producer* (Collaborative research study and educational project, 2011, together with E. Zobl)

Publications

Monographie

Lang, Siglinde (2015): „Partizipatives Kulturmanagement. Interdisziplinäre Verhandlungen zwischen Kunst, Kultur und Öffentlichkeit“, Bielefeld: Transcript.

Editor

Lang, Siglinde (2016): „Ab in die Provinz! Kunst und Kultur in ruralen Regionen“, Wien: Mandelbaumverlag (forthcoming in spring 2016).

Lang, Siglinde (2015): „Kunst, Kultur – und Unternehmertum?! Aspekte, Widersprüche, Perspektiven“, Wien: Mandelbaumverlag.

Lang, Siglinde/Zobl, Elke (2015): „Rethink. Arts encouraging Cultural Production“. 6th issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/6-rethink/>

Lang Siglinde/Zobl, Elke (2013): Go Public: Art, Communication and the public. 3rd issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/go-public/>

Lang Siglinde/Zobl, Elke (2012): Initiate. I am a Cultural Producer. 1st issue of the eJournal pARTicipate, online: <http://www.p-art-icipate.net/cms/issues/initiate/>

Articles

Lang Siglinde (2016): Are Artists the better Managers? Perspectives on a Participatory Understanding of (Cultural) Management. In: Küpers, Wendelin et all (ed.). ReThinking Management. New and Critical Perspectives on managing and organizing, with and beyond cultural turns. Wiesbaden: Springer VS (peer-reviewed, forthcoming in winter 2016)

Lang Siglinde (2015): In-between `What is´ and `What might be´. Arts, Participation and Collaborative Cultural Meaning Production. In: Cultural Institutions and Communication: Towards Creative Participation. Special Issue of `Media Transformations´, Vol. 2016, eJournal of the Department for Public Communication and Media Research Center, University of Kaunas. (peer-reviewed, forthcoming in winter 2016)

Lang, Siglinde (2015): Partizipative Räume als Nährboden kultureller Bedeutungsproduktion, In: Lang, Siglinde/Zobl, Elke (eds.): p/ART/icipate – Producing culture actively. Issue 6, online: <http://www.p-art-icipate.net/cms/partizipative-raume-als-nahrboden-kultureller-bedeutungsproduktion/>

Lang, Siglinde/Zobl Elke (2015): `Taking cultural production into our own hands´: Kulturelle Bedeutungsprozesse im Kontext zeitgenössischer Kunst. In: Drüeke, Ricarda/Kirchhoff, Susanne/Steinmaurer, Thomas/Thiele, Martina (eds.): Zwischen Gegebenem und Möglichem. Kritische Perspektiven auf Medien und Kommunikation. Festschrift für Elisabeth Klaus. Bielefeld: Transcript., pp. 237-250.

Lang, Siglinde (2014): „Kunst. Partizipation. Kulturelle Produktion,“ in: Neue Kunstwissenschaftliche

Publikationen, 2014, online: <http://www.kunstwissenschaften.at/>

Lang, Siglinde (2014): "Zwischen Fakt und Fiktion. Partizipative (Gegen-)Räume als Stätten kollaborativer Wissensproduktion", in: Westphal, Stadler-Altman, Schittler, Lohfeld (eds.): Räume kultureller Bildung. Beltz-Verlag 2014, pp. 216-220.

Lang, Siglinde (2013): "Art goes Culture – Zum Handlungsfeld von KulturmanagerInnen im Kontext zeitgenössischer Kunst und kultureller Production", in: Fachverband Kulturmanagement (ed.): Die Kunst, Kultur zu ermöglichen. Yearbook of Cultural Management 2013. Berlin: Transcript, pp. 77-102. (peer-reviewed)

Lang, Siglinde (2013): "Marktstrategie Kunst?! Über das Herstellen von Öffentlichkeit im Spannungsfeld von Kunst und Marketing." In: Lang, Siglinde/Zobl, Elke (eds.): p/ART/icipate – Producing culture actively. Issue 3, online: <http://www.p-art-icipate.net/cms/issues/go-public/>

Lang, Siglinde/Zobl,Elke: "Räume kollaborativer Wissensproduktion als Bedingung zivilgesellschaftlicher Mitsprache. Ein Resümee des prozessorientierten Lehrprojektes 'I am a Cultural Producer' und seine Relevanz für die Erwachsenenbildung." In: Erler, Rudolf/Kloyber Christian (eds.): Magazin Erwachsenenbildung.at, Issue 19/2013, online: http://erwachsenenbildung.at/magazin/13-19/07_lang_zobl.pdf

Lang, Siglinde/Zobl, Elke (2012): "Investigating the Matrix of Cultural Production. Artistic interventions at the intersections of contemporary art, participatory cultural production and cultural management processes." In: p/ART/icipate – Producing culture actively, Issue 1, online: <http://www.p-art-icipate.net/cms/?p=189>.

Lang, Siglinde/Zobl, Elke: "P/ART/ICIPATE – The Matrix of Cultural Production. Künstlerische Interventionen im Spannungsfeld von zeitgenössischer Kunst, partizipativer Kulturproduktion und kulturellen Managementprozessen. Ein Werkstattbericht über ein Forschungsprojekt." In: kommunikation.medien. eJournal des Fachbereichs Kommunikationswissenschaft, Issue 1, online: <http://www.kommunikation-medien.at> (peer-reviewed)

Interviews

Steven, Walter/ Lang, Siglinde (2013): „Wir wollen das kulturelle Format umdenken. Interview mit Steven Walter.“ In: p/ART/icipate – Producing culture actively, Issue 3, online: <http://www.p-art-icipate.net/cms/wir-wollen-das-kulturelle-format-umdenken/>

Fischer, Eva/Lang, Siglinde (2013): „(Selbst)Reflexion ist die wichtigste Voraussetzung. Interview mit Eva Fischer.“ In: p/ART/icipate – Producing culture actively, Issue 3, online: <http://www.p-art-icipate.net/cms/selbst-reflexion-ist-eine-der-wichtigsten-voraussetzungen/>

Lengauer Martin/Lang Siglinde (2013): PR für Kunst und Kultur ist Querschnittsmaterie. Interview mit Martin Lengauer. In: p/ART/icipate – Producing culture actively, Issue 3, online: <http://www.p-art-icipate.net/cms/pr-fur-kunst-und-kultur-ist-eine-querschnittsmaterie/>

Engelmann, Maximilian/Lang Siglinde (2013): „Unkonventionell, kooperativ und durchdacht – die Kommunikationsarbeit der SCHIRN. Interview mit Maximilian Engelmann.“ In: In: p/ART/icipate – Producing culture actively, Issue 3, online: <http://www.p-art-icipate.net/cms/unkonventionell-kooperativ-durchdacht-kommunikationsarbeit-an-der-schirn-ist-das-zusammenspiel-zahlreicher-einzelinitiativen/>

Kern, Rainer/Lang Siglinde (2012): Einen langen Atem haben. Interview mit Rainer Kern. In: p/ART/icipate – Producing culture actively, Issue 1, online: <http://www.p-art-icipate.net/cms/ok-enjoy-jazz-internationales-festival-fur-jazz-und-anderes-daten-fakten/>

Friesenecker, Daniel/Lang Siglinde (2012): „Die Jugendplattform JungQ.at. Interview mit Daniel Friesenecker.“ In: p/ART/icipate – Producing culture actively, Issue 1, online: <http://www.p-art-icipate.net/cms/die-jugendplattform-junq-at-oder-wie-mit-social-media-eine-aktive-und-frische-jugendkultur-gefordert-werden-kann/>

Müller, Chris/Lang, Siglinde (2012): „hunt oder Der totale Februar. Interview mit Chris Müller.“ In: p/ART/icipate – Producing culture actively, Issue 1, online: <http://www.p-art-icipate.net/cms/hunt-oder-der-totale-februar-2005-startet-die-erfolgsgeschichte-des-theaters-am-hausruck/3/>

Talks (5 selected)

- | | |
|------|--|
| 2016 | Talk: <i>Site-specificity as “discursive operation”</i> : establishing participatory spaces in rural areas, in: ESA-Arts2016, Porto (PRT) |
| 2016 | Talk: <i>Initiating Arts, Culture – and Business?!</i> , in: TransCultural Exchange's 2016 International Conference on Opportunities in the Arts: Expanding Worlds, Boston University (US) |
| 2014 | Talk: <i>(Arts) Management and its role of encouraging cultural production</i> , in: ReThinking Management 2014, Karlshochschule University (GER) |
| 2014 | Talk: <i>Welcome Polyphony! Arts Management and cultural production</i> , in: 8th International Conference on Cultural Policy Research, University Hildesheim (GER) |
| 2014 | Talk: <i>Bridging the gap between fact and fiction</i> , in: Perspectives of Arts Management, Babeş-Bolyai University, Cluj-Napoca (RO) |

Teaching

More than 20 lectures in university teaching Management, more than 20 seminars and courses in adult education on several universities and arts institutions in Germany and Austria; best evaluated.

Languages

- German, English