



CULTURE LAB

Learn to design and manage projects in Culture and Heritage

DESCRIPTION

C-Lab offers students the opportunity of earning professional experience in one of the most attractive business environments. Each year society seeks and demands for new alternatives of quality entertainment.

The goal of this lab is to develop Cultural Heritage Management Projects, working with specific cases and real clients.

During the Academic Course 2017/18 students will work out a business plan for the General Directory of Heritage of the Regional Government of Castilla y León. The Lab will also stop at international successful examples of Heritage Management, such as Royal Theatre of Madrid or Guggenheim Bilbao, allowing students to understand how this industry works and which are the tools required in order to create, implement and develop projects in this economic sector.

OBJECTIVES

Equip students with the knowledge and the tools required to be perform in this economic sector. Focusing in three areas: Planification, Management and Communication.

Work with real means and agents of the world of Culture and Heritage.

Frequently seen as a leisure activity Culture is a sector with great economic potential. This lab aims to reshape the mindset of students by becoming familiar with the different business areas of Cultural Businesses. From Design and Management of social adapted projects to Communication and Caption of New Audiences.

LAB DIRECTORS

Miguel Larrañaga. Ph.D. in Medieval History, MA in Paleography, and BA in Philosophy. His research works include a large number of publications about the social and cultural history of Europe during the Middle Ages. He has been Managing Director of a Cultural

Institute in St Sebastian, as well as professor in the University of Alcalá (ES). In addition, he worked as researcher in the Department of Medieval History in the Consejo Superior de Investigaciones Científicas in Madrid. Currently he is professor of Humanities at IEU, Director of the IEU Antiquity & Middle Ages Research Center, Vice-Rector of Student Affairs for IE University, and professor of Stanford University-BOSP.

Juan Barrio. MA in Executive Business Administration, and BA in Psychology. He worked for different Spanish companies in the areas of international development, human resources, and marketing. Currently he is the Director of IE University Student Life Department. In this job he is responsible for the organization of sports and cultural activities, and the coordination of clubs' activities.

Fernando Dameto. Ph.D. Candidate in Economic History, MA in International Management, and BA in Humanities and Heritage Management. His main area of research is the Spanish Enlightenment, the so-called Borbonic Reform. Currently works as Deputy Director of Humanities at IE. Prior to joining IE he developed a career in the Art industry working in companies such as CaixaForum or Sotheby's.

EXAMPLES OF CONSULTANCIES

Royal Theatre of Madrid

Students will work on captation of new audiences strategy and the business model of this world wide renown cultural institution.

Directory of Heritage of the Regional Government of Castilla y León

Students will present high officials of General Directory of Heritage of the Regional Government of Castilla y León a business plan proposal for the emblematic archaeological site of Tiermes (Soria, Spain).

IEU Antiquity & Middle Ages Research Center

This center belongs to the IE University's Archaeology Department, responsible of providing students knowledge and field work in this discipline. Archaeology Department runs the Archaeological Site of Tiermes for which this lab will work out a Business Plan.

