

# **The network of meanings and management in the arts festival production**

**Sketching an idea of the theoretical framework**

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**Dr. Mervi Luonila**

DMus in Arts Management  
Senior Researcher, Center for Cultural Policy Research – Cupore  
&  
University of Jyväskylä

Research fellow (visting), Uniarts Helsinki, Sibelius Academy  
Finland

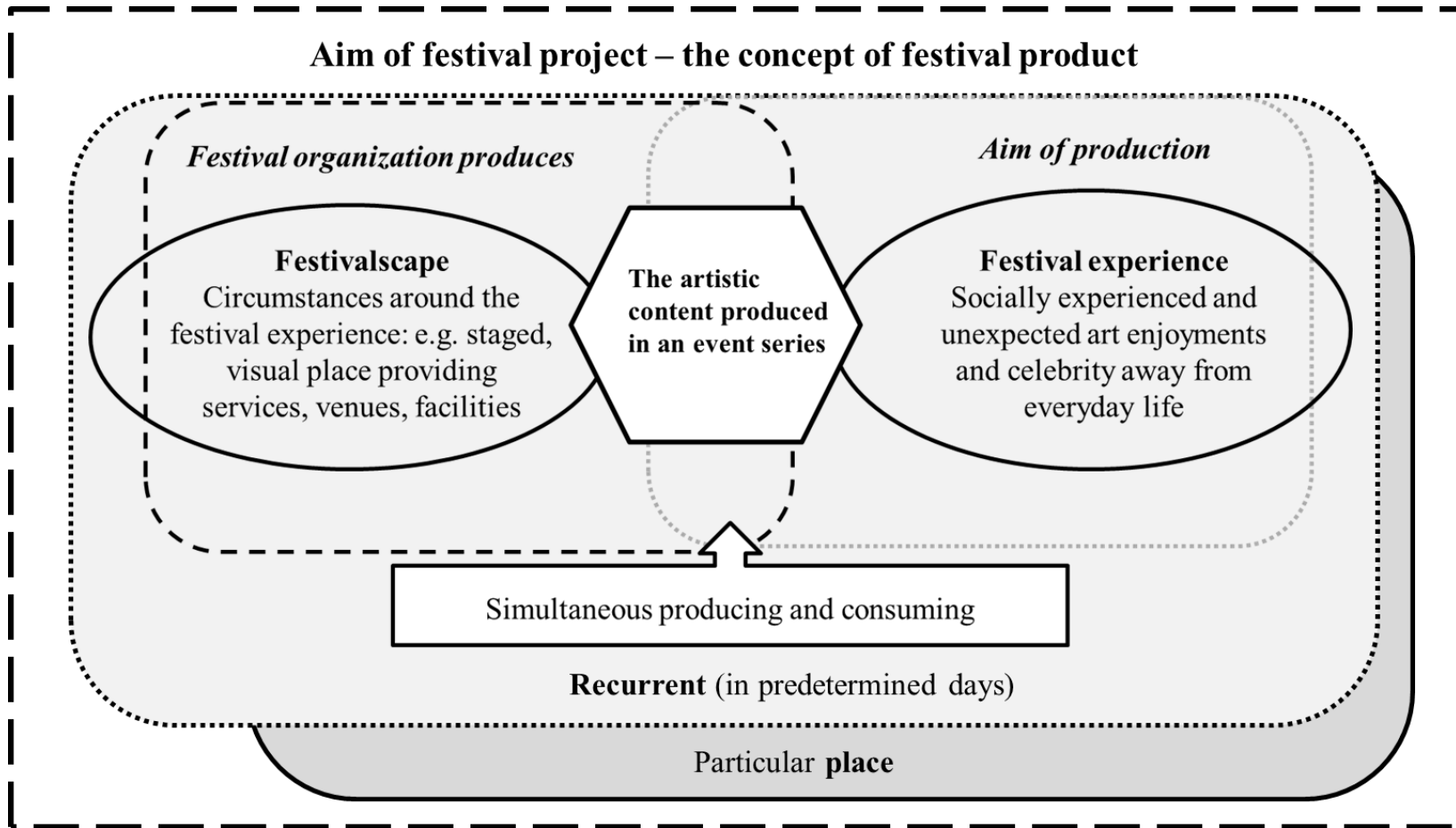
# Arts and cultural festivals as a phenomena

## few notes

- *'Festivals'* are a project-based method to produce artistic contents for various audiences providing for citizens ways to participate in arts and culture
- At the core
  - Holistic experience
  - Surprising and unexpected moments
- At particular place, recurring
- 'Out of walls'
  - Temporary
  - Institution vs. project
  - Ability to renew
- Flexible: easy to create / easy to swipe away

(e.g. Luonila, 2019; Luonila et al., 2020)

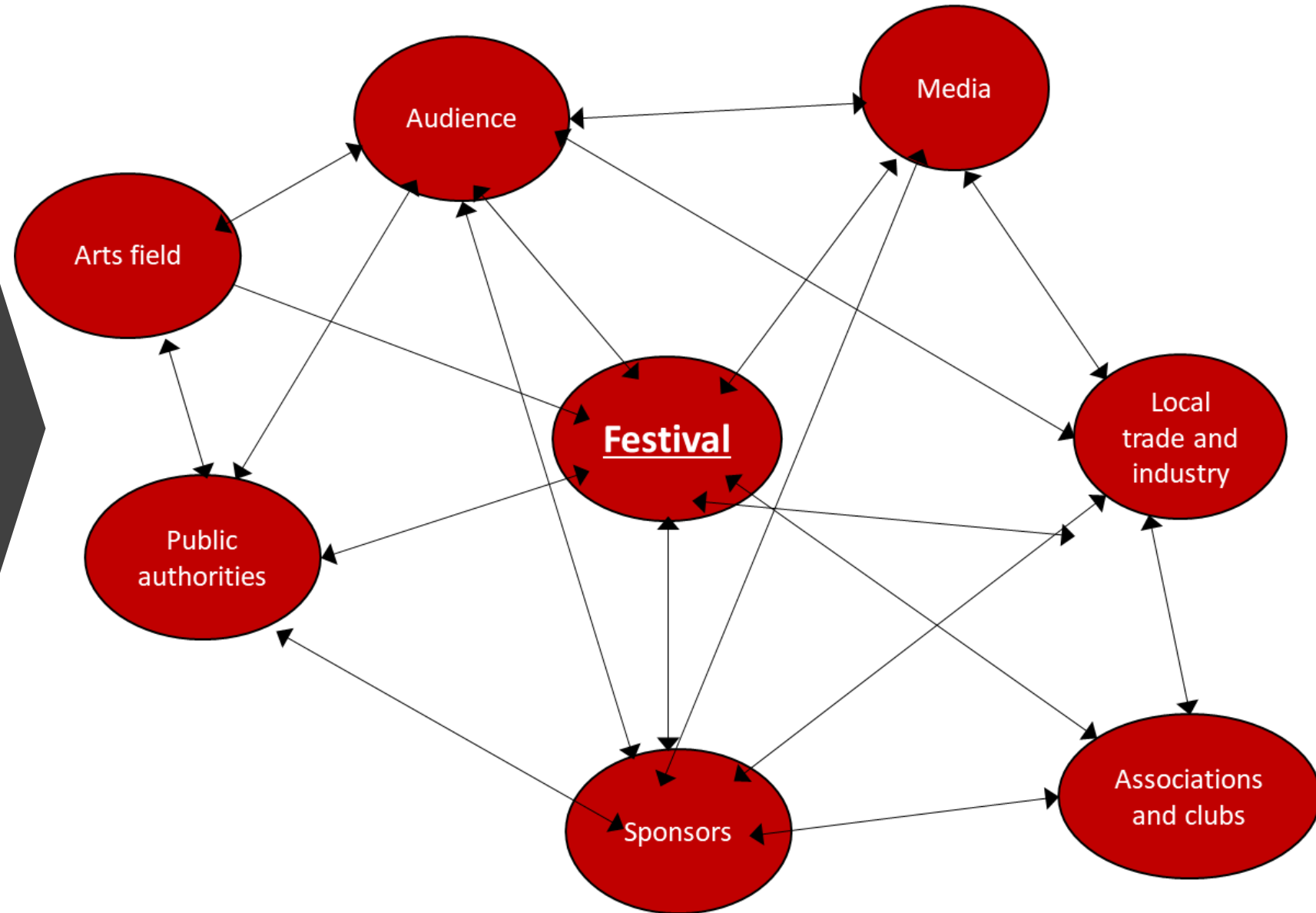




**Festival concept (Luonila, 2019, p. 121)**

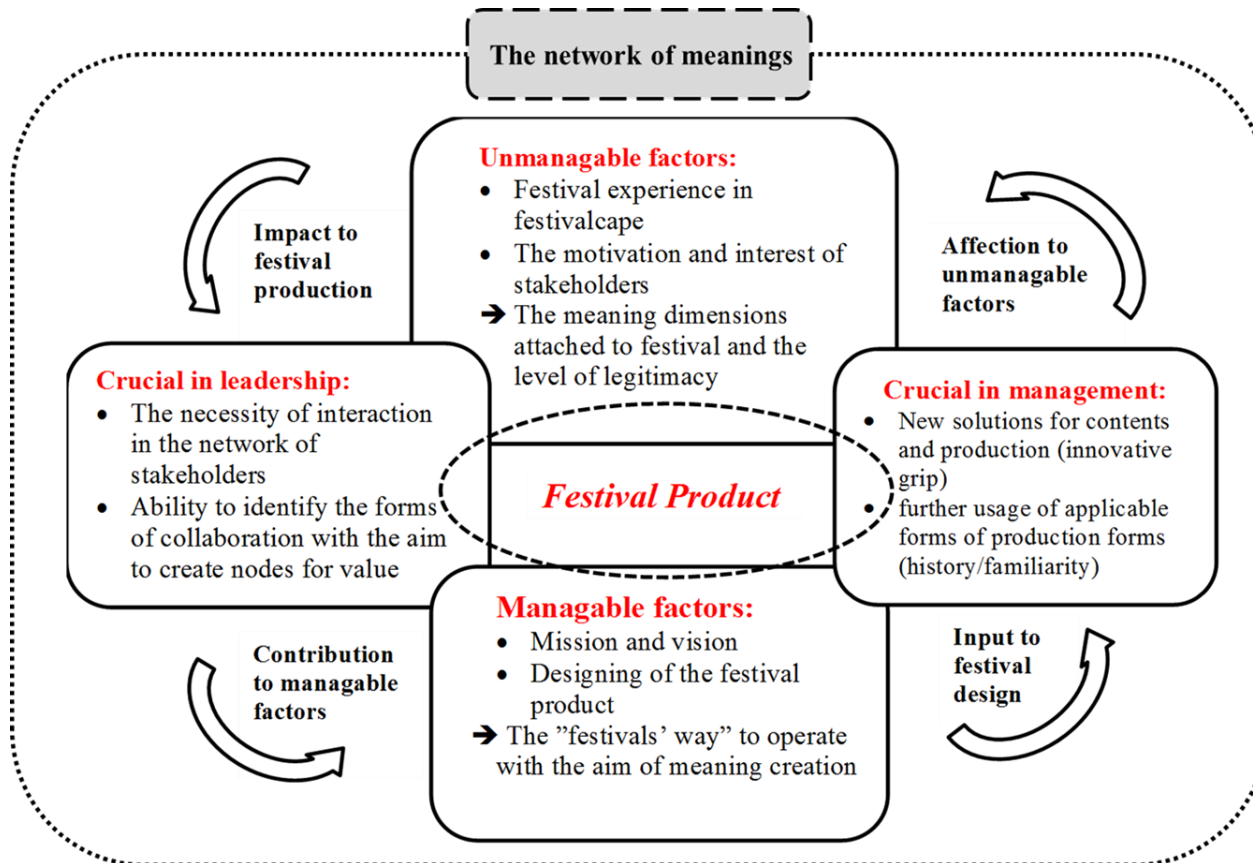
# Toward networks of meanings

- *meaning based negotiations in the hybrid environment*



# Managing the network of meanings

(see Luonila, 2016)



- Festivals create various associated meanings and interests in terms of social, cultural and economic properties (e.g., Getz et al. 2010; Hede, 2007; Moeran and Stranggaard Pedersen, 2011)
- The nature and meanings of festival causes multifaceted and multilayered interests among identified stakeholders which need to be managed to enable the production
- From management point of view the key question is:
  - **What are the dimensions of meaning that festival creates and is attached to it?**

# Thank you for your interest!

[mervi.luonila@cupore.fi](mailto:mervi.luonila@cupore.fi)

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