

Symposium Cultural Festival Studies

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Elisabeth Mayerhofer

Elisabeth Mayerhofer works as a cultural political advisor to the City Councillor of Cultural Affairs, Science and Sports of the City of Vienna since 2014. As such, she supports him in the field of film, museums, architecture and cultural urban planning.

Beforehand she was the managing director of IG Kultur Österreich (an advocacy organisation for independent cultural centres) and research fellow at the University of Music and Performing Arts Vienna. She was a board member of the Austrian Society for Cultural Economics and Policy Studies (Fokus).

Research interests: cultural politics, artistic labour markets, cultural and creative industries, arts in the urban sphere, cultural management.

Elisabeth Mayerhofer is holding masters degrees in literature studies and cultural management, she teaches at the University of Music and Performing Arts Vienna in the Institute of Cultural Management.

Recent publications:

Plafonds aus Glas und Gold: Karrieren von Frauen in der klassischen Musik In: Liebsch, Katharina; Reitsamer, Rosa (Hg.): Musik. Gender. Differenz.

Intersektionale Perspektiven auf musikkulturelle Felder und Aktivitäten. Westfälisches Dampfboot 2015.

Artistic Research: Cultural and Creative Industries. In: Badura, Jens; Bippus, Elke: Handbuch künstlerischer Forschung. Diaphanes 2015.

Vienna Inertia. With Heide Kunzelmann. In: Lindner, Christoph; Donald, Stephanie (Hg.): Inert Cities. IB Tauris 2014.

Cultural festivals: A new success formula for regional development?

The appeal of cultural festivals is unbroken since the 1980ies. They still are considered to solve some of the biggest problems the arts world are struggling with today such as for example too homogeneous and shrinking audiences, a battle for consumer's attention in a world of cultural oversupply or a more flexible cost structure compared to institutions with year-round activities.

Festivals might not be a solution to every problem, nonetheless they are able to stimulate the cultural development of a region and to set sustainable impulses.

The lecture is going to analyse the context of such a successful stimulus with long-term effects beyond external effects such as tourism or economic growth – and what are these long-term effects beyond.