



Stichting Economie & Cultuur

The Value Based Approach Workshop & Conference

Wolfson College, University of Cambridge

Cambridge, UK

26 (afternoon), 27 and 28 (morning), September 2024

Academic organizers: Anna M. Dempster (Wolfson College, University of Cambridge), Arjo Klamer (Free University, Amsterdam; Foundation Economy and Culture), Lyudmila Petrova (Foundation CREARE Social; Erasmus University), Valeria Morea (Erasmus University)

Following successful meetings in Rotterdam and Venice, VBA workshop moves to Cambridge UK, hosted in Wolfson College, University & Dr. Anna M. Dempster with the generous support of *Stichting Economie & Cultuur* Foundation & Prof. Arjo Klamer. Here, we will finalise the edited volume resulting from the previous research meetings, meet to discuss current research and set work groundwork for future collaborative projects. To date, a dynamic and interdisciplinary group of research scholars and practitioners from the fields of arts, culture & creative industries, economics, management, entrepreneurship, education, policy and more -- come together to discuss the values of culture through four main lenses: common practices in cities, a new approach to cultural policy, evaluation of the impact of culture, and the humane economy.

For the Cambridge edition, we aim to further these four themes by pursuing a markedly empirical approach. We will welcome qualitative and quantitative papers that apply or adapt the value-based approach to an empirical cases. Methods include case studies, comparative studies, experiments, cross-sections or longitudinal studies as well as a number of conceptual papers on the topics related to the value-based approach. The aim and purpose of this workshop is to foster academic dialogue, academic interdisciplinary networks and ultimately contribute to new and existing research and editorial ventures, such as a journal special issue or an edited volume. We welcome participants from the disciplines across the social sciences and humanities with an interest in the arts and culture sectors.

Programme

Day 1: Thursday, September 26th

Location: Gatsby Room, Wolfson College

12:30 - 14:00		Lunch for early arrivals, Lee Hall, Wolfson College (please pay in Lee Hall)
14:00 - 15:15		S1 - Introductions, Foundations & Context
	Arjo Klamer	<i>Where are we since last workshop / Current key questions / where are we going?</i>
	All participants	General Discussion
	Anna M. Dempster	<i>Introduction to Cambridge, Wolfson College and role of interdisciplinary Research</i>
15:15-15:30		Coffee Break
15:30 - 16:30		S2 - Foundations & Context
	D'Maris Coffman	<i>Changing Conceptions of Value (and Price) in the History of Economic Thought'</i>
	Arjo Klamer	<i>The Human economy and the Value Based Approach</i>
		Cultural Programme
16:30-17:00		Walk from Wolfson to Trinity College
17:00 -18:00	Nicolas Bell, Trinity College Librarian	Private tour: Highlights of Trinity College Library
18:00-18:30		Walk back to Wolfson College
18:30		Dinner, Wolfson College, Lee Hall
19:30		Curator led tour of Exhibition: <i>Life Within Landscapes</i> Combination room, Wolfson College
20:30		Social in College Bar

Day 2: Friday, September 27th

Location: Combination Room, Wolfson College

8:00-9:00	Breakfast	Lee Hall, Wolfson College
9:00-10:45		S3 - Cultural commons
	Lyudmila Petrova, Arjo Klamer & Marilena Vecco	<i>What is cultural in cultural commons?</i>
	Matilde Ferrero & Irene Pinto	<i>A Horizontal Approach for governing cultural commons</i>
	Alice Borchi	<i>Cultural value and the commons: a preliminary framework</i>
	ONLINE : Francesca Sabatini	<i>The theatrical commons in the value-based approach: the OperaCamion case</i>
10.45-11:00	Coffee Break	
11:00 - 12:30		S4 - Technology, experimentation & creativity
	Michele Trimachi, Federica Antonucci, Stefania Tonin and Gianfranco Pozzer	<i>The value of creativity: an empirical exploration of urban fabric and its neural network as the source of creative processes</i>
	Irene Pinto, Assumpcio Huertas	<i>A value-based exploration of an AR heritage site in a peripheral destination</i>
	ONLINE : Altug Yalcintas & Gizem Yardimici	<i>What If Machines Make Art? A Value-Based Analysis of Refik Anadol's Data Sculptures</i>
12:30 - 14:00	Lunch	Lee Hall, Wolfson College, Cambridge
14:00 - 15:30		S5 – Economic theory & the Value of arts
	Cameron Weber	<i>Artist Values and a Social Production Function for Music: Lessons learned from the Covid Era</i>
	ONLINE: Erwin Dekker	<i>Kenneth Boulding and James Buchanan on the public function of economics and political science</i>
	ONLINE: Lyuigino Bruni	<i>Against the Leadership religion</i>
15:30-15.45	Coffee Break	

15:45 - 17:15		S6 - Creative environments & sustainability
	Marta Nicolodi	<i>The concept of value in the organizational part of theatrical production and performance - an interdisciplinary approach between law and economics.</i>
	Frank Tietze	<i>The social value of IP strategies and how they can support sustainability - social value and environmental impact</i>
	Matilde Ferrero, Paola Borrione & Martha Friel	<i>Mechanisms of sustainability of cultural policies: an empirical approach</i>
17:15 -17:30	Break	
17:30 - 18:30		S7 - Cultural institutions & stakeholders
	Valeria Morea & Mariangela Lavanga	<i>Universities as the last resort of sustainable development in the creative city</i>
	Steve Evans	<i>A multi-stakeholder perspective on value to inform business decisions for sustainability</i>
	Cultural Programme	
18:30		Travel to evening venue
19:00		Buffet Dinner in Cambridge ArtSpace gallery + conversation with exhibiting artists
20:30		Gallery Drinks/ Pub

Day 3: Saturday, September 28th

Location: Combination Room, Wolfson College

8:00-9:00	Breakfast	Lee Hall, Wolfson College
9:00-10:45		S8 - Artists and their practice
	Matilde Ferrero	<i>Are we humans or are we artists? How artists realise value between art market and society</i>
	Elizaveta Bomash	<i>Value tensions and aesthetic experience: arts and business cooperation for sustainability.</i>
	Carlo Alberto Petruzzi	<i>Classical Music & the City: the Teatro del Maggio Musicale Fiorentino</i>
	Anna M. Dempster	<i>The Value of Reciprocity in Cultural Production and the Work of Artists</i>
10.45-11:00	Coffee Break	
11:00 - 12:30		S9 - Evaluation
	Francesco Chiaravalloti	<i>Values and Evaluations of or as Cultural Practices? Entering a time of pragmatic experimentation</i>
	Arjo Klamer, Ludmilla Petrova & Susana Graca	<i>Participatory Evaluation: Glammons project</i>
	Valerio Vincenzo Mariani	<i>Value Based Approach and Evaluation</i>
	Giacomo Vasumi, Paola Borrione & Camillia Lo Schavio	<i>Measuring the Concrete Cultural Weight of the Egyptian Museum in the Local Economic and Social Panorama</i>
12:30 - 13:30	Lunch	Served in Combination Room
13:00 - 14:30		S10 - Conclusions
	Arjo Klamer	<i>Concluding discussions - Reflection on the proceedings and plans for a second volume.</i>
	All participants	<i>General Discussion</i>
14:30		End

Theoretical Foundations: The Value-based Approach

The value based approach (VBA) is the culmination of 25 years of research under the umbrella of Professor Arjo Klamer, the Chair in Economics of Art and Culture at Erasmus University and international colleagues and collaborators. We see connections with what other economists and social scientists who develop similar approaches in the healthcare sector and in the business sector (with attention to "purpose", social enterprises, social corporate responsibility and so on.) VBA provides an alternative perspective on the economy. It stresses qualities, as in the quality of work, the quality of the environment, the quality of society, the quality of a performance, and the public values that a corporation tries to realize. It attempts to be a conceptualization of circular, creative, and sharing economies, has a keen interest in the crafts economy, the arts and cultural heritage, reconsiders the principles of policy, and supports the interest in "purpose". Among its outcomes are a new method of evaluation, directed at qualities, the conceptualization of the process of values realization, the conceptualization of the commons as shared practices, and interest in other measurements of welfare. The value-based approach frames the process of realization of values in three main stages: (1) articulation of (shared) values to realise among and between different stakeholders aiming to bring awareness of what drives an individual, organization or an action; (2) realization of values through different strategies and by different stakeholders aiming at reaching mutual adjustments of purposes among various stakeholders and effective undertaking of concrete actions; (3) evaluation whether the applied strategies support the realisation of the (shared) values aiming at a deeper understanding of the connections between drivers of action and effective outcomes (impact).