Colloquium

CULTURAL PARTICIPATION IN FLUX

/YOUTH
/COSMOPOLITANISM
/DIGITAL ENVIRONMENT

Part of the 24th
Entretiens Jacques Cartier
October 3-4 2011

La Plaza Hotel
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PROGRAM

Presented by

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The Issue

The traditional model for cultural development is based, for the most part, on the need to increase and diversify the number of national cultural products on offer. For a number of years now, however, this model has faced stagnation when confronted with current requirements, especially from the younger generation and the immigrant population. Is this a sign of cultural needs becoming standardized within a new globalized mainstream? Should we, rather, see signs that the content and experiences being offered are no longer in line with the cultural interests and points of reference of the people for whom they are created?

In large cities like Montréal, cultural participation and consumption have been profoundly altered by immigration. Is this reality adequately reflected in our strategies to democratize and develop culture? In addition, new digital technologies have brought about major changes in the usual ways people participate in and consume culture, especially among young people. This new digital environment offers a seemingly endless choice of diverse cultural experiences, in which the consumer, more autonomous than ever in the face of traditional modes of dissemination, wishes to become actively involved. Taken together, the effects of globalization and the digital environment present an important challenge for cultural policies and institutions. These phenomena also raise a host of questions: are we on the brink of radical change in the way people participate in culture and become involved in artistic events? How should we now conceive and plan fruitful relationships between creators, producers, disseminators and the public?

The colloquium ***Youth, cosmopolitanism and the digital environment: culture participation in flux*** will examine the various manifestations of this complex and confusing area of cultural participation, placing particular emphasis on the cultural behaviour of immigrant populations and the younger generation, in the context of this new globalized digital environment.

COMMITTEE – CONTENT DEVELOPMENT

Culture Montréal: Anne-Marie Jean, executive director + Christiane Bonneau, coordinator
Culture pour tous : Louise Sicuro, president- executive director + Eva Quintas, project manager

Rachida Azdouz, director, Teaching support department, Université de Montréal
Guy Bellavance, professor, INRS- Urbanisation, Culture et Société
Annick Germain, professor, INRS-Urbanisation, Culture et Société
Guy Saëz, professor, Institut d'Études politiques de Grenoble (France)

| DAY 1 : Monday, October 3 |

(9 am) Opening remarks

(9 : 30 am) Issues and terms of reference

_**Guy Bellavance,** professor, Institut national de recherche scientifique (INRS), Centre Urbanisation Culture Société (UCS), director, laboratory / art and society / bases and theories (l/as/tt) and holder of the Fernand-Dumont Chair on culture (Montréal)
_**Annick Germain,** professor, Institut national de recherche scientifique (INRS), Centre Urbanisation, Culture et Société and director, Centre Métropolis du Québec (Montréal)
_**Guy Saëz,** professor, Institut d'Études Politiques, director of research at the Centre national de recherche scientifique (CNRS) and director of the Unité Mixte de Recherche Politiques publiques, action politique, territoires – UMR-PACTE (Grenoble)

(9 : 45 am) Trajectories of cultural participation here and abroad

For a number of decades, national governments have been collecting data about attendance at and participation in artistic activities. What do these study results have to say to us in the long term, in Québec, France, the United States? What are the strengths and weaknesses of these undertakings? Do they leave some questions unanswered? Do they have blind spots? What can they tell us about the cultural practices of the younger generation and new immigrants? What do they have to tell us about the cultural impact of the new digital environment? And, lastly, what avenues should these surveys take in the future?

Moderator: **Guy Bellavance,** professor, INRS-Urbanisation, Culture et Société

Presenters:

_**Gilles Pronovost,** professor emeritus, Université du Québec à Trois-Rivières, executive director, Conseil de développement de la recherche sur la famille du Québec (Trois-Rivières)

_**Sylvie Octobre,** research analyst, Département des études, de la prospective et des statistiques (DDAI), Ministère de la Culture et de la Communication (Paris)

_**Jennifer L. Novak-Leonard,** researcher and consultant, Wolfbrown (Chicago)

(11:15 am) A portrait of cultural participation by young Montrealers

A study now in progress, initiated by Culture Montréal and carried out by the INRS Urbanisation Culture Société with the support of Québec's Ministry of Culture, Communications and the Status of Women, aims to better understand the overall participation of young Montrealers (teenagers and young adults), taking into consideration their ethno-cultural origin, among other factors.

Moderator: **Guy Bellavance,** professor, INRS-Urbanisation, Culture et Société

Presenters:

_**Christian Poirier,** professor, INRS, Centre Urbanisation Culture Société, study director (Montréal)

_**Vincent Guillon**, research associate, UMR PACTE and co-director, Sens Publics (Paris)

/ 12 H 30 – LUNCH

(2 pm) Cultural participation by immigrant communities

In large cities, immigration has profoundly altered the face of the population to which national and local culture is offered. People who belong to immigrant communities form the greater part of cultural "non-publics" that appear in the statistics on artistic and cultural involvement. Should we conclude from this that they are not culturally active? How do these "non-publics" conceive of the arts and culture? What do we know about their cultural practices? Are there public or private places where they congregate? How can we acquire sufficient knowledge about them so that they can be taken into consideration when developing public policy?

Moderator : **Annick Germain,** professore, INRS-Urbanisation, Culture et Société

Presenters :

_**Najat Vallaud-Belkacem**, city councillor, assistant to the Mayor, responsible for major events, community outreach and young people (Lyon)

_**Jean-Christophe Laurence and Laura-Julie Perreault,** journalists and co-authors of the Guide du Montréal multiple (Montréal)

_**Amir Ali Alibhai,** executive director, Alliance for the Arts (Vancouver)

_**Maribel Alvarez,** anthropologist, University of Arizona (Tucson, U.S.A.)

4:30 pm – BREAK / 5:00 pm – COCKTAIL

(9 am) Word of welcome

(9 : 15 am) Young people and culture

What is this cultural framework that young people seek, with which they identify and that they wish to help create? In what ways do they consume culture and to what extent does this influence their cultural and civic participation? What factors encourage or deter the interest and sense of belonging of young people in artistic disciplines and in creators, both local and from elsewhere? To what extent can their interests be a means of integration into the artistic diversity of cultural offerings.

Moderator: **Nicole Gallant,** director, Observatoire Jeunes et société, INRS Urbanisation Culture Société (Québec)
Presenters :
_Hervé Glévarec, head of research, Centre National de la Recherche Scientifique (C.N.R.S), Laboratoire Communication et Politique (Paris)
_Myriam Verreault, film-maker and director of *Ma tribu c'est ma vie* (Montréal)
_Vincenzo Cicchelli, head of sociology lectures, Université Paris Descartes – Gemass (Paris 4 - CNRS)
_Marie Goyette, director of the Gabrielle-Roy Library and of cultural animation, L'Institut Canadien de Québec (Qc)

10 : 45 am – BREAK

(11 : 15 am) Participative culture and digital practices

The growing importance of digital media in cultural consumption and participation is profoundly changing the relationship between creators and consumers, who are now faced with a vast choice of cultural experiences. The consumer is now far more autonomous when confronting traditional structures of dissemination, and wants to become actively involved. Do these new digital tools and devices create a greater level of participation or a greater distance, is the interaction more diversified or more standardized?

Moderator: **René Barsalo,** designer in digital experience (Montréal)
Presenters:
_Madeleine Pastinelli, professor, sociology department, Laboratoire de communautique appliquée, Université Laval (Québec)
_Jean-Robert Bisaillon, vice-president and co-founder, Iconoclaste Musique Web Promo (Danville, Québec)
_Dominique Cardon, sociologist, associate researcher at the Laboratoire des usages d'Oranges Labs, Centre d'études des mouvements sociaux (CEMS / EHESS) (Paris)

12 : 30 pm – LUNCH

(2 pm) Debate - The issues of adapting cultural products to societal and technological change : which culture are we talking about?

Dematerialization, individualization, democratization, relativism and de-westernization: here are some of the themes that well describe the phenomena seemingly at work in recent changes in cultural participation and involvement. These issues make some people fear that there is a true revolution in the relationship between the public and creators, and in the production chain in the cultural sector. Are these fears well-founded? Are we on the brink of a radical change in the paradigms of cultural participation and involvement in the arts? Given the aspects that have been discussed during this colloquium, what are the issues and perspectives for future significant relationships between creators, producers, disseminators and the public?

Moderator: **to be confirmed**
Présenters:
_Guy Saëz, professor, Institut d'Études politiques de Grenoble (France)
_Ricard Zapata-Barrero, professor, political science department, Universitat Pompeu Fabra (Barcelona)
_Patrick Beauduin, general manager of radio, Radio-Canada (Montréal)
_Other panelist to be confirmed