

If you have a passion for the arts and want to turn it into a career, the Arts Management Internship Diploma Program offered by the Madras Craft Foundation Institute of Arts Management is the course for you.

VISION

THE VISION OF THE PROGRAM IS TO CREATE PROFESSIONALS COMMITTED TO INDIA'S ART AND CULTURE, WHILE PROVIDING THEM WITH THE NECESSARY KNOWLEDGE, SKILLS AND ATTITUDES REQUIRED TO SUCCESSFULLY MANAGE AND DEVELOP INSTITUTIONS IN THE AREA OF THE ARTS.

THE PROGRAM TRAINS STUDENTS FOR SUCCESS IN A WIDE RANGE OF ADMINISTRATIVE, MANAGERIAL AND LEADERSHIP POSITIONS AND HELPS THEM BECOME EFFECTIVE ADVOCATES OF THE ARTS.

Why the Need

With significant changes in the socio-economic milieu, interest in the arts has permeated new segments of society and they are participating in increasing numbers in this new and exciting experience. To satisfy this increased demand, institutions in the area of the arts are proliferating, modernizing and incorporating scientific management techniques to cater to larger, discerning audiences. Hence the demand for qualified human resources to manage these institutions and provide superior value is unfolding.

CAREER OPTIONS

The Arts Management program specially prepares students for careers in the performing and visual arts organizations, cultural tourism, Indian and international cultural centers, museums, art galleries, arts and crafts promotional bodies, hospitality industry, education and the arts, and entrepreneurial ventures in art and craft development.

The Madras Craft Foundation Institute of Arts Management (MCFIAM) will provide career counseling and placement assistance for students. The course is into its third year and all our students have secured placements in diverse organizations.

THE COURSE IS SPREAD OVER A TWELVE MONTH PERIOD AND TAUGHT AS MODULES. THE COURSE CONTENT DRAWS UPON DIFFERENT DISCIPLINES AND IS CUSTOMIZED TO SUIT THE REQUIREMENTS OF EFFECTIVELY COMMUNICATING AND MANAGING ART AND CULTURE AT VARIOUS LEVELS – REGIONAL, NATIONAL AND INTERNATIONAL.

Cultural Studies

The discipline concerns itself with understanding particular cultures in all their complex forms against the backdrop of the wider social and political contexts. Cultures are read and interpreted not only from written texts but also from myths, performances, art and architecture, costumes and fashion, objects of daily use, photographs and films.

Overview of Indian Art

This module aims at helping interns to appreciate Indian art, architecture, iconography and folk art through the ages down to contemporary times.

History of South Indian Temple Architecture, Art and Iconography. This is a specialized course which concentrates on South Indian architectural, pictorial and iconographic traditions, their evolution and associated philosophy.

Overview of Western Art

This module exposes students to Western Art appreciation beginning with the Ancient Egyptian, Greek, and Roman times down to the twentieth century.

Art Design

The course introduces interns to the formal elements of design both two and three dimensional. The aim is to enable students to hone their perceptual and practical computer skills in the field of graphic design. The interns are expected to develop small brochures, handouts, posters, and press releases for exhibitions.

Museum Studies

The origin and evolution of museums, their functions as cultural institutions and the role of curators are examined.

Exhibition Design

The module introduces interns to the idea of space, lighting, color, graphics and communication in exhibitions of art works.

Art, Design and Society

This deals with the rise of design in the historical and global context, the role of non-western craft traditions, the changing notions of art, craft and industry in India from the early period down to post Independence India. It also offers a perspective on the role and status of the craftsman in India today.

Media and Communication

This module is designed to make students understand the need for marketing in the area of Arts Management, to get a practical overview of marketing its principles and practice, to understand the various dimensions and facets of marketing and communication concepts and to market art and culture effectively.

Principles of Management

The principles and practice of management within a creative enterprise are the same irrespective of whether they are meant to generate profit or are primarily non-profit sectors. Traditional barriers dividing non-profit and for-profit organizations are crumbling. The course also recognizes the dynamic collaboration that is taking place today between these two sectors. Successful management of organizations, whether for-profit or non-profit, requires knowledge and application of modern management techniques.

The course exposes interns to basic management concepts, frameworks, tools and techniques so that they are equipped to handle managerial job responsibilities competently. The course aims to develop an integrated view of management so that candidates become equipped to evaluate

opportunities, to find resources (fundraising for events and organizations) and utilize them effectively to achieve the objectives and goals of the organization. Business communication is an important skill imparted in this course.

Special Modules

Videography, Fieldwork and Documentation
Cultural Tourism
Performing Arts and Aesthetics
Computer Graphics

Project Work

Critical to the successful training as a future arts manager is the opportunity to gain invaluable hands on practical experience. The course is project work oriented. The curriculum includes both Group and Individual Projects. It blends the theoretical with the practical. Projects solidify the skills and knowledge gained in class rooms, provide experience in teamwork, group dynamic skills and problem solving abilities that can only be learned in a real situation. In the group project the group proposes a project, forms the time frame, budget, conducts analysis of feasibility, frames the problems likely to crop up, seeks sponsorship and finally executes the project. A final individual project executed independently is critical to the successful completion of the course. Both the group and individual projects are monitored by a member of the faculty.

The Arts Management Program offered by the Madras Craft Foundation is in collaboration with *Dakshinachitra*, a heritage center with a complex of authentic traditional homes, exhibitions and programs from different regions of South India. *Dakshinachitra* is a cutting edge museum with effective and relevant programs in the field of Indian art and culture. Interns will be involved in the on-going projects at *Dakshinachitra*. Thus *Dakshinachitra* is best positioned to offer opportunities to the interns to develop and hone their creative explorations and design applications.

Participation in 2 to 4 month **internships** in a specific cultural organization at the end of the course is highly recommended. The Madras Craft Foundation Institute of Arts Management will arrange **internships** as required.

A D M I S S I O N

Applicants must have completed a Bachelor's degree and possess an active interest in art and culture. Applicants must be under 35 years of age.

Application forms are available Online
On the *DakshinaChitra* website at
<http://www.dakshinachitra.net>

In person or by post

Madras Craft Foundation
G-3, No. 6, Urur Olcott Road
Besant Nagar
Chennai 600 090

To receive applications by post, send a self-addressed stamped envelope (with a Rs. 10 stamp affixed) to the above address

By E-mail: mcdak@md3.vsnl.net.in

A complete application includes
Filled-in application form, and,
Updated curriculum vitae and photo

Deadline for receipt of application is
15 May 2009

All applicants will undergo an admission
interview and will have to submit written essays

CONTACT PERSON

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Course Co-ordinator

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2009-10


DakshinaChitra

in collaboration with


MCF
Institute of Arts
MANAGEMENT

ARTS MANAGEMENT

Internship Diploma Course



DakshinaChitra

DakshinaChitra is a contemporary cultural and heritage centre for the living traditions of art, folk performing arts, crafts, contemporary art and architecture of India with an emphasis on the traditions of south India. A project of the Madras Craft Foundation, DakshinaChitra occupies ten undulating acres overlooking the Bay of Bengal at Mutukadu, Tamil Nadu (approx. 25 km. from Chennai).

DakshinaChitra
East Coast Road, Muttukadu
Tamil Nadu 603 118
Phone: 2747-2603/2747-2783

MCF

Madras Craft Foundation
Institute of Arts Management

Madras Craft Foundation Institute of Arts Management is an initiative of the Madras Craft Foundation, a Chennai-based registered non-profit organization for the preservation and promotion of the arts with special emphasis on the culture of south India.

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Course Structure

The internship diploma program is a full time course