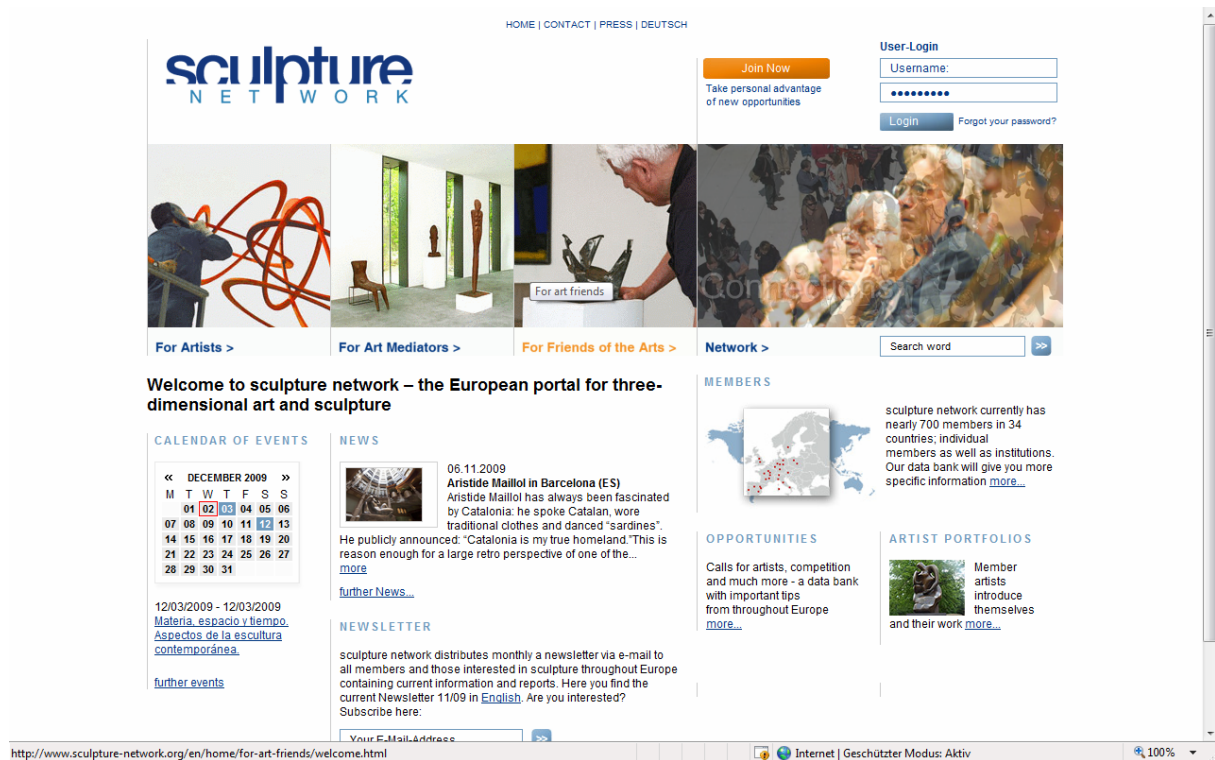


# Case Study

## Sculpture Network



### Profile

Website's name / Domain	http://www.sculpture-network.org
Country of origin	Germany
Geographical scope	European
Language/s / tackling of language issues	Whole website in English and German, newsletter also in Spanish

### Website owner

Contact	<p>sculpture network e.V.          Isabelle Henn          Business Manager</p> <p>Heinrich-Kote-Str. 13          D-82343 Pöcking</p> <p>Fon: +49 (08157) 997 90 10          Fax: +49 (08157) 997 90 20</p> <p>isabelle.henn@sculpture-network.org</p>
Type of organisation	Non-profit organisation
Description of the owner organisation	The organisation sculpture network is a European non-profit organization for the support and advancement of contemporary, three-dimensional art. Sculpture network offers a platform for interchange between all persons

Importance of the website within the organisation structure	<p>involved with or interested in sculpture and three-dimensional art: artists, art mediators, friends of the arts.</p> <p>Within these groups 'sculpture network' supports in its international network interdisciplinary dialogue and exchange of ideas between individuals and institutions.</p> <p>Besides events, the website is the main facility for the creation of the 'sculpture network'. The website is the medium to distribute information and to create a platform for presentation and dialogue.</p>
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**Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated**

The 'sculpture network' supports in its international network interdisciplinary dialogue and exchange of ideas between individuals and institutions. Its active professional and interdisciplinary exchange makes 'sculpture network' the leading esteemed network for sculpture in Europe. The network's mission deals with the following objectives: development and maintenance of an international network; publication of a monthly Newsletter in German, English and Spanish; organisation of projects; international symposia and Regional Members' Meetings; initiation of cooperation and collaboration among cultural organisations, museums and art institutions; founding of sponsorships and exchange programmes; establishing of a Young Artist Award for up-and-coming artists, discussion on the current essential requirements for sculptural art, international political discourse on topics of culture, particularly on sculpture work with the media.

The website supports communication and debate through a forum and a newsletter. The three different parts of the website offer different facilities like an online profile for artists. The website is aimed at artists, artistic mediators as well as a wider public. Moreover, the network is available on Facebook and Xing to further foster exchange and debate.

**Website facilities**

Kind of facilities	<ul style="list-style-type: none"> <li>• User profiles with presentation facilities for their art works</li> <li>• Newsletter</li> <li>• Data bases</li> <li>• Job and application opportunities</li> <li>• Presence on the Xing network</li> <li>• Forum</li> </ul>	
Member / non-member facilities	Member facilities	
Importance within the website content	The user profiles provide the possibility for artists to create networks among artists as well as with cultural mediators and "friends of art". The data bases support the creation of working communities. The job opportunities foster mobility of artists as well as artistic expression in general.	
Frequency of usage	Number of visitors (monthly):	On average 5,200
	Frequency and number of uploads of contributors:	On average 239 user activities per month
	Frequency of website updating by the website owner:	Daily

Does the website show any results for working communication and debate on a European / cross-border level?

The website shows that the organisation has already established a large community of artist from 34 countries and the cultural mediators use the platform to provide job offers or other opportunities.

Furthermore, the website has enabled the organisation of different events across Europe, which were attended by many members of the network:

- Arrangement of common projects between member's institutions of Sculpture Network (SN)
- Artists encounter art dealers/ curators/ sponsors
- Art dealers discover further artists/ art collectors
- Collectors / curators meet artists
- Collaboration between various European Sculptor Associations
- Exchange and collaboration between museums with focus on sculpture and sculpture parks as well as galleries specialised in sculpture
- Promotion and documentation of the Sculpture Network events:
  - Yearly one 3-day International Sculpture Symposium in one of the European countries with 100-200 participants (so far in Switzerland, Austria, Germany, Spain, United Kingdom, Liechtenstein, Poland, The Netherlands. In 2010 in Italy).
  - Various Regional Members' Meetings per year in different European countries with 30-100 participants.
  - Sculpture Network New Year's Brunch always on the third Sunday in January, first time this year with approx. 500 participants in 18 locations in 6 countries. This new event intends to deepen contact of members within the regions, provide platforms for personal encounters, creation of ideas, discussion.

### Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The network aims at creating a European community of different groups sharing similar interests.
	Cultural values	The network encourages mobility of artists and cross-border collaborations by offering job opportunities and mediation between artists and cultural operators. Furthermore, the network encourages intercultural dialogue and debate about art between different

	stakeholders. By creating this network and through artistic exchange, artistic expression, creativity and innovation can be enhanced.
Presentation, navigation, structure	The website is very well structured with sections for the different target groups and the navigation is clearly arranged
Trustfulness	The network is a registered association with a physical presence in Bavaria and Berlin (Germany)
Main strength	Main strength are the artists' profiles and the data bases
Main drawback	Main drawback is exclusive access to the forum for registered members
Usage of communication facilities	The member profiles are regularly updated and most artists use the possibility to upload photos of their work. The arts mediators use the platform to announce job opportunities.

#### Vision and recommendation of website owners

Recommendations for the European Commission	Provision of funding for important non-profit online platforms and organisations based on private initiative. Creation of platforms that assemble research information of similar kind like <a href="http://www.euromuse.net">www.euromuse.net</a> . More multilateral rather than bilateral cross-border initiatives need to be supported and initiated. More funding for website, newsletter and content translators and interpreters is needed.
Vision of further development of the website	<ul style="list-style-type: none"> <li>▪ Enlarge the network to several thousands of members (currently 720 in 36 countries) and become THE Competence Centre for sculpture in Europe</li> <li>▪ Improve communication and exchange among the sculpture community in all European countries via correspondents of the network in all European countries and via the web platform</li> <li>▪ Develop an archive of all relevant information regarding sculpture in Europe (artists, institutions, books, news, thoughts, ideas)</li> <li>▪ Enhance media coverage about sculpture and promote the perception and recognition of the uniqueness and social relevance of 3D-art among all interested parties</li> <li>▪ Enhance the operative and creative environment for sculptors / artists, mediators and friends of the arts in Europe</li> <li>▪ Organise sculpture exhibitions</li> <li>▪ Organise specialized expert conferences for interchange (e.g. Conference about sculpture parks, etc.)</li> </ul>

- Translate the website into different languages, so far it is only available in German and English, the newsletter also in Spanish (especially Latin countries, such as Spain, Italy, France people have difficulties / resentments against organisations just working in English)