

ROYAL ACADEMY OF ARTS TO LAUNCH EXECUTIVE MASTER IN CULTURAL LEADERSHIP IN PARTNERSHIP WITH MAASTRICHT UNIVERSITY

In March 2018, the Royal Academy of Arts will launch an Executive Master in Cultural Leadership, in partnership with Maastricht University School of Business and Economics. The first intake of students in October 2018 will coincide with the Royal Academy's 250th anniversary year.

This Executive Master is designed to foster a new generation of leaders who want to bring a deep understanding of culture and creativity to their industries and organisations. Its ambition is to positively shape the arts and cultural sectors by nurturing world-class leaders who can then apply their knowledge and skills to enable long-term, sustainable, ethical and innovative business practices.

Combining the professional expertise of a world-class arts organisation and the teaching and scholarship of a leading university, the Masters will be the first of its kind to offer a fully integrated programme across two European centres of culture and learning. Engaging with both art theory and practice, students will learn directly from active practitioners alongside senior academics in business, economics, law and the humanities, providing a remarkable platform for students to acquire cutting-edge knowledge and timely insight, as well as building professional networks. Students will receive a cross-cultural experience from study trips between both London and Maastricht campuses, gaining a global perspective on the value of culture and the significant contribution of the arts and creativity to the economy and society.

Structured as an intensive modular programme, students will complete eight modules carefully balancing an understanding of the arts and culture alongside business and management. These include *Critical Perspective in the History of Art and Culture*; *Art Business and Cultural Management*; *Art Law*; *Technology and innovation*; *Collecting and Collections Management* and *Galleries and Exhibitions*, as well as an immersive *Personal Leadership* module which provides development tailored to individual ambitions and goals.

The Masters programme responds to the flourishing cultural and creative industries, now worth a record £92bn in the UK and employing over 12 million people across the EU. In the Netherlands, the sector's share of the total economy is higher than the EU average at 13%, with Maastricht University playing a central role in the Country's cultural industries. This programme acknowledges the need to develop effective, internationally-minded leaders with an underlying understanding of the role these sectors play in the economies of the future. With the launch of the Masters, the Royal Academy extends its public educational offer, building on a 250-year tradition of education, discourse and debate, an existing programme of short courses and classes, public lectures and conversations as well as the leading Royal Academy Schools, the UK's longest established art school.

Dr. Anna M. Dempster, Head of Academic Programmes at the Royal Academy of Arts and Co-Director of the Executive Master in Cultural Leadership, said: 'This pioneering programme allows

for remarkable insight into the creative process with an appreciation of the cultural value chain from start to finish; from studio to market. A partnership between Maastricht University and the Royal Academy provides access to world-class scholarship and teaching alongside exceptional professional insight and an international network of experts. The programme provides a new model of leadership, increasingly relevant to global business grounded in creativity, innovation and culture.'

Tim Marlow, Artistic Director, Royal Academy of Arts, said: 'The Royal Academy was founded to educate and enlighten and to take the lead in establishing British art as an international force. As we celebrate our 250th anniversary, I'm delighted to announce the launch of an Executive Master degree in Cultural Leadership. This will significantly expand our already wide-ranging education programming at the RA. We have always trained artists; we have consistently engaged with a broad public and now we want to help educate cultural leaders.'

Professor Rachel A. J. Pownall, Co-Director of the Executive Master in Cultural Leadership, said 'Today's institutions and corporations require leaders who are able to understand culture and the current challenges facing business and society. At Maastricht University, at the heart of Europe, we are delighted to be at the forefront of developments in education with the Royal Academy of Arts, with whom we can take this one step further to engage with experiential and context-based learning. Working together we can create the leaders of the future.'

Notes to Editors

Executive Master in Cultural Leadership

Duration & Format: 1 year or 2 years part-time, 4-6 days per month immersive learning

Language of instruction: English

Diploma: Master of Arts. Possibility to earn MBA status by completing 3 extra modules (18 credits) of MaastrichtMBA programme

Tuition: €39,000 / £34,000; scholarship available

Application Deadline: 15 July 2018

Course Commences: October 2018

Accreditation: Maastricht University School of Business and Economics is triple crown accredited, with three prestigious accreditations, AACSB, EQUIS and AMBA, and this new programme is pending the accreditation of the national Netherlands and Flanders Organization (NVAO).

Programme Directors: Dr. Anna M. Dempster, Head of Academic Programmes, Royal Academy of Arts; Prof. Rachel A. J Pownall, Professor of Art Finance, School of Business Economics, Maastricht University

For further information and for applications, please visit roy.ac/execMA

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#RA250

About Maastricht University

The Executive Master in Cultural Leadership is offered by the Royal Academy of Arts in London in partnership with Maastricht University and their executive branch **UMIO**. Maastricht University (UM) is the most international university in the Netherlands and, with 16,300 students and 4,300 employees, is still growing. The university stands out for its innovative education model, international character and multidisciplinary approach to research and education. Thanks to its high-quality research and study programmes as well as a strong focus on social engagement, UM has quickly built up a solid reputation. Today it is considered one of the best young universities in the world. UMIO is the professional development branch of Maastricht University. Its home is the School of Business and Economics (SBE), but its programmes and projects connect professional postgraduate initiatives across UM faculties to address the multidisciplinary challenges that many professionals and organisations face. All degree programmes make use of Problem-Based Learning approach – special to Maastricht University, which emphasises skills development, problem solving, group work, and self-directed learning – to prepare students optimally for the international knowledge society and careers and opportunities around the world.

About the Royal Academy of Arts

The Royal Academy of Arts was founded by King George III in 1768. It has a unique position in being an independent, privately funded institution led by eminent artists and architects whose purpose is to be a clear, strong voice for art and artists. Its public programme promotes the creation, enjoyment and appreciation of the visual arts and architecture through exhibitions, education and debate.

The RA is undergoing a transformative redevelopment which will be completed in time for its 250th anniversary in 2018. Led by the internationally-acclaimed architect Sir David Chipperfield RA and supported by the National Lottery, the plans will link Burlington House on Piccadilly and Burlington Gardens for the first time, uniting the two-acre site. The redevelopment will also reveal the elements that make the RA unique, sharing with the public the historic treasures in its Collection, the work of its Academicians and the RA Schools, alongside its world-class exhibitions programme. For more information on the RA visit www.royalacademy.org.uk/ra250#video

RA250: New spaces for public education

The 2018 intake of students will be the first to be able to take advantage of the remarkable new facilities of the redeveloped Royal Academy of Arts, as well as enjoy the celebrations and special events of the 250th anniversary year. They will also have full access to extensive student and learning facilities, library and technologies enabling learning throughout the year. For its 250th anniversary, the Royal Academy opens new state of the art educational spaces including the David Chipperfield designed 250-seat Benjamin West Lecture Theatre, a new Clore Learning Centre and the Wolfson British Academy room for small group and executive education, which together make up the transformed RA campus alongside extended Collections and Exhibitions spaces.

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