

Beyond the impact analysis: A cultural framework for evaluating festivals

AIMAC 2009 - 10th International Conference on Arts and Cultural Management,
Southern Methodist University, Dallas, Texas USA

Abstract

The paper tackles the issue of evaluation and impact in the cultural sector by the critical analysis of two studies conducted on the International Festival of Music (MITO) in Milano and on the Napoli Theatre Festival Italia, which represent two remarkable novelties in the Italian performing arts scenario. The empirical survey used to track the audience and evaluate the impact covered only some elements of the measurement exercise that, on the contrary, should be set in a more profound framework which has to do with the foundation of the artistic production in a community.