

# MANAGEMENT OF ART CENTRES IN GEORGIA

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## Abstract

This article aims to show the problems which we have in art management. What is management? And what is deferent between managing art centers and usual companies?! What skills needs manager to make influence on staff?! This article is about management functions and leadership. Why do we need good leader to be successful institution?! We live in modern world and we have to keep pace with new future challenges. The most important thing that we must not forget is that we have to know differences between ordinary and extraordinary people - differences between singers, actors and people who share other professions. Management market includes communication and relationships. This is also very important to be a good leader. Unfortunately when we see companies we see that we have problem of communication. As I admitted we live in modern world and problem of communication must be determined, but in spite of this, we have great results in this case. Your success means your staff's success.

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## Introduction

What is management?! Management is the process of reaching organizational goals by working and through people and other organizational resources. Management's primary function is to get people to work together for the attainment of an organization's goals and objectives.

As we know management functions are: Planning, organizing, influencing, controlling. Every manager knows it and uses it daily. Manager's purpose is to convince people in there truth.

Also every manager knows that successful leadership is impossible without profound knowledge and practice. Management is similar to words like rule, govern, but they are not synonyms, because governing is wider and global word.

In the process of managing is important to be person who can make influence on the people.

If you are not self-confidence and often change your decision, if you are not a leader, if your words are not convincing people you cannot rule the organization. It can be no leaders without followers.

Now let see differences between leader and manager: Managers focus on the present, maintain status quo and stability, implement policies and procedures, maintain the existing structure, and use position power. Leaders: focus on the future, create a culture based on shares values, establish an emotional link, and use personal power.

This is a small overview about management of companies or other centers.

But what about institutions whose main goal is to create art? Mainly people think about to get more money, to make companies successful, to take place on international market.

In case of art centers these kind of approach is not right.

In this situation the manager has relationship with extraordinary people. Their thoughts, opinions, sense are different from ordinary people.

What is ordinary and extraordinary? Ordinary I call people who work from morning till night for money to eat, drink, buy something for their children whose purpose is to have high salary and good position. Extraordinary people are those who do not worry about how to get good job or have big salary. Sometimes, they do not think about their families; their main idea of life is art; their main goal is to satisfy their spiritual needs. It is very difficult to rule such kind of people and it is not similar with managing ordinary people - lawyers, economists, doctors and so on.

During two days I was watching the behavior of actresses and actors on rehearsal and after theatre and of those people who work at one of the universities. I found a lot of differences. For example, when actors work on roles, basically their emotional condition is unstable. Some of them are in motion doing the same things many times. If you ask something about other issues, they become aggressive or do not pay attention. If the director makes remarks which they consider unfair, they do not play well out of spite. Or if they think that their idea about the role is more important than the director's, they can spend the whole rehearsal to prove their truth. So, what I found out is that they are very difficult people. After rehearsal their main topic is their roles. In this period when they are working on roles they are not thinking about money about appearance. Sometimes, you can meet an actor and you may think that he is a homeless man. Now let us see how people work at the university. Mainly, they have tasks or assignments which they have to do at some period of time. They are sitting in their offices and doing their work. They are calmer during the work. If there is a tense situation on work, they are able to keep Calm.

Nowadays, we see many problems in art. For that reason we are undertaking the first steps in developing art management. It is relatively easy to manage companies than art centers.

As the recent researches show, people do not go to the theatre, opera, and conservatory. We often talk about these problems, but unfortunately, cannot find the way to solve it.

For one year I was meeting managers of theatres mainly they are directors or actors. It is very rare when we meet a real manager in the art centers. I discover that there were performances which had audience and performances which do not have.

How can we solve the problems about managing art centers? First of all, every manager has to be experienced in every field of art. If you are a manager of the Opera House, you have to know soul of this institution, character of actresses and actors. The same can be said about theatre and other institutions. Secondly, you have to keep pace with contemporary art, find ways to go on international market which is not easy. Thirdly, if you are the art director and you have no experience in management, you may lose half of your work.

## **Conclusion**

Management is a wide concept and we have to make narrow direction like art management. In Europe, people work in this field and they have good experience; we have to follow this experience. In Georgia, we have only one university where students can study art management but unfortunately, it is not enough for solving the problem. The quality of education is not enough.

Why can a good actor be a good director?! Because he knows every detail and the way which the actor/actress passes during creating his/her role. The same can be said about the manager of art centers.

If we want to have changes in this case, we have to make “revolution” in art. In other way we will not be able to achieve the goal.

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