

# The Role Arts Management in Modern World

*Tamar Tavkhelidze, PhD student*

Grigol Robakidze University, Tbilisi, Georgia

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## Abstract

The presented article aims to show new approaches in the arts management. Also here are given those circumstances that make impact on arts organizations, why arts management was allocated as separate discipline?! The article defines the most important role of arts management in modern art world, skills which arts managers have to use and its difficult everyday work. Before you develop and organize to execute your plans, you need to assess the larger issues facing the arts organization. It is necessary to analyze the potential impact of key environments that any business must consider when trying to realize its mission. Here will be reviewed the sources for information that can assist the arts manager in his quest for knowledge.

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**Keywords:** Art, art manager, arts management, environment

## Introduction

Arts management after its emergence in 1960s, became more complex term than it seems at the first glance. If the original attention was often focused on supporting outstanding not-for-profit art organizations in receipt of public subsidy, now it includes complementary commercial organizations operating in the creative industry. The goal of art organizations is transferred to business corporations.

Arts management, as formalized within higher education, is an outgrowth of the experiences of arts organizations in the United States during the 1960s.

Defining arts management: it is application of five traditional management functions –planning, organizing, suffering, supervising and controlling – to the facilitation of the production of the performing or visual arts and the presentation of artists’ work to audiences. The administration an facilitation of the creative process and its communication to an audience is common to both public, nonprofit arts organizations (e.g. nonprofit theatres, symphony orchestras, opera companies, dance companies, museums, public broadcasting, and performing arts centers) and private commercial, for-profit

artistic entities (e.g. commercial theatres private galleries, film, television and video). (Encyclopedia of Public Policy and Administration, by Dan Martin in Shafritz 1998:128).<sup>140</sup>

Arts management is a field where creative people are engaged. An art manager works namely in this field; namely an art manager enables art to happen on a certain level. Arts management combines different directions of management, including: planning, marketing, finance, economics, organization, staffing and group dynamics.

Arts management combines many tasks like leading, financing, planning, organizing, distributing and marketing cultural services and goods. So, it is not management’s narrow direction; it is a comprehensive sphere.

Why arts management was allocated as a separate discipline? The answer is simple: because, many countries discovered that art became business and many people can find some money in art business. Also it was clear that art organizations had its specific management system and it was necessary to create new management approaches for art.

What is art?! It is one of the forms of public awareness, artistic reflection of reality and exchange of spiritual information. Art is creativity; it creates new links, new compositions. Does these activities have any purpose, or is it a just enjoyment caused from creating new and sometimes strange artistic images?! Some people think that art is a free game. As art is creativity, certainly, there are elements of play and sense of freedom.

Chart 1. Structure of creating work in art<sup>141</sup>

<b>Art</b>	<b>Composition</b>	<b>Instrument</b>	<b>Creator</b>
Music	Chord	Musical instruments	Pianist
Poetry	Word	Pen	Poet
Painting	Paints, canvas	Paper	Artist
Sculpture	Stone, clay	Hammer	Sculptor
Theatre	Human	Human	Actor-Human

From this chart we can define that the human has a primary role in the art organizations. Art is formed by people especially in theatre.

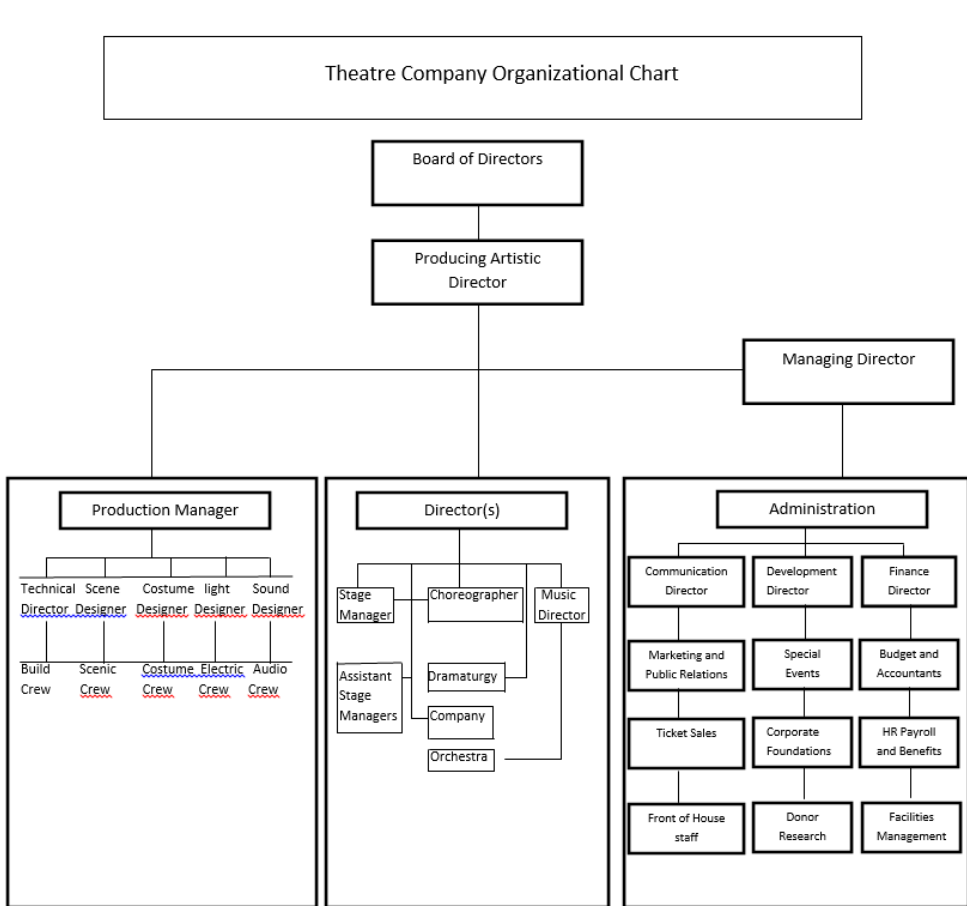
It is clear that art is based on human senses and these senses need to be managed. It is also a fact that there are many art organizations on the art market. The development of social networks revealed new artists, increased competition in art space. For that reason arts management became important direction in the modern world. Popular music, opera, theatre, dance companies, festivals, television, media companies, fashion industry, film and recording industry need managers to help fulfill primary purpose of business.

<sup>140</sup> Derrick Chong. “Arts Management”. Second edition. NY, 2010. (p. 5).

<sup>141</sup> Tumanishvili M. “Tumanishvili thinks”. Tbilisi (p 27).

When many countries became independent, they developed various systems of management. If in previous century the government was guaranty of financial stability, today art organizations and art groups have to take care of themselves. Different organizations have their own management principles and charts. One example of organizational chart of Theatre Company:

**Figure 1.** Theater company organizational chart. <sup>142</sup>



It should necessarily be taken into consideration that to be an effective manager one needs skills and abilities to plan, organize, lead and monitor the work of the organization.

Current situation shows that, after increasing the competitive environment in the art, management has created new trends. It was necessary to use marketing and PR technologies in art. In this situation, art managers began their active work in art business. Since then, namely art managers

<sup>142</sup> William J. Byrnes. “Management and the Art”. 2015 (p.199).

have conditioned success or failure of any art organization. They had to adapt to the changing environment. These environments are: economic, political and legal, cultural and social, demographic, technological, media impact.

Art manager has to study, research and make decisions how to act if any of these environments makes bad impact on the organization. Every art organization and art manager must be able to adapt quickly and make changes in the organization's internal agenda and use external circumstances for their benefit.

Arts managers have to know as much as possible about the people who expend the effort to go to a show or an exhibition, or who give the organization their financial support.

### **Conclusion**

Today, we can say that people have unstable interests in art. For instance, in Georgia many art projects, art events do not provoke much interest in society. This has many causes: bad economic situation, peoples' internet addiction, competitive environment, etc. In these case, development of arts management is of vital significance. Nowadays, arts managers have to accomplish difficult mission; they have to bring art and audiences together. Effective managers needs to have as much information about external environments as possible. In the modern world, gathering information is easy though, managers are not fully aware how to use it properly.

The artistic-manager is a well-established name in art, but arts manager's job function is recent addition. This management function has not changed during the last years, but the requirements on these individuals have changed. The first example of performance management was the public assemblies associated with religious rites in early societies. These performances were "managed" by the priest and were enmeshed in the fabric of the society. Theatrical trappings of costumes, dramatic settings, music, movement, etc. all supported and heightened the impact of the event.

So the art management's role was revealed even in the early period and after developing new systems of management made impact on art organizations. It is impossible to manage any organization without any governing structure. In order organizations to establish their niche in the society, they need to properly distribute human and material resources, make art market research, adapt to a changing environment, implement healthy internal environment and develop certain management system which creates art organizations. A strong art organization shows development and identity of the state, society and nation.

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