

## 8.4 Criteria for a primarily affirmative cultural mediation

Main objectives for education in the cultural institution:

- The institution defines the specialized knowledge to be passed on.
- The institution is targeting an already interested and informed audience.
- The institution seeks to strengthen the bonds between itself and this audience with the cultural mediation project.
- The institution presents itself as a specialized organization with influence over the artistic sphere in question.

### Structure

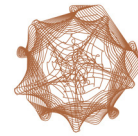
Underlying conditions relating to infrastructure, organization and staff, financial and material resources:

- The *staff for the cultural mediation* project possess the requisite expertise for the project and the pedagogical stamina to face an informed (in respect of both subject matter and methodology) and critical audience.
- *Compensation for the cultural mediator* is appropriate, at least in line with the published pay scale. The mediator is compensated for preparatory and follow-up activities.
- An appropriate *budget* exists for the materials necessary.
- Adequate *spatial resources* are in place to support the cultural mediation (e.g. rooms to work in, acoustics, seating, etc.).
- Staff responsible for the *organization, coordination and communication* of the programme have the requisite experience.
- Sufficient time is available for *planning* and *follow-up activities* for the project.
- The *flow of information* between departments is acceptable. Those responsible for the cultural mediation have *insight* into the production constituting its subject matter during design and planning phases of the project.
- The structure offers opportunities for *reflecting on the process* with all of those involved and hence for *refining the cultural mediation project* as an integral part of the institution.

### Process

Pedagogic, subject-specific, organizational and, if appropriate, artistic quality of the concept and execution:

- The organizational *flow* of the project is transparent and straightforward for participants.
- The cultural mediation *concept* corresponds in terms of subject matter and methodology with the contents to be conveyed in a manner that is both coherent and imaginative.



- The *language* used in the cultural mediation reflects the subject-specific terminology while taking differing levels of knowledge within the audience into account. Phrases presuming advance knowledge, such as “as you are certainly all aware”, are avoided.
- The *content* of the cultural mediation comprises basic knowledge as well as background information which is new to an informed public. It makes transparent the perspectives and sources from which the knowledge comes (this applies for all functions of cultural mediation). Redundant descriptions and assumptions are avoided (“the gloomy light in the stage makes our flesh creep”).
- The *tone* and *attitude* of the cultural mediators are self-assured and friendly, neither servile nor defensive. They identify gaps in their own expertise and recognized that they are necessary for further developing their practices. Educational professionalism, in the sense of reflexivity, is a given: they have the ability to step back, and analyze their own practices, their audience and the environment of the cultural mediation.

### Outcomes

Results and effects in relation to the objectives formulated:

- The *cultural mediator feels a high level of satisfaction* with the work.
- All persons involved in the institution feel a high level of *satisfaction with the collaboration* of the those responsible for the organization, coordination, production and cultural mediation; collaboration will be continued on that basis.
- The *audience feels a high level of satisfaction* with the cultural mediation project; similar projects are gladly taken advantage of by part of the audience.
- *Quantitative use* of the project corresponds to target objectives.
- The project perceptibly contributes to *reinforcing a positive public image of the institution*. The institution actively uses it to enhance this image.