



Final Bibliography

Study on Audience Development - How to place audiences at the centre of cultural organisations

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“Audience Development. How to place audiences at the centre of cultural organisations” is a study promoted and commissioned through an open call for tender by the European Commission – Directorate-General For Education, Youth, Sport and Culture.

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Literature on the topic has been produced profusely, providing not only a sense of the speed at which such development is taking place but also knowledge on projects, including innovative aspects, that are implemented throughout both Europe and the rest of the world.

This Bibliography is an output of the first research phase of the "Study on Audience Development. How to place audiences at the centre of cultural organisations".

1. BIBLIOGRAPHY

The following bibliography is organized in six different areas that underline the different aspects of Audience Development and the complexity of the subject.

- **Audience development and audience engagement - general issues** related with AD general issues that gathers references from books, papers, but also AD projects like ADESTE;
- **Audience development via digital means** that focuses on the digitalization as an important factor that could impact on culture production and consumption. The 20 documents here pointed out included references that highlight the digital as a cross issue related to culture as arts, heritage, media, tourism and performances.
- **Audience development, social impact and diversity** focused on the relationship between AD and well - being / quality of life.
- **Audience development, place and community** where AD is contextualized as an aspect of urban regeneration, integration and community.
- **Audience engagement, engagement and participation** where AD is linked with involvement and co - creation processes.
- **Audience development, impact and evaluation** focused on the measurement and evaluation of AD in terms of visitors behavior

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