Pour lancer la nouvelle série de conférences du DLMO/CII « Ouverture sur le monde », destinée à présenter diverses perspectives de travail aux étudiants en langues et littératures, nous vous invitons à notre premier événement – une conférence-atelier qui illustrera différentes façons de devenir entrepreneur culturel, concrètement : bien gagner sa vie en misant sur ses connaissances en langues et littératures....

**Barbara Piatti**

**How to Become a Cultural Entrepreneur – Examples, tips, tricks**

**QUAND :**
- mercredi 26 septembre, 10h30-12h30 (conférence)
- mercredi 3 octobre, 10h30-12h00 (atelier)

**OÙ :**
Carrefour interdisciplinaire et interculturel, C-8056

NB : La présentation se fera en anglais, mais les questions et commentaires en français seront les bienvenus.
Pour participer à l’atelier, RSVP au carrefouri@umontreal.ca

This talk/workshop will introduce you to the field of cultural entrepreneurship. In other words, this is about how to make money with your expertise in literary and cultural studies, besides the obvious and traditional ways (academic career, teacher, journalist, editor among others)? How do you become a successful freelancer or set up your own business when you have been originally educated in the Humanities (especially Literary Studies, History, Art History, Philosophy etc.)? Surprisingly, there are a growing number of institutions and businesses that are in need of talented researchers and “storytellers”, of people who can suggest unusual ideas, prompt thinking outside the box, and make paths off the beaten track.

Barbara Piatti, former research project manager at the ETH Zurich, Switzerland, founded her own company in 2013. Ever since, she has been getting commissions from universities, tourist organizations, Swiss embassies and various cultural organizations. She works with landscape architects, musicians and composers, illustrators and graphic designers, heritage experts and archaeologists, filmmakers, dramaturgs and many others. She has also initiated a number of projects herself, starting with the first idea through fundraising, media relations and organizing opening events (http://barbara-piatti.ch/).

This is a two-part activity:

**In the talk (Wednesday, 26 September, 10:30-12:30),** Barbara Piatti will talk about how she started her own business - chances seized, challenges faced and lessons learnt - and will present some of her entrepreneurial work (websites, books, exhibitions, audio drama and more).

**In the workshop part (Wednesday, 3 October, 10:30-12:30),** participants will be invited to do some hands-on practice of cultural entrepreneurship. They will be given a task (linked to a specific project), for which they will have to develop a project outline, a timetable, and a budget. The results of the work will then be discussed in the group.

The number of workshop participants is limited to 12. Please register with the CII to reserve you spot.