

## Capitalising Culture. Transnational Re-articulations of Economy and Culture (CAPCULT)

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### Summary of research plan

If culture in previous forms of modernity was largely seen as a value in and for itself, it is today increasingly understood as a value and a tool for gaining, directly or indirectly, economic profit. This is the recently emerged state of affairs the interdisciplinary CAPCULT project of thirteen researchers from five research institutions addresses. During the last years culture has, indeed, ascended into a central position in vocabularies of many international economic bodies and organisations and has a novel visible role in economic policies of many nation states. This new position of culture has brought with it also significant transformations in ways culture is viewed that can be characterized as two simultaneous turns: first, a cultural turn in conceptions and practices of economy, and second, an economic turn in conceptions and practices of culture.

Hence *the basic research problem* of the CAPCULT project is: *What economic, cultural and political conditions, forms and consequences does the current transformation from culture as a value in and for itself to culture as an instrument for economic benefit have?* This constitutive research question is further divided into *three main research issues*, related to cultural, economic and political conditions and consequences of new instrumental conceptions of culture.

The project is based upon concepts of *(re)articulation*, *conjuncture* and *transnationalism* (including brand nationalism). Theory of articulation serves the project methodologically both as means of asking (what are the relations between culture, economy and politics as aspects of late modern societies) and means of bringing the results together when producing a portrayal of current conjuncture in relation to research questions. The methodological frame of reference of research in project is multiperspectival, with an emphasis in critical discourse analysis.

Using interview materials (of e.g. officials, managers and artists), textual materials (e.g. official documents and media texts) and comparative statistical materials, the project works in five *work packages*. Three of WP's are organised around the main research issues while two elaborate new theoretical perspectives and policy recommendations.