

## SUMMARY

Curriculum Vitae | Prof. Dr. Martin Tröndle  
ORCID 0000-0003-3511-7893

Research and Teaching Topics	Arts Management   Cultural Policy   Organizational Studies   Visitor Studies and Non-Visitor Studies   Concert Studies and Museum Studies   Artistic Research   Cultural Sociology
Research Leadership	Principal investigator of three major international and interdisciplinary research projects, “ <i>eMotion – Mapping Museum Experience</i> ” and “ <i>ECR – Experimental Concert Research</i> ”, “ <i>Digital Concert Experience</i> ”
Founder and Co-Editor-in-Chief	<i>Journal of Cultural Management and Cultural Policy</i> , since 2014
Grants and Awards	In total around 3.5 million euros of funding. Several Best Paper Awards Several fellowships e.g. Akademie Schloss Solitude, Toepfer Foundation Visiting Professor at Goldsmith College London, HEC Montreal, NYU NYC, Ohio State University, Warwick University
Publications and Presentations	<ul style="list-style-type: none"> <li>• 2 monographs</li> <li>• 30+ peer-review articles</li> <li>• 10+ edited volumes</li> <li>• 50+ book chapters</li> <li>• 150+ conference presentations in Europe, North America and Asia</li> </ul>
Teaching	teaching experience at bachelor’s, master’s and executive master’s level Doctoral supervisions: six completed PhDs (five “summa cum laude”).
Committees and Service	Service in manifold university committees. Vice President, Zeppelin University, Germany (2021-22)
Media Coverage	More than 150 interviews and reports in TV, radio and print media in several Europe, North America and Arabia
Managerial Experience	As a festival director (Biennale Bern), as consultant at the Ministry of Science and Culture in Lower-Saxony, as the WÜRTH Chair of Cultural Production, as Vice-President of the university, as principal investigator of two international, large scale research projects.
For further information	Zeppelin University website: <a href="http://www.zu.de/lehrstuehle/wuerth">www.zu.de/lehrstuehle/wuerth</a> Private website: <a href="http://www.kunstpartner.com">www.kunstpartner.com</a>

# CURRICULUM VITAE

Current Position	Full Professor, Zeppelin University, Germany
Contact	Zeppelin Universität Prof. Dr. Martin Tröndle Würth Chair of Cultural Production Fallenbrunnen 3 88045 Friedrichshafen, Germany Phone: +49 7541 6009-1313 E-Mail: martin.troendle[a/t]zu.de www.zeppelin-university.com   www.zu.de
Education	Dr. phil., 2004, Promotion, “summa cum laude” <i>Pädagogische Hochschule Ludwigsburg – Institut für Kulturmanagement</i> Topic: <i>Integriertes Festivalmanagement (Integrated festival management)</i> M.A., 1999, “with honors” <i>Pädagogische Hochschule Ludwigsburg – Institut für Kulturmanagement</i> Topic: <i>Audience Development</i> Dipl. Mus., 1997, “with honors” <i>Hochschule der Künste Bern – Abteilung Musik</i> Main instrument: Classical Guitar
Academic Positions	Vice President of Teaching & Didactics, Zeppelin University, Germany (2021-2022) Full Professor (ongoing since 2015 ) <i>WÜRTH Chair of Cultural Production</i> <i>Zeppelin University, Friedrichshafen (DE)</i> Co-Editor-in-Chief (since 2014) <i>Journal of Cultural Management and Cultural Policy, SAGE</i> Assistant Professor (2009–2014) <i>Arts Management and Artistic Research</i> Department of Communication and Cultural Management <i>Zeppelin University, Friedrichshafen (DE)</i> Senior Lecturer at the <i>University of Basel</i> (2003–2016) Executive Master Program <i>Studienzentrum für Kulturmanagement</i>

Senior Researcher at the *Applied University for Art and Design*, Basel (CH) (2008–2014)

Executive Master Program *design | art + innovation*

Post-Doc (2008–2009)

*Akademie Schloss Solitude*, Stuttgart (DE)

Research Assistant (1999–2002)

*University of the Arts*, Bern (CH)

#### Research Positions

Principal Investigator (2020–22)

*Digital Concert Experience*

*VolkswagenStiftung*

Speaker (2019–22)

Research cluster *Arts Production and Cultural Policy in Transformation*  
*Zeppelin University*, Friedrichshafen (DE)

Principal Investigator (since 2018)

*Experimental Concert Research*

*VolkswagenStiftung*, funding segment “Off the Beaten Track”

Expert Reviewer (2011–2014)

“The Arts, Cultural Studies, Design and Architecture”

*Swiss National Science Foundation*

Principal Investigator (2008–2016)

*eMotion – mapping museum experience*

*Swiss National Science Foundation*

#### Visiting Professor

- *School of the Art Institute Chicago*, Chicago (USA)
- *École des hautes études commerciales*, Montreal (CA)
- *Massachusetts Institute of Technology*, Cambridge (USA)
- *Ohio State University*, Columbus (USA)
- *New York University*, New York City (USA)
- *University of Warwick*, Warwick (UK)
- *Goldsmiths, University of London*, London (UK)

in 2013

#### Professional Positions

Head (2008–2020)

*Concerto<sup>21</sup> – Akademie für Aufführungskultur und Musikmanagement*  
*Alfred Toepfer Stiftung*, Hamburg (DE)

Consultant (2007–2009)

*Niedersächsisches Ministerium für Wissenschaft und Kultur*, Hannover (DE)

Founding Manager (1999–2002)

*Biennale Bern*, a multidisciplinary festival for contemporary art, Bern (CH)

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Grants	<p>“<i>Digital Concert Experience</i>”  Funding body: <i>VolkswagenStiftung</i>  Principle Investigator (2020-2021)</p> <p>“FEINART – The Future of European Independent Art Spaces in a Period of Socially Engaged Art”  Beneficiary (2020–2022)  Funding body: <i>European Union, Marie Skłodowska-Curie Program</i></p> <p>“Arts Production and Cultural Policy in Transformation”  Speaker and initiator of the research cluster (since 2019)  Funding body: <i>Zeppelin University, Friedrichshafen (DE)</i></p> <p>“ECR – Experimental Concert Research”  Principle Investigator (2018–2023)  Funding body: <i>VolkswagenStiftung</i>, funding segment “Off the Beaten Track” and <i>Aventis Foundation</i>, Frankfurt a. M. (DE) (2019–2020)</p> <p>Project funding: “Kulturkonzeption Ravensburg” (2015)  Funding body: <i>City of Ravensburg (DE)</i></p> <p>Project funding: “Grammofy”  Funding body: <i>Federal Ministry for Economic Affairs and Energy and European Social Fund</i>, “EXIST Business Start-up Grant” (CEO Lukas Krohn-Grimberghe) (2015–2016)</p> <p>Publication funding: “Kunstforschung als ästhetische Wissenschaft”  Funding body: <i>Wüstenrot Stiftung</i> (2011–2012)</p> <p>Travel fund  Funding body: <i>German Academic Exchange Service (DAAD)</i> (2012)</p> <p>“Concerto<sup>21</sup>. Masterclass” (2008–2020)  Funding body: <i>Alfred Toepfer Stiftung</i>, Hamburg (DE)</p> <p>“eMotion – mapping museum experience”  Funding bodies: <i>Swiss National Science Foundation</i> (2008–2009) and <i>Kunstmuseum St. Gallen</i>, St. Gallen (CH) (2009)</p>
Chair endowment	<p>Funding bodies: <i>Stifterverband für die Deutsche Wissenschaft and Stiftung WÜRTH</i> (2015–2020)</p>
Fellowships	<p>Fellowship: “<i>Places of Excellence</i>”  Funding bodies: <i>Stifterverband für die Deutsche Wissenschaft and Baden-Württemberg Stiftung</i> (2013–2014)</p> <p>Post-Doc: <i>Akademie Schloss Solitude</i> (2008–2009)</p> <p>Doctorate: <i>Höftmann-Promotionsstipendium</i> (2002–2004)</p>
Awards	<p><i>Alexander Gottlieb Baumgarten Award</i> (2014) “... for outstanding contributions to the field of empirical aesthetics”   International Association of Empirical Aesthetics, New York City (USA)</p> <p>Key research paper – to be of major importance in sociology (2014)  “Is This Art? An Experimental Study on Visitors’ Judgment of Contemporary Art”   <i>Cultural Sociology</i></p>

*Best Paper Award (2012) “A Museum for the Twenty-First Century: The Influence of ‘Sociality’ on Art Reception in Museum Space” | *Museum Management and Curatorship**

*Best Online-Paper Award (2011) “The Entanglement of Arts and Sciences: On the Transaction Costs of Transdisciplinary Research Settings” SURFfoundation, Utrecht (NL)*

Research award (2011) | *Zeppelin University*, Friedrichshafen (DE)

Teaching  
Experience

20 years of teaching experience, at bachelor’s, master’s and executive Master’s level.

Courses  
(taught in German or  
English)

*Arts Management*, with changing topics (e.g. festival management, exhibition planning, management of arts organizations)

*Cultural Policy*, with changing topics (e.g. the state, international comparisons, cultural diplomacy, arts funding, narratives of cultural policy)

*Audience and Visitor Studies*

*Organizational Studies for Arts Organizations*

*Arts Psychology and Arts Sociology*

*Project & Field Studies in Culture & the Media*, with changing topics depending on student interest

Individual coaching/mentoring (once per semester per student), bachelor’s and master’s level

Problem-centered courses (unique projects):

*Non-Visitor Studies* | outcome: book

“Ludwig Calling” – *Strategic consulting of the Festspielhaus Füssen*, Füssen (DE) | outcome: confidential strategy paper

Strategic consulting of the *Forum Württh*, Rorschach (CH),

Developing a Cultural Policy and Outreach Concept for the City of Ravensburg (DE) | outcome: book

*University 2.0: Experimental research to analyze student participation in courses* | outcome: Journal Paper

*Tyranny of Choice! Standing out and Attracting New Audiences in a Digital Entertainment Society* | outcome: research funding

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For a detailed description of the teaching concept please see the chair’s website: [www.zu.de/lehrstuehle/wuerth](http://www.zu.de/lehrstuehle/wuerth)