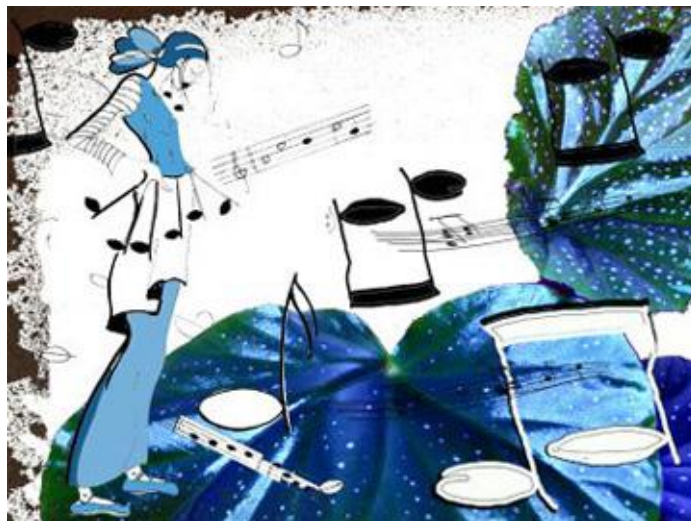


# Institut für Musikwissenschaft der Universität Innsbruck

## Gastvortrag



### *Guillaume Tardif (University of Alberta)*

#### **"Investigating Culture: from the Perspectives of Music and Business"**

Guillaume Tardif (Doctor of Musical Art, Eastman School, University of Rochester) is Associate Professor and Area Coordinator for Chamber Music and Strings at the Department of Music, University of Alberta. He is an active concert violinist, performing in Canada and abroad as soloist and chamber musician. His research also takes the form of recording productions and violin compositions. His main areas of teaching are violin, chamber music, string literature and string pedagogy. He also teaches for the Kule Institute and the School of Business. In the summer of 2012, he will be a guest professor at the University of Innsbruck.

In Zusammenarbeit mit dem International Relations Office.

Datum: **10. Mai 2012, 14.00 h**

Ort: **Institut für Musikwissenschaft, Karl-Schönherr-Straße Nr. 3, 6020 Innsbruck**

#### **Lecture 1: Investigating Culture: from the Perspectives of Music and Business**

**(First of a two-lecture series) Using models from the fields of music and business, this lecture will consider various meanings and impacts of 'culture' around and within us, whether as a deliberately unchanging 'core' (i.e. 'who we are, what we do'), as a product and process of 'cultural industries' (i.e. the arts, generally), or as a significant platform to help us understand organizational behavior and performance. The review of fundamental concepts from both disciplines leads to points of intersection and points of departure (further developed in the second lecture, on Creativity).**

**May 23**

**Lecture 2: Investigating Creativity: from the Perspectives of Music and Business (to be formulated soon)**