

Towards A Unified Methodology For Evaluating Performing Arts: A Proposal For A Three-Dimensional Model Of Cultural Value

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Abstract:

The paper presents a proposal for a unified three-dimensional (3D) methodology for evaluating the performing arts based on scientific knowledge about the economic, social, and cultural evaluation of artistic events. The aim is to create a set of interconnected indicators that will enable the systematic measurement of the impact and value of cultural activities and organizations in the field of live culture.

The economic dimension is based on the principles of valuing cultural goods through contingent valuation (Santagata & Signorello, 2000; Bedate, Herrero & Sanz, 2004), supplemented by a critical reflection on the use of economic studies in cultural advocacy (Madden, 2001; Sterngold, 2004). The social dimension builds on research into the impact of art on communities (Guetzkow, 2002; Reeves, 2002), emphasizing the need to capture both the instrumental and intrinsic values of cultural experiences.

The third, artistic level of the methodology is based on approaches to the evaluation of cultural events in the European and Nordic contexts (Pasanen, Taskinen & Mikkonen, 2014; Colombo, 2016; Nordvall & Brown, 2020) and supplements them with new findings from current studies focusing on music and dance festivals (Choo & Han, 2023; Zhang, 2024; Çiki, Öğretmenoğlu & Huang, 2025).

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The proposed 3D model combines economic, social, and artistic indicators into an integrated framework that can be applied to evaluate both individual events and the long-term activities of cultural institutions. This approach aims to improve evaluation practices in the field of live culture and supports the emergence of a sustainable evaluation culture in the European environment.

Keywords:

live culture, performing arts, evaluation, culture evaluation, music, theater, dance.