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Sommario/riassunto	Public engagement is high on the policy agendas of university funders, Vice Chancellors, policy makers, and in the wider cultural and public sphere. ""What is to be Done?"": Cultural Leadership and Public Engagement in Art and Design Education introduces the reader to the different meanings and motivations that underpin this current trend, drawing upon initiatives and challenges set by: successive Arts Council policies to attract and inspire new audiences; Research Excellence Framework (REF) gu...