



RÖDA STEN
konsthall / art centre



PROGRAMME OF TEH MEETING 74

BOTTOM UP!

INDEPENDENT CULTURE AND ITS IMPACT ON POLITICS AND SOCIETY

27–30th September 2012

Röda Sten Art Centre & Konstepidemin, Gothenburg, Sweden

THURSDAY 27TH SEPTEMBER at Konstepidemin

11.00–14.00 **Registration**

11.30–13.30 **Lunch**

13.15–14.00 **Newcomers' Meeting with presentation of TEH**

For new potential members and guests

14.00–15.30 **Introduction Meeting**

- Presentation of Konstepidemin, Röda Sten and the city of Gothenburg
- TEH Meeting 74 programme, workshops, decisions to be made
- Q & A with new TEH Members for approval
- Introduction of Working the Net

15.30–16.00 **Break**

16.00–18.00 **Working the Net**

TEH's Project Fair where you can start collaborations, find new contacts, and learn more about how to become involved in TEH's network project Engine Room Europe.

18.00–18.30 **Break**

18.30–19.30 **Pepwalk**

Team up and follow the Konstepidemin artists' interpretation of the conference theme on a winding tour through galleries, theatres, studios and...a mountain!

19.30–21.00 **Dinner**

After dinner **Opening of exhibition and party at Konstepidemin**

Late **Buses depart to hotels**

FRIDAY 28TH SEPTEMBER at Röda Sten Art Centre

09.15–09.30 **Warm-up**

09.30–09.45 **Introduction to the conference and Röda Sten**

09.45–10.30 **Keynote speech: Ana Betancour**

Read more about the keynote speech below.

10.30–11.00 **Break**

11.00–13.15 **Workshops: Session I**

Read more about the presentations and workshops below.

13.15–15.00 **Lunch and guided tours of Röda Sten**

Guided tours in groups every 15 minutes: 14.00, 14.15, 14.30

15.00–16.00 **Mini lectures**

Read more about the mini lectures below.

16.00–19.00 **Action groups**

This session is for those interested in (net)working on a certain topic together, either as a follow-up from workshops in the morning or other network projects.

19.00–19.30 **Representation at Röda Sten.**

Meeting with representatives from Västra Götalandsregionen and the City of Gothenburg.

19.30–21.00 **Dinner**

After Dinner **Party, performances and preview of exhibition at Röda Sten.**

SATURDAY 29TH SEPTEMBER at Röda Sten Art Centre

10.00–10.15 **Warm-up and introduction to the day**

10.15–12.45 **Workshops: Session II**

Read more about the presentations and workshops below. **Please note!** Workshop H. takes place between 09.30–13.15

12.45–14.15 **Lunch**

14.15–15.00 **Bottom Up! Wrap-up**

Summary of the meeting

15.00–15.15 **Group photo with all meeting participants**

15.15–17.00 **Plenary session for TEH Members and Friends**

- Outcomes of action groups
- Summary of workshops and presentations
- Approval of new members
- Budget for 2013

17.00–19.30 **Break & chill out**

19.30–21.00 **Dinner**

After dinner **Kick-out, artistic performance and party at Röda Sten**

SUNDAY 30TH SEPTEMBER Excursions

09.30–17.00 **Long Excursion: Bus journey to Not Quite, Fengersfors**

Quiz and coffee on the bus.

12.00 **Lunch and introduction of Not Quite**

Guided tour of the centre. Open workshops. Try out different handicraft techniques!

14.30 **Buses depart.** Back in Gothenburg around 17.00

Please note: the long excursion is €15 extra. Please sign up in the online meeting registration!

10.00 **Short Excursion: Guided city tour**

Drop off at the International Book Fair (Bok & Bibliotek) at Svenska Mässan (at your own cost), or a lunch together. You can leave the tour at any time.

KEYNOTE SPEECH: Friday, 09.45–10.30

Ana Betancour is an artist, architect and Professor in Urban Design at the School of Architecture, Chalmers University of Technology. She has founded several artists and architect networks like Urban + Architecture Agency. Spanning over issues of ecology, critical design, cultural agencies and art activism, her work investigates alternative strategies and ways to operate and catalyse change within global transformations affecting cities today.

Expanding the debate on ecology and urban culture, the presentation focuses on issues of sustainability in relation to cultural and social representation. What are the modes of working and what role can artistic and spacial practices have in social, spacial and political change? How can we develop strategies for a social and ecological urban process and development - a city of diversity? The presentation will look at some cultural projects from Barcelona, London and Stockholm who are in the intersection between art and new social movements. Developed as critical responses and reactions to processes of privatisation and gentrification in urban development they suggest alternative models of action and artistic practice. These direct actions and collaborative art projects are aimed at building sites for culture, inspired by the idea that culture and art is a resource that can be utilized in the quest for social justice. The aim of the presentation is to open for a discussion about social, cultural local processes and spaces for negotiation and cultural diversity.

WORKSHOPS: Friday, 11.00–13.15 and Saturday, 10.15–12.45

Interactive training sessions powered by the Engine Room Europe Training Programme. Choose one for Friday and one for Saturday. More info in the online workshop registration form.

WORKSHOP A: CAN YOU PITCH IT? ARGUMENTATIONS TRAINING

This session will help you develop your own advocacy strategy for influencing decision makers. The session gives you a crash course in the EU institutions, EU cultural policy and the ongoing negotiations for the next EU budget 2014-2020, that will determine European support to culture over the next seven years. With role-play the participants will take turns in constructing arguments to convince local, regional and national politicians to strengthen the support for culture on regional, national and European level. The session will be based on the advocacy tools of the ongoing Europe-wide campaign for the arts and culture "we are more – act for culture in Europe". Arts advocacy experience from meetings with politicians and policy-makers is a plus but not a must.

Leader: Emma Ernsth, Culture Action Europe.

WORKSHOP B: CULTURAL MAPPING FOR IMAGE AND PLACE BRANDING

This session will employ the ethnographic method of analysing and interpreting place called Cultural Mapping. The method aims to identify and exploit local potential. You will get innovative and creative tools for mapping the distinctive character of local cultural assets which can be an effective way of responding to local needs while providing opportunities for local development. During the interactive presentation you will discuss case studies showing how sometimes large, top down, culture-led urban regeneration and cultural strategies can be problematic. You will also learn to use cultural and place mapping through the assignment of a task.

Leader: Lia Ghilardi, Noema.

WORKSHOP C: THE ART OF PRESENTATION

To successfully convey or communicate an idea or a programme, whether to decision makers, media or the public, the art of presentation is key. In this interactive presentation you will use the "show and tell" method to create a lecture presentation with artistic methods. The session aims at giving a different view on presentation formats and to figure out what kind of performative aspects could help to present your agenda or programme. The session will use the organisation Gängeviertel's experience as a stepping stone. Discussions and tasks will focus on different examples of artistic presentation based on Gängeviertel's experiences of converting an area threatened by demolition to an off-culture junction. If you have a specific topic that you want to discuss you are more than welcome to bring examples.

Leader: Hannah Kowalski, Gängeviertel

WORKSHOP D: FORUM THEATRE – "WHAT IF?"

With the use of the interactive method Forum Theatre the Arc Theatre will guide you to a new understanding of multiple perspectives and explore problem solving in collaborations between cultural organisations and civil society/ independent culture, with a special focus on gentrification processes.

The Arc Theatre will create a new piece, "What if?", exclusively for TEH Meeting 74. "What if?" will be performed and facilitated by a team of professional actors and director and you will have the chance to suggest solutions by stopping the play. Driven by adventure, curiosity and surprise, Arc Theatre will give tools to building informal and formal creative conversations with diverse communities.

Leaders: Arc Theatre

PRESENTATION E: CAMPAIGNING FOR THE ARTS (lecture)

In times of financial cuts across the fields of culture, knowledge of how to protect and promote the arts is vital. This lecture will introduce campaign ideas approaches that ensure that the arts are on local and national government agendas and recognized as a vital part of contemporary life. The Irish campaign will inspire the participants to reflect upon more long-term processes that affect culture policy on a local level. The aim of the campaign and also an important part of this presentation is to convey ways of asserting the fundamental values and importance of the arts both intrinsically to enrich our lives and also as part of economic recovery and growth.

Speaker: Tania Banotti, National Campaign for the Arts (NCFA)/Theatre Forum Ireland.

WORKSHOP F: BUILDING LOCAL NETWORKS THROUGH DIRECT ACTIONS

This session will present ideas to act locally via direct actions on neutral ground outside the existing confines of the institution. Actions can range in scale and ambition from installing ad hoc public furniture, a self-organised library to a public open dinner designed to extend the reach and network of the organisation. The workshop will explore which actions could be relevant in the participants' specific contexts. A round table forum will open the ideas up to the group and explore how they can be developed collectively. A playful speculation about possible scenarios will help explore how ideas can evolve and stimulate long term change.

Leader: Andreas Lang, Public Works

PRESENTATION G: TOUR AROUND THE ARTISTS' COLLECTIVE WORKSHOP

In the 1970's direct action methods and approaches were used successfully by independent culture organisations of Gothenburg. By proclaiming a joint cultural boycott of the city's 350 years anniversary in 1971 they made a strong political statement that created a turning point in cultural political discourse. In the following years representatives of the independent culture organisations got a decisive influence actively participating in writing the city's new cultural policy program. As a result improved working conditions for artists and other professions of independent culture became a political issue. *The Artists' Collective Workshop of Gothenburg (KKV Göteborg)* is an example of a concrete manifestation resulting from these early bottom up initiatives. It was founded in 1974 and is still located in an old sugar mill, by the harbour entrance of Gothenburg and right next to Röda Sten Art Centre. Join a one-hour inspirational tour of the premise and get an insight in the makings of print screen, wood work, glass and ceramics among others.

Leaders: KKV

WORKSHOP H: DOCUMENTATION - D.I.Y. VIDEO (Saturday 09.30–13.15)

This will be a practical session on making your own documentation videos with simple tools. Participants will be able to learn how to use for example a phone camera to make videos, as well as simple editing, publishing and marketing techniques. Good documentation of our projects is crucial in the art field to advocate our organisations, and also to give visibility to artists. For this workshop, TEH and its members will be the subject of the documentation. No previous skills required, just the desire to learn how to make videos.

Leader: TBC

MINI LECTURES: Friday, 15.00–16.00

The mini lectures will present Bottom Up projects that push the boundaries of culture and show its power to affect other areas of society. There are 5 lectures à 10 minutes and they all have a different focus so that you will get a broad spectrum of ideas and inspiration.

A. Tilt: AIRIS Project. Tilt brings art into the business world. The goal of AIRIS is to change perspectives by letting artists enter into workplaces and introduce new ways of thinking. Artist Malin Bellman tells you about how she worked together with employees at the emergency ward at a hospital in Gothenburg. In doing so she turned the staff from focusing on the image of their own stressful working environment to becoming aware of the equally stressful environment of the patients With Jon Liinason, project manager Tilt. www.tilt.se/in-english/

B. Röda Sten: Development of the Location. What happens if your neighbourhood is suddenly put under transformation? Do you adjust to changes coming from the Top Down or do you take an active part? The area surrounding Röda Sten Art Centre is populated by graffiti painters, children, joggers, tourists and local visitors of every kind. All these stakeholders should be taken into account when the development plans for the area are put into action. Through various outreaching projects Röda Sten Art Centre has become an important hub in the renewal of the location. With Mia Christersdotter Norman, director of Röda Sten Art Centre. www.rodasten.com

C. Gula Huset: Culture as a method for community development. The founding of the association Gula huset was the start of a movement to build a creative spot in a place that for a long time had been quite an inactive community. One of the big changes is that people now aren't just interested in what the association is doing, they also strive to become a part of it. More people have moved to Uddebo and a new and positive energy has spread in big parts of the village and the municipality due to Gula huset's work that lies on the borderline between art, folksiness and activism. With Caroline Bergman, founder of Gula huset. www.uddebo.se

D. Ideell Kulturallians: Organising Communities. Ideell kulturallians is an organisation that gathers non-profit cultural associations in Sweden to promote and develop their role in society through political impact. Forming regional alliances enables the non-profit organisations to speak with one voice and better monitor their common interests in dialogue with regional decision makers. One aim of Ideell kulturallians is to disseminate this way to work internationally. With Anna-Karin Andersson, director of Ideell kulturallians. www.ideellkultur.se

E. Mayumi Hirano: Koganecho Bazaar, Yokohama, Japan. Koganecho Bazaar is an art festival hosted by the Koganecho Management Center, a NPO that uses art to revitalize the Yokohama City Naka Ward Koganecho urban area. With the city's everyday spaces as a stage, the festival has been held every autumn since 2008. Organizers have invited a total of 90 groups of artists, curators and architects from Japan and abroad. Mayumi Hirano tells about how Koganecho Bazaar considers creation to presentation as a consecutive process and the festival that examines current issues raised by contemporary art.



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