

Art Public & Intercultural Dialogue -- Building new audiences and new platforms for art engagement and engagement through art

Berlin 30 September – 4 October, 2013

COURSE OBJECTIVES

This course will present participants with:

- new models and approaches for addressing range of issues informing the current challenges facing contemporary art and artists in reaching general audiences in their own countries and beyond;
- resources, skills and opportunities to develop new approaches and paradigms in addressing audiences;
- models for working with art as a forum for inter-cultural dialogue and the socio-political importance of art in development of civil society in a culturally heterogeneous Europe.

COURSE PREPARATION

NB: The participants are required to do the following preparatory work ahead of the course:

- a) conceptualise or nominate an audience-facing project that they would like to workshop and develop during the course.
- b) Complete a brief questionnaire and send it to Valerie Kabov <vkabov@gmail.com> by 28 August 2013.
- c) Do some preliminary research on Berlin art precincts as well as migrant neighbourhoods to support field exercises during the course.

COORDINATOR CONTACTS DURING THE COURSE: Valerie Kabov, mobile +49 1747326161, alternative contact Lara Merrington: mobile +49 017639913483

DATES AND DURATION

Dates: Monday September 30th – Friday 4th 2013

Starting time daily 10:00am

Coffee break: 11:30 or 11:45

Lunch: 13:00 – 14:30

End time: 17:30

NB: Monday, Tuesday and Wednesday after lunch sessions are taken up with group or individual field exercises, after which the participants do not need to report back to the venue.

VENUE: The course will be taught primarily at Savvy contemporary at Richardstraße 43/44, 12055 Berlin-Neukölln, Berlin, Germany

COURSE PROGRAMME

Day 1. Whose cannon? Conceptualising challenges of engaging contemporary audiences and Interculturality

9:30 – 10:00 Registration

10:00-11:20 Introductions and overview of the course programme and some key concepts. Introduction to participant backgrounds, expectations and situational concerns as well as the set projects that each participant was asked to prepare for development during the course.

11:20 – 11:45 Coffee break

11:45-13:00 Presentation & Exercise: Understanding Interculturality:

- presentation on various theoretical views of interculturality from sociology to anthropological and their importance in contemporary globalised geo-political and art context context;
- brief exercise designed to test our own cultural sensitivities and open-mindedness

13:00 – 14:30 Lunch independently

14:30 -- 17:30 Field Exercise: Taking a path less traveled Task: the participants select one of a number of ethnically disparate neighborhoods in Berlin of their choice and visit with the objective of observing culturally specific differences that inform the lifestyle of migrant groups in these neighbourhoods and which might inform their sense of not being culturally at one with "the mainstream".

Day 2. Intercultural encounters with the art cannon

9:30- 10:15 Review of the neighbourhood visits on Monday afternoon. Looking at the features of communication between cultures that can facilitate communication between art institutions and audiences of all backgrounds.

10:15 – 11:00 Participant presentations of own practice and projects.

11:00 – 11:20 Coffee break

11:20 – 13:00 Presentation” Art History, Cultural Policy and Art Practice: Understanding and Repositioning the paradigm of Art History” Introduction to the model of the art cannon and art history as a method for understanding personal and shared cultural histories.

13:00-14:30 Lunch independently

14:30 – 17:30 Re-apprasing the bastions of the cannon Field trip: Outing to Berlinische gallery, Gemälde Gallery or another established art institution nominated by a participant. Task: Select a section of the museum and assess the curation in line with new paradigms studied in the course in reference to audiences of different cultural backgrounds that each participant deals with in their daily work environment and their likely responses.

Day 3. From “Institution to the Neighbourhood”

9:30 – 10:15 Review and synthesis of the outcomes of the outings to museums and neighbourhood in the context of audience engagement and accessibility.

10:15 – 11:00 Participant presentations of own practice and projects.

11:20 – 11:45 Coffee break

11:45 – 13:00 Building a bridge between planets: Presentation from a Berlin based art practitioner working in intercultural contexts (TBC).

Discussion around using new paradigms in art history and communication to develop new approaches to art education, curation and audience engagement.

13:00 – 14:30 Lunch independently

14:30 – 17:30 Understanding and Questioning art audiences part 1, outing to two art districts in Berlin, established and emerging.

***18:00 – 20:00** Optional outing to contemporary art opening or a public art event (To be confirmed) followed by aperitif and discussion of dynamics and differences of audience participation art gallery and museums.

Day 4. Being the change you want to see in the world

9:30 – 10:15 Participant presentations of own projects and practices

10:15 – 11:30 Presentation: Towards a “**Bazaar Theory of Art History**” an alternative approach to cultural relativism in art and a discussion of case studies for alternative audience development and engagement strategies.

11:30 – 11:50 Coffee break

11:50-13:00 Presentation “**Globalisation and Value**” – understanding dynamics of dealing with contemporary art, art market and contemporary audiences. Moving past the art=luxury paradigm. Understanding the potential impact of increased art engagement: sociological – art as forum for intercultural dialogue; political impact of effective art engagement – freedom of speech issues etc economic impact of art engagement – self-sufficient art economy, alternative spending patterns.

13:00 -14:30 Lunch independently

14:30-18:00 Small group exercise: Participants work together to use the methodologies presented to assist each other to develop their set projects for implementation.

20:00 – 22:00 Group dinner (Venue to be confirmed)

Day 5. Art is for everyone - bringing art engagement from personal to social and global

9:30-11:20 Presentation and discussion of results of the group exercise.

11:20 – 11:45 **Coffee break**

11:45-13:00 **Planning ahead** – discussion and presentation of set projects going forward.

13:00 – 14:30 **Lunch together (venue to be confirmed)**

14.30-17:30 Course revision, evaluation and conclusion.