

CULTURE ACTION EUROPE - CONFERENCE 2013

LAB#1



culture
ACTION
europe

The political platform
for Arts and Culture

4-5 OTTOBRE 2013

THREE "CRIMES"

- CULTURE IS CONSIDERED AS LEISURE INSTEAD OF A NECESSITY
- EUROPE IS PERCEIVED AS A FAILURE INSTEAD OF THE HOPE FOR A DIGNIFIED FUTURE
- THE POWER TO DECIDE IS GIVEN TO THE HANDS OF ONE/FEW INSTEAD OF THE HANDS OF ALL

DIFFERENT CONSTITUENCIES

TWO GROUPS

A PROSECUTION TEAM AND A DEFENSE TEAM FOR EACH CONSTITUENCY AND EACH "CRIME"



PROSECUTOR

- WHAT IS THIS CONSTITUENCY GUILT OF?
- WHAT HAVE BEEN ITS MAIN CHOICES DURING THE LAST 20 YEARS THAT LED THEM TO COMMIT THE "CRIME"?
- WHAT HAS IT NOT LEARNED?

DEFENDER

- WHAT HAS THIS CONSTITUENCY LEARNT (AND IMPROVED) OVER THE PAST 20 YEARS?
- WHAT WERE ITS MAIN SUCCESSFUL ACTIONS AND ACHIEVEMENTS?
- WHAT IS THE LONG-TERM JOURNEY THAT THIS CONSTITUENCY IS BUILDING TOWARDS THE FUTURE?

1.- Culture is necessary to analyse reality.
- It contributes to ec. activities, quality of life
Intergeneration value transmission

2.- Culture is a fact of humanity

- Building Bridges of diversity
- Contributes to dignity
- Culture is a ~~symbol~~ vehicle of symbols & references — links society

(Catalyst of change)

merging differences or making them coexist.

3.

- Constructing resilient spaces
- ...

CULTURE

EUROPEAN COUNCIL
& NATIONAL
GOVERNMENTS

COUNCIL OF MINISTERS & NATIONAL GOV.

DIDN'T USE CULTURE
FOR MAKING OUR SOCIETIES
BETTER. THEY PUT OUR FUTURE
AT RISK.

POLITICAL COWARDY DISGUISED
AS A POLITICAL CORRECTEDNESS

LOCKED IN A COLD ISLAND
UNTIL THEY PRODUCE A PROPER
COMMON EUROPEAN CULTURAL
STRATEGY. THEY WILL LEAVE
IN AUSTERE CONDITION

AMEND A TREATY WITH
THE SEIG
EUROPEAN LAW ON CULTURE ②

PROSECUTOR

CULTURE

EUROPEAN COUNCIL
& NATIONAL
GOVERNMENTS

1. No contradiction between leisure and culture.

↳ Tourism important for activity and leisure
↳ financially

↳ Locals at leisure: aesthetic & educational impact
↳ prestige

2. EU culture policy since 1992 →

- Maastricht and national constitutions 92

- Policy priorities since 2007:

- CCi

- Intercultural dialogue

- Promote culture as values

3. Culture integrated in many actions, programmes and policies.

4. Future 5 - Coherence in Europe & real equality

- Culture as a long term investment

DEFENDER

ACCUSATION

CULTURE IS NOT A POLITICAL PRIORITY
IT IS NOT CONSIDERED AS IMPORTANT AS
OTHER POLITICAL AREAS

RATIONALE : EU DID NOT FOLLOW UP
ON ITS PROPOSALS AND DECISIONS
AND THEREFORE THERE HAS BEEN NO
PRESSURE AT NATIONAL LEVEL
(E.G. AGENDA 21)

REQUESTS FOR THE SENTENCE: AND EU STANDARDS
FOR CULTURE

DEVELOP A REAL POLITICAL AGENDA FOR
CULTURE AND GIVE THE MEANS TO
APPLY IT (FINANCIAL, THEORETICAL,
OCCUPATIONAL, EDUCATIONAL)

THE CHOICES FOR THE FUTURE

TO FIND WAYS TO PUT PRESSURE ON
NATIONAL GOVERNMENTS TO APPLY TO
THIS AGENDA

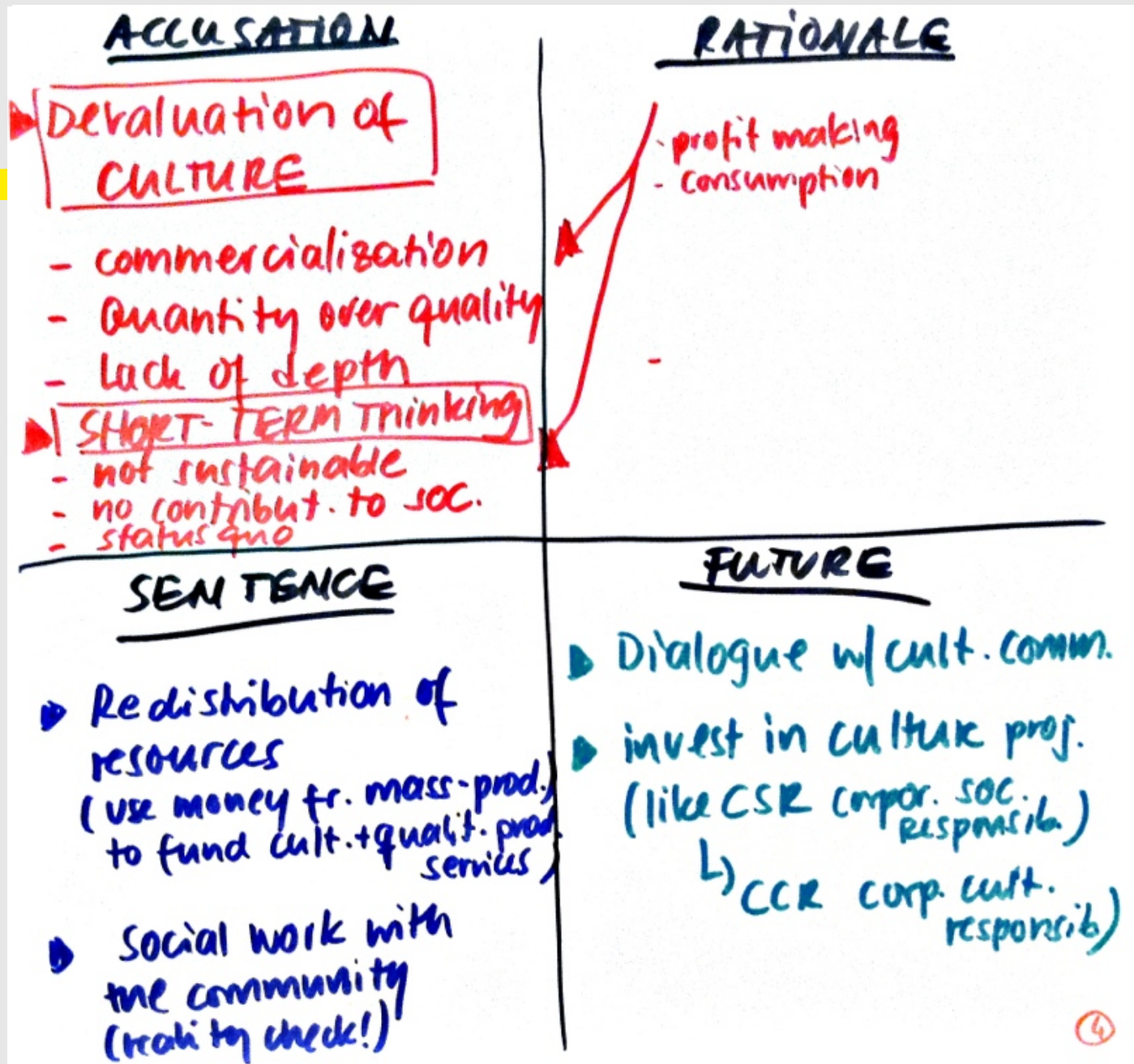
③

PROSECUTOR

- culture and leisure is a necessity
- at the same time culture is both; leisure and a necessity
- because culture brings knowledge, makes people more autonomous and fosters mutual understanding in a globalised world and paves the way to democracy
- connecting differences in a pleasurable way
- to develop the implementation of culture in all other sectors

CULTURE

PRIVATE SECTOR
(PRODUCERS & DISTRIBUTORS)



PROSECUTOR

CULTURE

PRIVATE SECTOR
(PRODUCERS &
DISTRIBUTORS)

1. P.S. = DIVERSE - SENSITIZED
RESPONDS TO CHANGES
IN SOCIETY - LEISURE
IS NECESSITY > WELLBEING
2. REVIVING INTEREST IN
CULTURAL ACTIVITIES
DIVERSIFICATION > NICHE
MARKETS = COMMUNITIES
3. CONTINUE DIALOGUE & RE-
DEFINITION OF BUSINESS
MODELS - PARTNERSHIPS
CHOICE - INTERACTIVITY (24)

DEFENDER

CULTURE

PRIVATE SECTOR
(FINANCE)

(1) We accuse private sector to consider culture as a leisure and a tool to make people consume more

- spread uniformized culture preventing counter power

(2) private sector stuck in the market economy system

③ PRIVATE SECTOR SHOULD CHANGE ITS CONSIDERATION ABOUT CULTURE AS A TOOL TO DEVELOP ~~FOR~~ INNOVATION AND CREATIVITY ~~AND~~ INCLUDING STAFF IN CULTURE PROJECTS.

④ TO NOT REPEAT THE ~~OFFENSE~~ PRIVATE SECTOR SHOULD CONSIDER MORE CULTURAL DIFFERENCES BUT ALSO IT SHOULD BE HELPED BY MORE BENEFITS (AS TAX B.) ⑤

PROSECUTOR

CULTURE

INDEPENDENT CULTURAL ORGANISATIONS

Imagine a world without I
culture
of free space - for imagination
it's very personal
if you listened this morning
you've heard all the fruits & flowers

sometimes it feels that we
have to do it all
→ 20 yrs? 30 yrs! 5 people
Melweg ^{people} ^{of 100 thing}
do not look like
IV FUTURE
fertile ground - know what
do not look like
OPEN SPACE

how you imagine a world
with how? [campaign]
• best argument is that we're
now being almost talked over
by creative industries.
if you're worried this morning
you know a town + all the factors
about the happiness factors
the well being factors of
Capital & culture → representation
• de-funding, not a funding
preparing fertile ground

- CULTURE IS CONSIDERED A NECESSITY:
- GIVES SPACE FOR IMAGINATION
ALTERNATIVE REALITIES
 - ENABLES DIVERSITY + UNDERSTANDING
 - IT HAS BECOME AN ECONOMIC FACTOR
(OPPORTUNITIES, JOB CREATION,
TOURISM, EXAMPLE: SMALL GRASSROOTS BECAME
BILLIONAIRE)
 - WE CANNOT IMAGINE A WORLD WITHOUT
IT.
 - ARTS + CULTURE HAVE BECOME AN
IMPORTANT SOCIO-POLITICAL ACTOR
 - COLLECTIVE HISTORY + EUROPEAN COMMON
VALUES
 - FUTURE: PROVIDING FERTILE GROUND FOR
NEW NEXT GENERATIONS + KEEP IT OPEN
ORGS?

26

DEFENDER

CULTURE

CULTURAL INSTITUTIONS

- * 1) Le istituzioni C. sono state strumentalizzate dalla politica per avere consenso
- 2) Le istituzioni non hanno avuto la possibilità di fare sistema, mettere in rete
- 3) La politica non ha coinvolto le IC nelle pianificazioni
- 4) La Società ha trascurato il bisogno problematico delle IC. per la formazione
- Razionale: Marginalizzati x Impresa
- Prospettiva: Cooperazione E Partecipazione
AI PROCESSI DECISIONALI

* Al di là delle responsabilità propria
2 al 50% 1 al 75% 1 al 30%



DEFENDER

EUROPE

NGOs

ACCUSATION

YOU HAVEN'T ASSUMED A SHARED RESPONSIBILITY FOR EUROPE

RATIONALE

- EUROPE IS BEING CONCEIVED AS A CASH COW
- YOU TALK EUROPEAN, BUT ACT NATIONALLY / INDIVIDUALLY (SELF-SERVING)
- YOU'RE IGNORANT, NAVAL-GAZING & ONLY STIRRING IN YOUR OWN POT
- LACK OF RESPONSIBILITY FOR SOCIETY
- COMPLACENCY - INTRINSIC VALUE IS NOT ENOUGH

REQUEST / SENTENCE

→ THINK & ACT MORE ↔ : FROM INDIVIDUAL TO GLOBAL & INTERSECTORIAL

→ SET UP RESIDENCY SCHEME FOR BETWEEN NGO'S AND POLITICAL INSTITUTIONS, TRANSNATIONAL!

⌘ : LESS EGO! ELITE ART! EQUALITARIAN POLITICS: THE 3E'S!

(11)

PROSECUTOR

NGOs "EUROPE IS PERCEIVED AS FAILURE..."

DEFENSE ① What is a dignified future?
- Should we remain world leaders
if that means exploitation + oppression?

② Who says Europe has failed? What is Europe?

RATIONALE / VIEW ① created tools for social movements
to happen

② we've been open to working across all parts of
society

③ we've saved lives + improved the quality of them.

CITIZENS AHEAD ① Empowering citizens to feel
part of the decision making + to have power

② How we adapt to new channels of mobilising
citizens eg working with change.org

③ to get our opinions to be listened to by
those in power. OR putting more power to the
people.

EUROPE

EUROPEAN COUNCIL
& NATIONAL
GOVERNMENTS

"Europe is perceived as a failure instead of the hope for a dignified future"

In particular it has failed young people who will grow older with no means of supporting themselves, defending vested interests.

The architects of Europe have been a narrow group of economists & politicians - not representative of society, who created a closed club with its own obfuscating language

Culture has never been at the heart of decision-making only used as social elastoplast. Did not embrace European identity over & above national identity.

Politicians have not learned they are public servants

Communicate ~~ident~~ European identity at an educational level

Make it easier for wider range of people from all walks of life (inc artists) to stand for office (12)

PROSECUTOR

EUROPE

EUROPEAN COUNCIL
& NATIONAL
GOVERNMENTS

- Europe improved from monetary to cultural entities.
Europe has enabled people to create networks through the programmes
Enforce local governments to cofinance the projects and to invest in culture.
- Europe have to develop a social holistic approach and reinforce the participation of the collectivity, in order to become a hope for a dignified future.

DEFENDER

Accusation

You have long neglected the well-being of your citizens for the benefit of "big business". And by the way, where is the third guilty party?

You thought by just focusing on the economy ~~you~~ society would take care of itself. Clearly, this is not the case! There is no political union! People, not corporations.

Request: % of annual budget, both national AND EU, allocated for culture, education, health and social protection measures. Regulation of financial sphere, the above request, revert the purpose of the EU, and stop the halfhearted measures! (15)

EUROPE

EUROPEAN COMMISSION
&
EUROPEAN PARLIAMENT

definition: what do we mean by the term Europe in this accusation

✓ serves the ideas of the heart
* - builds a strong & sustainable 'new' economy
- influences globally by its moral values

what kind of 'wide perceptions' are we talking about?

what do we mean by 'failure' - this accusation can be laid at all levels

Challenge to the accusation of 'failure'

e.g. peace
mobility
single market

Hope

Not allow the perceptions of the past to obscure the future - real sources of hope:

e.g. trying to build something new, seen before
reform integration without empire
of governance into a system that: *

DEFENDER

DEMOCRACY

MASS & NEW MEDIA

ACC. → PRIORITIES
CONDITIONING DECISION
in accordance with
ownership's interests

RA Tindle → Competition for the
audience as passive
consumers

Sentence → the public broadcasting
to impose monitoring
~~transparency in the~~
stronger priorities
editorial
to use new medias
to facilitate debates

to avoid a repeat offense: more active
effective public
service role
public functions in
the media sphere.

PROSECUTOR

DEFENCE

FREEDOM OF PRESS / MEDIA

MULTI CHANNELS OF INFORMATION / VOICES

ACCESS IS TO ALL (EUROPE) NOT STATE

REGULATED - THE ALTERNATIVE IS NORTH
KOREA!

RATIONALE

- A CONDUIT FOR INFO / KNOWLEDGE TO SOCIETY
- BRING WORLD CLOSER TOGETHER
- THROW SPOTLIGHT ON MISJUSTICE
- PROVIDE MANY DIFFERENT ARGUMENTS.
- SOCIETY HAS MOVED FROM CONSUMER TO PARTICIPANT SO WE CONVEY MORE VOICES.

CHOICES AHEAD *0'

- EMBRACE CONSUMER TO PARTICIPANT AND RECOGNISE OPPORTUNITY TO COUNTER CLAIM ARGUMENTS.
- SOCIETY WILL DETERMINE ROLE OF MEDIA BY USE
THERE CONTROL IS WITH SOCIETY - WE ACCEPT THAT.
- WE ENCOURAGE SOCIETY TO EMPOWER ITS PEOPLE WITH EDUC ON HOW TO NAVIGATE MEDIA.

DEMOCRACY

NGOs

ACCUSATION: INSUFFICIENT INVOLEMENT / DIALOGUE
WITH THE PEOPLE

CORRUPTION / MONEY / MONOPOL
(DO NOT SUPPORT
ACTIVELY NEWCOMERS)

RATIONALE: PEOPLE ARE NOT SATISFIED,
DISTRUST NGOs (SOMETIMES)
TOO CLOSE TO THE GOVERNMENT / POLITICS
RECURRENT GRANTS
LARGE NGOs GET LARGER, LESS NEWCOMERS,
SMALLONES DISAPPEAR

REQUESTS: DEVELOP MORE COLLECTIVE PRACTICE
SUPPORT PEERS / NEWCOMERS
KEEP A SAFE DISTANCE FROM POLITICS /
BE CLEAR OF MISSION
DEVELOP EUROPEAN COMMON STATUTES OF

CHOICES:

NGOs AT EUROPEAN LEVEL ⇒ MAKES
COLLABORATION
EASIER

(INTERLOGOS)

PROVE YOU DELIVER
PUBLIC SERVICES

PROSECUTOR

2. ~~1~~. TACKLE IMPORTANT ISSUES
WATCH DOG. INITIATIVE TO ORG.
CIVIL ACTION. WE ALWAYS BEEN THERE
1. ~~2~~. WE ADAPTED TO THE SYSTEM
ACCEPTED INVITATION BUT
FAKE DIALOGUE
3. CIVIL SOCIETY IS A DIVERSITY
OF MOVEMENTS
4. WE ARE PHOENIX
RE-STRUCTURE &
RE-INVENT DEMOCRAZY

DEMOCRACY

PRIVATE SECTOR
(FINANCE)

- disregarding Universal Human Rights (63021)
- promoting segregation/separation (→ Elite)
- promoting reductionism/commodification of ^{Culture} complexity

Estimate: To invest in
A more diverse (inclusive) culture → social development/
Innovation → ^{market} economical growth / large markets

Sentence:

Invest their money in decision making. → enhances democratic education to ~~create~~ further integrate and resilient citizens that learn to express their needs and live up to ^{individual} social responsibilities

Right choices:

Society before Market
Inclusion

Supporting change (dialogue with other sectors)

PROSECUTOR

DEMOCRACY

PRIVATE SECTOR
(FINANCE)

WE ACCUSE:

- OF BEING SELF-REFERENTIAL

WHICH REDUCES DRASTICALLY
THEIR POTENTIAL IMPACT.

SENTENCE:
FOR 3
YEARS ONLY
MAKE ANOTHER
WORK ABOUT
ADD WITH
OTHER PEOPLE'S
EXPERIENCES.

- OF BEING FASHIONABLE/FOLLOWING
SHORT TERM TRENDS BECAUSE
THEY LOSE THE ORIGINAL WORK PURPOSE

SENTENCE
TO WORK AS
2 YEARS AS
THE PR DEPT
OF STANDARDS

- OF NOT PUTTING THEMSELVES IN
PUBLIC SERVICE BECAUSE THEY
ARE SO BUSY FOLLOWING MONEY

SENTENCE
TO PERFORM
REGULARLY
IN COURT
TAKES
CONCERT
HALLS

- OF NOT COLLABORATING AS
THEY ARE BUSY DEFENDING THEIR
MICRO-TERRITORY

SENTENCE
TO LISTEN OVER
AND OVER
AGAIN TO
YOUR OWN
OWN JUDGMENT
UNTIL SLEEP.

- OF "OVER-ORGANISING WORK BECAUSE
THEY DESPERATELY FOLLOW RULES" (18)

WRITING OR APPLICATIONS UNTIL

PROSECUTOR

DEMOCRACY

PRIVATE SECTOR

(FINANCE)

Efficient allocation of resources is best
achieved through strong financial sector,
free markets, and unconfined adaptation
of the profit motive. ^{periods of growth; but} ~~But~~ ~~Global~~ patterns
are natural cyclical patterns. In the markets,
and launching them is like launching enterprises
& programs - they just happen. But - the increase
of wealth that has been achieved due to
innovative financial instruments etc.

Democracy = shareholders

DEFENDER

DEMOCRACY

NATIONAL GOVERNMENTS
& EUROPEAN
INSTITUTIONS

1. PRIVATISATION
2. CORRUPTION
3. WITHOUT VISION FOR THE FUTURE & WELLBEING
4. NO SOLIDARITY
5. FOCUS ON PROFIT NOT ON SOCIETY

NEW MODEL
INSTITUTIONAL

NEW APPROACH TO DEMOCRACY

PROSECUTOR

SNAPSHOTS FROM THE WORKTABLES

definition : what does 'Europe' mean?
what kind of perception are we talking about?
what do you mean by failure? At all levels!!
(accept we had a failure of trust)

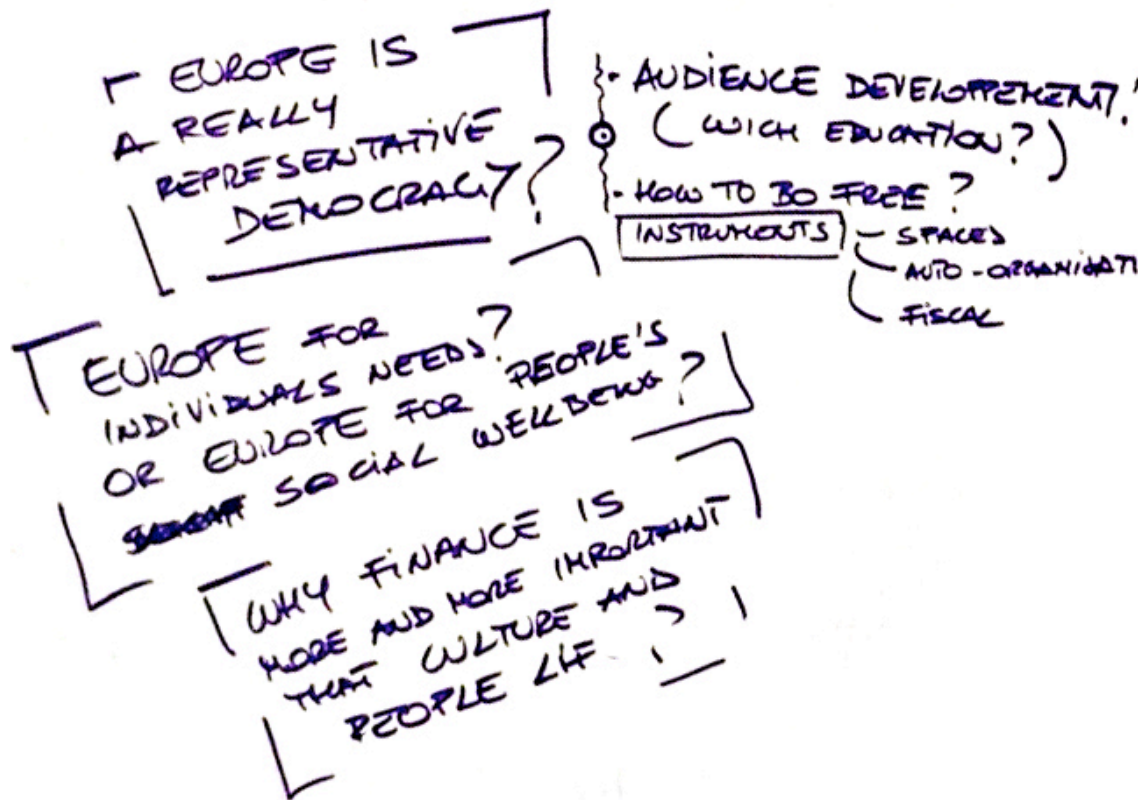
Challenge 'failure' accusation:

peace
mobility
single market

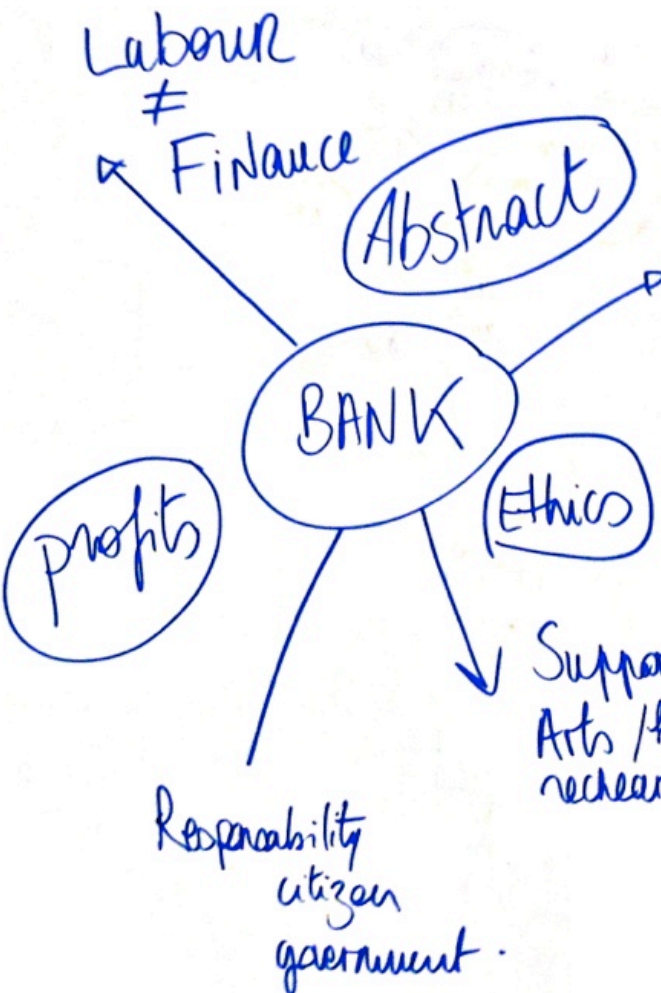
Hope
We are trying to build something
that has not been built before
↳ not an empire

Reform of governance into a system
that: serves the idea

creates a new strong economy
has influences by its moral values



Today's young generation
Will be unable to survive in the future
because of crisis
Is this controversial or a challenge?



projects

- Equality
- Culture as a right
- Horizontality of Exchange
- Cultures are rights

Support
Arts/health
research.

Responsibility
citizen
government.

Shifting a society
based on indicators
to one of narrative

focusing too
much on indicators
forgetting the purpose

Looking for new markets

- filling in the niches → ~~to~~ supporting "indie"
- reviving interest in cultural activities
eg. leading "Harry Potter", ^{→ film industry e.g. Sundance Festival} contemporary dance
through "You Can Dance"
- introduction of "creative industries" → culture
as an income-producing phenomenon
- no more mass culture → more diversified

CONTROVERSIAL

- To present models for cultural management
- Measuring freedom > < measuring happiness
- Confusion between Cultural Industries & Arts & Culture.
- ~~Wahlg.~~
- Dependency (Bad feeling) > < Autonomy ("Happiness")
- Invest in Culture even if there are no statistics.

R - Culture is a fact

↓ - It has to be at the center of political preoccupation, not at the periphery

D - Culture is necessary for analysing reality

R - Building bridges in diversities

D - This constituency has contributed to economical activities → econ. growth

↓ - This constituency has contributed to intergenerational value transmission

R - Art contributes to dignity

INSPIRING

- Culture as happiness index
- What world do we want after us
- INTERLOCAL - NET
- Balance of different visions
- Culture is absolutely fundamental
- DEPENDENCY VS Autonomy
(Bad feeling) ~ (Happiness)

Challenges

- Involving artists in policy making
- Trust in institutions
- Find indicators of success linked with happiness
 - change of paradigms & consequences (for innovation capacity... (Building a project for Europe"
 - How to translate the better measuring tools into policies
 - Central role of culture in sustainability triangle

• INSPIRATIONAL //

- 1) CULTURE IS EDUCATION
- 2) TEACH TRUST AND AUTONOMY

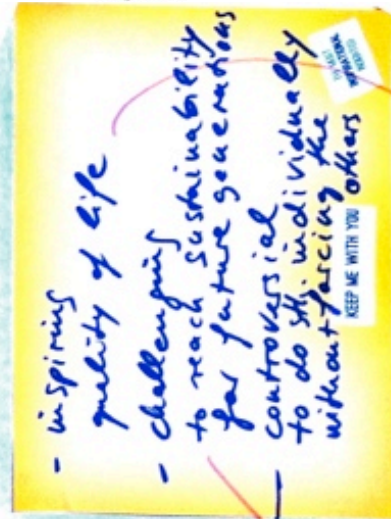
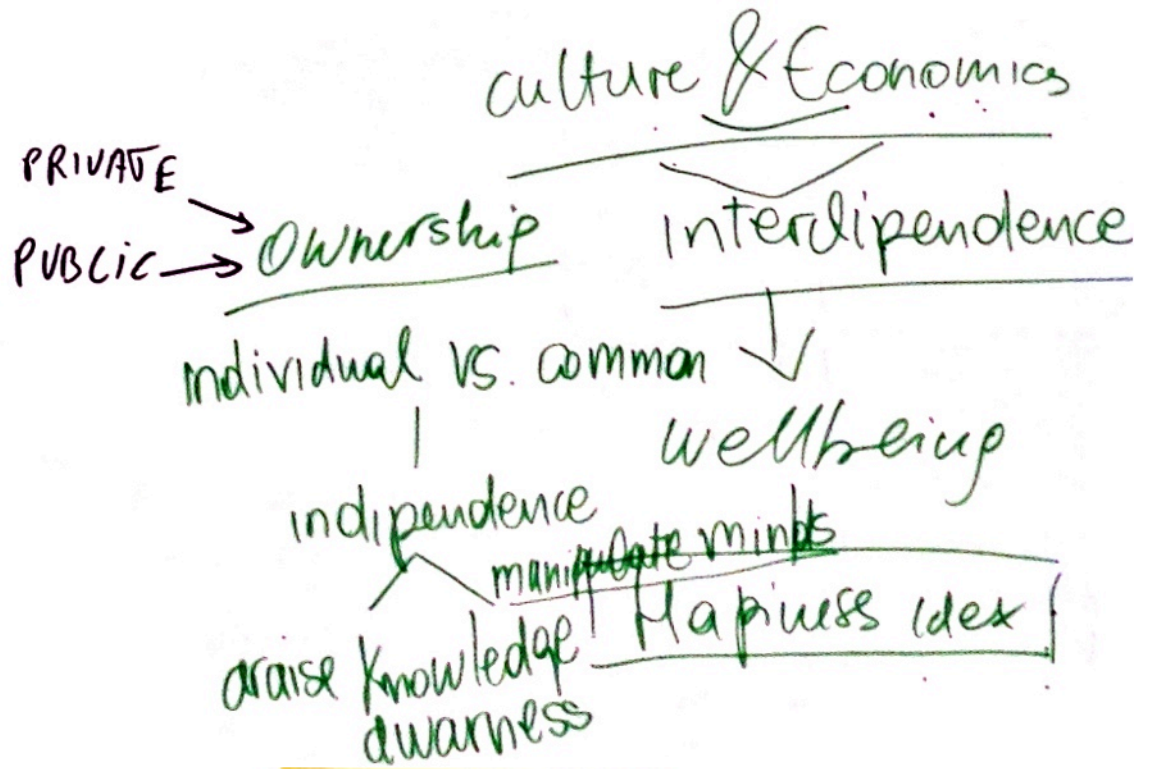
• CHALLENGING INSIGHT(s)

- 1) OVERCOMING BOUNDARIES ACROSS DISCIPLINES

• CONTRVERSIAL //

- 1) → GET PRACTICAL ABOUT IMMATERIAL ECONOMY
- 2) → TEATRO VALLE AS MODEL OF BEST PRACTICE

what / how can other (legal) orgs learn from Teatro Valle experientia?



Tools / evaluate
IMPACT
OF CULTURE ON HUMAN DEV

EUROPE INSTITUTION
TOO FAR FROM US

TRAVARE STRUMENTI EFFICACI
DI VERIFICA IMPATTO CULTURA
SU EGEMONIA E STATO SOCIALE

local / local.
participation of other
actors
culture = human development
How to defend that
with. → social sector
→ individual sector.
Year / sector.

L'ISTRUZIONE È FONDAMENTALE
EDUCATION IS ESSENTIAL
CULTURE AGAINST RACISM
CULTURA CONTRO RAZISMO

~~UPPER~~ ~~SPIDER~~
HOW TO MAKE ALL THESE
IDEAS REALITY?
WHO HAS HIGH DEGREE
OF EDUCATION? DOESN'T
FIND A JOB

RICOSTRUIRE LA FIDUCIA
RE-BUILT TRUST
RICOMINCIARE DALLA
CULTURA - START FROM
CULTURE

CULTURA GHI STRUMENTI
BILANCIO EUROPA

Sharing with other actors
this vision / culture →
fundamental right / element
of human and social development

• Culture is a catalyst in the economy for the
community - a constituent of culture
• Join up / add up / put these parties
• Culture is a collective work, from development ←

THE POWER OF
CULTURE
AS A CORE
NECESSITY

RESPONSIBILITY
& SELF-REFLEXION
FROM CULTURAL
SECTOR / ARTISTS

HOW WE CAN
• COMMUNICATE
• DISSEMINATE
• KNOW
• SPREAD RESULTS
OF CULTURAL EUROPEAN
PROJECTS

gate-keepers (i)

The "inter local" concept by Emilia Vignic

Although all cultural statements are political statements, the war cannot be won on the streets, but on the halls of power.

comparative
European - style - writing

• EDUCATION PARTICIPATE STRONGLY TO THE WELL BEING.
• CULTURE HAS LOT OF MULTIPLICATED EFFECTS
DEVELOP CULTURE AS A COLLECTIVE EXPERIENCE
• CULTURE IS A FACTOR OF SOCIAL PEACE
• CULTURE / MULTIPILAR OF SD

We are not a society of narratives

• TAKE CARE ABOUT THE IMPACT OF CULTURE ON THE BENEFICIARIES (AUDIENCE)
• REFORM CULTURE & EDUCATION
ANALOGIC → DIGITAL

TRANSITION

Transition from Dolce Vita to Vita activa through social capital building?

WE ARE IN DIGITAL ERA. DIGITAL IS AN HUGE OPPORTUNITY FOR EDUCATION BUT DIGITAL IS ACCESSIBLE TO ALL?