Hackathon #FA13Catalyse: Animating a new cultural urban space

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How to find the leeway to reinvest culture in urban space when everything seems gloomy, in times of nourished individual and collective skepticism? How to involve and bring citizens and politicians together, when societal and community structures seem organized to resist change?

Long addressed in a dominant way, the relationship between cultural institutions and the "public" have been, in recent years, upheavals due mainly to changes in cultural consumption practices. The "public" today differentiates in many persons with plural identities, who take many and varied activities and make choices in the abundance of cultural offerings. The contemporary viewer claims more his own place and his right to speak in a personal relationship with cultural institutions – instead of being an anonymous part of the "public"

Culture can make its breath in the city to meet the complexity of personal demands and their cultural changes. Money, finally, there is always the same, even in these times of budget famine; it is often the political leadership which is lacking. Studies and many examples show, that culture can help us out of the economic crisis in terms of territorial attractiveness and social cohesion.

Starting point. The reflection should be catalytic, replicable and scalable, flexible and relatively easy to do. Back to the heart of all cultural actions: make culture accessible to act more, closer to home.

First FA13 Hackathon proposals (to be discussed)

• **Respect the public realm**. *The public is me!* illustrates this requirement to meet the expectations of a public citizen and refers to the need to establish a relationship of exchange and dialogue. Set up appropriate tools to capture these new audiences in a support process and transmission promoting cultural education.

• **Flexible to be in contact with citizens**. Instead of heavy cultural structures, too administrative, devouring credit for their operations, cultural action must remain in contact with the craft of citizens.

• **To mobilize, think in motion; never do the same thing, to be constantly renewed**. This should not prevent it from being pragmatic and concrete. An important dynamic is encapsulated in efforts that will drive citizens out of their comfortable coach if expected actions change from the familiar to the unfamiliar, from the humorous to the serious….thanks to collaborative workshops, shared performances, artistic interventions…

• **Network to create a ripple effect**, with a trigger. Once in motion, there is always something, it moves, it advances, and it fits. And invoke the need to create long in advance the visions, expectations, but also activating shocks to the local population.

• **Develop empty spaces 'plug & play' or the importance of land for transient and steady performance.** By spending or pre-empting space for designers, government or private owners their emergence can be facilitated. Mayors think too often in architecture, security and heritage, than in malleability, movement and cooperation. We must dedicate places equipped to standards - but empty to allow creators to invest for short periods. The role of public institutions is to give impetus to liberate space and ease of use.

• **From Like to share.** We become men and women living many identities, local, social, digital, participatory ... and creative. The creative and societal level, we need to know to emerge, lead and feed a collaborative intelligence that provides the ability to balance companies and institutions more effectively by finding a compromise between the co-creation at the bottom and the top political regulation. This participatory and collaborative dynamic is a relationship based on the balance of power in a social flow, favoring the exchange, sharing, solidarity and empathy.

Catalyse Hackathon Team

- **Bernd Fessel** (ECCE, Forum d'Avignon Ruhr), **Jan Bunse** (Germany)**, Jens Kobler** (Germany)**, Sandra Kreutzer** (student, Freie Uni Berlin),
- **Alfonso Martinez Cearra** (Bilbao Metropoli-30), **Lourdes Fernández** (Director of AlhóndigaBilbao) together with representatives of the Bilbao team (local partners: City of Bilbao, **Fernando Pérez** from AlhóndigaBilbao and Bilbao Ekintza**)** as well as artists **Maria Salazar, Ibai Etxezarraga** (Spain)
- **Olivier Le Guay** (Forum d'Avignon) and the Forum d'Avignon team (France)

"Hackathon for culture"

Before and looking forward to its sixth edition from November 21st to November 23rd, the Forum d'Avignon think tank has organized a Hackathon on five themes, that brings together diverse participants and teams. Each team will provide a position paper and project for the sound culture of today, thus demonstrating the prolific nature of culture in society. Assuming an identity of hackers, we mean to shake current codes - not only on computers - to rethink what is and what effects culture in the digital age.

Five themes and five teams have been suggested and volunteered for prior to Forum : **Prescribing culture, Passing on publishing through the screens, Driving forces for the promotion of cultural diversity, Reinventing the *cultural* factory, Inventing a new cultural urban space.**
Our best chance for a meaningful achievement in thought and in real-life implementation lies with the part taking of all of us. Let's create together a contribution to culture and creation we can all be proud of!

- **What is the goal of this event?** In this collaborative framework, the goal of the Hackathon is to brainstorm on ideas about culture and artistic creation, to which any Forum follower or participant can join in and contribute.
- **What is the set up?** There are 5 teams composed of 5-6 people that focus on a specific theme and current topic about finding sustainable, long-term solutions, like a task force.
- **What is the end-layout?** During one of the University hour-long sessions of the Forum, each time will be allotted 6 minutes to present in a format of their choice the following elements: their chosen theme, if possible, a chosen artistic and/or digital discipline that illustrates their theme, their proposal

Forum d'Avignon's Hackathon Layout: The Hackathon will be announced in the program as an integral part of the sixth International Meetings.

- **November :** each team finalize the position paper and the presentation format
- **Thursday, November 21st :** 1 PM: The teams are already working while in the TGV. They'll be settled in the center of each wagon and will animate the train ride.
  6:30 PM: Presentation of the task force themes and projects during the opening session in the Palais des Papes (5-7 minutes for the general presentation of the Hackathon and 5 minutes for the presentation of each team)
- **Start of the 24-hour work period** : The treasury room, next to the Conclave room, will be reserved for the Hackathon teams (the Hackathon will be interrupted in the evening)
- **Friday, November 22nd :** 6:30 PM: Presentation of the proposals during a session at the University of Avignon.

What is the Catalyse project ?
The first European cultural networking (conducted by three partners : The Forum d'Avignon, Paris, Bilbao Metropoli-30, Bilbao, and ecce, Dortmund, thanks to a EU-funding), based on the strong proven result: Culture & creativity activates territories attractiveness.
The Catalyse Hackaton FA 2013 is the following step of the FAR workshop "Shaking Hans" – Civic Participation in Urban Development – before the RAW days in Bilbao march 2014, 4 & 5.