



CASE-PRESENTATIONS 5.3.2010

Chair: Kaarlo Hildén, programme manager, Hanasaari – the Swedish-Finnish Cultural Centre

9.00 **Artistic Competence – a Potential Growth Sector. Making Art Work**

Evelina Wahlqvist, creativity researcher, Department of Human and Economic Geography, University of Gothenburg

The European cultural and creative sector is estimated to turn over EUR 650 thousand million per year, and the link between the cultural sector and economic growth is becoming more and more relevant. Evelina Wahlqvist has in earlier studies shown that density of artists correlates with economic growth. In her new report, *Making Art Work*, she follows the career paths of creative arts graduates from the University of Gothenburg. Insights and learnings are used to suggest how to better make use of artistic competence in society.

9.30 **Sustainable Experience Art Park – a Practice-Based Artistic Research Project Based on International Collaboration**

Emma Göransson, PhD. Artist, curator, lecturer and researcher

Roland Ljungberg, Ph D. Artist, senior lecturer and researcher

Department for Interdisciplinary Studies at University College of Art, Crafts and Design (Konstfack) in Stockholm

Sustainable Experience Art Park is a practice-based artistic research project oriented towards ecological art and experience design, being part of an international interdisciplinary research cluster connected to Eco-City projects in China. The Sustainable Experience Art Park project works with two sites, the first one in Sweden and the other one in China. The first is Fittja Äng, Botkyrka, a suburb to Stockholm, a green open space planned to be converted into an ecological park, where art and storm water cleaning is combined. The second area is situated in China, in the new town of Wuxi, where an ecological park is planned in an already existing wetland area.

10.00 **Citizen Navigation in the Metropolitan Area**

A community drama project in the metropolitan area during 2010–2012.

In co-operation with cities of Helsinki, Espoo and Vantaa.

Pilvi Kallio, project manager, Helsinki Metropolia University of Applied Sciences

Drama workshop is a matrix for collaborative, active doing, using a variety of different methods and exercises together with others. It may involve games and physical exercises (for example as a warm-up), discussion in general and in small groups, improvisation and creating still images and small scenes which are observed, reflected and modified. The exercises are planned by the instructor to suit the chosen theme or question and the group of participants.

The main goal is to activate participants, let them embody their thoughts, emotions and experiences and also seek solutions and new perspectives to problematic situations.

10.30-11.00 COFFEE BREAK

With a possibility to follow on line a project by artists *Annica Karlsson Rixon* and *Anna Viola Hallberg* at Y gallery in Minsk, Belarus. Annica Karlsson Rixon and Anna Viola Hallberg are visual artists with a strong engagement for the social issues such as gender, class and sexuality. They are working on an installation trilogy dealing with socially and culturally constructed identity-based groups in contemporary society. The exhibition "The State of Mind" opens on March 5 and is arranged in collaboration with Y-gallery of Contemporary Art och Aview Nomad Gallery and supported by the Swedish institute.

Discussion with the artists and director *Olle Wästberg* from the Swedish institute. Discussion is led and introduced by research secretary *Johan Öberg*, University of Gothenburg.

11.00 **Developing the Studies in Music Education to Meet the Needs of the Society – Wider Career Opportunities through Working-Life Projects**

Laura Huhtinen-Hildén, Head of the Studies, Senior Lecturer in Music Education, Helsinki Metropolia University of Applied Sciences

In the spring 2008 the project "CultureBridge" started a new development in the Degree Programme in Music in Helsinki Metropolia University of Applied Sciences. CultureBridge joins four cities (Helsinki, Espoo, Vantaa and Kauniainen) in a project that aims to develop new models for broadening the use of music and art education. The aim of this project is to develop new means in making use of the enriching and empowering potential of arts as a source of well-being and quality of life in the society. In addition to this, the project aims to develop the education of instrumental teachers by analyzing at the specific skills needed and evaluating the possibilities of working life projects in developing them.

11.30 **Bridges Between Artists and Regional Development to Promote Welfare**

Cecilia von Brandenburg, university lecturer, Aalto University School of Art and Design Department of Art

Culture, arts and applied use of arts are seen as important factors in developing regional competitiveness, and promoting welfare in a sustainable way. Culture and arts can strengthen regional cohesion and innovation activities. This presentation seeks in particular to highlight the importance of competence within the fields of culture and art as part of the creative economy, as well as to examine how best to exploit this competence in developing regional activities that promote welfare and develop services. The presentation is based on an article of artist role in regional development of creative economies and a publication on connections between culture, well-being and regional development. Both of them are published by the Ministry of Education and are part of an on-going dissertation research at the Aalto University School of Art and Design, Department of Art.

11.45 **Educating Musicians for the Future: Perspectives of Finnish Orchestras and Music Institutes**

Ulla Pohjannoro, Researcher, Project Manager, Sibelius Academy

How to educate musicians for the future? This is studied in the extensive research project run by the Sibelius Academy, funded by the European Social Fund and the Finnish government. The purpose of the project is to anticipate the future of Finnish music institutes as employers of musicians and music educators. How will their operational environments change, and what kind of know-how is needed? What kind of opportunities will musicians have in the welfare sector? Some preliminary results are reflected from the point of view of orchestral musicians and music institutes.

12.15-13.15 LUNCH

13.15 **Intercultural Exchange Program North – South – North**

How to produce documentary films in an intercultural environment. A project with film schools in Finland and South Africa.

Jan Nåls, lecturer and coordinator of the program, Arcada

13.45 **Sustainable Artistic Career**

Dramatist, professor *Barbro Smeds*, Dramatiska institutet

The notion of sustainability is most commonly referred to when environmental issues are discussed, but has many bearings in a Performing Arts context as well. This session will address issues concerning sustainability and performing arts in a broad sense, reaching from aspects of the artists' handicraft; how can a voice be sustained during an entire career, discuss ways of dealing with the artistic economy, a body/mind economy, aiming at a balance between input and output. And as well as highlight some aspects of the art itself; how can performing arts keep its role as a vital arena for political and ethical discussions; how these issues affect higher education.

14.15 **Summary and closing of the seminar**