

BAVO

- **Cultural mediation** firm based in Rotterdam (NL) and Brussels (BE) and active since 2002.
- Main agenda = to enhance **the political, social and economic potential of cultural production**.
- Operates **activistically** by setting-up real institutions (think tanks, lobby groups, watchdogs) to mobilize and organize key stakeholders.
- Other output: research projects, studies for public & private parties, articles & books, debates & conferences.
- See **www.bavo.biz**.

1

**Do you also want to utilize
artists as a tool for
heightening competitiveness
and managing local
conflicts?**

Be inspired by Rotterdam's pioneering
cultural policy.



Task Force Artist Participation

2

Enforce artist participation the Rotterdam way



Rotterdam... A city with guts

- Assets:

- ▶ In the heartland of Europe.
- ▶ Europe's biggest port.
- ▶ Traditionally a industrial & working-class city.
- ▶ 1,2 million people.
- ▶ More than half of the population from non-Dutch origin

- Challenges:

- ▶ Creating a more mixed & creative economy.
- ▶ Relatively low educated population.
- ▶ Social tensions caused by immigrants.
- ▶ White flight.
- ▶ Rehabilitating large harbour areas.

Tap into the surplus-value of art



Rotterdam's Cultural Policy 2009-2012

- Ground-breaking cultural policy.
- Cornerstone = *cultural citizenship*.
- Fully *valorizing the capital* of artists.
- Re-connecting & re-balancing the *rights & duties* of artists.
- Consolidating Rotterdam as the world's capital city of *relational, participatory and socially engaged* art.
- A model for *new EU policy*, with the potential for application globally.

Strategic objectives where art must contribute

- Economic:

- ▶ Rotterdam's cosmopolitan character.
- ▶ International image of strength & resilience.
- ▶ The location & investment climate.
- ▶ Attracting highly educated residents.
- ▶ Building creative capacities.

- Social:

- ▶ Cohesion.
- ▶ Intercultural relations.

- ▶ Mobilization of poor, unskilled & immigrant groups.
- ▶ Making problems visible & discussable.

- Spatial:

- ▶ Robust & inhabitable living environments.
- ▶ Gentrification.
- ▶ Quality of public space.
- ▶ Stages for people to meet.
- ▶ Image-determining places.

7

Rotterdam artists... a breed apart

- The art scene is strongly shaped by Rotterdam's working-class past.
 - ▶ Key values = no-nonsense, socially friendly, action-oriented, business friendly.
- Artists live by Rotterdam's popular motto: 'Don't just talk, get to work'.
- Artists are active in depressed city quarters, new urban developments and creative industries.

8

The struggle for artist participation



9

Major obstacles

- **Artists:**
 - ▶ An outdated adherence to the concept of artistic autonomy.
 - ▶ A limited capacity to anticipate future developments (e.g. budget cuts, emerging art markets).
- **Art institutions:** opportunistic pursuing of narrow curatorial agendas focused on top art and the national & international level (vs. Rotterdam's population dynamics).
- **Government:** too much respect for the art sector and too much reliance on its goodwill & self-initiative.

Task Force for Artist Participation

- Initiated by BAVO in 2009 in partnership with natural partners.
- Main agenda = accelerating & radicalizing the implementation of Rotterdam's cultural policy by eliminating all obstacles and formulating effective & innovative policy measures.
- Multiple roles: think tank, public relations office, lobby group, watchdog.
- Several campaigns nationally & internationally.
- For information & downloads visit: www.kunstenaarsparticipatie.nl.

11

Partners



12

In a city with guts, also artists participate

- The Task Force initiated a special *action plan* that translates Rotterdam's general cultural policy guidelines into a concrete road map.
- *Targets 2012:*
 - ▶ Lifting the taboo on artist participation (final coming-out).
 - ▶ Full self-reliance of all artists (professionalization).
 - ▶ Normalization of the participation of artists in public-private partnerships (rebuilding trust).

13

Policy measure 1: Urban Protocol for Artist Participation.



Let rules of engagement define & regulate the collaboration & participation of artists.

14

- **A clear framework** for enhancing the effectiveness of the commitment of artists to Rotterdam's main long-term policy objectives.
- Includes:
 - ▶ Rights & duties of artists regarding participation in society.
 - ▶ Prescriptions for a disciplined & streamlined conduct of artists in heated social situations
 - ▶ Municipal policy aims where participation is obligatory (including delivery targets).
- **Status:** consultation phase closed; final draft submitted.

15

Policy measure 2: The Artist Participation Officer.



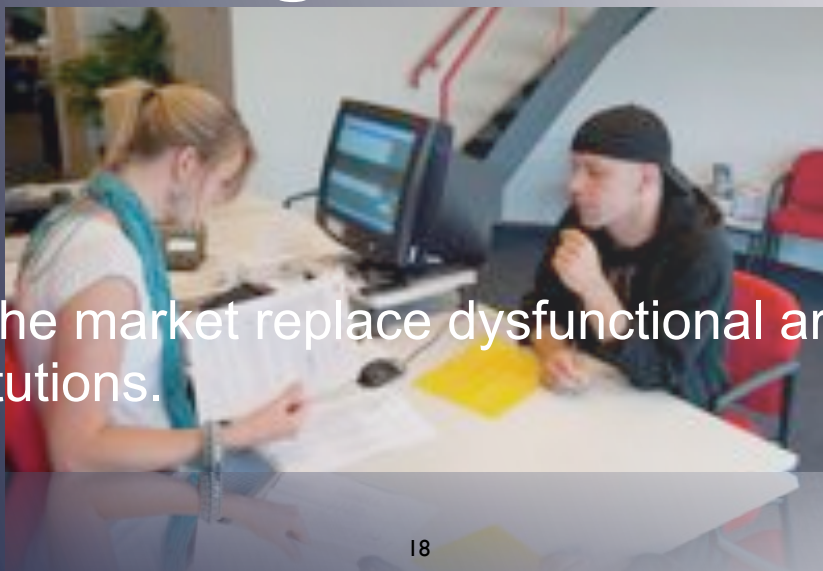
Let artists face their responsibilities and secure return on investment in art.

16

- **Mandate:**
 - ▶ Pushing on the cultural citizenship of artists & art institutions.
 - ▶ Facilitating public-private partnerships with artists & art institutions.
 - ▶ Tracking down abuses.
- **Enforcement** through control of subsidies, access to public & private commissions and delivery targets.
- **Status:** screening of candidates.

17

Policy measure 3: Artist Recruitment Agencies.



Let the market replace dysfunctional art institutions.

18

- **Mandate:**
 - ▶ Exploiting synergies between art practices and Rotterdam's strategic socio-economic opportunities.
 - ▶ Eliminating the buffer between artists and the city & its market partners.
- **Compulsory registration** for all Rotterdam artists in specialized temp agencies with obligations to respond to appropriate job offers.
- **Services provided:** dispatching labour, education & training, customer acquisition & consultancy, conflict & labour mediation.
- **Art institutions** lacking competitiveness internationally and/or merely pursuing their narrow artistic agendas will be restructured into temp agencies.
- **Status:** pilot project will start in the beginning of 2012.

19

Be inspired!



20