

FALL VAM PROS- TOR?

>>> WORKSHOP'S TASK

Open Design Studio 04
SPACE FOR CULTURE
05-09. 2009. / CK13, Novi Sad
www.opendesignstudio.net



Open Design Studio organization is taking initiative to organize its "Open Design Studio 04", a project concerning visual communication within Novi Sad's urban surrounding. In October, it will focus on the lack of official public media spaces for promoting culture, as well as creation of new Novi Sad's urban design. The program will last for five days and will consist of lectures given by professionals, followed by workshop with students of architecture, graphic design and new media, so that their final ideas will be suggested to the public and Novi Sad's city municipalities using visual presentation.

Questions to think about

How do you inform yourself about cultural program of your city?

Should the promotion of culture differ from marketing of commercial products and in what way?

Give a list of spaces within Novi Sad, which in your opinion present good urban design?

List unused public spaces in Novi Sad (streets, crossings, squares, walls, windows, facades, fences, etc.)

Can u think of any frequent public spaces of Novi Sad, which lack information about culture and cultural programs?

In which ways can street furniture be combined with media?

Which institutions lack promotion within the city's public space?

Should cultural institutions, supported by the city's budget, be promoted in the same way as the NGO and smaller cultural organizations?

Program of workshop

Monday / 5.10.

10.00 - 13.00: welcome talk, intro lecture about research and case study, introducing the topic

13.00 - 14.00: lunch

14.00 - 17.00: talking about the topic, discussion with guests, dividing into groups

Tuesday / 6.10.

10.00 - 13.00: planning day 02, working in groups

13.00 - 14.00: lunch

14.00 - 17.00: working in groups, discussion

Wednesday / 7.10.

10.00 - 13.00: planning day 03, working in groups

13.00 - 14.00: lunch

14.00 - 17.00: working in groups, discussion

Thursday / 8.10.

10.00 - 13.00: planning day 04, working in groups

13.00 - 14.00: lunch

14.00 - 17.00: working in groups, discussion

Friday / 9.10.

10.00 - 13.00: planning day 05, working in groups

13.00 - 14.00: lunch

14.00 - 18.00: working on presentation

20.00 - 21.00: SPACE FOR CULTURE – public presentation of workshop results

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Cultural policy of Novi Sad

The idea for organizing such an event came from the need to solve a current problem of poor promotion of culture in public spaces and to make certain changes within the cultural policy of Novi Sad.

The race in claiming a promotion space is primarily won by those who are financially the strongest, which disables promotion of cultural institutions that always loose the battle with the richer and more popular commercial and folk culture promotion. Parallel to that, illegal posting of posters on trees and facades visually pollutes the city. The system for promoting of culture is a crucial public service, whose regulation; functionality and efficiency have to be clearly regulated, just like recently it has been done so with Novi Sad's parking system. In that sense, it is necessary to give free space specifically for cultural content, whose selection should not be primarily made by considering the budget and its potential profit. Taking in mind that promotion and communication of cultural content is crucial for culture's positive development, it is very important for the city municipality to better control its media space. In this way, institutions that already depend on the city's budget, organizations who are financed from various funds as well as informal groups, individuals and citizens who are creating high quality content in art and culture, would have an equal chance for self promotion and self development as the already established ones.

A new model for promotion of culture

In order to have a model of cultural police in which media objectively informs the public about cultural content in the city, the promotion space must be free and therefore equally divided to all users. When it comes to the long-term cultural development, the capitalistic model has its serious boundaries and usually doesn't give results with an adequate cultural and artistic quality. This is important for all organizations that depend on a public budget or finance their program from other sources; those who have a high quality program but not a large enough budgets for self promotion. There is also the need for giving more chances to smaller organizations and alternative scene in general, so that they could also have the media attention as big city's festivals, theatres, museums and galleries. The current state of public media space is far from ideal. It is a part of city's urban design which, as a whole, lacks the flexibility, interactivity and contemporary design. With its form and function current media spaces don't satisfy the needs for contemporary media promotion in the 21 century.

A proposal and the workshop's task

It is up to the graphic design - the visual interpreter of the information and architecture-its carrier, to integrate and give a functional and creative solution of the new model for promotion and media spaces for culture. During the workshop students and consultants will try to give answers to questions such as: How can media combine with street furniture? In which locations and in what ways can architecture carry information? What are the potentials of applying graphic design into 3D space? With their new concepts they will try to bring the design of current media spaces and the city's street furniture to a whole new level. Their future solution an alternative poster space, they will give potential for cleaning up the facades and trees from posting future ones. Another big potential of this project can be found in locations such as open markets and spaces for public, pedestrian communications. These areas are ideal for surprising an everyday passerby by directing an important moment of his/hers spontaneous encounter with an ad of culture content, which reminds us that culture is everywhere around us, even where we least expect it. By redesigning frequent public spaces the impression of Novi Sad as a whole could be improved. An inventive and balanced mix of graphic and architectural design, taking in account the needs of citizens and suggestions from international and local lecturers can lead to useful and contemporary ideas. The right choice of methodology and approach to designing is the workshop's biggest task. During it students and professionals will work on the design, functionality, production of their ideas as well as the presentation of final ones, (their application on locations by using a 3D working model from cardboard or some other kind of material for 3D models, their visualization and animation for the city municipality of Novi Sad) It is expected that the city municipality will rethink and recreate its cultural policy after hearing and seeing our suggestions.