



**The urban show
Inside the open city.**

SUMMARY

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Aims of project

Open Street pursues the development of street arts as component for cultural and social promotion of urban and territory environments involved, aiming to extend the approach to live show to all social classes. Giving to street show the value of ingredient for social life of communities, means to allow the huge cultural European heritage represented by popular performing art, to re-appropriate its place inside its more genuine audience: public of street and square; it means to take theatre, music and dance in places where they could otherwise never be able to go; it also means to grant a cultural chance to classes of people that, due to social or economic discomfort, can hardly have access to theatres or venues dedicated to performing arts.

OPEN dedicates its activity to suburbs, to abandoned areas, to crucial spaces for social life and cohesion which become day by day more emptied and lacking of occasions for exchange and sharing. The project aims to involve local and regional institutions into this process of redevelopment: the academic sphere, the representatives of art sector, but especially the local associations that convey the desire of participation of citizens into the social life.

In the development of the activity plan, the festivals are joined one each other by the active participation of dozens of volunteers engaged in the organization of events. This element allows to underline the value of street arts as a theatre where all are at same time spectators and actors, a theatre with a deep social vocation. Boards involved in promotion of territory and volunteering associations constitute an important resource which will be able to develop important activities and new services for street arts. This "active power" has given its contribution in the success of many street festivals, by shaping them into participated occasions of cultural life of territory: some representations will be invited to take part to Forum and will be involved in activities of project.

Project summary

The OPEN network will be constituted by institutions having a proved experience in promotion of street arts so much as to be considered a "reference point" regarding this art sector. This partnership will allow to share all resources and contacts which are the very "junctions" of street arts. Artists, schools, operators, training and production centres, city councils involved in events, local institutions, boards and media will be linked to network.

All of them will participate to the International Forum which has permanent seats in Italy, Belgium and Germany. The Forum aim will be to detect all necessary strategies for spreading of street arts in cooperating countries, checking problems arising in event organization and urban planning ambit, by collecting proposals and promote scientific studies from institutions involved, sustaining actions regarding new structures and services for the sector. Particular attention will be paid to artistic assets: this will be done by settling out 2 International Showcases to which European artists and promoters will attend in order to favour the match between offer and demand in an European ambit, to speed up the process of respective cultural integration and to promote the development of a common cultural identity in the sphere of the popular performing art.

The project is capable of great visibility and deep interest by an ample audience of citizens. This will be possible thanks to the events programmed, linked to prestigious Festivals organized in respective countries by coorganizers involved into project. In these occasions the project will favour the mobility of artists from countries involved in project, giving chance to a good number of shows to tour between the various events organized by network.

Many initiatives will be proposed outside of network, to other art operators and local administrations, to obtain the adoption of policies by local boards and institutions, useful for promotion of street arts in a wider context.

Quality partnership

The cooperation inside OPEN will be developed, both under a conceptual and implementation role, between the Coordinator and the Coorganizers. As further level of cooperation, the project will involve Associated Partners whose activities can result profitable for good course and development of programme.

The Coordinator will trace general guidelines of project at conceptual and operational levels. His first duty will be to coordinate the activities carried out by coorganizers and associated partners, verifying periodically the job done by each of them. This engagement will be supported by City Council of Montegranaro through 1 General Director, 1 Administrative Director, 1 Assistant functions of General Director, 1 Secretary Clerck.

Together with project leader, the National Federation for Street Arts will be part of basement for the OPEN organizational scheme in development of international connections with Coorganizers and Associated Partners. Beside this, the Federation will be engaged in publishing and dissemination of results. The whole FNAS staff will support these activities.

The role of two Coorganizers in Bremen and in Namur in the management of actions will be to expand the cooperation on national and international level, thus encouraging public ad private boards of their respective countries to participate to the Network, and also to involve artists and companies of different countries. For each Coorganizer 1 responsible director and further staff will be engaged on project activities.

The OPEN international appointments (OPEN Festival, OPEN Meeting, OPEN Showcase) will be themselves good opportunities to define common frames that each partner must apply in their activities. The constitution of 3 permanent seats of OPEN Forum, will grant a continue cooperation to all public and private boards, operators and artists involved.

COMUNE DI MONTEGRANARO (Project Leader)

Implementation role:

The Coordinator will trace general guidelines of project at conceptual and operational levels. His specific duties will be:

- To coordinate the activities carried out by co-organizers and associated partners, verifying periodically the job done by each of them
- To encourage local public ad private boards to adopt adequate policies for a better use of street arts, in occasion of organized events, as well as chance of free street show given to artists
- To organize two editions (2010 and 2011) of OPEN Festival in Italy, and two meetings between main boards involved in project
- To organize two editions of OPEN International Showcase
- To carry out a selection of local companies to be invited to the two International Showcases programmed
- To invite to its festival the productions awarded in the ambit of the OPEN International Showcase 2010
- To invite to its festival other artists from cooperating countries (co-organizers and partners)



FEDERAZIONE NAZIONALE ARTE DI STRADA – Rome (IT Co-organizer)

The Federazione Nazionale Arte di Strada is the Italian association for street arts, which has the purpose to join artists, companies and promoters active in the ambit of performance on street. At the moment nearly 70 solo artists, 90 companies, together with more than 50 promoters and festival organizers are members of the F.N.A.S.

In ten years of activity, the F.N.A.S. has been able to settle out many services at disposal of artists: an office for information and fiscal assistance; an annual national training programme with several stages opened to members and non-members artists; the monitoring of municipalities adopting regulation in favour of free street performance; the direct contact with Ministry of Cultural activities for the release of a new national law in favour of street arts; furthermore, every year the F.N.A.S publishes “Kermesse – yearbook of street arts”, the sole official publication of this sector, with the contribution of Ministry of Cultural Activities.

Implementation role:

The National Federation for Street Arts and the City Council of Montegranaro will be the basement of organizational scheme of OPEN and together they will rule the management of all connections with all european partners of project.

- To keep up the seat of permanent forum
- To encourage the institutions of its country to participate to the International Forum
- To encourage local public and private boards to adopt adequate policies for a better use of street arts, in occasion of organized events, as well as chance of free street show given to artists
- To intervene to initiatives programmed in activity plan and organized by other project partners
- To cooperate with Coordinator to organize two editions of OPEN International Showcase
- To arrange publishing of an European Guide Book for Street Arts and brochures for artists about local street arts services



NEUE GRUPPE KULTURARBEIT E. V. – Bremen (DE Co-organizer)

The NGO Neue Gruppe Kulturarbeit e.V. runs the theaterkontor in a building of 650sqm. In it, the Neue Gruppe Kulturarbeit e.V. produces shows, provides rehearsal rooms to artists, hosts the children and youth theatre school junge acteure, and the international network project artserv.net. It also organizes two festivals on a yearly basis: Miniatures, festivals for small scale performances, and La Strada International Street Circus Festival. After five years, La Strada is now the most innovative festival in Germany and grew into an event with about 150.000 spectators and 170 shows in one weekend. As a result, La Strada developed into a stepping stone for international performances in

Germany. Within the framework of LA STRADA and in cooperation with artserv.net, our board organized in 2009 the first international symposium on future of street theatre in Europe and Germany. It was a great success with almost 30 delegates from all over Europe attending the gathering, network meetings.

Implementation role:

The Neue Gruppe Kulturarbeit is qualified in Germany as reference board for artists and operators of street arts, giving its contribution to found the national association representing this sector. For this reason its role in OPEN has fundamental importance. Its specific duties in project are:

- To keep up the seat of permanent forum
- To encourage German institutions to participate to the Forum
- To encourage local boards to adopt adequate policies in favour of street arts events and for free street show
- To intervene to initiatives programmed by other partners
- To organize 2011 edition of OPEN Festival in Bremen and meeting between main operators involved in project
- To carry out a selection of local companies to be invited to the two International Showcases programmed
- To invite to its festival the productions awarded in the ambit of the OPEN International Showcase 2010
- To invite to its festival some other artists from cooperating countries

PROMOTION DES ARTS FORAINS - Namur (BE Co-organizer)

Promotion des Arts Forains organizes each year the Festival "Namur en Mai". His purpose is to celebrate the modern creativity inspired by fairs and entertainers; to revel in the variety and international feel of the language of art; to experiment with and bring to the stage new theatrical and visual experiences; to give young creative talents just starting out a helping hand.

The Festival puts on a wide range of shows, some of which are free of charge, and Namur en Mai shares the fundamental idea that creativity is a vital element in our society, and the key to everyone discovering his or her own value. Furthermore, our board conceives and realize many special events for public and private boards, and support the customer in terms of production, diffusion, maintaining contacts with 30 festivals in 15 countries all over the world; it also organizes stages and forums on subject, publish and makes available a documentation fund specialized on street arts, promotes artists and shows.

Implementation role:

Promotion des Arts Forains is qualified in Belgium as reference board for artists and operators of street arts, giving its contribution to found the association representing this sector in Wallonie. For this reason its role in OPEN has fundamental importance. Its specific duties in project are:

- To keep up the seat of permanent forum
- To encourage Belgian institutions to participate to the Forum
- To encourage local boards to adopt adequate policies in favour of street arts events and for free street show
- To intervene to initiatives programmed by other partners
- To organize 2011 edition of OPEN Festival in Namur and meeting between main operators involved in project
- To carry out a selection of local companies to be invited to the two International Showcases programmed
- To invite to its festival the productions awarded in the ambit of the OPEN International Showcase 2010
- To invite to its festival some other artists from cooperating countries



Partners Implementation Role

Local Public Boards and Institutions:

To participate to the activities of international Forum; To intervene to initiatives programmed in activity plan and organized by other project partners; To engage itself in the adoption of normative and measures favouring the promotion of street arts.

National and European Public Boards and Institutions:

To engage itself in the adoption of normative and measures favouring the promotion of street arts.

Municipality in Marche region (I):

To host some shows programmed at the Italian section of OPEN Festival and also at the OPEN International Showcase, in 2010 and 2011; To engage itself in the adoption of normative and measures favouring the promotion of street arts.

Local Association for Cultural Promotion:

To cooperate with its city council to host some shows programmed at the Italian section of OPEN Festival, in 2010 and 2011; To participate to the activities of international Forum; To engage itself in give voluntary support for services in favour of street arts.

Università degli Studi di Macerata - Facoltà di Beni Culturali (IT)

The University of Macerata – Faculty of Cultural Assets (IT) will be charged to develop and complete, between 2010 and 2011, a scientific study on utilization of street performing art in cities and territories involved in project.

Theatre Boards & Networks:

To participate to the activities of international Forum; To intervene to initiatives programmed in activity plan and organized by other project partners; To engage itself in the adoption of measures favouring the promotion of street arts in respective regions.

Italian Festivals

To make a selection in Italy of companies to be invited to the International Showcases; To invite to its festival the productions awarded in the OPEN International Showcase 2010; To intervene to project initiatives, in particular to meetings and International Showcases.



International Festivals

To make a selection in respective countries of companies to be invited to the International Showcases; To invite to its festival the productions awarded in the ambit of the OPEN International Showcase 2010; To intervene to initiatives of coorganizers, in particular Meetings and Showcase.

Expected Outputs

To OPEN the city gates to street arts means to bring out the value of open air spaces assigned to social life, to enforce the cohesion inside communities, to improve the local tourist activity, to create new routes for exchange and integration between European countries. The creation of a international debate, the comparisons between normative and laws, different urban patterns and policies for development and support of street arts, will drive to a new consciousness and will produce new stimulus in administrators and

art operators. This route could not be undertaken on a simple regional or local level.

Appointments of OPEN initiatives are well characterized for their capacity in stimulating the interest of an ample range of audience, using the local urban frame, and transforming cities into open air stages. The settling of services and structures will directly benefit the cities linked to OPEN network, but it will have a certain relapse also in regional sphere.



The continuation of Network even after the end of project and the development of activities settled by boards involved in cooperation projects are main aims of OPEN. Indeed OPEN is characterized not so much as a sequence of specific events and initiatives, but as a development platform for the street arts sector.

The added value of programme will also be to gather all national or local events of partners into an unique project, to promote productions and artists of different countries; therefore one attraction of this kermesse will be the cultural variety throughout countries involved.

This character will enforce in audience the idea of street show as a vivid discipline, continuously in progress and distinctly underlined as European form of art. These actions will worth as basement for strengthening the feeling of an European sole identity. A joined comparison between cooperating countries will be the support for future Communitarian programme in favour of street art.



TIMETABLE

15th May 2010	<i>Professional Meeting at Namur en May</i>
10th June 2010	<i>Project Start</i>
20th June - 2 August 2010	<i>Settling of networks in involved countries (artists, festivals, theatres, schools, documentation and research centres, city councils, local institutions and boards, local press and media). Establishment of OPEN Forum seats as co-organizer premises</i>
12th - 13th August 2010	<i>Symposium in Bremen in the ambit of La Strada Straßenzirkusfestival</i>
14th - 17th October 2010	<i>European showcase of Street Arts in Montegranaro and Province of Fermo with participation of artists and operators from all European countries.</i>
September 2010 - April 2011	<i>Detection of common promotion and development strategies for streets arts in participating countries (involving local public boards) - Settlement of infrastructural projects and services for dissemination of street art.</i>
2nd - 5th June 2011	<i>OPEN Festival in the ambit of Festival des Arts Forains, Namur (BE); OPEN Forum in Namur (BE). Mobility of artist e operators of involved countries;</i>
19th June - 01st August 2011	<i>OPEN Festival in Montegranaro / Fermo. OPEN International Meeting in Montegranaro / Fermo. Mobility of artist e operators of involved countries.</i>
18th - 21st August 2011	<i>OPEN Festival in the ambit of La Strada Festival, Bremen (D). OPEN Forum in Bremen (D). Mobility of artist n operators of involved countries.</i>
September 2011 - May 2012	<i>Creation of services and structures for development of street arts, as previously settled in the ambit of Cooperation</i>
13th - 16th October 2011	<i>European Showcase of Street show (in Montegranaro and Province of Fermo) with participation of artists and operators from all European countries.</i>
January 2012 - May 2012	<i>Activation of services and structures created in participating countries; Settlement of road signs, urban fittings, permanent systems for open air shows in participating countries. Analisis of results obtained in the ambit of cooperation; publishing and dissemination of results.</i>

Project Leader:

Comune di Montegrano (Fermo - I)

Co-organizers:

Promotions des Arts Forains asbl, Namur (B)
LA STRADA International Straßenzirkusfestival, Bremen (D)
FNAS / Federazione Nazionale Arte di Strada – Rome (I)

Partners and Supports:

Public Boards and Institutions:

Regione Marche (I); Provincia di Fermo (I)
Senator für Kultur Bremen (D); Ville de Namur (B)
Ville de Arles (F); Ville de Barcelone (E)
Province du Limbourg (B); Conseil Général de l'Essonne (F)
Ville de Luxembourg (LUX); Comune di Monterubbiano (I)
Comune di Moresco (I); Comune di Lapedona (I)
Comune di Porto San Giorgio (I); Comune di Campofilone (I)
Comune di Fermo (I); Comune di Ortezzano (I)
Comune di Falerone (I); Comune di Monte Vidon Corrado (I)
Comune di Servigliano (I); Comune di Grottazzolina (I)
Comune di Francavilla d'Ete (I)

Local Association for Cultural Promotion:

Associazione Pro loco di Campofilone (I)
Associazione Pro loco di Lapedona (I)
Associazione Pro loco di Ortezzano (I)
Associazione Pro loco di Petritoli (I)
Associazione Pro loco di Grottazzolina (I)

University:

Università degli Studi di Macerata
Facoltà di Beni Culturali (I)

Theatre Boards & Networks:

Bundesverband Theater im Öffentlichen Raum e.V. (D)
A.M.A.T. Associazione Marchigiana Attività Teatrali (I)
Artserv.net – network of performing art services (D)
AgitPolska e.V. (D)

International Festivals:

Ratataplan, Festival Int. d'Arte di Strada e Musica Etnica, Lessona (I)
Ass. Ultimo Punto – Festival Int. Artistiinpiazza, Pennabilli (I)
Ass. Ferrara Buskers Festival, Ferrara (I)
Mercantia Festival Int. del Teatro da Quattro Soldi, Certaldo (I)
Centar Za Kulturnu Animaciju, Ulicnih Sviraca Festival Novi Sad (SR)
Szárnyas Sárkány Festival - Nyírbátor (HUN)
Tuin der Lusten, Overijssel (NL)
Feta Festival, Gdansk (PL)
Internationaal Straattheaterfestival, Gent (B)
Spraoi Professional Arts Organisation - Spraoi Festival, Waterford (IR)
Bath Fringe, Bath (UK)

Coordinated activities of Universities involved.

Italy, Germany and Belgium are seats of co-organizers of OPEN STREET project.

In particular, Promotion des Arts Forains is the institution for the promotion of urban show in Namur, city of Wallonia, and known to be responsible for this major festival of sector in Northern Europe.

Namur is a city of about 100,000 inhabitants, capital of Wallonia province and Catholic bishop's seat. It is located at the confluence of Meuse and Sambre rivers. The center was built with military purposes in the Merovingian era to guard the valley of the Meuse: the city's main monument is the cathedral of Saint Aubain; between 1751 and 1763 it adopted its present neo-classical structure (it holds a number of paintings by Jacob Jordaens and Anton van Dyck);

Also important in the Musée des Arts Anciens du Musée Namurois and Archéologique. The fort ramparts guarding the Sambre (the Citadel), the scene of many sieges, still retains traces of great military engineers like Vauban and Menno van Coehoorn. It is now converted into a park.

The festival in Namur

It starts in 1996 with the aim of highlighting the best of contemporary creativity, at national and international level, inspired by the history of theatre and circus performers in the streets, and related to cross-disciplinary and international character of the theatrical languages. Since then, the festival each year fills the center of Namur in four days holiday of Ascension, in May.

The festival has an average audience of 150/180.000 people per edition (90% from Belgium and 10% from other European countries). In total, so far, the festival has seen the presence of nearly 400 companies from over 30 countries, performing more than 5.500 shows, of which over 200 were national premieres and 50 world premieres. The various editions have welcomed thousands of visitors and hundreds of journalists and photographers from many Europe and non-European countries. For the realization of the Festival, each year the structure of "Namur en Mai" has three university interns, 120 temporary employees (fifteen of which receive vocational training), ensures the implementation and management of a theatrical workshop and organizes projects of theatre residences for new creations. As part of festival programme, conferences, international meetings, themed exhibitions and events are organized every year..

Scope of research at the University of Namur.

The working hypothesis, which is still not completely formalized by the Belgian study group, is to analyze the phenomenon of street art as a resource for creativity and a source of innovation. Innovative practices and creative solutions are the engines of growth of any community. How to define key terms such as creativity, innovation and culture? How do they interact each other? How can culture and creative ideas give pulse to innovation? Are art and business unmiscible like oil and water, or can they feed each other? Can the street art, so capable of inventive and communication, help people to unleash their creative and innovative, and be preparatory to the development of new routes even in the sector of production.

Bremen. Situated on the banks of the Weser, about 60 km far from Northern Sea, Bremen is the oldest German city-state, full of monuments and museums, as well as the second commercial port in Germany. With 554,000 inhabitants, Bremen is the capital of the smallest German state (Land Bremen). The city has a thousand years of history behind it: in the Middle Ages it was, like Hamburg and Lubeck, a free city, one of the centers of the Hanseatic League (a federation of cities in Northern Europe, from '300 to '600.) Between 1942 and 1944, 890,000 bombs were dropped on Bremen, causing the destruction of 85% of old town and the death of more than 3.500 people.

The Festival in Bremen

The story of "La Strada" Straßenzirkus Festival begins in 1992 with a formula of almost total self-management, in the ambit of a summer initiative of Associazione "Quartier" in favour of cultural activity. Organizers launched the idea of a meeting of street artists as pilot-project with the participation and Sommerbühne Kontorhaus (later Theaterkontor, the project partners of OPEN STREET). The festival, in the first two editions, took place in summer outside city centre, in the Kattenturm district. Since 1999, the festival moved to the city centre. It became the major initiative of the city Expo 2000 (with a ten-day program), also involving the main green areas such as the Wallanlagen public park.

The Festival, in recent editions, has maintained a program of four days, and developed a survey plan about the street art on international level; also it programmed shows-events capable to attract an audience of thousands of people, as well as small forms of show, in accordance to a model which is well consolidated also in Italy. The reference to the Italian popular forms of performing is also evident in choosing the title of the event.

Research objective - University of Bremen.

The stream of research driving Bremen students will be related to size of festival, seen as event capable of characterizing the cultural life of the community, and thus giving its contribute in shaping the cultural identity of same. The working group would be found within the faculty of Cultural Heritage; specifically, the course of "Culture Management" would be involved.

The proposal of study for the Italian group.

It could be undertaken in the ambit of the cultural heritage management: the relationship between urban entertainment, both in festival context or not, and enhancement of cultural heritage. In Italy whole town centres are considered urban cultural heritage. To have a monumental square alive, also thanks to the free performance on street, allows visitors to better understand its potential. In the ambit of festivals, it is possible to integrate the programming of the festival with guided tours.

The co-existence of professional activity carried by companies performing under contract in many organized events, together with massive "free" and non-commercial expressive activity is one distinctive character of the street show in our country.

The phenomenon of urban show "on hat", even in its impromptu and anarchic nature, has in Italy a considerable scope that characterizes the use of social spaces in major urban areas, even outside of specific cultural programming. This phenomenon, in the

most recent measures undertaken at various levels of government (municipalities, regions, central government) was considered significant "as a way to social gathering of the community, integration with architectural and monumental heritage and development Cultural Tourism "(Art.16 of Ministry Decree dd 12 November 2007).

We can find a significant example of implications of this approach to the phenomenon in what is happening in our capital. A draft resolution, willing to promote the free exercise of street arts in the historic center, was recently presented by the new administration of Rome. The measure sought respond to the mass of problems arising around this kind of activity, which counts massive and diverse users in many Roman squares. The basic idea of the administration was, nevertheless, to consider street art as a resource.

Exploiting the "natural" presence of the street show, and maximizing its presence district by district, the government has decided to extend the pedestrian paths of the old town, offering to visitors a more complete use of the historical and architectural heritage, thus making the urban context vital and interesting at same time.

Basing on recent legislative action on the subject, also undertaken by the regions, it is important to understand the real extent of the phenomenon of the free street performance and its bearing on social life of cities, as well as the level of enjoyment of city cultural heritage: this could be an interesting starting point of work, fully matching the objectives of OPEN STREET project, and which - due to different urban and cultural characteristics - can hardly have the opportunity to be understood in the other cooperating countries.

Another, very Italian aspect, is the kind of cultural initiatives involving urban centers. Festivals of street arts are born and flourish in our country, especially in small historic towns, whilst in Europe they are mainly qualified as main cities phenomenon. This difference is certainly due to peculiar history of our country that, from the birth of the municipalities and through the courts of Renaissance, has always been characterized by the presence of spread and disseminated "cultural districts" . Analyze this diversity through the sight and investigation instruments of researchers, means giving to territory administrators a significant contribution of ideas aiming to establish new and effective strategies to promote it.

Timetable

The start of the study plan could be evolved from June 2011. It would foresee the mobility of a limited number of students, in summer period, to other seats of the European Forum. Regarding data processing, the program would be developed between autumn 2011 and spring 2012, with a final trip to Belgium on early June of 2012 and the subsequent publication of research results within the closure period of project activities. The coverage of travel and hospitality costs for students would be granted by project partners of festivals.

