

ARTIVAL

RECONNECT

NORDIC 2023



We are happy to share some
of the finer details about
ARTIVAL RE:CONNECT
with you here ... ENJOY!

What is ARTIVAL?

- ARTIVAL is **an sustainability oriented arts festival** that spotlights multilingualism, and cultural and ethnic diversity within the arts and culture sector. Similar to the widespread understanding of how culture evolves, there are elements of ARTIVAL that are **fixed**, rigid and path dependent, and at the same time **fluid**, permeable and prone to change.
- ARTIVAL reimagines the boundaries of the classic arts festival: **artists, the artistic process and advocacy are the primary focus**. While maintaining relevance and high quality standards, the artworks, materials produced and the audiences who bear witness are secondary.
- ARTIVAL happens in **multiple locations over an extended period of time**.

MISSION

To strengthen ties between Nordic arts and culture stakeholders, expand opportunities for the active participation of ethnically and linguistically diverse artists and cultural workers, and facilitate inclusive, socially conscious artistic collaborations that inspire discussion and further actions towards cultural belonging for all across the Nordic Region.

VISION

The co-creation of sustainable societies where all members can thrive, are heard and seen, and feel a sense of belonging among the arts.

Fixed elements

- **Process, production, pay**
- **Collaboration & networking**
- **Sustainability & human rights**
- **Knowledge production & advocacy**
- **Exposure & promotion**

Fluid elements

- **ARTIVAL is a responsive process and series of events that evolves in line with the capabilities and capacity of the partner organisations.**

This flexibility allows ARTIVAL to reflect the diversity that exists among arts and cultural workers as well as among arts institutions. It also contributes to the goal of leaving no one behind, while appreciating the value—for society at large—of bringing together diverse organisations whose leadership and members are equally diverse, many of whom face similar challenges and barriers to the people we work for.

- **ARTIVAL is adaptive in space and time.**

ARTIVAL lays the ground for intra-national experiences, learnings and relationship building over the course of a year, with an element that resembles a classic festival format, but with a twist that is defined by the participating partner organisations.

In 2022-23, for instance, the (proposed) ARTIVAL finale opens in Helsinki and then moves consecutively through Bergen, Reykjavik and Malmö ending with a week of events in Copenhagen.

ARTIVAL /SDGs

ARTIVAL commits to leaving no one behind and addresses:

Goal 10: Reduce inequalities

Goal 11: Sustainable Cities and Communities

Goal 17: Partnerships for the Goals



Of the ten **targets** set out for states to address, ARTIVAL aims to:



1. By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average
2. By 2030, empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
3. Ensure equal opportunity and reduce inequalities of outcome including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

1. The arts sector is notorious for underpaying artists. Through applying for funding and seeking support from local, national and supra-national bodies, artists and cultural workers will receive a decent honorar for their participation.
2. The lack of diversity and within the Nordic artscaapes is a challenge. By collaborating with interest organisations, we aim to include and represent a broad cross-section of audiences, artists and cultural workers for each program.
3. Barriers to entry including language, physical accessibility and structural discrimination are behind some of the discriminatory practices that many artists face in the Nordic artscaapes. ARTIVAL is a vehicle for artists to gain better access to opportunity through its human rights approach, as well as through the networking opportunities provided.



Of the ten **targets** set out for states to address, ARTIVAL aims to:

1. By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries
2. Strengthen efforts to protect and safeguard the world's cultural and natural heritage

1. The Nordic artsclapes persist in being exclusive and increasingly less sustainable as they fail to reflect the changing characteristics of society, or represent the people in it. By virtue of its existence, ARTIVAL provides possibilities for a wider cross-section of artists and the general public to achieve participatory settlement.
2. The Nordic artsclapes continue to cling on to the notion that the art produced in the region, and thus its cultural heritage, is blond-haired and blue-eyed. Through its existence and actions, ARTIVAL advocates for the recognition of artists of non-Nordic origin as contributors to the cultural heritage of the region.

Of the five **targets** set out for states to address, ARTIVAL addresses multi-stakeholder aspects of the **systemic issues by aiming to:**



1. Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries
2. Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

1. Many of the migrant-led initiatives in the artscares of the Nordic region are small organisations with limited capacity. ARTIVAL takes a multi-stakeholder approach in order to mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all the participating countries.
2. ARTIVAL aims at having effective civil society partnerships and collaborations with both public and private sector institutes and organisations. In the development process, we are building on the experience and resourcing strategies of our partnerships.

ARTIVAL

R=CONNECT

NORDIC 2023

A call to reconnect

*Inspired by a reading of Noreena Hertz best-selling book:
The Lonely Century - A Call to Reconnect*

Even before COVID19, human beings across the globe have been in an acute state of loneliness. As we slowly emerge from two years of being in and out of lockdown, we enter into a new state of alert with the onset of war and the global social and economic disruption that it brings.

With ARTIVA RE:CONNECT we are sending out A Call to Reconnect - to our humanity, to our bodies and inner feelings, to our families, to our communities. But how? What choices will we make? Will we do things differently? What role and how much space will technology take and give? These and many more questions will be asked and explored through artistic collaboration and production across the national borders of the Nordic region.

STAKEHOLDER ENGAGEMENT

	PROCESS, PRODUCTION & PAY	COLLABORATION & NETWORKING	SUSTAINABILITY & HUMAN RIGHTS	KNOWLEDGE & ADVOCACY	EXPOSURE & PROMOTION
ARTISTS	The artists will primarily be selected through an Open Call. Decent financial and time resources (according to established local standards) are allocated to support their artistic process, and production during AN23	AN23 presents opportunities for artists to network with local, national, international and supranational stakeholders. This can potentially introduce the partners to new perspectives and new opportunities for fruitful collaborations.	With a primary focus on ethnic & linguistic diversity, we remaining open to all. AN23 collaborates with different interest organisations in order to ensure accessibility for all.	Through participation in residencies, workshops, dinners, and networking events artists have the opportunity to exchange and generate new knowledge about their practice and the pros and cons of their working life. The input from artists is crucial to AN23 and will be included in the materials developed during and after the evaluation process.	Participating in a Nordic project gives all artists exposure across the region, as well as in the home/host country. This can potentially create new opportunities for the artist
CULTURAL WORKERS	Cultural workers from different sectors will be invited to exchange knowledge and discuss artist remuneration.	AN23 presents opportunities for a broad range of cultural workers to network with local, national, international and supranational stakeholders. This can potentially introduce the partners to new perspectives and new opportunities for fruitful collaborations.	AN23 offers culture sector workers the opportunity to share and acquire knowledge on applying ESG (economic, social, governance) due diligence in their own organisations and project development.	Through organising programs and participating in, workshops, dinners, and networking events and the festival program, cultural workers have the opportunity to gain new knowledge on the situation of multilingual artists with diverse backgrounds, and regarding inclusion and exclusion within the arts in general. The new knowledge gained will be shared via the materials developed during and after the evaluation period.	Participating in a Nordic project gives all cultural workers exposure across the region, as well as in the home/host country. This can potentially create new opportunities for collaboration and funding.
PARTNERS	The partners form a part of the precariat. Through AN23 we explore the sharing economy and alternative ways to achieve economic sustainability. We are documenting our process and seeking funding to partially cover our salaries for executing the work of AN23.	Partnering on AN23 expands our small organisations networks significantly which increases the possibility of doing more collaborative projects, pooling resources, networking, and sharing more knowledge that will contribute to achieving our mission and vision for our organisations, society and the Nordic region.	Partnering on AN23 confirms and bolsters each organisation's commitment to not only not leaving anyone behind, but also co-creating conditions for people to thrive. Through the planning and execution of AN23, the partners contribute to DEIB (diversity, equity, inclusion and belonging) agendas locally, nationally and cross-nationally.	Working together on AN23 gives all partners a deeper insight into what is happening in the "other" Nordic countries; an opportunity to share good practices, strategies for advocacy work, funding/financial sustainability etc.	Partnering on a Nordic project gives all partners exposure across the region, as well as in the home/host country. This can potentially give the organisations advantages when it comes to local funding, legitimacy and standing.
AUDIENCES	There will be actions and events that will feature a co-creation and audience engagement approach. The audiences will comprise of other creatives, cultural stakeholders, and wider society including ethnically and linguistically diverse populations.	At all events, the audience will have the opportunity to interact with one another as well as the artists and creatives.	AN23 is an inclusive happening. Thus audiences with characteristics protected by UN conventions (e.g. persons with disabilities, ethnic minorities, indigenous persons etc.) will be actively targeted by collaborating with specific interest organisations. AN23 will adhere the principles of universal design in its planning and execution.	Audiences, including policy makers and key decision makers in the arts and culture field, will gain knowledge on DEIB, multilingualism and the artistic process through attendance at events and also through our social media, publications, videos and blogs.	AN23 website will provide prospective audiences with hashtags and our public relations and communications strategy.
DECISION MAKERS*	AN23 highlights the needs of creatives to be able to thrive, that is, live, work and feel that they belong in the region in a sustainable manner. AN23 invites decision makers into dialogue and make visible the work they do and their commitment to creative and social entrepreneurship.	Collaboration and fostering regional partnerships with decision makers at on all levels.	AN23 creates a platform for decision-makers to contemplate their engagement with sustainability and human rights in the arts and set new goals for the future.	Opportunity to accumulate knowledge and thus gain a better understanding of the situation of linguistically, culturally and ethnically diverse artists. Understand the gaps and areas that need attention.	Exposure in all 5 Nordic countries, reaching new audiences
SOCIETY	AN23 showcases the visible and invisible work of artists, creatives, and civil society organisations who sustain societies needs for art and culture on a daily basis and are particularly important/necessary during harsh times. It gives the opportunity to give back and show appreciation for the work of creatives, and gain knowledge of contemporary practices in art & culture.	AN23 recognizes that any community is only as strong as its weakest link. The growth and ethical value of a community depends on how it sustains those in need at any given time. Through collaboration and effective networking, AN23 will provide a platform for all to connect and learn from one another across nationality, ethnicity, social class, age and gender.	AN23 takes a holistic human rights-centered approach to sustainability in order to foster long-lasting social cohesion.	As well as producing multi-disciplinary events that will be advertised through social media, the website and via , AN23 shall disseminate knowledge by producing materials in different formats to be shared widely throughout the year following the events.	AN23 shall seek out both mainstream and alternative, niche media channels in order to impact a broader cross section of society.

Virtual Lecture Series

June 2023

Lecture Series in collaboration with Nordic institution (to be confirmed) for staff, volunteers of partner & general public. Live & Recorded. Locations TBD.

- A Call to Reconnect (special guest Noreena Hertz)
- Financial Sustainability in the arts (special guest from UK or Ireland)
- Human Rights and Anti-Discrimination (special guest Ninho, IMMART & Freemuse TBC)
- Conducting Political Advocacy (special guest GAP)
- Writing Process and Practice (special guest NOXLIT & Northing)
- Curating Across Cultures (special guest Reykjavík Ensemble)

Monitoring & Evaluation

In order to achieve holistic and less-biased results, the monitoring and evaluation will be conducted by:

- **The partner organisations** - each organisations activities will self-evaluate
- **Human rights due diligence experts** - IMMART will conduct a human rights impact assessment (HRIA) in line with the United Nations Guiding Principles on Business and Human Rights. The assessment will go through quality control with a human rights due diligence experts. A HRIA report will be generated from the data collected using the online assessment tool CSR Cloud (see www.csrcloud.com). The policy commitment and HRIA report will be accessible to the public via the project website and the partner organisations websites and SoMe channels.
- **IMMART** will produce a freely available project brief containing highlights from ARTIVAL RE:CONNECT that will be published on ISSUU, as well as the formal project reports for the funders.

Thank you for your time & interest

We look forward to seeing you or hearing from you

All the best from

The ARTIVAL RE:CONNECT
partner team

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