

Partner search

Culture sub-Program

Strand/category	1 small scale (project leader and at least two other partners) or 2 large scale (project leader and at least five other partners)
Deadline	October 3rd, 2018

Cultural operator(s)

Name	E/ART/H
Short description	<p>E/ART/H is about interaction between nature & culture. The project brings a new audience to nature and also culture to the familiar public of the open space.</p> <p>Art will be integrated in the nature and landscape. The history, identity and characteristics of the landscape or region will form the inspiration for the artist(s). The initiators of this project are the four Regional Landscapes (RL) in the Province of Antwerp. Each RL has a typical landscape and identity: 'De Voorkempen' is a green area in the northwest of the province with castles and forests, 'Rivierenland' is the water-rich region in the southwest of the province, 'Kleine en Grote Nete' is the hearth of the Campine with its typical nature and agriculture, 'Schelde-Durme' is the region situated along the two rivers between the cities of Antwerp and Ghent. The E/ART/H project wants to develop the open space and make the different landscapes and regions visible and specific.</p> <p>The E/ART/H project is a strategic execution of the new Flemish and European (spatial) policy. It is an answer to an integrated approach, a stronger urban-rural relationship and it will retain and strengthen the regional identity and cultural diversity.</p> <p>The project will also have other benefits, for example: it will increase the support for landscape and nature care in general and the project will also have an indirect effect on psychological and physical health.</p> <p>In the first place, the project aims for visual arts: land art, sculptures, painting, photography ... but also wants to open up other artforms, for example performance arts such as music, movies, theatre or dance.</p>
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Project

Field(s)

Art, Culture, Heritage, Nature, Landscape

(with e.g. Context, Objectives, Impact/results, Activities, Targeted public...)

Context:

The prediction of the global population growth states that in the future more and more people will live in cities. This urban growth causes a big pressure on open space, landscape and environment.

The Flemish government provides a new space policy plan (BRV) with concrete block (betonstop) to make a difference: no new open space may be sacrificed for development, this action is urgent and much needed to address fragmentation and sealing of open space.

The 'concrete blocking' solution is noble but in fact the majority of the Flemish people are not interested. Despite scientific proof that open space is crucial to live and relax, nobody cares and continues to build new houses in rural areas and queue up in traffic.

It is important that people who live in concentrated areas in urban areas stay connected with nature. It is a concern that appeals to everyone. That is why open space needs Art, a positive story that increases accessibility, creates an experience and stimulates the mind.

Description

Regional Landscapes (RL), the initiators of this project, are responsible to preserve and improve the landscape and to increase support for nature, heritage, recreation and landscape. The RL cooperate with everyone who is active around nature and landscape (governments, environmental associations, hunting organizations, tourism associations ...). There are four RL in the Province of Antwerp, each RL has a typical landscape and identity:

- RLDV. De Voorkempen, that is a green area in the northwest of the province of Antwerp. Castles with parks, vast forests, heaths and agriculture alternate (www.rldevoorkempen.be).
- RLRL. Rivierenland is the water-rich region in the southwest of the province of Antwerp. The rivers Rupel, Dijle, Nete, Schelde and Zenne are blue wires who determine the landscape (www.rlrl.be).
- RLKGN. Kleine en Grote Nete is the heart of the Campine with its typical nature and agriculture (www.rlkgn.be).
- RLSD. Schelde Durme is the region situated along the two rivers between the cities of Antwerp and Ghent (www.rlsd.be).

All kind of artists or groups who can make a work of art are welcome, there are two requirements:

- the open space needs unique characteristics, preferably valuable landscapes with high natural resources or exceptional heritage.
- there must be an inspiration or connection with the history, identity and characteristics of the landscape or region.

Objectives:

The project preserves multiple services and purposes:

1) Audience development/engagement

- Art brings a new audience to nature and also culture to the familiar public of the open space, the nature lovers.
- Art in open space brings people together (see further, targeted public)

2) Regional identity

- The art work will be inspired on the history, identity and characteristics of the landscape or region.
- Art makes different landscapes and regions visible and specific.
- Maintaining and strengthening regional identity and cultural diversity in the light of globalization.

3) Recreation and promotion

- Visitors discover unique and new rural and natural places they have never seen before.
- Art makes nature accessible for visitors, important remark is to seek a balance for recreational shared use in vulnerable nature.
- Art combines perfectly with bicycle and walking networks.
- Art is the perfect leverage to promote new (touristic) projects to a large audience.
- Art can be integrated as a symbol for large landscape and infrastructure works (for example the Sigmaplan, construction of natural flood control areas in the river valley of the Scheldt).

4) Another perspective

- Visitors can experience open spaces from another artistic view and at the same time the Art will draw attention to the need for green and stimulate the awareness for climate change.
- Art integrated in the landscape offers another experience than art in a museum or park, also the accessibility is wider.
- Increased public support and broadening of the open space.
- Art provides a different dimension of the landscape and stimulates the mind of the visitors.
- Art on location dialogues in a formal and intrinsic way with the environment. Art provides a different look at the environment, look at everyday objects from a different perspective.
- Art will be inspired on the landscape, it can take different shapes: visual arts, performance arts ...

5) Integrated approach

- Nature meets culture.
- The project guarantees a stronger urban-rural relationship.
- Art as an answer for accessible open space in an urbanized Europe. The Flemish region is one of the most urbanized regions.
- Multifunctional design of the open space, reuse of open space.

- The integration of art makes the open and public space more accessible and promotes recreational shared use of blue-green ecological networks and it will attract attention for biodiversity
- Art integration is an important link, a unique way to give meaning to an environment and to increase the recognisability of the landscape and open space.
- There will be a certain effect on psychological and physical health. Art has an influence on people, it will stimulate the mind.

6) Sustainable project

- The project increases support for nature and landscape care
- Art will be produced with environmental/sustainable materials.
- Preferably use of regional/recuperation materials or waste.

7) Strategic project: single or multiple and short or long term

- The project can be a single Art region-specific project and a specific quick win on short term. Nobody benefits in from long-running processes such as The new Flemish Space Policy Plan (BRV), there is a need for action.
- The project can be a multiple project as well. The goal is to have art in all four Regional Landscapes in the Province of Antwerp, in this way art can clarify the diversity of landscapes and regions. And at the same time bring unity.
- On the long term the Art project can be developed as a festival or art network (for example pit-z33 in Limburg, Beaufort at the Flemish coast, Estuaire Nantes in France ...)

Impact/result

1. Organizing the team
 - a. Appoint a coordinator
 - b. Curator search
 - c. Call for artist or a team of artists (preferably young/unknown)
 - d. Meeting stakeholders, partners, sponsors
 - e. Visit similar projects
2. Plan of action
 - a. Choose location for the art project(s)
 - b. Determine theme(s) and type(s) of art
 - c. Estimate of costs and income
 - d. Timing
3. Start assigning art project(s)
 - a. Project professional artist(s)
 - b. Parallel project for (art)schools and children
4. Promotion and communication
 - a. Build project website, app
 - b. Elaboration catalog, map, route
5. Inauguration and opening
 - a. Official opening with the government and deputy ministers
 - b. Combination with event, activity, party, festival ...
 - c. Launch website, app
 - d. Distribution of catalog, map, route ...

Targeted public

1. city dwellers
2. nature lovers
3. museum visitors
4. international tourists
5. families
6. children
7. artists
8. (art)schools
9. youth movement
10. elderly
11. people with disabilities
12. local communities
13. companies

Activities

- Inauguration and opening of Art with event, activity, party, festival ...
- Guided bike and walking routes
- Visit art projects with schools, youth movement and children

Partners searched

Countries

(or region)

e.g. Museum, Cultural Centre, University, company...
or a specific know-how/experience....

**Landscape organization, Museum, Cultural Centre, Curator,
Artist(s), (Art)schools, Youth Movement, Company sponsor ...**

Profile

1. Local: Regional Landscapes in the Province of Antwerp
(accomplished)

2. Belgium: other Regional Landscapes in Flemish Region or similar
organizations in the Walloon Region and Brussels.

3. Europe: similar Landscape organization (responsible to preserve
and improve the landscape and to increase support for nature,
heritage, recreation and landscape).

Museum, Cultural Centre, Curator, young and promising international
artist(s), (Art)schools, Youth Movement, Company sponsor ...

4. Worldwide: -

Other

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