

# Partner search

## Culture sub-Program

Strand/category	European Cooperation Projects
Deadline	Expected November 2018

## Cultural operator(s)

Name and country	NNLE Propaganda, Georgia
Short description	<p>Considering the challenges and the opportunities of the Georgian contemporary cultural scene, a multidisciplinary initiative group established a not-for-profit, non-governmental organisation - <i>Propaganda.network</i> in 2014, committed to the development of contemporary (visual) arts. However, since that period and especially from 2017 onwards, organisation's multidisciplinary profile has resulted in developing the projects which delve into wider cultural contexts.</p> <p>The objectives of <i>Propaganda.network</i>:</p> <ul style="list-style-type: none"><li>● rising awareness about both: intrinsic and extrinsic values of arts;</li><li>● engaging international audiences in the Georgian contemporary art scene and facilitating transnational mobility of the artists and creative entrepreneurs;</li><li>● supporting interdisciplinary projects amongst the representatives of the arts world and the representatives of other fields, initiating the creation of experimental and new business models;</li><li>● providing critical analysis of the current art processes and initiating respective theoretical and practical research projects.</li></ul> <p>With this in mind, we work in two main directions: <i>Propaganda Studio</i> handles the practical activities initiated and supported by the organization, while <i>Propaganda Archive</i> deals with research-oriented projects.</p> <p>The brick and mortar office spans on two main venues (both in</p>

Tbilisi) and encompasses different studio-based concept spaces. The first building (80 sq.m.) contains the working space and a small-scale exhibition hall.

Another venue is at a newly developed multiplex - Stamba and contains:

**Stamba Open Studios & Residencies** – In collaboration with freelance curators and artists, *Propaganda.network* offers studio and residency spaces to national (amongst them, regional) and international artists for a fixed or flexible time periods.

**Synthesis** is a new business model dedicated to the experimental practices encompassing the people from different life areas. The outcome of the collaboration often results in developing new knowledge, concept, products and/or services.

**Museum** – The small-scale space hosts exhibitions of unique and peculiar objects and processes, reflecting artistic, technological, scientific, etc. achievements.

**Silk print and neon workshops** - Both studios are highly equipped and stand ready to provide all the facilities so that the consumers and artists have the opportunity to develop creative products.

In addition to the 'fixed' studios/workshops, additional space is given to a temporary propaganda-initiated projects and/or guest organisations, such as: an interdisciplinary, artistic organisation - **Obscura**; **Tbilisi Architecture Biennial**; **The Laboratory of Experimental Music and Sound**; **Radio-informational platform TEMPO** and the studio of a private gallery - **LC QUISSER**, etc.

On the internet, the organization carries out its activities via four major platforms (the Propaganda website – [www.propaganda.network](http://www.propaganda.network), contemporary art achieve – [www.archive.propaganda.network](http://www.archive.propaganda.network), blogpage; as well as various social network accounts.

In addition to different medium-scale projects, in May 2018 *Propaganda.network* organised a large-scale contemporary art exhibition – Oxygen ([www.oxygen.propaganda.network](http://www.oxygen.propaganda.network)) at Stamba.

For more information about the implemented projects, please visit our webpage.

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### Proposed Creative Europe project

Field(s)

Visual arts, Experimental art, Multidisciplinary art, Ecology, Science

Description

The global tendencies, such as rapid urbanisation and underestimating the long-term effect of protecting natural resources are twice as intense in developing countries, such as Georgia. Through turbulent political post-soviet history, the country has never had a chance to develop a firm green strategy and systemize the political will of sustainable development. Many years of experimental reforms on urbanization, profit-oriented initiatives and chaotic privatization has left Georgia face to face with concrete blocking, deadliest air pollution, no recycling system, severe lack of green zones and poor awareness and frustration of local population.

Considering the urgency of the matter, *Propaganda.network* came up with an idea to refer to the power of art and creative thinking in order to highlight the above mentioned issues and contribute to the optimistic development of this crisis scenario.

The goal of the project is to rise the awareness about the potentials of art, when intervened in wider ecosystem and mixed with natural resources (landscapes, natural elements and artefacts, scientific research outcomes, experiments, etc.) and vice versa, when some of these resources are placed in conventional and/or experimental artistic contexts and in constantly changing urban realities.

As an outcome of the project, we expect the stakeholders and civic society to be engaged in the process of alternative value creation when different fields collide.

The objectives of the project:

- facilitate transnational mobility of the artists, curators and the

representatives (activists, researchers, etc.) of the organisations oriented on ecological issues and facilitate knowledge and experience sharing to foster critical thinking;

- develop the platforms for initiating new business/collaboration models reflecting cultural and ecological conditions in situ and worldwide;
- build and train the audience for semi-artistic, multidisciplinary projects in order to creatively involve them in problem solving process.

Activities:

1. **Synthesis sub-project** - the aim of this edition of Synthesis is to engage artists and the representatives of the natural sciences in collaborative activities in order to develop innovative interdisciplinary research practices, concepts, products and/or services.

2. **Museum sub-project** focuses on researching, collecting and exposing unique and peculiar natural resources, rare traditional craftsmanship examples, techniques and inventions.

(e.g. the Georgian silk heritage, beekeeping practice, etc.).

3. **Magic Garden** - aims to develop experimental greenhouse in Stamba multiplex. The botanical ritual will be devoted to emergence and development of new plants and cultivation of rare breeds as well as medicinal plant crops. Experimental flora and herbalism of Georgian or many other folklores will be practiced in collaboration with the Tbilisi Botanical Gardens.

4. **Stamba Residencies and Open Studios** - In addition to the abovementioned studios/sub-projects, up to 3 studios (and respective accommodation facilities) will host international, national (amongst them regional) artists and the representatives of other fields who endeavour to help each other in order to develop eco-related experimental projects. Along with the Studios/residency spaces at Stamba multiplex, we aim to offer regional residency spaces around Georgia, especially in the areas with rich natural heritage with the support of our local partners, such as Svaneti Museum of History and Ethnography, Art Villa Garikula, etc.

As a consequence of the abovementioned sub-projects, we aim to launch the second edition of Oxygen festival (the first edition was held in May 2018, encompassing up to 35 international and national artists). The second edition will focus on eco-related themes and encompass the legacy of the interactions developed at Synthesis, Museum, Magic Garden and Residencies/Open Studios sub-projects.

The festival will provide large-scale exhibition programme in multiple venues in Tbilisi and beyond its borders. Moreover, following activities are provisioned in the frames of the festival week:

- Informal Symposium;
- Roundtable meetings with the stakeholders responsible for wider ecological condition, such as the representatives of the City Hall;
- Masterclasses & workshops aimed at training young art-activists, artists and other stakeholders.

### Partners currently involved in the project (if any)

Name of organisation and country

Potential Partners:

Tbilisi Botanical Garden, Svaneti Museum of History and Ethnography, The Museum of Jurassic Technology, Art Villa Garikula, Tbilisi Architecture Biennial, Multiplex Stamba and their tenants with varying profiles, Gallery LC Quisser, Tbilisi Silk Museum, The institutions of higher education, green movements, etc.

### Partners searched

Countries

Any

Ideally, potential partner organisation should be aimed at developing research-based, experimental, creative projects concerning ecological themes, social ecology and natural resources.

Desired competencies:

- organising small/medium scale exhibitions;
- managing international residency programmes and research projects.

What we expect from our partners:

- understanding the challenges of developing countries and their active interest in its cultural discourses in reference to the ecological and socio-economical dimensions.
- being able to host international artists and the representatives of the organisations committed to ecological themes;
- being able to offer artists and the representatives of the organisations committed to ecological themes for our residencies;
- contribute to the development of festival programming and be willing to cooperate in order to make the event transnational.

The past experience of being the beneficiary of Creative Europe programme would be an advantage.

Preferred profile

**Previous Creative Europe or Culture 2007-2013 programme experience (if any)**

Project name(s)

x

Role within projects

x

**Are you interested in participating in other EU projects as a partner?**

Yes	Yes
No	
What kind of projects are you interested in participating in?	Projects aimed at: transnational mobility of artists (e.g. residency programmes) audience building for contemporary arts (e.g. large-scale exposition events) (artistic) research practices (e.g. archiving)  Thematic priority: Ecology and interdisciplinary approach
<b>Other</b>	
...	Leader/Partner