



EUROPEAN
CULTURAL
FOUNDATION

- **CULTURE 2 COMMONS**
CROATIA - ZAGREB
- **LES TÊTES DE L'ART**
FRANCE - MARSEILLE
- **OBERLIHT**
MOLDOVA - CHIȘINĂU
- **PLATONIQ**
SPAIN - BARCELONA
- **KRYTYKA POLITYCZNA**
POLAND - WARSAW
- **SUBTOPIA**
SWEDEN - STOCKHOLM

IdeaCamp

connected action for public space



www.ideacamp.fr
23-25
OCTOBER
2014
MARSEILLE, VILLA MEDITERRANÉE

programme



Région
Provence
Alpes
Côte d'Azur

VILLA
MÉDITERRANÉE

LES TÊTES DE L'ART



médiation artistique

Meet **the team**

As well as the speakers, facilitators, members of the hubs you can read about in the Idea Camp publication focusing on the ideas and thinking about public space, we would like you to meet the team of the Idea Camp 2014.



Sam Khebizi
Les Têtes de l'Art, Director



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Programme and Knowledge
Manager



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Anna Clemente
Graphic Teller



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Artist



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Head of Business Development
and Communications



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Online Curator and Digital
Advisor



Lise Mathol, ECF
Senior Communications
Officer



Gabriel Phamvan,
Les Têtes de l'Art
Communication

Citizen media

O2zone • Sabrina Baldacci • Agnès Maury • Nicolas Louvain • Luc Sarlin • Antoine Dufour • François Cerioni
TV du 3ème • Florian Couraud • Loudice Gourmelon • Livia D'Orío • **Fréquence Mistral** • Bernard Gillet
Le Ravi • Sébastien Boistel • Clément Chassot

Welcome to the Idea Camp, bienvenue à Marseille!

ECF, Les Têtes de l'Art, La Villa Méditerranée and La Région Provence-Alpes-Côte d'Azur are very happy to welcome you in Marseille for the very first edition of the ECF Idea Camp.

Working closely with the six hubs of the Networked programme - Connected Action for *Public Space*, namely Culture 2 Commons in Croatia, Les Têtes de l'Art in France, Oberliht in Moldova, Platoniq in Spain, Krytyka Polityczna in Poland and Subtopia in Sweden, we have developed a programme of activities around the issues of public space.

Participants from 23 different countries, from across the EU as well as from neighbouring regions, including the Arab Mediterranean region, Russia, Turkey, Ukraine and the Western Balkans, are joining the Idea Camp in Marseille, to get inspired, to exchange knowledge and to set up exciting new partnerships.

Follow Ideas on Wheels, relax in the Idea Spa, get inspired by Idea Talks, learn and share in Workshops and Knowledge Stations, work collaboratively in Media and Artistic Labs...

... this Idea Camp is yours to experience, enjoy and hopefully develop your ideas further.

Katherine Watson, Director ECF

Sam Khebizi, Director Les Têtes de l'Art

Vivian Paulissen, Programme and Knowledge Manager, ECF



Région
Provence
Alpes
Côte d'Azur



CULTURE 2 COMMONS

Platoniq



krytyka polityczna

SUBTOPIA®

Session Descriptions

IDEA CAMP DAILY



Location	Amphitheatre (level -2)
Description	Every day a FRESH start with some reportages from our media partner O2zoneTV. What's happening on the grounds of La Villa Mediterranee?
By	O2zoneTV (F) in collaboration with the Idea Makers
Time	Daily at 9.30 am

INTRODUCTION SESSION



Location	Amphitheatre (level -2)
Description	Our presenter, "MC" Chrissie Faniadis, will guide us through the opening session of the Idea Camp and introduce us to the speakers, and will explain the collaborative spirit of the Idea Camp, run us through the programme and introduce all 50 Idea Makers
With	Katherine Watson (ECF, NL) Sam Khebizi (LES TETES DE L'ART, F) Facilitation: Chrissie Faniadis (S)
Time	Thursday 09:30 - 10:30

IDEAS ON WHEELS

This is the time to officially 'adopt' your idea trolley and develop your idea with the feedback of everyone involved, from Idea Makers to Idea Feeders! Get inspired and develop your Idea in collaborative 'think, meet and work' sessions throughout the three days. You're in the hands of a great and experienced team of coaches, provocateurs and matchmakers - your trusted mentors!

IDEAS ON WHEELS

The First Scenario



Location	Ideas On Wheels (level -2)
Description	50 Idea Makers write a scenario of their Idea, facilitated by our experienced coaches, provocateurs and matchmakers. In this first collaborative working session, tagging and grouping of commonalities between ideas will provoke conversations between peers and inspire matches.
With	Enric Senabre Hidalgo (PLATONIQ, E), Anders Lindgren (SUBTOPIA, S), supported by our Networked Programme partners and pitching coach David Beckett (NL). Facilitation and support from Chrissie Faniadis (S)
Time(s)	Thursday 11:00 - 12:30

IDEAS ON WHEELS

Think, Meet, Match, Work



Location	Ideas On Wheels (level -2)
Description	Continuation of 'The first scenario' session: group and peer-to-peer work to further discuss and develop the ideas, exchange knowledge and forge partnerships
With	Enric Senabre Hidalgo (PLATONIQ, E), Anders Lindgren (SUBTOPIA, S), supported by our Networked Programme partners and pitching coach David Beckett (NL). Facilitation and support from Chrissie Faniadis (S)
Time(s)	Friday 14:00 - 15:30 Saturday 10:30 - 12:30

IDEAS ON WHEELS

Prepare for IDEAS ON THE GO



Location	Ideas On Wheels (level -2)
Description	Now it's time to prepare for the final Idea presentations. How did your Idea develop? What else do you need? What are your next steps?
With	Enric Senabre Hidalgo (PLATONIQ, E), Anders Lindgren (SUBTOPIA, S), supported by our Networked Programme partners, pitching coach David Beckett (NL) and our media partner O2zoneTV (F). Facilitation and support from Chrissie Faniadis (S)
Time(s)	Saturday 14:00 - 15:30

IDEAS ON THE GO

Exhibition and conversation

Open to local participants Live TV show

Location	Ideas On Wheels (level -2)
Description	This final session will shed new light on the Ideas and the process of these three days. What matches have been made, what conversations do we need to have, what new notions of public space can we envisage? With an exposition and pitching of the ideas and a conversation with local participants, there will be a plenary conversation on 'the story' of the Idea Camp with Idea Makers, Idea Feeders, local participants and special invited guests.
With	50 Idea Makers , Enric Senabre Hidalgo (PLATONIQ, E), Anders Lindgren (SUBTOPIA, S), our media partners O2zoneTV (F), artist Aurelien Nadaud , pitching coach David Beckett (NL), graphic teller Anna Clemente (E), local participants, extra guests. Moderated by Chrissie Faniadis (S)
Times	Saturday, 16:00 - 18:00



LIVE STREAMING



AVAILABLE ONLINE

LUNCH, SPA, TIME

Open to local participants on Saturday



Location	Idea Spa (centre of level +3)	
Description	Enjoy the view and connect to Marseille in the lovely Idea Spa where we will have our daily lunch but also where we can relax and think about our ideas: lunch, relax, think, play, meet.	
Time(s)	Thursday & Saturday	12:30 - 14:30
	Friday	12:30 - 14:00

IDEA TALKS

Plenary sessions in which three “inspireurs” kick off every day with thought-provoking statements lasting half an hour: how are citizens and communities involved in shaping new notions of “public space” in the physical and the digital spheres? On Saturday, a special, fourth Idea Talk will take place specifically for local participants.

IDEA TALK

Why social protests do not become social movements?



Location	Amphitheatre (level -2)
Description	Occupy Wall Street and the Spanish protests of 2011 and 2012 made the same claim that the thinkers who make up the group Krytyka Polityczna and many other groups have been making for years: we need to analyze the absence of real political choice, as well as the lack of differences between parties in their economic policies. What has changed in the public spheres of Western liberal democracies that these social protests did not become social movements?
By	Slawomir Sierakowski , founder of KRYTYKA POLITYCZNA (PL), one of the hub partners in the networked programme of Connected Action for <i>Public Space</i>
Time(s)	Thursday 14:30 - 15:00



LIVE STREAMING

IDEA TALK

From urban recipes to collective architectures



Location | **Amphitheatre (level -2)**

Description | Prepare for the provocative story of an unconventional architect. Read his statement and wonder: *“All the urban prescriptions showed next are public domain and may be used in all its strategic and juridical proceedings by citizens who may try out do it. Recommends a full research on the different urban locations and situations in which the citizen may want to intervene. Any physical or intellectual risk produced by such interventions will be on each citizen account”.*

By | **Santiago Cirugeda**, architect and founder of RECETAS URBANAS (E)

Time | **Friday 10:00 - 10:30**



IDEA TALK

It's time for artists and citizens to re-appropriate the public space!

Open to local participants



Location | **Amphitheatre (level -2)**

Description | The internet and digital tools have transformed the traditional “public space” and have provided new paths towards citizenship and creativity. The dream of a “smart city”, where citizens would be actors and producers of a collaborative intelligence, is nevertheless facing the risk of the kind of global control and supervision that has been denounced by artists for a long time. Public space has always been a political space, so let's re-appropriate it!

By | **Antoine Beaufort**, consultant and producer of cultural projects, Director of ARSNOMADIS (F)

Time | **Saturday 10:00 - 10:30**



IDEA TALK

Artistic practices in Euro-Mediterranean public space

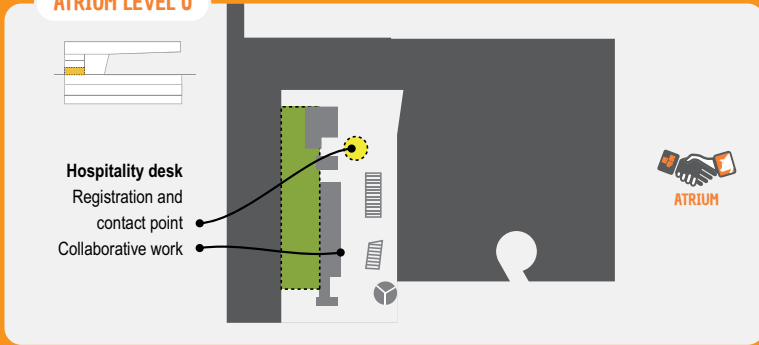
For local participants only



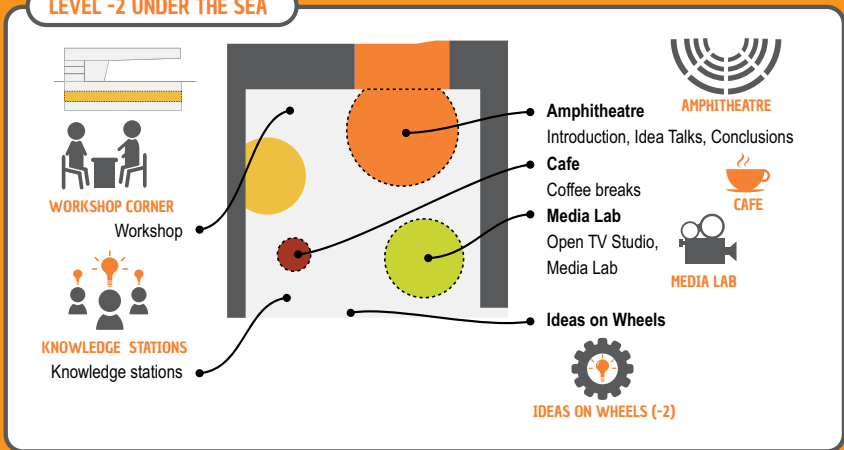
Location	Amphitheatre (level -2)
Description	Two projects, two testimonies about artistic practices in Euro-Mediterranean public space. What is the role of these two projects and their organisers in their work with communities?
By	Antoine Beaufort (ARSNOMADIS, F) & Mahatat Company (EG)
Time	Saturday 14:30 - 15:30

VILLA MÉDITERRANÉE

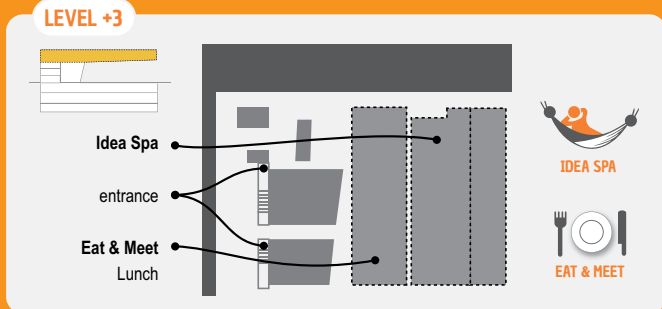
ATRIUM LEVEL 0










LEVEL -2 UNDER THE SEA









LEVEL +3



DAY 1	09:00	09:30	10:30	11:00		12:30			14:30	15:00
	 Registration at hospitality desk	 Welcome and Introduction to the 2014 IdeaCamp!	 Coffee Break	 Ideas On Wheels The First Scenario	Lunch, Spa, Time 			 Idea Talk Why Social Protests Do Not Become Social Movements?	Workshop How Can We Create A New Era Of Citizenship?	
Graphic teller Anna Clemente at work										

DAY 2	09:30	10:00	10:30	11:00		12:30			14:00	
	Idea Camp Daily Briefings for the day 	Idea Talk From urban recipes to collective architecture	 Coffee Break	Workshop How Can We Create A New Era Of Citizenship? 	Lunch, Spa, Time 			Ideas On Wheels Think, Meet, Match, Work 	Knowledge Stations 	Collaborative Media Lab Open Tv Studio 
Graphic teller Anna Clemente at work										

DAY 3	09:00	09:30	10:00	10:30		12:30			14:30	
	Registration for local participants at hospitality desk	Idea Camp Daily Briefings for the day	Idea Talk It's time for artists and citizens to re-appropriate the public space!	Ideas On Wheels Think, Meet, Match, Work 	Lunch, Spa, Time 			Ideas On Wheels Prepare for Ideas on the Go 	Collaborative Media Lab Open tv studio 	Collective Artistic Creation  
Graphic teller Anna Clemente at work										

00		16:30	17:00		18:30			
Workshop How Can We Create A New Era Of Citizenship?		Coffee Break Cafe	Workshop How Can We Create A New Era Of Citizenship?		Free time/dinner (own choice, per diems) Marseille			
Knowledge Stations			Knowledge Stations					
Collaborative Media Lab Open Tv Studio			Collaborative Media Lab Open Tv Studio					
Collective Artistic Creation			Collective Artistic Creation					

	Plenary & group work
	Subscribe
	Open to local participants

	15:30				18:00			20:00
Work	Alternative City Tour 1 Marseille			Getting back to the downtown free time getting to La Friche	Party & Dinner La Friche, Marseille			
	Alternative City Tour 2 Marseille							
	Alternative City Tour 3 Marseille							

	15:30	16:00		18:00	18:30	19:00	20:00
	Open to local participants						
Ideas		Ideas on the Go Exhibition & conversation					Dinner & Glocal Local Concert Dock des Suds, Marseille
local	Coffee Break			Coffee Break	Conclusions & Next steps	Drinks	
tics							

Marseille city-centre



ACCOMMODATION

- 1 Addagio Citéa Marseille Saint-Charles
23 Rue Honorat, 13003
- 2 New Hotel Saint Charles
(4 Allée Jean Gambetta, 13001)
- 3 Hôtel Asur
(24 Cours Franklin Roosevelt, 13001)
- 4 Le Ryad
(16 Rue Sénec de Meilhan, 13001)
- 5 Résidence Canebrière
(7 Rue Popere, 13001)
- 6 Hôtel Saint-Louis Marseille
(2 Rue des Résolètes, 13001)



EAT & MEET

- h Chez Claire
- b La Cantine du Midi
- z Les Grandes Tables de la Friche
- d Longchamp Palace
- e Latcho Tapas
- f Chez Noël Pizzeria
- g Sur le Pouce
- h Bar Marnolo
- i La Vieille Pelle
- k La Boccal
- l La Traitoria
- l Chez Sauveur
- m Equitable café
- n La Source de Jade
- o Los Dos Hermanas
- p WAAW
- q Vin sur Zinc
- r What's up ?
- s Santo Cachon



WORKSHOP, KNOWLEDGE STATIONS and COLLECTIVE WORK

Idea Makers subscribe to either a workshop, a collaborative Media Lab or collective Artistic Creation, or book an appointment at one of the Knowledge Stations.

Spread over two days, different Idea Feeders will work with you and answer your questions during these sessions

WORKSHOP

How can we create a new era of citizenship?



Location | Workshop Corner (level -2)

Description

The New Citizenship Project is founded on the belief that a new, more genuinely participatory society is ready to emerge – a society in which the primary role of the individual is the citizen, not just the consumer. Become familiar with the theory of the consumer as a moral idea, discuss what citizenship and public space really mean and explore how your Idea makes a difference

With | Jon Alexander (NEW CITIZENSHIP PROJECT, UK)

Times | **Thursday** 15:00 - 16:30 & 17:00 - 18:30
Friday 11:00 - 12:30

COLLABORATIVE MEDIA LAB AND OPEN TV STUDIO

Open to local participants on Saturday



Location

Media Lab (level -2)

Description

Sign up to work with our participatory media team of O2zoneTV! What influence does the media have on notions of public space? You will be involved in the making of the *Idea Camp Daily*, but also other (online) media by sharing, interviewing etc. throughout the three days

With

O2ZONE, TV du 3ème, le Ravi and Fréquence Mistral.

Times

Thursday 15:00 - 16:30 & 17:00 - 18:30
Friday 11:00 - 12:30
Saturday 10:30 - 12:30

KNOWLEDGE STATIONS

Open to local participants on Saturday



Location Knowledge Stations Corner (level -2)

Description Book an appointment in advance – and have a half an hour conversation with some special Idea Feeders in a small group with up to two other Idea Makers. They will be waiting for you, these people with a wealth of experience, skills, visions, expertise and interests. Ask them a question – make it concrete – and receive their personal and professional advice. On Saturday, you will get a chance to engage in conversations with local Idea Feeders too.

With **Platoniq (E)** – crowdfunding, crowdsourcing, commons, copyleft, co-creation
ECF (NL, Europe) – R&D grants, networked programme Connected Action for ...

Oberliht (MD) – advocating for changes in cultural policies, democratising public spaces, community organising, creating public space through cultural action, raising awareness for endangered public spaces, activism

Krytyka Polityczna (PL) – inclusive cultural education Anna Cieplak, Krytyka Polityczna cultural centre in Cieszyn

Citizen journalism, Agnieszka Wiśniewska, Krytyka Polityczna

Les Têtes de L'art (F) – neighbourhoods, collective artistic work, public space and arts events, community media, smart fr, smart-eu, social economy, informal education, “mutualisation”

Subtopia (S) – urban arts, super-local advocacy, community driven projects, social and cultural entrepreneurship, facilitated social-innovation

Culture 2 Commons (HR) – activism, hybrid cultural institutions, tactical networks, advocating for changes in cultural policies, community organising, protecting public space against corporate and political usurpation

Local organisations/experts (Marseille) on Saturday only:

Agence Leontodon (F) – sponsorship opportunities for local associations

FAIAR (F) – arts in public space

Time(s)

Thursday	15:00 - 16:30 & 17:00 - 18:30
Friday	11:00 - 12:30
Saturday	10:30 - 12:30

COLLECTIVE ARTISTIC CREATION

Open to local participants on Saturday



Location	Atrium (level 0, entrance hall) and Idea Spa (level +3)
Description	Come along to work with our special guest, who will be working with you on collaborative artistic practices! How can we change our notion of public space when working in a physical (or mental?) environment? You will be involved in a collective opportunity to create throughout the three days
With	Aurelien Nadaud (F)
Times	Thursday 15:00 - 16:30 & 17:00 - 18:30 Friday 11:00 - 12:30 Saturday 10:30 - 12:30

ALTERNATIVE CITY TOURS

Description	Come and discover the city by boat, on foot or on a bike. Our partners will pick you up at la Villa to help you discover Marseille from the inside. These alternative visits will enable you to rethink the neighbourhoods, the city, and the whole public space of Marseille in a different way. Proposed by local associations and led by inhabitants of the city, these tours will introduce you to the city in the spirit of the Idea Camp. We don't disclose the content of these urban tours but let us just assure you that each one is unique... Enjoy!
Time(s)	Friday 15:30-18:00

CONCLUSIONS & NEXT STEPS

Open to local participants



Location	Amphitheatre (level -2)
Time(s)	Saturday 18:30 - 19:00 In the presence of Mrs Aïcha SIF, Regional Counsellor, President of the Culture, Cultural Heritage and Tourism Commission

More people for more ideas!

Meet the artists, collectives and organisations that helped develop and build the programme of the Idea Camp locally.

Have a Taste of Marseille with...

Boud'mer

Boud'mer was founded in 2001 by a few men and women who strongly believed that the many pleasures of the sea should be enjoyed by everyone, no matter their age or social class. Together, they created a non-profit organisation to purchase and repair traditional wooden Mediterranean boats. Their goal was to make these boats easily accessible to members of the association. Boud'mer's motto speaks for itself: "The sea belongs to everyone". In less than ten years, they have composed a fleet of six traditional boats, have more than 200 members, and work with a network of non-profit organisations.

boudmer.org

CUMIN

CUMIN is an association proposing a selection of fresh, seasonal and quality products in order to make the treasures of Mediterranean cuisine accessible to all. They offer a wide range of vegetable pies, soups, sandwiches, salads and delicious desserts on or off their premises. Contact: Café des Méditerranée at la Villa Méditerranée.

Del Rio Community Centre

Del Rio Community Centre has been active for 50 years, thanks to the involvement of the residents of La Viste neighbourhood, and particularly Mr Del Rio. With its 900 members, the centre is located in a historically rich neighbourhood : from the Carnes cave dating back to the 12th century, the village and the tower blocks of the 1960s, recently rehabilitated, to today's private residences. It is equipped with all the services of a community centre, and now develops informal education activities, thanks to, notably, its new multipurpose room and a 4000 square metres' participative garden.

centresocialdelrio.pagesperso-orange.fr

Hôtel du Nord

Hôtel du Nord is a cooperative of residents in the Northern neighbourhoods of Marseille. Its social purpose is the economic valorisation of Marseille' heritage: to keep it alive and improve the lives of those who live and work in the city. The cooperative offers 50 Bed & Breakfast rooms, as well as urban walks to shed a new light on the cultural heritage of Northern Marseille. The walks are educational, astonishing, unexpected, bizarre, poetic, hair-raising, athletic, nonchalant, for the family, intimate and largely open to all participants.

hoteldunord.coop

Marco Polo

Local development project engineering is our core business. It enables us to launch, then run the different stages of a project: from the idea to its outcome. We give project management guidance to stakeholders from different professional sectors and fields who consider sustainable tourism as a lever for development, in France and at an international level. We offer relevant, innovative solutions which use touristic activities as local development tools.

marcopolo.asso.fr

Urban Walks (Trajectstory) by Image Son et Compagnie

Image, Son et Compagnie organises "walking journeys" for groups of people who want to discover the city from a new angle. One of its projects, *Trajectstory* is a web documentary about people who live and work in metropolitan areas. It takes viewers on a journey to the heart of a city, based on the personal narratives of local people and the history of local sites. We meet a set of people who represent the different ethnic populations, cultures and trades that make up the city. As immigrants speak of their families' past and background, we uncover aspects of a city's past, present and future.

urbanwalks.eu / baladesurbaines.eu

Proxi pousse

Created in 2009, Proxi-pousse was initiated by Célia Guerri. Her aim is to reduce the number of cars in Marseille city centre by offering different bicycle services: touristic rides, transport on demand, luggage service by cargo bicycles for hotels, delivery service for the 400 shopkeepers of Marseille City Centre, cultural events and festivals, advertising for the social economy sector and the city centre shopkeepers...

proxi-pousse.org

Citizen Media

Fréquence Mistral

As an independent, citizens' media, Fréquence Mistral is a local development actor on the territories it covers. With both its professional, salaried staff and volunteer animators, Fréquence Mistral can boast a surprising diversity in a complementarity way. They develop social, proximity information, in accordance with their missions set by the French audio-visual regulatory body, the Conseil supérieur de l'audiovisuel, together with a cultural diversity promoting the discovery of and support for creators. Their programmes contribute to the animation of cities and villages in the French Alps.



O2zone

At O2Zone TV, a community media located in Salon, we have the following objectives:

- make knowledge and information accessible for the people on the territory
- train and help human resources on the territory (representatives of non-profit organisations, policy-makers, volunteers, residents) appropriate audiovisual and digital production and participatory animation techniques.

Our strength is to produce and show participatory programmes involving the local population and actors.

o2zone.tv



Le Ravi

We are a satirical monthly newspaper distributed in the Provence-Alpes-Côte d'Azur region. Our conception of journalism is

of crossing sources and testimonies, and revealing undisclosed facts to get back to the fundamentals of the profession. For us, investigation is not just about describing current affairs, it is also about uncompromisingly deciphering the functioning of local life in all its aspects.

Unlike the mainstream media that works to appeal to their clients and advertisers, we find it healthy to keep a distance with the economic and political powers. As a monthly newspaper, we believe it is our duty to be impertinent, and we give great importance to cartoons to illustrate our articles.

leravi.org



TV du 3ème

A project managed by Les Têtes de l'Art. It's a people's media using audio-visual tools to promote citizen expression, TV du 3ème develops a social and democratic language, a medium to bring people together, involving them from conception to production to make short films. These films are born out of the concerns and preoccupations of the people.

teleparticipative.org



Colophon

Editing

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Proofreading

Vicky Anning

Design and layout

Martin Takken and Tom Zandwijken

Cover image

Erinc Salor

**The Hubs of the networked programme for
Connected Action for *Public Space* are:**

Culture 2 Commons: Alliance Operation City - operacijagrad.net,
Clubture Network - clubture.org, Right to the City - pravonagrad.org

Les Têtes de l'Art - lestetesdelart.fr

Oberliht - oberliht.com

Platoniq (Goteo) - youcoop.org, goteo.org

Political Critique/Krytyka Polityczna - krytykapolityczna.pl

Subtopia - subtopia.se

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www.culturalfoundation.eu



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- KRYTYKA POLITYCZNA POLAND - WARSAW
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IdeaCamp

connected action for public space

CULTURE 2 COMMONS



LES TÊTES DE L'ART



Platoniq

krytyka polityczna

SUBTOPIA^o



Région
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