

T	A	THREE ARTISTS
T	C	THREE CITIES

Conference

'Power of Spontaneity'

Thursday 27th of September 2012 | 09.30 - 17.00

Language: English

Moderator: Afaina de Jong

Location: Van Eesterenmuseum

Adress: Burgemeester De Vlugtlaan 125

Costs: € 25 (including lunch and drinks)

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Partners: Van Eesterenmuseum, AAmatters, Nieuw-West Fest, Nieuw-West Open, Studio West, Soul City Arts, Blackstone Architects, Casamemoire, R.U.A.-Reflexo on Urban Art, EAC-L'Boulevard, I Paint with Love

09.30-10.00

Coffee and tea | Sign up participants and selection of groups for the three main themes

10.00-10.30

Part 1

- Introduction of TATC and the agenda
- Introduction 'Nieuw-West' Open program
- Q&A with the TATC organization: experiences in Casablanca and Amsterdam

10.30-10.50

'Bottom up approach to architecture within (minority) communities in the UK'

Presentation Saquab Ashraf and Ike Ijeh (Blackstone Architects, UK): some examples and practices from bottom up architecture in the UK. The engagement of communities in the process of architecture and planning.

10.50-11.10

'Hay Mohammadi (borough in Casablanca) and its specific spontaneous character'

Presentation Aberrahim Kassou (Casamemoire, Morocco): architecture in Casablanca and urban development: modern architecture and urban development in 21st century in this notorious borough.

11.10-11.30

'Aerosol art and architecture from the artist's perspective'

Presentation TATC artists Benjamin Benrakad, Mohammed Ali and Martin Travers: mural paintings and influence on architecture and urban planning. A selection of some practices/examples. The aim is to consider aerosol art more sustainable and connected to its environment.

11.30-11.55

Open discussion: Q & A

11.55-12.00

Brief summary part 1 ; concluding remarks

12.00-13.00

Lunch break: time to network and continuation of the discussion around the table.

Part 2

Tour in Nieuw-West: Architecture, urban renewal and aerosol art in the Nieuw-West boroughs will be spotted. Three groups (green, red and blue) will make a tour and focus on different topics. The groups will be inspired and reflect on the above mentioned themes and prepare a presentation for the plenary session

Tour and Theme 1: Streetart, Graffiti and Aerosol art in less privileged areas and its communities

Streetart, Graffiti and Aerosol art have a strong impact in public space and in particular on communities in less developed urban areas. You find these mural paintings in many townships, favelas, banlieus in cities around the world and typical garden cities such as Nieuw-West. Sometimes the mural paintings have a highly decorative and colorful value and often you find voices of inhabitants represented on the walls. Since 2011 R.U.A. - Reflexo on Urban Art has painted different murals in Amsterdam as part of a big open air exhibition. Some of these murals are in Nieuw-West. R.U.A. is very experienced in making impressive walls. It has as its main objective to bring free art to anyone, in particular in less developed urban areas where people do not frequently visit museums or galleries. With recognized international artists and upcoming talents, R.U.A. wants to inspire the local people and give an impulse to local initiatives and creative youth entrepreneurship. R.U.A. will guide this group for a tour in Amsterdam Nieuw-West. (green group)

Tour and Theme 2: Aerosol art and policy making

Cities in the West are often known for their structured and strictly regulated methods towards urban planning. The consequence is that many spontaneous art is either illegal or embedded in regulated spaces for experiments. There should be more understanding about the position of the autonomous artist in the public domain and the artist should understand how a city is regulated and planned by the local authorities. This tour will focus on the aspect mutual understanding towards the role of policy making and spontaneous art. (red group)

Tour and Theme 3: Architecture and urban development

Since the late '90s a very comprehensive urban renewal program has been launched in Amsterdam Nieuw-West. The economic crisis slows down the process of renovation and transition of many districts in Amsterdam Nieuw-West. In some parts - such as the Dudokhaken - we found some very promising examples of the transformation of specific buildings and surrounding areas. Visual arts has a substantial contribution in this development. (blue group)

15.45-16.30

Part 3

Each group will share its experiences. They have time to prepare a short presentation about the tour and questions they have discussed with the group members. Also recommendations about the question how to foster the cooperation between aerosol art, urban planning and architecture will be presented from different perspectives.

16.30-17.00

Final debate with TATC artists, architect and policy maker

17.00

Drinks and snacks