

2015 Plzeň
European Capital of Culture

PILSEN CULTURE FACTORY WEEK

16 - 19 SEPTEMBER 2013

Pilsen - European Capital of Culture 2015 CORDIALLY INVITES YOU TO THE

„CULTURAL FACTORIES AND THE CITY“ INTERNATIONAL CONFERENCE

19 September 2013 / 10:00 a.m. - 4:30 p.m / former Světovar brewery, Sladová St.

„ARCHITECTURE AVAILABLE!“ INTERNATIONAL PHOTOGRAPHY EXHIBITION

19 September 2013 / 5:30 p.m / Smetanovy sady 2, in front of the Education and Research Library of Pilsen Region



ONE OF THE MAIN THEMES OF THE PILSEN-EUROPEAN CAPITAL OF CULTURE 2015 PROJECT IS FINDING NEW FUNCTIONS FOR UNUSED INDUSTRIAL BUILDINGS. WHAT IS A CULTURE FACTORY AND HOW CAN IT HELP THE CITY? HOW CAN IT BENEFIT CULTURE AND SOCIETY? CAN IT SERVE TO LINK DIFFERENT COMMUNITIES? WILL PILSEN'S SVĚTOVAR BECOME SUCH A CENTRE?

Culture Factory Week at Světovar in Pilsen offers the answers to these questions. **Workshops** led by Czech and international experts (people operating culture factories, officials from institutions that foster the development and use of technical heritage landmarks) present the know-how needed to successfully operate, financially manage and market culture factories.

This unique meeting of people bringing their experience from a number of European cities to Pilsen will culminate in the international **Culture Factories and the City** conference, which is being held as a part of **Vestiges of Industry 2013**, and will welcome architects, urban planning specialists and representatives from European culture factories. The conference is open to professionals and the greater public.

The international **Architecture available!** photography exhibition will show Pilseners successful models of former industrial buildings and sites that were transformed into important and, in many cases, world-renowned cultural centres with the support of the local community and government.

The event is supported by a grant from Switzerland through the Swiss Contribution to the enlarged European Union.

Special thanks: Michael Grädel, Rote Fabrik.

Partner:

Collaboration:

With support from:

Photographs for the exhibition were contributed by:



PROGRAMME:

16 - 18 SEPTEMBER 2013

WORKSHOPS AT SVĚTOVAR (limited capacity)

Primarily for current and future operators of cultural centres housed in non-conventional space, in English with consecutive interpreting into Czech. Detailed programme at www.plzen2015.cz

16 SEPTEMBER 2013 / 2:00 - 5:00 p.m.

HOW DOES ONE MANAGE AND FINANCE A CULTURE FACTORY? HOW TO FORGE LINKS WITH CULTURAL EVENTS IN THE CITY AND GOOD RELATIONSHIPS FOSTERED WITH THE STAKEHOLDER?

Rote Fabrik, Zurich; Kulturwerkstatt, Chur (tbc), Moderated by Roman Černík, Johan, o.s., Pilsen.

17 SEPTEMBER 2013 / 9:00 a.m. - 1:00 p.m.

BUSINESS MODELS FOR CREATIVE COOPERATION

How can the public and private sectors link up in reviving industrial heritage sites? How can civil society and cultural and arts associations get involved? Which models should be chosen and which work best? As a part of the European project CreativeCH.

18 SEPTEMBER 2013 / 10:00 a.m. - 1:00 p.m.

HOW DOES ONE ACQUIRE AND MAINTAIN A PUBLIC FOLLOWING? WHICH FORM OF MARKETING SHOULD BE CHOSEN? WHAT SORT OF PROGRAMMING IS THE PUBLIC ATTRACTED TO? HOW CAN ONE FIND OUT?

Rote Fabrik, Zurich; Kaserne, Basel, moderated by Roman Černík, Johan, o.s.

18 SEPTEMBER 2013 / 3:00-6:00 p.m.

INSPIRÁLA - FAST-PACED EXHIBITION OF STUDENT PROJECTS (AMU THEATRE FACULTY, UNIVERSITY OF ECONOMICS, CTU FACULTY OF ARCHITECTURE)

Science and technology as a source of inspiration for creating art. Design themes for industrial site transformations. Art in unconventional space.

19 SEPTEMBER 2013

CULTURE FACTORIES AND THE CITY INTERNATIONAL CONFERENCE

In English with consecutive interpreting into Czech, detailed programme and registration at www.plzen2015.cz

8:45 a.m. - 9:45 a.m. attendee registration

9:00 a.m. - 9:45 a.m. a guided tour around Světovar

10:00 - 11:30 a.m.

WHAT ARE THE ARCHITECTURAL AND URBAN ASPECTS INVOLVED IN CONVERTING INDUSTRIAL SITES?

Urban planning, architectural and political strategies that help sustain spontaneous cultural activities in industrial buildings and gradually transform the sites into important centres. Světovar, Helika architecture studio; Benjamin Fagner, Research Centre for Industrial Heritage, FA CTU Prague; Isa Stürm, Lokremise, St. Gallen; Grzegorz Piątek, Centrum Architektury, Warsaw.

11:40 a.m. - 12:50 p.m.

WHAT ARE THE SOCIAL ASPECTS OF THE EXISTENCE OF CULTURE FACTORIES IN THE CITY? ARE CULTURE FACTORIES VIEWED AS AN ALTERNATIVE AND FOREIGN ELEMENT, OR CAN THEY LINK UP WITH THE CITY'S CULTURAL AND SOCIAL INFRASTRUCTURE?

David Kašpar, Praha 14 kulturní; Tabea Michaelis, Basel; Bertram Schultze, Baumwollspinnerei, Leipzig.

2:00 - 3:10 p.m.

HOW CAN INDUSTRIAL SITES AND BUILDINGS BE USED? WHAT PROGRAMME STRUCTURE WINS OVER AND MAINTAINS THE PUBLIC'S LONG-TERM INTEREST WITHOUT LOWERING PROGRAMMING QUALITY? WHAT RISKS DOES THIS CARRY?

Pavel Štorek, 4+4 Days in Motion; Leo van Loon, Creative Factory, Rotterdam; Carlota Álvarez Basso, Matadero, Madrid (tbc); Bertram Schultze, Baumwollspinnerei, Leipzig.

3:20 - 4:30 p.m.

HOW DOES ONE FINANCE A CULTURAL CENTRE? IS ECONOMIC SELF-SUFFICIENCY ATTAINABLE? WHAT IS THE ROLE OF THE CITY? HOW TO SUCCESSFULLY LINK THE PUBLIC AND PRIVATE SECTORS AND ENSURE CULTURE FACTORIES ARE MANAGED SMOOTHLY.

Jiří Sulženko, Plzeň2015, o.p.s.; Thomas Keller, Kaserne, Basel; Carlota Álvarez Basso, Matadero, Madrid.

19 SEPTEMBER 2013

INTERNATIONAL PHOTOGRAPHY EXHIBITION ARCHITECTURE AVAILABLE!

The exhibition is a fleeting, but not random flight over several European cities. It documents and proves that with the support of the local community and government, successful models of former industrial building and site conversions may turn into important and often world-famous cultural centres. The examples highlight new attitudes taken by artists, architects, urban planners and society as a whole, in which abandoned sites become desirable, the maladaptive becomes suitable, old and worn out become new and promising. These are sites that radically reassess the relationship between tradition and the present in art and architecture. The exhibition does not aim to become an educational trail charting the cultural intelligence of neighbouring regions; rather it primarily supports the creative community in western Bohemia, which is striving to implement a cultivated, well thought-out transformation of the former Světovar Brewery into an arts centre of international importance.

Exhibition curator: Pavel Štorek