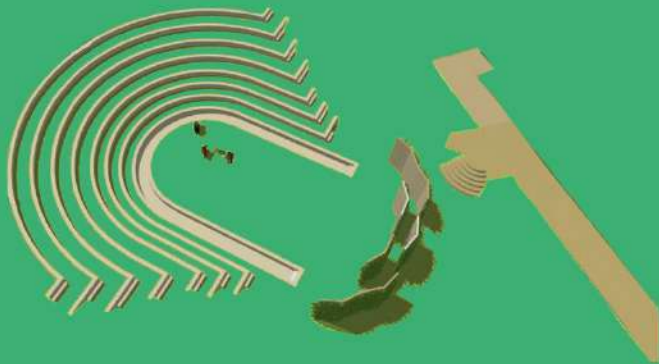


frei



luft

Camille Moreno
IRP-A
University of London, Goldsmiths
MFA Curating, part 1
2021

Index

1. Freiluft Project
2. Performance, Participation, Pedagogy
3. Schools and Parks
4. Event #1 Margaret McMillan Park
5. Social Component
6. Event #2 Goldsmiths Green
7. Mai Yamashita & Naoto Kobayashi
8. Event #3 Tempelhofer Feld
9. Heidi Lanino
10. Event #4 Hyde Park Speaker's Corner
11. Lilibeth Cuenca Rasmussen
12. Event #5 Mauerpark
13. Open Call
14. Event #6 Regents Park Rose Garden
15. Event #7 Hampstead Heath Stone of Free Speech
16. Jean-Francois Krebs & Temitayo Shonibare
17. Partners and Funding
18. Budget & Pie Charts
19. Bibliography

What is Freiluft Project?

"Freiluft" is the German word for "open air," and refers to something occurring outside.

Freiluft is a pop-up style event in open air. We occupy an urban, green space for creative interventions and foster creative dialogue. Freiluft promotes social inclusion, free access, and a positive environmental impact via collective interventions and community cohesion. The events embody informality, temporality, and adaptation to new spaces and modes of congregation.

The events include art making, performances, teaching, and idea exchange. Students and emerging artists are supported by a platform that highlights pedagogical mediation, participation, and public spectacle.

Inspired by the early "Unfairs" of the 1990s, devised by galleries in Germany excluded from the Art Cologne Fair, the event occurs as a satellite (official or unofficial) to larger events like art fairs, biennials, etc, in London and Berlin – Freiluft events highlight accessibility and inclusion, especially to passersby who were not necessarily invited or aware of the event beforehand. We want to facilitate the phenomenon of discovering something like art and performance in a familiar, safe environment like the park.

Goals and Objectives:

1. to engage the audience with public art that feels accessible, is outside, and can be happened upon. For this reason, each iteration happens in a different space. Different audiences in different neighborhoods/cities attend different versions. Artists may have special relationships to different parks across London and Berlin, whose narratives play into the interventions.
2. To enable students and emerging artists to develop relationships internationally with one another in an informal setting as well as build a patronage outside their immediate community.

Significance: In the post-pandemic landscape, it is invaluable to support an in-person event industry that is safe as well as provides people the opportunity to maintain contact and feel comfortable doing so. Urban dwellers rely on parks and green spaces to provide refuge and facilitate mental and physical health.

Project Plan:

A series of events will be executed in Berlin and London as well as online. Events will be scheduled to opportunist off a larger event, such as a fair, festival, or biennial. For example, events will occur concurrent to Berlin Biennale, Art Weekend Berlin, Berlin Art Week, Frieze London, London Fashion Week, and Gallery Weekend London. Contingent to public health guidelines.

2. Performance, Participation, Pedagogy

The Freiluft Project creates an environment where the viewer has the opportunity to become the producer. By engaging in our surroundings we facilitate the capacity and the appetite to learn. Spectators will become active participants by means of interactive elements that allow them not only to grow their intellectual capacity, but to expand their social dimensions. The social component is an opportunity for information exchange, shifting priorities away from a strictly product-oriented approach and toward an more experiential incentive that combines object and performance. Time-based works pay attention on the act of being present, wherein the learning happens through doing and “physical involvement is considered an essential precursor to social change.” (Bishop, 2006 p. 11)

The spirit of the event is not to quantify learning or art making, but to qualify the social interactions and the freedom granted by performance. Performance is an opportunity for political expression, emotional exploration, and societal intervention. It is imperative that the social component remain informal because the trust and experimentation fostered by informality will act as the foundation for creative thought. Participants have the freedom to guide the course of the event, both physically and theoretically. Picnics that accompany events are only partially curated, so as to leave space for the participants to influence the layout, activities, food, drink, and duration. The spectator's consciousness is put back into their hands, not only by allowing them to transform their own consciousness voluntarily, but also by facilitating an atmosphere where they can develop the confidence to do so.

The Freiluft events share a motive in that they posit the question of how much an experience can change people ; perceptions shift, relationships are forged, and we are not the same as we were before. How much change can potentially happen on a public scale, and what would that look like? What would be learned, and what would we be able to teach one another at the same time?

Schools and Parks

Berlin and London are home to art schools, a burgeoning population of young and emerging artists, and a significant public art presence. Another feature of both cities is their high density of parks and green spaces. The Freiluft project highlights the connection between a collective creative energy of a city, its public spaces, and the capacity to access green spaces outdoors. Art is encountered in the green space. A movement is growing that draws community members to green spaces. During the first year of the pandemic, it was one of the only places people were allowed to go. In surveying the abundance of festivals and culture events in parks, it is not enough to add to it, but also to contribute towards a positive environmental impact. For every event held, there will be a subsequent clean-up initiative, not only to be responsible for rubbish left over from the event but to leave the location cleaner than it was when we found it. Marketing efforts will focus on educating the public about sustainable environmental life practices in regards to parks and recreation, leisure, and art.

The chair of London Friends of Green Spaces Network has expressed a "rising concern about inappropriate commercialism creeping into what should be public and protected oases providing peaceful alternative to busy and often grey urban fabric." Instead of seeking to commercialize the initiative, the funds raised will go directly to supporting the careers of art students transitioning from the realm of study to professionalism. Established artists will act not only as leaders but also as teachers for the younger generation.

Target schools London: Royal College of Art, Royal Academy of Arts, Slade School of Fine Art, Goldsmiths, Chelsea College of Art, Camberwell College of Arts, Central Saint Martins, Kingston University (among others)

Target schools Berlin: Universität der Künste, Kunsthochschule Weißensee, Berlin Art Institute, School of Fine Art and Design, Bard College in Berlin, Esmod Berlin International University

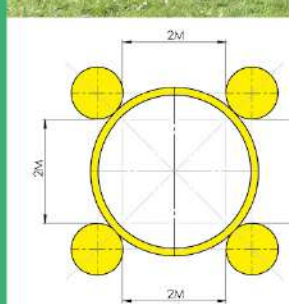
Event #1 Margaret McMillan Park Picnic & Performance, April 18, 2021

The first event in the series took place on an experimental basis as a practice run for future events. Included were four artists: Rory Beard, Paul Cocksedge, Tila Janosi, aka "Tildart", and Awesome Annie. The performances were accompanied by a picnic. Blankets were provided.

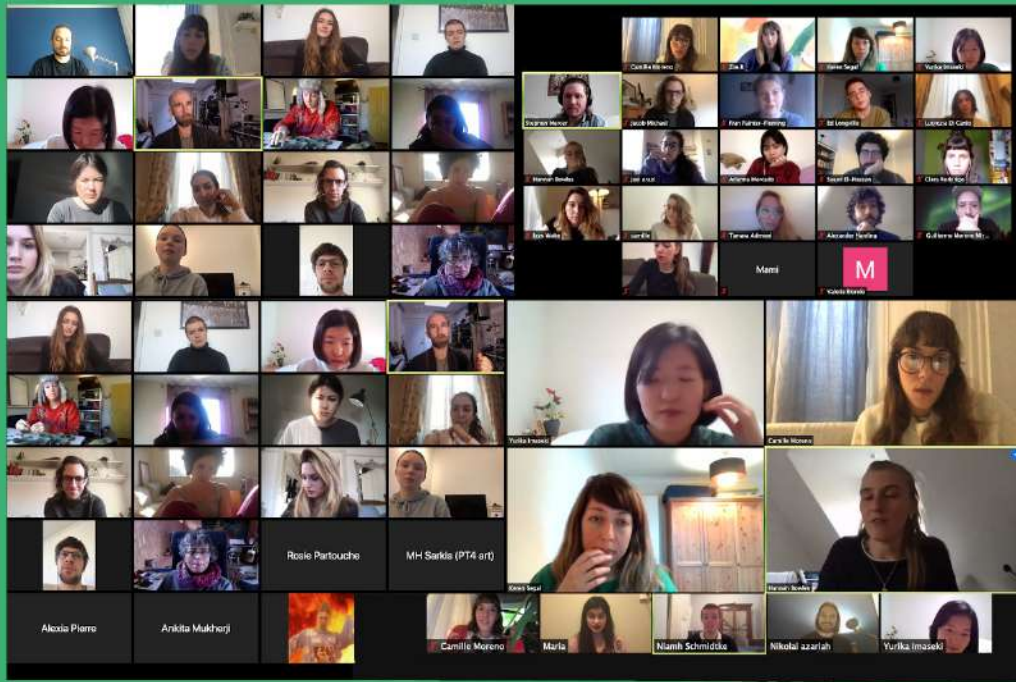
Rory Beard is a performance artist and MFA FA student at Goldsmiths. He regularly includes his mother in his performances as well as stand-in actors to play himself. Beard uses humor and self-reflexivity to explore a wide variety of themes. His tongue-in-cheek practice draws heavily on appropriation, blagging, and his family to build a role of a meta version of himself. His performance engaged the audience directly, as his mother and a stand-in actor polled the participants for new and interesting activities for Beard and his mother to embark on for future performances.

Paul Cocksedge is a London-based designer and architect. His studio focuses on people-centric designs, and released an online open-source pattern for a social-distancing picnic blanket. The blanket can be installed in open fields and around trees, enabling users to maintain a safe physical distance whilst having an opportunity for social exchange, something so desperately needed after many months of isolation. The blankets were produced by Tildart, a London eco fashion brand, from upcycled sheets and blankets.

Awesome Annie is a balloon artist. She was asked to participate to cater to the many children who play in Margaret McMillan Park.



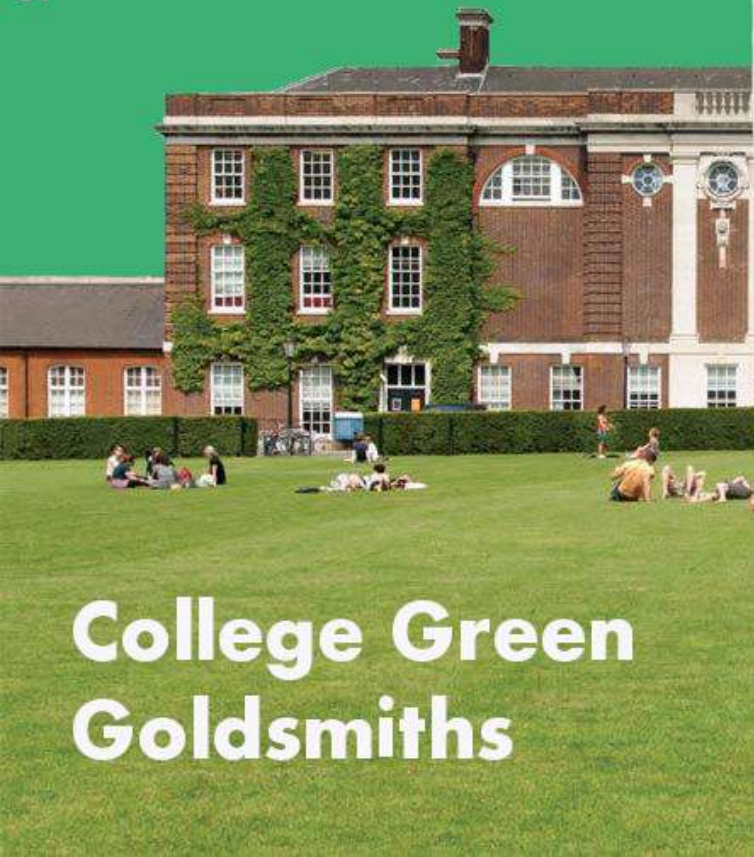
Online Social Component



Over the past 6 months I have led a series of weekly Zoom meetings designed to allow art students to get to know each other. I divided the group into smaller Zoom rooms for short periods of time before reorganizing the rooms several times, which created multiple smaller rooms during each event. The success of the Zooms came from giving people what they were not able to get otherwise. Hybrid events should not and cannot replace in-person events altogether, but they can help facilitate what the community is missing out on. One of the things we are currently lacking is international exchange programs, international exposure, and the perspective gained by these exchanges.

I will continue to coordinate online sessions for students and emerging artists from Berlin and London to meet, get to know each other, and exchange ideas. Each session will also provide an optional speaking theme, which helps to spark conversation, such as "ecology and art," "lockdown life," "mental health exercises," and Q&A sessions with volunteer artists and speakers. By establishing relationships with one another, we can begin to plan self-led interventions that may happen prior to official events, for example picnics and independently produced projects. The Zooms will act as a bridge between changing eras and modes of congregation, idea exchange, and institutionalized socialization.

6.



College Green Goldsmiths

Projected date: Spring/Summer 2022

The College Green is a natural congregation place for Goldsmiths students and is protected from the main road, surrounded by campus buildings. Mai Yamashita and Naoto Kobayashi's performance "Infinity" is suited to a safe and enclosed green space due to the duration of the performance. By staging the performance in the center of the Green, Yamashita and Kobayashi will offer students the opportunity to engage with the artists during pauses, and potentially become involved in the performance.

Goldsmiths permission pending.

The performance will occur during the second annual installment of London Gallery Weekend. With an entire day of the festival dedicated to the burgeoning South London, and in particular Lewisham, art scene, the event takes advantage of the captive audience.

A picnic and Q&A session will accompany the performance.

Mai Yamashita & Naoto Kobayashi

"Infinity"

7.



"Infinity" is a combination of performance, land art, meditation, exercise, and collaboration. Tokyo/Berlin based artist duo Mai Yamashita & Naoto Kobayashi have performed "Infinity" twice before - once in Switzerland in 2006 and a second time in Berlin in 2008. This work explores the phrase "Paths are made by walking." Yamashita & Kobayashi walk/run in a loop on a grass lawn for 5-9 straight days. Photos are taken in one second intervals and then edited together to create a high speed time-lapse video. In the video, a path shaped like an infinity symbol gradually emerges in the grass.

Ironically, the infinity symbol is temporary, eventually growing out as the grass returns. The video can then be shared as a documentary element of the work in galleries and film festivals.

This piece is a low-impact yet resounding use of the natural space and is a demonstration of collective efforts, relationship to the outside world, dedication, and patience. The process and result are equally entrancing and thought-provoking.

Projected date: Spring 2022

Berlin's former Tempelhof airport was closed in 2008 and in 2014 Berliners voted against the development of the park in a referendum, ensuring its future as a public park and community garden plot. In 2018 the Floating e.V. opened in Tempelhof's northern field. The collective acts as a Natureculture Learning Site and educational program for trans disciplinary exchange. Floating's initiative is to combat climate change and promote climate education.

Heidi Lanino will lead her upcycled sculpture tutorial at the Floating e.V. The event will occur as an official satellite to 48 Stunden Neukoelln, which is a 2-day art festival / art walk that takes place in the neighborhood of Neukoelln, where Tempelhof is located. 48 Stunden is a platform for emerging artists and emerging galleries

Tempelhofer Feld

8.



9. Heidi Lanino



Heidi Lanino is a painter, sculptor and art educator. Her work is characterized by kinesthetic form, the notion of liminal space, and the human lived experience. She has initiated numerous projects and art interventions engaging her audiences in interactive and community-building projects. She says, "I have always had a passion for teaching creativity through the arts. I teach art to children and adults to inspire creative thinking. It's really about how the participants connect to each other, the stories told between working, and the space between people." The lesson involves establishing an environment of comfort and sharing.

Pictured above is her project, "Untitled", which is a kinetic sculpture project in which Lanino guides the public in building the work together. It is made out of thousands of upcycled plastic shopping bags and football nets. The sculpture promotes awareness of sustainable living practices.

Pictured right is her project "Connections, Reflections," an interactive installation which invites the community to leave a response inside the sculpture, which is made from upcycled materials.



Hyde Park Speaker's Corner

Projected date:
September 2022

Speaker's Corner is a symbol of democratic free speech. The corner just next to Marble Arch is a common place for people to voice their views as well as a termination point for protests and marches. The tradition of using this location for demonstrations of speech and protest started in 1866 with riots against the Sunday Trading Bill, which to this day regulates how businesses can conduct commerce on Sundays.

Lilibeth Cuenca Rasmussen and students will perform "Tow With the Flow" in the indicated area next to Speaker's Corner.

The performance will take place during London Fashion Week 2022 and will function as a satellite "unfair" event to act as an antidote to concurrent Fashion Week parties. There will be an accompanying picnic and Q&A with Cuenca-Rasmussen.

Lilibeth Cuenca Rasmussen

"Tow With the Flow"



"Tow With the Flow" is a continually evolving performance that examines the globalized textile industry through a critical lens. It calls into question themes of overconsumption, environmental sustainability, and the layers of production that are masked to the sartorial consumer. The performance was conceived and is led by Lilibeth Cuenca Rasmussen, who enlists 17 local students as her performers for each new iteration. Students are co-creators of the process and the performance. She has performed "Tow With the Flow" in Copenhagen, Venice, Miami, Austin, TX, and New York City. The bespoke costumes are made by the sustainable Scandinavian design studio *sur le chemin*.

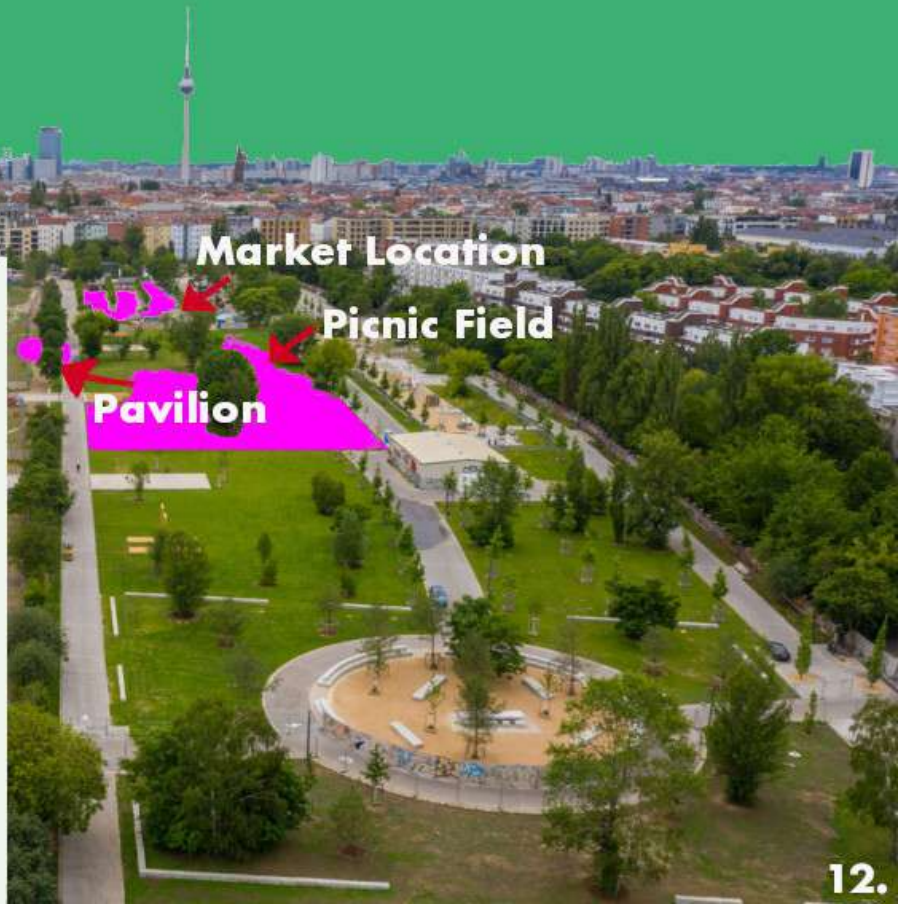
The performance has been executed in a variety of settings, both indoors and outdoors. While the performers begin to shed their excessive layers of clothing, Cuenca Rasmussen recites a narrative which goes through the alphabet, educating the spectator about the origins and facts of various fabrics and the clothing industry. The performance can be followed by an interactive talk and educational session with the artist.

Cuenca Rasmussen is a Danish-Filipino video and performance artist who explores historical heritage, identity, gender, and socio-cultural roles. She is Associate Professor in time-based art at the Bergen Academy of Art and Design in Norway. She has also exhibited extensively and globally, including at the Danish Pavilion in the 54th Venice Biennale, Tate Modern, Performa 09, and the Brooklyn Museum.

Mauerpark

Projected date: August 7, 2022

Mauerpark is a historic park in Berlin which lies at the site of the former Berlin Wall - hence the name, which means "wall park". The park hosts a weekly Sunday flea market where vendors rent booths and sell antiques, food, clothes, and books. The market is also a platform for local artists and craftsmen to sell handmade, affordable goods, such as screen-printed material like bags, t-shirts, and more. In addition to the flea market, the park contains an outdoor pavilion where regular open-mic sessions are held. For this event, we will purchase an entire row of booths at the flea market (or 6 booths) and offer students from London and Berlin art schools the opportunity to sell their work at market. We will encourage small, affordable art objects under £100 each. Artists will be selected through an open call. Artists will keep the proceeds of any work sold. On the same day, we will organize a lineup of art and music performances to occur in the pavilion. A picnic will accompany the event.



Market Location

Picnic Field

Pavilion

13.

open call

Open Call for Submissions

Objects & Performances

DEADLINE: May 25, 2022

Student Exchange LDN-Berlin

Mauerpark Market & Pavilion

freiluftproject@gmail.com

[@freiluftproject](https://www.instagram.com/freiluftproject)



Queen Mary's Rose Garden at Regents Park

Projected dates:

July 19, 2021

Oct 15, 2021

The theatrical, intimate garden provides a rich sensory experience of smells and colors, acting as an urban escape. The garden's tall hedges impart a feeling of distance not only from the rest of Regents Park, but also the streets of London. The return to botanic gardens as a recreational resource and social respite is an opportunity to provide an experience inherently opposite to the highly digitized modes of congregation we have come to rely on during the pandemic. The theatrics of the garden apply not only to the landscaping and horticulture, but also to the early 19th century phenomenon of the gardens themselves being a place for people to be seen (a contemporary, digitized example of this might be a social influencer using the gardens as an Instagram backdrop, or "thirst trap").

Jean-Francois Krebs will lead a 30-minute guided meditation session in the rose gardens of Regents Park. The meditation will be intended to promote relaxation. Accompanying the meditation will be a live violin performance.

The event is currently scheduled for two dates. July 19 inaugurates the date that social distancing guidelines are relaxed in the UK. October 15 lands in the middle of the next Frieze Fair, which occurs in the southern section of Regents Park. The meditation will function as a satellite "unfair" event and contrast to the spectacle of the fair.





Hampstead Heath ^{15.} Stone of Free Speech

Projected date: Oct.16, 2021

Hampstead Heath is one of London's largest parks.

The Stone of Free Speech is thought to be a congregation landmark for public meetings and assemblies for free discussion, however the history of the stone is unclear and the evidence is indeterminate. Despite the origins being uncertain, the name remains.

Temitayo Shonibare's practice plays on the undefinable, untangible, and the uncanny. Shonibare conducts interventions in public spaces to stimulate social engagement. Her performances are disarming. She is unapologetically fearless. The dialogue takes the form of a self portrait, not only of the artist, but of the society.

For this performance Shonibare will use the stone as inspiration.

The date of the event falls during Frieze Fair 2021, and the performance will be a satellite "unfair" event to the fair.

Jean-Francois Krebs

Student, MFA Fine Art Goldsmiths

Jean-Francois Krebs is an installation and performance artist.

Before attending Goldsmiths, Krebs studied landscape architecture at Edinburgh University in addition to energetic healing, massage, horticulture, and medicinal plants.



Temitayo Shonibare



Student, MFA Fine Art Goldsmiths

Performance, life, life is a performance, nothing is real, this is a performance, life as performance, performance is life. Photography, the image, visual economy. Btw this is not a poem. Remember? This is a performance, I am an artist. What is real? Public space? Private space, access, public profile, close friends, Instagram. Omg INSTAGRAM. Twitter? Text, language, social interaction, social media. Woww SOCIAL ME-DI-A. Behavioural codes, intimacy, vulnerability, crying, ughhh CRYING. Safe space, space, , digital space, physical space, offline, online, online self, self imagery, selfies. Repetition, the screen, the real, the fake, mirroring, the original, mirroring the original, the copy, mimicking, the copy mimicking. The self, the other, the other self. Looking, looked at, seeing, being seen, observing, observed, observing the observer, viewing the viewer. Did you just take a screenshot? Sha, just don't forget to subscribe...and like and follow and tag me! Surveillance, the gaze, voyeurism, s-e-x...that spells sex, control, power. The mutha fuckin' glitch! Okay that's not how I type, *the mother fucking gliiiiitch

Sources of funding and media partners Berlin

1. LAFT Berlin
Landesverband freie darstellende Künste Berlin e.V. : funds available for the performing arts in Berlin
2. Senatsverwaltung fuer Kultur und Europa: arts and culture fund available in Berlin
-Kunststadtraum: Funding for public art projects
-Global Exchange Stipend: Funding for exchange projects
-Travel allowances for work abroad
-Ideas competition for Berlin's cultural center "Werkstatt der Kulturen"
-Venue funding
3. Stiftungsfonds: Foundation with funds available for arts and culture projects in Germany
4. 48 Stunden Neukölln : Media partner (banner exchange, social media support)
5. Studio Baustelle: Gallery in Neukölln that exhibits emerging artists and hosts art residencies. Baustelle also has a loft and living space behind the gallery. The director, Monika Berstis, has committed to hosting art students from London in the loft. The sleeping quarters sleeps three. This would be an option for potential contributors to the Mauerpark and Tempelhofer events.
6. Weissensee Kunsthochschule Berlin : I have relationships with and the cooperation of professors/staff to distribute invitations, open calls, and support Berlin events via social media
7. Universität der Künste Berlin : Instagram takeover agreement, distribution of open calls and invitations to online and in-person events
8. Markt im Mauerpark : The flea market in Mauerpark has agreed to a reduced booth rate for art students or extra space for the collective booth rent, as well as a media partnership (terms not yet defined)
9. Art Connect: media partnership, banner exchange, social media takeover

Sources of funding and media partners London :

1. London Friends of Greenspaces Network: Administrative support for park clean-up component as well as volunteers available from the group
2. GiGL: Support for sustainable practice and ethical conduct of park events
3. London Gardens Trust: Volunteers available, media partnership (event promotion in Newsletter)
4. National Park City Foundation: media partnership (terms not yet defined)
5. Kings Cross : media partnership (social media takeover and event promotion)
6. Arts Council England : Available project grants up to £15,000
7. GoParks London (media partnership)
8. Living Space Project (media partnership, social media)
9. Grosvenor Square: Partnership with public artists for collaborations like invites to online discussions, and special guests at in-person picnics
10. WanderArt : Instagram takeover
11. Creative England: grants available from £1,000-£25,000 for immersive media art projects
12. Goldsmiths University: use of space, social media partner via multiple Instagram and Facebook outlets, distribution of invitations and open calls
13. Fespace: Media partnership for outdoor festivals

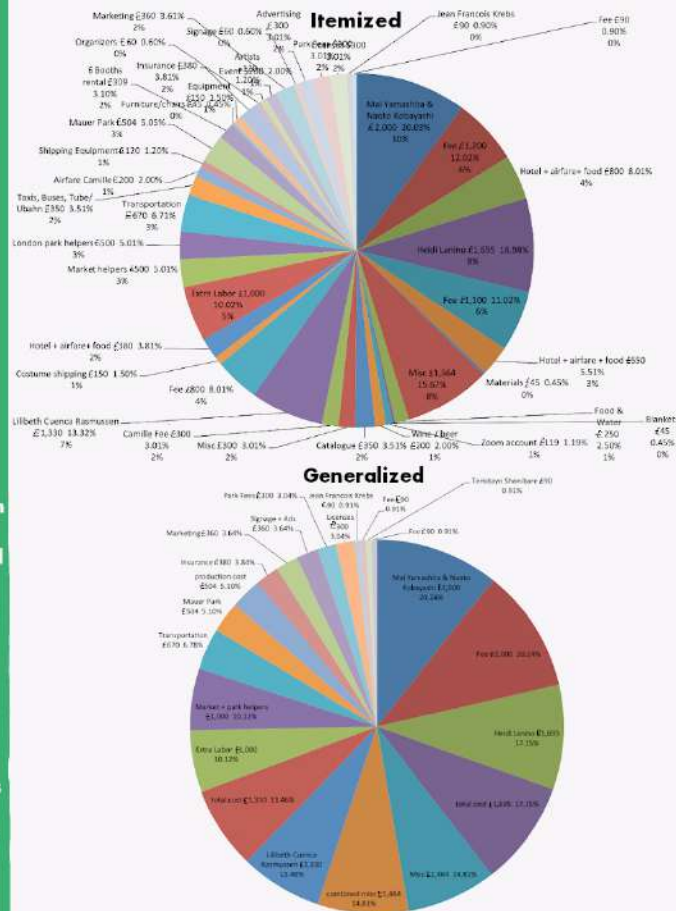
weissensee
kunst-
hochschule
berlin



**KINGS
CROSS**

18. Budget £10k

Note: The budget includes an extra section for miscellaneous, which would include extra costs regarding travel, such as covid testing for artists, which is contingent to public health guidelines and are changing regularly. The project is based on a timeline which allows for VAT to be removed from the cost of private covid tests required for international travel, making them more affordable. Budget is subject to change based on traveling capacity in the upcoming years, as well as venue regulations. Whether more students' itineraries could be supported is equally contingent on government regulations and covid-related travel fees.



Bibliography

Bishop, Claire 2006: Participation : Documents of Contemporary Art, Whitechapel Gallery, London, UK and MIT Press, Cambridge, Massachusetts

City of London Corporation, 2021
<https://www.cityoflondon.gov.uk/things-to-do/green-spaces/hampstead-heath>

Friends of Regents Park, 2021
<https://www.friendsofregentspark.org/in-the-park/gardens/queen-marys-gardens/>

Howarth, Dan 2014: "Berlin residents block Tempelhof airport plans" in Dezeen, 27 May
<https://www.dezeen.com/2014/05/27/berlin-residents-block-plans-for-tempelhof-airport/>

Floating e.V. 2020
<https://www.floatinguniversity.org/en/about/>

State of Berlin Stadtportal 2021
<https://www.berlin.de/sen/kultur/en/funding/funding-programmes/international-cultural-exchange/artikel-236096.en.php>

Loudis, Jessica 2021: "Float On" in Frieze June/July/August, No. 220, pp. 23-24

Marble Arch Partnership, 2021
<https://marble-arch.london/culture-blog/speakers-corner/>

National City Park Foundation 2021
<https://www.nationalparkcity.org/>

Shonibare, Temitayo 2021
<https://www.temitayoshonibare.com/work>

Sørensen, Maja Krebs 2020, Copenhagen Fashion Film
<http://copenhagenfashionfilm.dk/tow-with-the-flow/>

Smith, Dr. Andrew, Vodicka, Dr. Goran 2020: Events in London's parks: the friends' perspective. Report, Festspace, Sheffield Hallam University Research Archive, Sheffield, UK

Unfair Amsterdam 2021
<https://unfairamsterdam.nl/mwesterpark/>

Who is the Fairest of Them All? In Frieze Issue 23, 08 Jun 95 <https://www.frieze.com/article/who-fairest-them-all>

Images:

Kobayashi, Yamashita 2020
<http://www.yamashita-kobayashi.com/works/infinity.html>

Friends of Regents Park 2021
<https://www.friendsofregentspark.org/in-the-park/gardens/queen-marys-gardens/>

Malin, Grey 2015
<https://www.graymalin.com/photography/hyde-park-london>

Storjohann, Ole 2015: Urban Space Archive
<http://www.urbanspacearchive.com/downloads/maverpark-amphitheater-berlin-de/>

sur le chemin 2020
<https://sur-le-chemin.com/tow-with-the-flow/>

Pederson, Simone 2017: Infomigrants/Imagebroker
<https://www.infomigrants.net/en/post/5790/the-runway-of-refugees-the-changing-face-of-berlins-former-tempelhof-airport>

Zeste 2019
<https://zestecgroup.co.uk/goldsmiths-university-to-become-carbon-neutral-by-2025/>