



**ARTIST IS
AN EXPERT IN
CREATIVITY**

Artists in Organisations (AIO) Nordic Network:

SUMMER SCHOOL

15th-16th of August 2019

Helsinki, Finland

**NEW CONNECTIONS AND
MEDIATING STRUCTURES:**

Expanding the possibilities for arts
in cross-sector collaborations!



BACKGROUND

Our society is rapidly changing and facing new challenges. Now, maybe more than ever before, organisations on all sectors are looking for new ways to create meaning. Pioneering artists are working with developing private and public organisations, cities and municipalities. There is a growing interest to incorporate creativity and artistic expertise into societal development. The Artist in Organisations AIO scene has a lot of potential in providing creative solutions, but needs strategic development. With the initiative of the AIO Nordic Network we aim to create deeper dialogue with the key practitioners in order to strengthen our core knowledge about AIO and its visibility. Now is the time to set up stronger structures for mediating AIO; a collegial network and platform to share knowledge and to learn from each other. From this point of origin we start weaving together an AIO Nordic Network, and the setup for our first meeting is a Summer School 2019

WHAT, WHEN AND WHERE

The 1.5 day Summer School is held in Helsinki on the 15th-16th of August (thursday 12-18 hours, friday 9-16 hours + possibility for dinner on both days) at the Koko Theatre by the centrally located Hakaniemi Square.

The Summer School consists of case presentations, workshops, group discussions, lectures and other discursive practices. The focus is on sharing knowledge about cases, competences (artists & mediators), best practices and tools of the trade (methods, marketing, project processes, agreements, documentation etc.). Additionally, we will focus on value creation: AIO customer processes in the light of return on investment, and the value of AIO process for the artists and the arts field. The program will be created in dialogue with the participants.

HOW TO JOIN

This is an opportunity for professional artists from all fields of art, producers, developers, mediators, researchers and other professionals, whos practise is about societal change and AIO. The working language is English.

This first Summer School is open for 20 active practitioners from the Nordic countries. Please send us a brief and informal e-mail and tell us about your practice, and about the possible organisation you represent. Tell us how the Summer School is relevant for you, and what kind of ideas, activities or open questions you'd like to bring to the shared table. You can also tell us about your wishes for this event; how can the summer school support your practise?

Send your e-mail with the topic AIO Summer School at the latest on the 13th of May to krista.petajarvi@taike.fi

The group will be selected by the organising parties with the intention to find best possible balance in representation from the different Nordic countries, practitioners from different art forms and mediating partners with experience both from the public and private side. All participants will be informed on the 22nd of May at latest.

COSTS

The summer school is free of charge for its participants (incl. lunches + coffees & snacks). All participants are responsible for their own travel and accommodation costs. We encourage to apply for travel grants and are happy to provide a letter of invitation. We also assist in suggesting some affordable accommodations.



ABOUT US

[Arts Promotion Centre, Finland](#) (Taike) is a national funding, expert and service agency for promoting the arts. Last year Taike started a new [Development program of artistic knowledge and intermediating structures](#), and the initiative to create an AIO Nordic Network is part of the programs activities. The programme also supports the development, diversification, organisation and networking of intermediary expertise. Regional artist Krista Petäjärvi has a wide expertise within the AIO area, and is developing and co-ordinating the AIO Nordic Network activity.

The AIO Nordic Network and summer school is developed together with [ARTBIZZ](#), Denmark. Artbizz is a company of active facilitators and providers of targeted artists' training and innovative partnerships with the private and public sector in DK since 2001. "We find our Nordic exchange mandatory and stimulating. We need shared cases, results and methods among artists to expand their outreach in other sectors. We work to create training and partnerships between artists and private/public organisations. We aim to stimulate the quality, implementation and visible outcome for both sides - to make it work on market conditions. We hope to share and learn more good ways to involve other sectors, help them understand the outcome - and engage more artists", says Gerda Hempel, Leader of Artbizz. This collaboration is joined also by Artbizz partners Kenneth Agerholm and Lisbeth Rysgaard. For more info please e-mail gerda@artbizz.dk.

MORE ABOUT THE AIO NORDIC NETWORK

The aim of the network is to strengthen the role of the 21st century artist, the creative expert which creates meaningful new dialogues of impact and sustainable change. The network aims to support the artists paths to work 360 degrees in the society as a whole, as a part of different multi-professional teams and spheres of societal development. The aim is to create a shared knowledge base and place of connection between the active partners of the AIO scene, and also share understanding about the strengths and differences of the Nordic countries. Target groups of the network are primarily professional artists and mediating organisations. Secondary target groups are possible customer organisations (private & public), decision makers and wider audience.

