

12 IN SITU case studies selected

Transmalhar

situated in the Azores archipelago, Portugal

The **Transmalhar project** is developed by *Anda & Fala associação cultural* and addresses place-based issues related to the construction of a society that aims at greater gender equality and the promotion of educational strategies (formal and non-formal) for vulnerable social groups, namely young people at risk. The project covers the thematic strands of cross-sectoral collaboration, activating communities and sustainability.

This pilot project aims to co-create and test a non-formal education methodology that promotes literacy in the territory through artistic and community practices, with the following objectives: 1—promote the sense of belonging, conscious civic participation and creative, critical and transdisciplinary thinking 2—demonstrate how local community and natural, tangible and intangible heritage can be the content and educational context to promote academic success 3—contribute to self-knowledge and other-knowledge through theories and methods of corpography, psychogeography and psychology empower young people and stakeholders 4—promote work logics based on the principles of democracy, citizenship and equality, contributing to the sense of community and the construction of inclusive, accessible, intergenerational and intercultural social spaces.

The **project's transformative effects** are generating greater recognition of education through art as a tool for the socio-cultural development of children and young people, more use of “place-based” education methodologies as mediators for reducing early school leaving, poverty, illiteracy, a more active, engaged and prominent generation in decision-making about eventual transformations in their territory, fewer young NEETs, greater proximity between people and local contemporary artistic practices, as spectators, actors and professionals, more use of contemporary cultural and community practices, more cooperation transdisciplinary and partnerships between SCC entities and other sectors of activity, more professionals in the CCI, making this sector a “flagship” in the sustainable development strategies of a community.

As for the **innovation potential of the project**, while imagining greater literacy in the territory through community artistic practices and partnerships with cross-sectoral civil society agents, the project aims at a more informed and participatory transformation of the public space, encouraging young people to advocate more for their territory in everyday life. This transdisciplinary work process revealed the need to design a common methodology to achieve a fruitful dialogue between heterogeneous practices.



WORK IN PROGRESS

situated in Azores archipelago, Portugal

The **WORK IN PROGRESS** project is developed by *Advogado do Diabo, Lda* and responds to the need to create a network of cultural and creative industries at a regional level. The project covers the thematic strands of intra-sectoral collaboration and sustainability.

WORK IN PROGRESS is a television series based on the following concept: what if television revolted against itself? Or at least against the idea they have of it, that it is a fast means of consumption, where everything passes and everything is forgotten? A guest artist stars in each episode in which she/he accepts the challenge of producing a work of art. The main **objective** of the second season is to promote the work of performers who operate in the ultra-periphery, especially in a territory where it is particularly urgent to create networks among cultural and creative industries (given its dispersion: 9 islands organised into 3 groups and separated by a total distance of around 600 km).

As for the **potential transformative effect** of the project, the benefits for the appreciation and dissemination of Azorean Culture, and even the impact on tourism in the Region, are expected to be remarkable. WORK IN PROGRESS promotes - simultaneously - an audiovisual work with all kinds of artistic productions potentially existing in a Region made of 6 centuries of resisting the weather, distance and lack of knowledge. It creates a potential network of artists throughout the territory, promotes them and encourages their creation.

The program has the **innovative concept** of producing a completely new artistic piece while informing about the creation of that same piece. It constitutes an enticing challenge for guest authors and dignifies the television vehicle itself, which becomes - thus - a means of transport for art itself.

Art in Gort (*Art Inse Guaire*)

situated in Western coastal region, Ireland

The **Art in Gort (*Art Inse Guaire*)** project addresses the place-based issues of youth and community development, including engaging with young people in place-making, and of governance and local development that encourages democratic engagement and collaborative placemaking. The project covers the thematic strands of activating communities and intra-sectoral collaboration.

In the short term, the project aims to work with the local diverse community, especially young people in the activation of public underused spaces through festivals/actions, mural projects, workshops, and exhibitions. In the long term, the project works towards the creation of a permanent space for local creatives to channel their talents and connect with the community, hopefully to enrich the town and make Gort a more desirable place to visit



and live. The project also seeks to set an organisational example with a highly transparent and directly democratic model which has proven effective and will aid future success.

As for the **potential transformative effect** of the project, having polled locals, looked at similar case studies, and pooling collective knowledge, the project is based on the principle that arts lead transformation. Art in Gort (Art Inse Guaire) aspires to invigorate and inspire people through art by working together and making these practices visible, while working side by side with other community members. The project understands that working with local communities is a formula for success and will be a win-win for creatives, residents, and businesses alike.

In terms of **innovation potential**, as artists, the case study providers think of themselves as naturally innovative. In the context of Gort and Ireland, they see the project as providing much needed leadership. On one hand this is simply by brightening up a few neglected corners, and by doing. But, on the other hand, Gort represents a unique set of circumstances with an amazingly diverse and working population, stunning architecture, well-positioned regionally, and a place to shop, but also has been left out of other regional developments, has a large number of vacancies, and is witnessing a changing population. As such, they see this as the perfect opportunity for artists to lead in its future. This context presents an ideal place for growth, creativity, and innovation. The project acknowledges the widespread creative activity in the region and hopes to foster its growth. They are bringing in new collaborations from the range of artistic knowledge of their members. Importantly, the project also actively seeks out connections to businesses in town to help with both practical support, but 'buy in' to their efforts and successes. The project also works with and maintains healthy relationships with other organisations and bodies in Gort.

The Voice of Youth (*Guth na Hóige*)

situated in Western coastal region, Ireland

The Voice of Youth (*Guth na Hóige*) project is developed by Shane O'Malley Artist and addresses place-based issues of youth and community development. The project covers the thematic strand of activating communities.

The project uses art as a medium to highlight changes young people feel are needed to create a better future from their perspective and gives the youth a platform to verbalise their perspective to their community and a platform to be expressive and question elements of their world through a creative lens. The Voice of Youth (*Guth na Hóige*) uses mural art and street art as a medium to improve the quality of public spaces and the lives of the people who will experience the finished mural. The murals theme will come from workshops with the youth group and will aim to give a voice to young people, create a sense of place and build community through creative collaboration. During the workshops, a number of core questions that the group wants to explore will be developed. They will then be used to help establish a narrative for a future final large scale mural.



As for its **potential transformative effect**, this project will help youth in the community explore their voice and empower them to stand up and be heard. The final mural will transform the visual landscape of the area that currently has little to no murals and street art. This is expected to have a positive effect for the wider community as they will have access to public art and a sense of ownership of the mural which was developed from members of their community.

The **innovation potential** of the project lies in the use of mural art to convey the voice of the youth, using colour, form and symbols applied at a large scale to create maximum impact, as well as in its participatory practices.

The Icelandic Santas come from the Valleys *(Íslensku jólasveinarnir koma úr Dölnum)* in West region, Iceland

The ***Icelandic Santas come from the Valleys* project** is developed by *Kruss ehf* – cultural and creative organisation and addresses the place-based issue of image building for Vesturland by attracting selected groups of tourists through the management of tourist flow. The project covers the thematic strands of cross-sectoral collaboration, activates community, intra-sectoral collaboration, and sustainability.

The project is going to connect Jóhannes úr Kátlar's verses about Santa Claus, with business life in the Valleys, food production, tourism, handicrafts and the history of the Valleys. The Santa Clauses will be handed out around the district and in every place with information about them. There will also be information about local characteristics in each place, information about place names in the vicinity and history, and in addition there will be QR codes on the sign that point to further information, etc.

The **potential transformative effect** of this project lies in increasing tourism flow and income generation, cooperation of parties within all the districts in Däly and social thinking through mobilisation of local inhabitants.

As regards the project's **innovation potential**, the project introduces the characters of local legends and connects them to modern food production, local economy, tourism and family fun. It brings together several local actors such as food producers, artists, tourism operators, artisans, residents and benefactors who will work together to strengthen the economy in the Valleys.



CREATRIX RYMI – X

situated in West region, Iceland

The **CREATRIX RYMI – X project** is developed by *Creatrix ehf* and addresses place-based issues such as place design (need for support, organisation and place spirit that encourages creative activity), the lack of participation of young people and housing shortage. The project covers the thematic strands of cross-sectoral collaboration, activating communities, intra-sectoral collaboration and sustainability.

Creatrix SPACE - X stands for space for creativity. The idea is to create a platform for the participation of individuals in diverse creative work and conversation and to offer inspiring gatherings and events that support creative thinking and innovation. The intention is to connect individuals, companies, educational and cultural institutions with the aim of promoting local participation in diverse creative work which hopefully leads to increased social innovation, increases the number of opportunities for creative work, promotes local culture, promotes creative work in schools and creates new experiences and knowledge in society.

The **potential transformative effect** of the project is to increase local culture and creative work, business support for arts and cultural life and opportunities for creative work for individuals and to generate greater social innovation within the municipality and new knowledge and experience resulting from research.

This is a grassroots project initiated by a small company in Borgarbyggð. In terms of **innovation potential**, the project is based on the idea of mobilising networks, knowledge and experience that exist in the community in order to promote social innovation, promote cultural activities and creative industries.

Mapsion International Projection Mapping Festival,

situated in Rauma and Eurajoki municipalities, Finland

The **Mapsion International Projection Mapping Festival project** is developed by Niko Tiainen and covers the place based issues of unmaintained and undeveloped historic routes, and the lack of recognition of local place meanings. The project covers the thematic strands of cross-sectoral collaboration, activating communities and intra-sectoral collaboration.

The purpose of the project is to promote autumn tourism and the recognition of local tourist destinations in the Eurajoki area, to bring new international innovative know-how and the public to the area, to create a new kind of future continuum for the use environment and presentation of old architecture, to connect and bring to the fore local entrepreneurs and operators, and to build the sense of community and visibility of local children and young people.



As for its **potential transformative effect**, the purpose of the project is to create a new kind of cultural tourism in the area and make it a permanent art event. The project is also intended to create new content for the local cultural path, develop regional art education, develop local sense of community, bring out the expertise of local operators, create continuity for the historical tourist destination and create new traditions in the area.

The project is **innovative in its field** as it is the first international video mapping event organised in Finland, and it has been selected as part of several national and international art networks. Maption International Projection Mapping Festival increases tourism in the quieter autumn season (mapped through ad-hoc indicators) and brings experience and know-how to organising other similar events. The project also aims to combine the cooperation of different sectors (the project has brought together local municipal services, companies, third sector operators and children's and youth culture).

Footprint of a Giant (*Jättiläisen jalanjälki*)

situated in Rauma and Eurajoki municipalities, Finland

The **Footprint of a Giant project** is developed by the cultural professional Maija Esko and covers place-based issues such as unmaintained and undeveloped historic routes, wear and tear on natural and archaeological sites, inaccessibility of the archipelago, lacking recognition of local place meanings, dilapidation and disuse of rural built heritage and sea pollution, land use and forest conflicts. The project covers the thematic strands of cross-sectoral collaboration, activating communities, intra-sectoral collaboration and sustainability.

The goal of this multidisciplinary project is to make visible the rich and layered history and present day of the villages of Eurajoki Rikantila and Luta and other nearby areas. Lutanjärvi, which still draws the shoreline of the ancient seashores, is in the middle of the villages. It is connected with the story of a giant's footprint, which the shape of the lake mistakenly resembles. In this project, a path is built for the culture of the region, the purpose of which is to make the environment visible, to deepen the meanings of the place, and to strengthen commitment to the place. The path realised through the means of art is understood symbolically, it can be partly physically travelled and partly reachable in other ways. Along the path, the purpose is not only to present the prehistory of the area, but it extends from recent history to the present day.

The **potential transformative effect** of the project consists of making the area existing, visible and common. The purpose is to bring the interesting, hidden history of the area to the fore and enable new meaningful layers to be built on top of it. The everyday life of the sparsely populated area has weakened the identity of the area. The continuum of events, the historical significance and value of the area are hidden due to the passing traffic and isolation. Art will enable a quiet conversation in the environment, which offers new perspectives on strengthening the story and identity of the area.

As for the **innovation potential** of the project, Footprint of a Giant (Jättiläisen jalanjälki) is implemented in cooperation with operators and associations in the area. Multi-professional expertise enables the background of the project, implementation and location-bound implementation. The goal is to find new opportunities for cooperation and build new knowledge. The project will proceed at its own pace on the terms of the place and its inhabitants. Moreover, working in people's environments, in one's own territories, on land and in forests requires special sensitivity and especially the experience of building together needs time and an innovative, moment-responsive approach.

Valmiera county manor network, situated in Valmiera County, Latvia

The **Valmiera country manor network project** is developed by [Valmiermuiža Cultural Society \(Valmieras novada muižu tīkls\)](#) and addresses place-based issues such as, limited employment possibilities in rural areas, lack of recognition of Valmiera County as a cultural tourism destination on national and international level, limited opportunities to experience contemporary arts and culture, need for more opportunities for co-creation and creative lifelong learning in local communities, involvement of local unique heritage in tourism offer and rare use of artistic and design solutions in public space to make an attractive neighbourhood. The project covers the thematic strands of activating communities; and intra-sectoral collaboration and sustainability.

The creation of a network of manors is a self-created concept, including the ideas and desire to cooperate of the enthusiasts, employees, owners and active residents of Valmiera region manors, castles and cultural heritage objects. Together, they have identified the interests, needs, necessary assistance, problems and opportunities for cooperation of the involved parties in order to develop a functional network in the long term. For network members, it will be a tool and support for solving problems, challenges, improving missing knowledge and skills. The network of manors will be created for leisurely enjoyment of culture and nature, stimulating the interaction of history and modernity. By developing the functionality and usability of historical buildings, the creation of new jobs in the rural region will be promoted. Publicity activities of the network of manors and creation of a regular tourism and cultural offer will promote national and international visibility not only for the network, but for Valmiera county as a tourist destination. By learning and developing the interests, focus and planned cultural offer of each member of the manor network, both the traditional practices will be balanced and the contemporary art and culture offer in the region will be updated. Regular networking will contribute to the development of opportunities for co-creation and creative lifelong learning in the community.

In terms of **potential transformative effect** of the project, manor complexes are important cultural-historical architectural evidence that do not appear in other areas of construction within the county. Since the historic manor centres have lost their original function, they are an important place of economic activity to which the entire surrounding road system also leads, so it is essential to find new functions for the manor complexes and to bring the same high-quality innovations of modern life as it was in the times of manor management. Manor



complexes, which have strong and long-lasting values, can become providers of culture and social life in the Valmiera region.

As for the innovation potential of the project, the owners, managers and enthusiasts of the cultural heritage of Valmiera region do not have a single platform for exchanging information and solving current issues, so the idea of the manor network is an innovation in the region to unite, promote cooperation, share experience and develop historical heritage. It is important that the network will include both the private sector, individuals, non-governmental organisations and the municipality. To strengthen and advance a common network of manors in Valmiera region in order to create a story that a manor is a place to gain knowledge and skills, realise long-term values, gain positive emotional pleasure, experience content and form, spiritual and physical harmony.

The garden as functional decorative resource in the formation of the LAUX community, situated in Valmiera County, Latvia

The ***garden as functional decorative resource in the formation of the LAUX community project*** is developed by SIA LAUX cultural and creative organisation and addresses the need for more opportunities for co-creation and creative lifelong learning in local communities as well as the need for more artistic and design solutions in public space to make neighbourhoods attractive. The project covers the thematic strands of cross-sectoral collaboration and sustainability.

The main goal of the project is to aesthetically connect the commercial and recreational functions of the LAUX garden, ensuring a sufficient volume of production for raw materials, while at the same time becoming a pleasant destination for visitors. LAUX aims to become a place where creative intelligence, wherever it comes from, can meet and recharge outside the city. As the garden develops, it will become an environment that will provide not only resources for production and processing activities, but also for recreation. The format will be different - from an Easter egg hunt trail and a long table where guests can get to know each other and make connections, to seminars in the future plant house or walking trips for seniors. The goals of the project are directly related to the creation of an unusual garden environment where social and economic factors converge, giving space for creative discussions and impulses. Among the various activities, a seedling house will be built from used, glazed wooden window frames, which will also serve as a venue for events. Once completed, the building will also serve as one of LAUX's visual identity tools. From July 2024, on certain days, the garden will be open to visitors for an entrance fee.

As for its **potential transformative effect**, on the surface, the project will put another mark on the tourism map, but the most important thing is that it would be able to promote the territory and encourage as many people as possible to follow their dreams and dip their toes into business. The project also aims to contribute to creating more well-being in the Valmiera region.



The **innovation potential** of the project lies in its complexity. Learning plant knowledge and garden design, interweaving photography, storytelling, design and product development is a niche that LAUX has stepped into. Through the creation of a garden, they aim to create a virtual community, the existence of which aspires to contribute to increase self-confidence and local attachment of neighbouring communities. Along with the implementation of the project, the amount of harvest and processed products from the garden will increase, which will be realised by creating and increasing the flow of visitors with the garden as a destination - a recreational object to explore.

Repertoar, situated in Šibenik-Knin County, Croatia

Repertoar is developed by the cultural and creative organisation Koletiv 4B and addresses place-based issues such as the impact of touristic development, communication and exchange between coastal and continental parts of the region, interdisciplinary and/or intersectoral cooperation and environmental threats and sustainable development. The project covers the thematic strands of cross-sectoral collaboration, activating communities, intra-sectoral collaboration and sustainability.

The project is intended for the community, event organisers, artists and tourists. The goals of the project are to: 1. Establish cooperation and communication between stakeholders in culture 2. create and update a database of resources (portal) of the cultural offer of Šibenik 3. establish channels of information and promotion of cultural events to audiences. The external part of the portal is intended for the domestic audience and tourists for searching and information. The background part is intended for the stakeholders of the cultural offer to create a resource base, information, mutual communication and coordination. In order to achieve regular communication and involvement of stakeholders and the audience, during the project, their needs will be examined and comprehensive and inclusive content of the portal will be designed. This includes a series of activities and workshops for the creation of strategic documents in the development phase of the project, as well as regular meetings, events and joint promotional campaigns after the platform is established.

As for its **potential transformative effect**, the project can mobilise and bring together the dispersed and unbalanced offer of cultural and artistic programs in the community by creating a simple and accessible place for online collaboration that develops the potential for better production and presentation of cultural and artistic programs in the local community. Also, the project reduces the risk of a lack of visibility of contents that are not in larger urban areas, which can mobilise audiences and create more uniform visibility and attendance of cultural and artistic programs outside the urban centres of the county. A more uniform schedule, greater availability of information about locations, organisers and programs in the community can encourage event organisers to develop new programs according to the needs of the community. By providing a free database in one place, with the possibility of direct communication and cooperation, a community is created whose



synergistic effect could transform and raise the quality of the county's cultural and artistic offer.

The **innovativeness** of the project is reflected in its process and output (community workshops and online platform) which facilitates and enables cooperation and networking beyond the usual face-to-face contacts, thus responding to issues such as uneven dispersion of events, hyperproduction, invisibility of the cultural offer in a congested atmosphere, events aimed exclusively at tourists that encourage the production of an 'ornamentalist' local experience. The project acknowledges that the audience is an important stakeholder in the cultural offer of the region. What distinguishes Repertoar is the provision of a tool and database available to all as a necessary prerequisite for effective cooperation and the gathering of the audience and stakeholders in one place, which transfers the entire cultural and social community into an organised, transparent and visible online space with the possibility of direct mutual contact. This also enables the participation of those stakeholders outside the urban centres of the county, which in this way are brought to a more equal position and create opportunities to promote cultural and artistic activities in non-urban areas, which contributes to the development of the entire regional community.

From the gig to the audience, situated in Šibenik-Knin County, Croatia

The **project *From the gig to the audience*** is implemented by ATRIBUT cultural and creative organisation and addresses the place-based issues of depopulation and lack of opportunities to keep and attract younger population in the region and interdisciplinary/intersectoral cooperation. The project covers the thematic strands of activating communities and sustainability.

The project is being implemented in the city of Knin, another city that suffered a large population outflow, which also affected the quality of life in the community of residents who are still there. One of the goals of the project is to create a quality audience for future cultural events in Knin and the Republic of Croatia, as well as to create future leaders of the city's cultural scene. In fact, the musical taste formed in early youth and teenage days, especially among those who have tried their hand at playing music, has a long-term effect on formation of attitudes towards culture. For the implementation of this project, ATRIBUT connected with school institutions and achieved excellent cooperation. Another goal of the project is to make it possible for all children to try playing a musical instrument, free of charge, in an informal way.

As for its **potential transformative effect**, the project has already started strengthening the community through musical education of children and has already generated initial positive effects on children's development. This project is also expected to play a certain influence on the retention of residents in the community, as these workshops contribute to increasing the quality of life in the city of Knin. The project also contributes to the reduction of the risk of social exclusion of children and young people.

The **innovativeness** of the project is reflected in the availability of informal music education to all children in the community completely free of charge and in the possibility to also borrow musical instruments so that they can practise independently at home, thanks to the collaboration of multiple stakeholders in the region. Moreover, the children's progress is monitored and recorded very carefully.

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Link to the News release on the IN SITU website:

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