

MID NORDIC DAYS

2006-2007

&

**MORE THAN THIS**

VOICES AND EXPRESSIONS ON SUSTAINABILITY



## **The project "Mid Nordic Days & More than this"**

Subproject in ProMidNord

### **Main activities**

Mid Nordic Days (MND) has been an information tour that presented to the public the work that is done in the five different work packages in ProMidNord. "More than this – voices and expressions on sustainability" was an art exhibition where artists did show there thoughts on sustainability in general and specially according to the Mid Nordic Region. During the Mid Nordic tour the different work packages had seminars in questions important for the regions.

We started out in October in Jyväskylä and the MND were connected with the WP3 activity Energy savings week and different seminars took place every day. In Mikkeli there was a seminar in Eco efficiency and responsibility in companies and also music and poetry programme for small children. In Seinäjoki one seminar had focus on the environment versus big festivals. How does the environment in a small village cope when thousands of people come to join a big musicfestival? The Mid Nordic Day-tour continued to Vasa, Finland through January. The theme for Osterbottnia was energy and they had a seminar in Jakobstad the 17<sup>th</sup> of January. This seminar was about the climate change, hydrogen and fuelcells – the future solutions of energy, and biological gas as fuel for our cars.

In February the Mid Nordic Days was in Trondheim in Norway. They had a seminar in the mixed subjects of art, ecology and technology in collaboration with British Council. A concert with jazz musicians from Finland took place at Dokkhuset in Trondheim feb 16. In Trondheim we also arranged a midnordic meeting for pedagogic art teachers. The first purpose with this meeting was to make it easier for people and especially young people to understand the thought's behind the art. To help the art teachers we prepared a art pedagogic program in which they got guidelines to different angles and perspectives of the art in "More than this". The second purpose was to take a first step forward in order to create a network in the pedagogic side of art amongst people in the midnordic area. We had participants in this pedagogic art meeting from all three countries.

Next city on the tour was Östersund in the region of Jämtland. In Östersund the focus was on culture and they had several seminars and performances in that subject. They started with a seminar in the art of film and how their region can develop as location for film production. They also had seminars about how to reach young people and to understand their habits and use of culture. A presentation took place where designers of graphic profiles for big sport events talked about their thoughts according to public relations. Uglycute was the name of a workshop where local artists worked together with design as subject and on the last day of Mid Nordic Days, they gave a presentation of their work. The possibility to use culture as a source for local and regional development was the issue when representatives from institutions of culture and museums met in a seminar.

The network for democracy had a two days meeting march 16-17 in connection with the Mid Nordic Days in Östersund.

Nord Trøndelag and Steinkjer was the next stop for Mid Nordic Days. Mid Nordic Days in Steinkjer was coordinated with WP4,s final youth meeting and because of this we had a lot of presentations of how this youngsters had been working in the subject of contractorship.

Next youth project was called STUFF, Steinkjer Youth Film Festival, and they did a presentation and of course there did show a lot of movies during the weekend.

Norway is very dependent of electricity as a source for heating and power. They are very aware of this and did invite representatives for the finish energy developing companies to a seminar in the subject of bioenergy in Steinkjer. They had very interesting discussions and this work will continue even after the end of ProMidNord.

The next big seminar in Steinkjer was about the Lappish culture as a resource in the Mid Nordic area and a lot of Lapps participated in order to show us their traditions and culture. That day ended with "Transjoik" a big concert inspired by lappish tradition. We also had a seminar in Mid Nordic folk music and people from our three countries joined in and played music from their region and tradition. Also this day ended with a concert, this time from the other WP5 subproject "Folk music on the road".

The final city and final region for Mid Nordic Days was Sundsvall in Västernorrland. The programme for Sundsvall was the most voluminous since we planned to have seminars in all of the WP-areas different subjects. We started with a seminar where Hans Gillgren, leader of WP1 did a presentation of the forthcoming strategy for the Mid Nordic political arena. After that WP2 talked about environment as a factor for success in business and how to build a competitive company in terms of environment. WP3 had two days with the theme "Climate & Energy" and they talked about what we can do to reduce the effects on the climate. When they showed Al Gore's "An inconvenient truth" the salon was crowded. Kids and teenagers from Ånge came and had a full day with art exhibitions, graffiti and rock n'roll in collaboration with WP4. In the area of WP5 we had a lots of activities. Anders Åberg who is the founder of a museum as well as an artist talked about his contacts and what use he have had of his Mid Nordic contacts in order to build his museum. Different concerts took place in Sundsvall as well as a theatre for children in the subject of hostility towards foreign people. Mid Nordic Days in Sundsvall ended with a big Mid Nordic Jazz festival where musicians from Finland, Norway and Sweden played.

## **Facts**

Jyväskylä, The old art museum oct 11-22 2006  
290 visitors in exhibition, 315 in seminars

Mikkeli, City Library nov 15-23 2006  
App. 100 visitors and 150 in seminars

Seinäjäki, The Landscape museum dec 1 2006- jan 2 2007  
247 visitors, 30 in seminar

Vasa Art Museum jan 13-28 2007  
Visitors 490 of which 5 schoolclasses is included. 60 people in seminar

Trondheim, Gallery KIT feb 10-18 2007  
Visitors in exhibition 830, 55 in seminar

Östersund, Exercishuset march 13-18 2007  
Visitors in exhibition and seminars 508 all together

Steinkjer, Dampsaga Kulturhus april 14-21 2007  
Visitors in exhibition and seminars all together 1050

Sundsvall, Kulturmagasinet may 12 – june 3 2007  
Visitors in exhibition 4.894 persons, in seminars 1583

## **Evaluation**

### ***Reactions on the exhibition***

There has been a various of reactions on the exhibition and it's content. Some has asked for more of a ecological perspective rather than a social perspective in the art. Others again has expressed that this was one of the strengths in the exhibition and that ecology and the social perspective walks hand in hand. Most of the visitors has expressed an appreciation for the

subject and means that sustainable development is an urgent matter for society and that they find the art as well as the approach interesting.

### ***Strengths***

That the artists was free to create their work around sustainability. They left the curators concept and chose other strategy's.

The exhibition took a big amount of spectras of ideas according to sustainable development. The exhibition did go on tour in the whole region.

Many new surfaces of contact was established within the culture area as well as sustainability as an art form.

The pedagogic of art is an efficient tool for mediating and worked very well where it was done.

The exhibition and the work in the midnordic area did get a lot of attention. This creates expectations on the coming work in the midnordic cooperation and especially within the culture sectors.

We had an established workgroup used to plan exhibitions and activities.

Great work was done at each city and the activities were well planned.

### ***Weaknesses***

The creative process was short and there was no time for a deeper conversation between the curator and the artists.

The short process also made it impossible to anchor the artists work with the Wp5-work group and other experts.

That artists from other regions was not allowed in the exhibition. Though we did do some exceptions.

The exhibition content was not obvious since there were so many angles to approach the subject.

There are few artists in our regions that are involved in the subject of sustainability.

The exhibition period was too short in each city.

Every region was represented in the workgroup but some of the regional members did not take part in the work nor the planning of the exhibition or the Mid Nordic Days.

There should have been more people around each Mid Nordic Days-event. A few people worked very hard and there was a lot of work.

The work with this big sub-project should have started earlier.

It took too much time and effort to anchor the sub-project in the political field all though it was decided to carry it out.

### ***The workgroup and their point of view***

Members of the WP5-workgroup is; Marjatta Eväsoja South Osterbottnia, Kirsi Lajunen Mid Finland, Vivan Lygdbäck Osterbottnia, Heimo Saaloma Osterbottnia, Riitta Moisander South Savo, Mats De Vahl Vasternorrland, Kiki Hammarström Vasternorrland, Christer Rytterskog Vasternorrland, Ingrid Printz Jamtland, Leif Olsson Jamtland, Clas Rønning North Trondelag and Knut Wik South Trondelag.

Chairman of the meetings and project-leader was Lena Krånglin who started in feb -06.

Curator and responsible for the art was Rickard Borgström who started his work in april -06

The workgroup started their work with planning of the activity "Mid Nordic Eco Week" in February 2006. Later on the name of this activity changed to Mid Nordic Days 2006-2007 – More Than This – voices and expressions on sustainability. Meetings did take place in

Trondheim feb 20-21, in Åre march 28-29, in Stockholm may 8-9, in Stockholm june 14, in Trondheim aug 24 2006 and finally an evaluation meeting in Sundsvall may 31 2007.

These are the thoughts that members of the work group expressed on the evaluation meeting in Sundsvall;

Vasternorrland: The programme activities had a highly professional level with a lot of exciting seminars. We have gotten to know new people and been given some very valuable networks and contacts for the future.

Jamtland: Satisfied with the exhibition, the location and the other activities. Disturbed by the theft in Östersund where technical equipment from the exhibition were stolen and the exhibition had to close the last day. Should have wanted more visitors in all activities.

South Trondelag: Incredible in one year of perspective how much we have accomplished! It was good that project-leader and curator got so free hands to work. Glad to see that this project gave us new connections such as British Council which will be useful in the future. Many young people did attend and we reached people that normally don't visit art exhibitions or political arenas.

Mid Finland: Experienced some difficulties with the exhibition halls in Finland at first but these problems were solved to the best of likings. Very satisfied with the exhibition and the work of the curator.

Osterbottnia: Good location and an opportunity to meet with many young people. In Osterbottnia the seminar was located in Jakobstad which gave a spread of activities that was good in a regional point of view.

South Trondelag: In Steinkjer they had a collaboration with WP4 that was successful. The activities around the exhibition was good as it gathered people. Also the joint wp3 seminar in bio energy worked out well. The Lappish activities did put focus on the problems with minorities and different ways of living and were very interesting but unfortunately not so many people came this day.

### ***Summary***

Very high quality in the exhibition even though we had a short and intense planning period. A well organized tour with a big amount of various activities. Creative work and the connection with the other WP-areas worked out well and gave the activities a high level of quality in urgent matters. We have been given a lot of effects of synergism along with Mid Nordic Days. We have had some problems to draw visitors to the exhibition and some activities even though we worked hard with marketing and media. The focus on problem solving have been very high throughout the tour and thanks to the partnership and workgroup many people has been involved in this. New networks and contacts have been established for the benefit of future work.



THE MID NORDIC COMMITTEE

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A MID NORDIC PROJECT



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