

“United States of Europe”

- **10 countries, 10 artistes, 3 generations....Diversity in 1 identity?**
- **An exhibition with the points of view on European identity by 3 generations in 10 European countries**
- **A project by Europeans for Europeans**

Introduction/Overview

Does the English grandmother in England feel more European than the Somali girl in Sweden or than the Chinese man in France? The EU, European identity and diversity are today real debate subjects. And that is for a good reason.

The identity is something that brings us together but also makes us unique and gives us individuality. Is it possible to define a European identity with all the differences we have, between European countries – and cultures?

This project gives a perception of Europe through ten European countries and three different generations who all answer questions like how European they feel, what European identity is, if there is such a thing as a European culture and so on. The result of this work will become an exhibition that also will consist of the result of a cultural exchange between installation artists, one from each participating country. They will work together on the theme and present separately or together a contribution for the exhibition.

The results of the European elections show that we live in a Europe where people are neither aware of, nor engaged in, European questions...

The goal with United States of Europe is to increase the European thinking and evoke engagement and dedication among people in Europe but at the same time show that a union ship does not make countries identical, but richer.

Key phrases

- To take the temperature on diversity and the European identity.
- By Europeans for Europeans.
- A travelling exhibition, presented in each participating country in public places, like a train station, in a public garden, in a galleria or a mall so as many people as possible can see it and take part of it.
- Increase reflexion around European identity
- Involve people in a European thinking,
- Evoke engagement and dedication among European citizens in European questions.
- To increase awareness among people around their own country's identity, show how other cultures add value to their culture and show that a union ship doesn't make countries identical but richer.
- A cultural project can have good impact in politics and culture is a good tool in the international political debate and negotiations.

Part 1 and application 1

International exchange between 10 installation artists.

Ten installation artists, one from each country, will produce their interpretation on the theme for the exhibition. A workshop will be organized where the artists work together. After this we will together decide whether their work will be presented separately or collectively. This part of the project makes an artistic exchange in itself and this must be one separate step in the process.

An application for this part can be made from the Culture Programme 2007-2013, Audiovisual and Culture Agency Executive Agency (EACEA). The deadline is the 1st October 2009.

Part 2 and application 2

Interviews with the three generations (children, adults and elderly people) will be implemented in different geographical areas in each country. In the exhibition this will be presented through photos and texts excerpts. Video interviews might be realized with the children as children often are very true and funny, this gives an important value.

The questions will be the same to everyone: how European do you feel, what is European identity, is there such a thing as a European culture, do you feel engaged in a European thinking – why, why not? Etc etc... This will give individual and diverse interpretations of the subject European identity from 3 generations from each participating country.

An application for part 2 is to be made from the Europe for Citizens Programme, Culture Agency Executive Agency (EACEA) **Deadlines XXXXX?**

Part 1 and part 2 will together offer a rich exhibition that can appeal to most people.

A debate and/ or seminar should be linked to the exhibition.

The exhibition tour will be presented in all participating countries, mainly in the capitals but also where interest is shown where there are good prospects of reaching out to the public. The exhibition will be presented, at least, in each country's mother tongue and in English.

Exhibition place

The perfect place for this exhibition would be a public place; such as a shopping center, a train station, the ground floor in a big business building – in order to reach out to as many people as possible.

A project made by European people for European people...

Target group

The citizens in the (participating countries from the) EU.

Goals

- To offer an exhibition that gives a lot of new ideas on European Identity and diversity. This will be done through the photos, texts and videos from the survey with three generations of people and also through the installations by the artists. An exhibition with a lot of life and imagination.
- Create cultural exchanges and contacts in between the participating countries.
- To strengthen the comprehension and knowledge between European countries.
- To increase reflexions around European identity and to involve people in a European thinking.
- To wake up dedication and engagement in people around Europe.
- To get a hint about in what way Europe and this identity can develop in the future.

- To increase awareness among people around their own country's identity and at the same time show them how much value communication and exchange with other cultures adds.

Measurable goals will be

To see how the view on Europe changes from a country to another and to see how diverse we really are and to see the different points of views and how they change between the generations and between the countries.

Partner search

Partners are wanted in the following countries:

France, Greece, Ireland, Lithuania, Portugal, Romania, Slovenia, Belgium, Sweden, Slovakia

The countries are chosen by the criterias:

1. Geographically different parts of Europe.
2. Different number of years of membership of the EU.

The group of organizers should consist of different kind of organizations that can contribute to the project; cultural associations, cities, cultural centers, galleries, artist unions etc.

The important thing is engagement and genuine interest in the project and a stable and qualitative project management throughout the project with the responsibilities agreed in contract between partners.

An important part for each a co organizer is to implement the interviews and the survey on the project theme among people in its country. To have some knowledge about the culture programme is a plus.

You should consider; can you invest in the project without a guarantee to have a subsidy?

The first work from the co organizer would be: sign contracts, work with ICE on the application, find suitable installation artists, try to find out where in your country the project could be presented, look for national funding for the project, carry through the interviews and then there is the project management although the project of course.

The interviews cannot be started before we have got a positive answer from the Culture Programme and from the Citizen for Europe Programme.

Concerning the artist we look for in each country, in my opinion, would be something like the following:

The person must be interested in the subject and ready to collaborate with artists from other countries.

He or she should speak English (otherwise this must be resolved with an interpreter if there is a workshop organized) He or she can be young or old but must have some work experience or at least be talented and a person full of ideas on this project subject.

There is an economic investment to be done as we, organizers, together must finance 50% of the budget through other subsidies and/or own funding. This should be ok as we will be 10 partners.

ICE initiated the project late 2008 and will continue during 2009/2010/2011 and maybe 2012

This is the base in this project. I hope to have further discussions with agreed co-organizers with the goal of developing the project even more.

The organizer:

Innovation Culture Europe (ICE)

ICE is a Swedish and French non-profit organization that aims to improve understanding and knowledge between European countries. ICE encourages openness, awareness and commitment to the world through international art -and cultural projects and exchanges.

ICE initiates and produces transcultural European art projects but also collaborates with other actors in the cultural sector that share the same goals and values.

ICE's first project SISU is an exhibition in collaboration with the fashion photographer Jenny Lexander about Finnish war veterans and inner strength. Read more about other projects on the website

www.ice-eu.net

On the website ICE also promotes other artists and professionals in the cultural sector.

ICE Consulting is a company well separated from the activities with the association. ICE Consulting offers consulting services (communication, marketing and logistics) to culture professionals in Sweden and France. ICE Consulting can also act as agent.

ICE is founded and operated by Johanna Suo. She lives in Paris since 2005 when she came to manage one of her own projects, a cultural exchange between four artists; France Vs Suède. This was in collaboration with the branch of the Swedish Institute in Paris. Johanna was formerly working as artistic and executive director for a theatre company in Stockholm; Teater Overground. Johanna was also a key person in the creation of the theatre: "Scenen Pipersgatan 4", also in Stockholm. Teater Overground made themselves known for their plays in the project PRO.N.S.T (Production of new Swedish texts). For Johanna ICE is another step in social - and citizenship engagement through art and culture.

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