

Regional
program on
crafts and
innovation

Seminars / Workshops

برنامج إقليمي حول
الحرف والابتكار

ندوات و ورش عمل

Seminarios / Talleres

Programa
regional
de artesanía
e innovación

Programme
régional
d'artisanat
et d'innovation

Séminaires / Ateliers

DURAR

Algers 06-07/12/2015 Tunis 09-10/12/2015

El programa DURAR se organiza en el marco de ACERCA: Programa de Capacitación para el desarrollo en el Sector Cultural de la Cooperación Española, con la colaboración de la Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas (FIIAPP). Y con apoyo y fondos de Robert Bosch Stiftung y de Maraya Art Center & 1971 Design Center -Sharjah.

Le programme DURAR est organisé dans le cadre d'ACERCA, programme de formation dans le secteur culturel de la coopération espagnole, avec la collaboration de la Fondation Internationale et pour l'Ibero Amérique d'Administration et de Politiques Publiques(FIIAPP). Il reçoit le soutien de la fondation Robert Bosch Stiftung et du Maraya Art Center & 1971 Design Center - Sharjah.

DURAR is organised within the framework of ACERCA: the Spanish Agency for International Cooperation's training programme for development in the cultural sector, in collaboration with the International and Ibero-American Foundation for Administration and Public Policies (FIIAPP). And with support and funding from Robert Bosch Stiftung and from Maraya Art Centre & 1971 Design Centre - Sharjah.

ويتم تنظيم برنامج درر ضمن إطار برنامج أتيركا: برنامج التدريب في القطاع الثقافي من الوكالة الإسبانية للتعاون، بالتعاون مع المؤسسة الدولية والأيبيرية الأمريكية للإدارة والسياسات العامة (FIIAPP). ويدعم وتمويل من روبرت بوش ستيفتونغ ومركز 1971 التصميم في الشارقة

Con el apoyo y la financiación de
Avec le soutien et le financement
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Concebido e implementado por
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Conceived and implemented by
صمم وُنغذ من قبل



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تحت رعاية



Durar tour Norte de África: Argelia & Tunes

Las actividades de DURAR incluyen seminarios, mesas redondas y talleres de capacitación, que se estructuran en torno a cuatro pilares:

Diseño & Arte Contemporáneo

Revalorización de la artesanía mediante el arte y el diseño contemporáneo y su impacto social.

Gestión & Administración

De organizaciones del sector de la artesanía y promoción en el territorio (regionalización).

Educación & Formación Creativa

En institutos, escuelas, universidades y escuelas de diseño tanto desde el punto de vista técnico como creativo y social.

Comercio, Emprendimiento e Industrias Creativas

Innovación en modelos de negocio existentes y la importancia de la inversión en el sector.

Durar tour Afrique du Nord : Algérie et Tunisie

Les activités de DURAR comprennent des séminaires, des tables rondes et des ateliers de formation, qui sont structurés autour de quatre piliers :

Design et art contemporain

Revalorisation de l'artisanat à travers l'art et le design contemporain et leur impact social.

Gestion et administration dans des organisations du secteur de l'artisanat et promotion de ce dernier sur le territoire.

Éducation et formation créative, dans les lycées, les collèges, les universités et les écoles de design, du point de vue technique et créatif et social.

Commerce et entrepreneuriat, et industries créatives

Innovation dans des modèles d'activités existantes et importance de l'investissement dans le secteur.

Durar tour, Northern Africa - Algeria & Tunisia

DURAR's activities include seminars, round tables and training workshops, which are structured around four basic pillars:

Contemporary Art & Design

A new appreciation of craftsmanship through contemporary art and design and their social impact.

Management & Administration

For organisations in the crafts industry and their advancement in the territory.

Education & Creative Instruction

In schools, universities and design academies, from a technical, creative and social viewpoint.

Business & Entrepreneurship & Creative Industries

Innovation in existing business models and the importance of investment in the sector.

جولة درر في شمال أفريقيا - الجزائر وتونس

وتشمل أنشطة درر ندوات وموائد مستديرة وورش العمل التدريبية، والتي تتمحور حول أربع ركائز أساسية هي:

الفن المعاصر والتصميم، إعادة التقييم للحرف من خلال الفن المعاصر والتصميم وتأثيرها الاجتماعي.

التنظيم والإدارة، لمنظمات الحرف اليدوية والنهوض بها في المنطقة.

التعليم والتدريب الإبداعي، في المدارس والجامعات والأكاديميات من وجهة نظر تقنية إبداعية واجتماعية.

الأعمال وريادة الأعمال والصناعات الإبداعية، الابتكار في نماذج الأعمال الحالية وأهمية الاستثمار في هذا القطاع.

Seminarios Séminaires Seminars ندوات

Algiers
06/12/2015 - 9.00h -13.30h
Espacio España
10 Rue Ali Azil

Tunis
09/12/2015 - 9.00h -13.30h
Dar El Founoun
68 Avenue Taieb Mhiri le Belvédère

Talleres Ateliers Workshops ورشة العمل

Algiers
06-07/12/2015 - 15.00h -20.00h
Espacio España
10 Rue Ali Azil

Tunis
09-10/12/2015 - 15.00h -20.00h
Dar El Founoun
68 Avenue Taieb Mhiri le Belvédère

Code: **DU01**
Language: **French**
Date: **Alg. 06/12 Tun. 09/12**

Innovative management models for new creation spaces
Dr. Pep Dardanyà Alsina

Head of the Dpt. of External Affairs & Cultural Action in Escola Massana, BCN. PhD in Social Communication. Visual artist, Anthropologist and Cultural Manager. Director of Can Xalant, a Centre for creation and contemporary thought in Mataró and in Espai Cultura of Fundació Sabadell 1859. Had participated in more than 60 individual and collective exhibitions.
www.escolamassana.es



Focus: Case studies: OffMassana, Can Xalant and Hangar in Barcelona. The workshop is structured in three parts: 1. Presentation of the three case studies, 2. Discussion and debate on the relevance of this typology of spaces in the local context and 3. - Elaboration of concrete proposals on typologies, possible management models and their feasibility in the local context.
Aimed at: Designers, Artists, Engineers, Craftsmen, Cultural Managers, Arts and Design students.

Code: **DU03**
Language: **English**
Date: **Alg. 06/12 Tun. 09/12**

Crafts Exhibition conceptualization & design
David Places / Samer Yamani

David Places: Cultural Manager, Curator and Entrepreneur. Taught at the Master in Marketing, Communication & Organization of Fashion Events - LCI, at the Master of Music as an Interdisciplinary Art in UB

Samer Yamani: Designer and Cultural Manager. Founder of Creative Dialogue Barcelona Lectures at several masters in Barcelona. Jameel Art Prize Nominator
www.creativedialogue.net



Focus: Developing craft exhibition concept. The workshop is structured in three different parts: 1. Theory. Explanation on how to conceptualize and produce an exhibition related to crafts, 2. Practice. Attendees must plan an event or exposure; define its objectives and the steps needed to achieve them, 3. Public presentation. The expert will explain the strengths and weaknesses of each project.
Aimed at: Designers, Artists, Curators, Craftsmen, public and private entities.

Code: **DU05**
Language: **English**
Date: **Alg. 07/12 Tun. 10/12**

Promoting cultural & creative professionals: development of individual concepts and policies
Christian Rost

CEO of "Feldstärken GmbH", a consulting company in the field of cultural- and creative industries. Since 2010 he is part of the "Federal Competence Center for Cultural and Creative Industries" in Germany. Worked in the field of urban development for the GTZ in Romania and as a project manager for various ESF (European Social Fund) and ERDF (European Regional Development Fund) projects in Germany.



Focus: The potentials of different strategies to support cultural and creative professionals figuring out the local needs to create and develop specific strategies to support internationalization. The workshop is structured in three parts: 1. Case studies presentation 2. Diagnostic local cultural and creative professionals needs. 3. Developing of vision / strategy to support them.
Aimed at: Cultural and creative professionals. Local organization of artists, designers & craftsmen.

Code: **DU02**
Language: **English**
Date: **Alg. 06/12 Tun. 09/12**

Curating art and Design Projects
Giuseppe Moscatello / Mouza Al Matrooshi

Giuseppe Moscatello: Artist and Art Producer Director of Maraya Art Centre & 1971 Design Space in Sharjah, UAE. Jameel Art Prize Nominator www.maraya.ae

Mouza Al Matrooshi: Exhibition coordinator in 1971 - Design Space in Sharjah. Curator of Dubai as guest city program - Beijing - China



Focus: The workshop will explore the intense journey of activating and nurturing the emerging art and design scene through exhibitions and programs. It will range from brainstorming ideas for new projects to the operations and detailed execution of them, from the creative and managerial point of view. The workshop will also focus on the production process of commissioned projects.
Aimed at: Curators, Designers, Artists, Art Galleries, Museum, and Art Centers.

Code: **DU04**
Language: **English**
Date: **Alg. 07/12 Tun. 10/12**

Design & crafts in performance art: Characters design for theater
Brigitte Frank

Head of the Makeup Dpt. at Münchner Kammerspiele, Germany. Founder of the freelance company MANUFAKTUR GbR Frank und Pade for makeup and wig design for film and theatre.
www.muenchner-kammerspiele.de



Focus: Creating a design concept for characters in a performance situation and realization of the ideas. The workshop is structured in two parts: 1. Presentation of two theatre productions and their realization (*Franziska* and *Warum läuft Herr R Amok*), 2. Creation of mood boards and concrete characters, the participants will be the "actors/performer". It will be discussed the process of inserting the designs into the big picture of a production and the realization of the designed characters.
Aimed at: Designers, Artists, Engineers and Craftsmen, Actors and Directors.

Code: **DU06**
Language: **French**
Date: **Alg. 07/12 Tun. 10/12**

Human Centred Design (HCD)
Noor Aldabbagh

Founder of Banafsajeel a curatorial platform facilitating the exchange of ideas and inspiration through creative collaborative projects. Harvard graduated with an honours degree in Visual and Environmental Studies Masters Degree in Art Business at the Sotheby's Institute of Art in London



Focus: Participants will learn the basics of HCD, which can help in your own organisation, project or field. The Journey of HCD begins with a clear and defined Challenge you want to solve or develop. The process goes through a main three phases: Hear, Create, and Deliver. You will learn by the end of this workshop how to implement these three steps to come up with a tangible solution.
Aimed at: Cultural and creative professionals. Local organization of artists, designers & craftsmen.