



GALA Workshop: Discover Eliava Market

22/23 January 2015

Location: Tbilisi, Georgia

Organization responsible for the activity: GeoAIR

GeoAIR participated in both activities of the GALA project: organized a lab and a workshop. These two modules took place at the following dates: 1. Artistic residency – May-July 2014, and 2. two-day workshop including a conference and a more in-depth information exchange/discussion – January 22-23, 2015.

The project “Discover Eliava Market” sets the goal

1. To demarginalize micro space of the street market through cultural intervention of eco projects carried out in different media: sound, video, light, performances, workshops, lectures, info desks;
2. To contribute to the visualization of the problems connected to the negative human impact on environment;
3. To search for new creative ways for solution of the problems of waste management, use of reusable materials and renewable energies in cultural institutions;
4. To establishment collaboration between the representatives of different social and cultural layers.

During the second part of the project (Workshop, January 22-23, 2015) GeoAIR invited artists, representatives of the cultural institutions, experts on environmental issues, farmers, businessmen and general public to a two day workshop, which was used for exchange of ideas about possible reduction of the environmental impact, discussion of best practices, realistic scenarios and creative approach to raising awareness about the environment and arts.

The first day of the workshop was organized as an open session during the conference “Green Laboratory: Culture and Environment” with interactive talks by the invited local and international experts (see programme in annex). The next day a selected group and a limited



number of people were invited to a more in-depth workshop that was conducted by the representative of the Julie's Bicycle (Luke Ramsay).

The conference on the 22 of January 2015, which focused on:

1. Innovative practices and sustainable development on the example of artistic residencies;
2. Business approach (bank loans, green architecture) and the ways of reduction of negative impact on environment;
3. Education and scientific research.

In order to enrich content of the conference and give the audience the opportunity to get familiar with global practices project team decided to invite to it international participants and partners of the GALA initiative Luke Ramsay (Julie's Bicycle, Great Britain), Daniella d'Arielli (Pollinaria, Italy) and Mathieu Vrijman (Kultivator, Sweden – via skype).

The in-depth workshop on the second day (January 23, 2015) was led by Luke Ramsay from the Julie's Bicycle (Great Britain). It was attended by 10 invited guests and focused on sharing experience of the British organization and discussion of the know-how in the field of reduction of negative impact on environment, reusable energies and resulting economic and environmental efficiency. Participants were made familiar with the GALA initiative and presented the best practices, development of business models, practical tools and resources that can help them to achieve environmental sustainability. The group used the opportunity to visit and analyse the houses that are preserved on the territory of the Open Air Ethnographic Museum and were built in different regions of Georgia with consideration of environmental sustainability.

The organisation of the event was carried out by the GeoAIR team in cooperation with the representative of the Julie's Bicycle and the National Museum of Georgia. The first day of the workshop was attended by an audience of app. 70 persons. The second day was attended by 10 invited professionals.

Appendix

Appendix #1: Agenda of the Conference

Conference “Green Laboratory: Culture and Environment”

January 22, 2015

Tbilisi, Georgia

Venue: Georgian National Museum, Auditorium, 1 Purtseladze street

Start: 10am

Welcoming remarks (10.00 – 10.30)

- Sophia Lapiashvili, Project Coordinator, GeoAIR (Georgia)
- Mikheil Tsereteli, Deputy Director of the Georgian National Museum
- Luke Ramsay, Environmental Sustainability Manager, Julie’s Bicycle (Great Britain)

Session #1 (10.30 – 12.00)

- Mamuka Japaridze, Founder, cloud library (Georgia)
- Karaman Kutateladze, Head of the Residency, Garikula Art Residency (Georgia)
- Daniela d’Arielli, Production Assistant, Artistic Residency and Farm “Pollinaria” (Italy)

12.00 – 12.15 Coffee break

Session #2 (12.15 – 13.45)

- Luke Ramsay, Environmental Sustainability Manager, Julie’s Bicycle (Great Britain)
- Ia Kupatadze, Architect, Ilia State University (Georgia)
- Giorgi Zurashvili, Local team Leader, Energocredit (Georgia)

13.45 – 14.30 Lunch

Session #3 (14.30 – 16.00)

- Mathieu Vrijman, Founder/Artist, Kultivator (Sweden) (online presentation)
- Nino Sulkhaniashvili, Director, Ecovision (Georgia)
- Kakha Karchkhadze, Senior Researcher of Reusable Energies, Ilia State University (Georgia)

16.00 – 16.30 Wrap-up

The conference “Green Laboratory” Culture and Environment” is part of the initiative Green Art Lab Alliance (GALA). It takes place in the frames of the cultural program of the European Union. For additional information please, visit the websites:

<http://greenartlaballiance.eu/>

https://www.facebook.com/greenartlaballiance?ref=aymt_homepage_panel

<http://geoair.blogspot.com/>

<https://discoverliava.wordpress.com/>



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<https://www.facebook.com/Discovereliava>

Appendix #2: Agenda of the In-Depth workshop on January 23, 2015 (led by Luke Ramsay from Julie's Bicycle)

Green Arts Lab Alliance Workshop Friday 23rd January

GeoAIR, Tbilisi and Julie's Bicycle

11:00 Welcome – Sophia and Tamara, GeoAIR

A brief welcome and introduction to the workshop and Julie's Bicycle

11:10 Introduction - Julie's Bicycle

An overview of the GALA initiative, and outline of the workshop objectives:

- To raise awareness of the environmental impacts of cultural work, and the business case for addressing sustainability.
- To share examples of best practice in the cultural field from artists and organisations addressing environmental challenges and benefitting from the opportunities of doing so.
- To learn more about local cultural and environmental initiatives.
- To provide participants with practical tools and resources, and inspire new thinking and ideas to address environmental sustainability in their work.

11:25 Participant introductions

Where people are from, what they do, and what they'd like to get out of the workshop.

11:45 Cultural leadership and environmental sustainability

A presentation on the work of Julie's Bicycle in the UK and internationally, working with over 1,000 organisations in the cultural field to collectively address environmental sustainability. We will look at how cultural organisations and artists are leading the way in developing more sustainable business models and ways of creating and presenting work. We'll outline the business case for prioritising environmental sustainability, and the creative case too – how this issue is inspiring organisations and artists to engage their audiences, customers and collaborators in new ways.

12:10 Q&A

12:20 Break for tour of the Ethnographic Museum and lunch

14:00 Contributions of best practice from participants



Participants who are already running projects and/or initiatives within their organisations around environmental sustainability will be invited to share their stories.

14:30 Green culture: Georgia

Julie's Bicycle will present some ideas of how organisations, artists and designers are improving not just their own, but also the environmental sustainability of the cities and local areas in which they live. Together we will map what we think the most pressing environmental issues are for people in the city/areas we live in. We will then participate in a "visioning" exercise, designed to generate practical ideas for how the cultural community in the Georgia might contribute to improving these issues and the environmental sustainability of their city/local area.

15:15 Feedback and discussion

The discussion groups will come together again and share their thoughts and practical ideas for projects and initiatives. We will identify, where appropriate, what support and infrastructure is necessary to support these ideas moving forward.