

International Encounter Art and Sustainability: Entrepreneurship and Social Innovation

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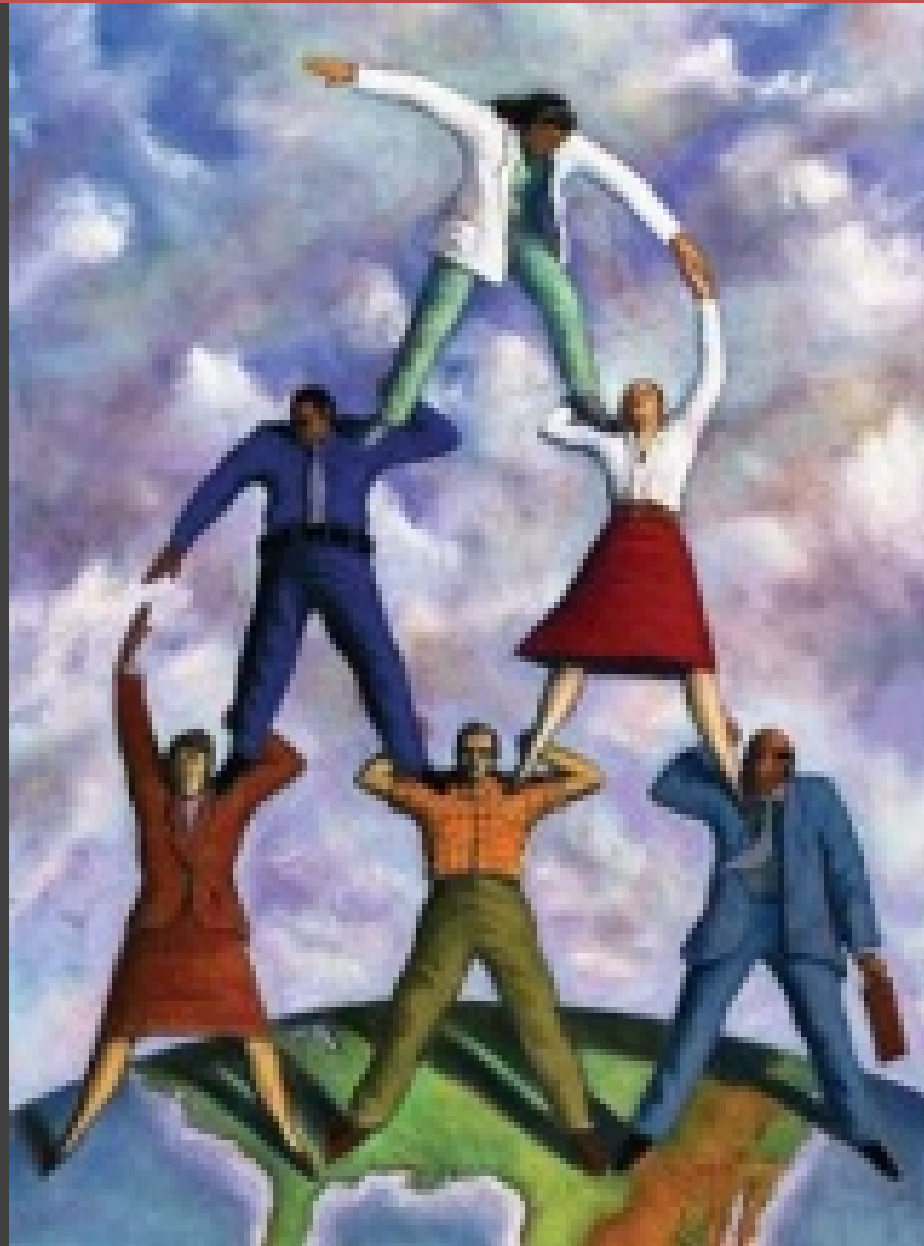
Hub ConArte

The Nanny,
The Arts Factory



FOUNDATIONS

- To look for new autonomous forms of self-management, social investment, entrepreneurship, and community involvement in artistic creation constitutes one of the most profound necessities in the cultural sector of Latin America.





- Multiple artistic groups, visual artists, composers and arrangers, artisans, performers, musicians, dancers and choreographers, puppeteers, designers, graphic artists, circus and street performers, sculptors, videographers, photographers and filmmakers, promoters and producers of different countries have underscored the need to build new sustainable scenarios for the creation, production, distribution, management and enjoyment of the works that are generated.

CREATION, SUSTAINABILITY AND COMMUNITY

- This has created an urgency to find a better articulation for the chains of production in which artistic creation is based. The idea then is to promote the sustainability of the creative processes and achieve greater impact, new social ties and community ownership



- Imagine another “possible world” for the present and future of the arts, **an intimate relation with publics and creative communities**. Diverse groups, urban and rural, young people and women, who are looking for links with artistic creation **as part of their cultural rights** and as a necessity for strengthening the social cohesion, **the coexistence and a better understanding within the diversity**.

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EL MUNDO

GROWING INTEREST IN PROMOTING SMALL AND MEDIUM CULTURAL ENTERPRISES

- There exists in Mexico, Great Britain, the United States, Brazil, Colombia, Guatemala, among other countries, a growing interest in promoting small and medium sized cultural enterprises.



Encounter and Dialogue: Art, Community and Sustainable Development: Entrepreneurship and Social Innovation

- *This is the framework in which the Hub ConArte in Mexico arises, with the purpose of creating a space of exchange, training, investment and social innovation, as well as the professionalization of management for fostering entrepreneurship in the arts in Mexico and other Latin American countries.*

- *It comes into being with a close relationship with HUB Oaxaca, a space created in a city full of creative energy and which has already begun to nourish a new culture of social innovation in themes of environment and intangible heritage and which ConArte A.C. and OCCA/Tercera Vía maintain a dialogue.*



The HUB ConArte Mx . International *Encounter on Art and Sustainability: Entrepreneurship and Social Innovation* proposes to:

- 1) Create a permanent space for shared reflection and action among artists, social innovators, promoters and managers with the goal of strengthening entrepreneurial abilities for business and social and community involvement in the arts.
- 2) Identify the management models and necessities of training in promotion and innovation, social involvement, investment and entrepreneurship.
- 3) Promote the transfer of knowledge and experience in entrepreneurship that has developed in other sectors like the environment, science and technology; delineate which correspond to cultural and creative sector, from the specificity of the arts.
- 4) Provide in short, medium and long term, a framework for action, dialogue and teamwork to strengthen productive chains in the arts among the participating agencies and initiatives with new training schemes, professional, investment and social innovation.

METHODOLOGY

- *The “Encounter” acquires the form of a space for interchange, learning and systematization, during the two and a half days of public work, during activities will be developed, each one with its own dynamic, in each case looking for participation and interaction.*



METHODOLOGY

- *There will be an artistic program and a concert-dance to close the event. The “Encounter” is organized with the objective of identifying and describing the current models of cultural management, analyzing the experiences of the participants and draw scenarios for their development, while defining the common training needs, investment and community management.*

METHODOLOGY

- *This will provide information for defining the second stage of development of the HUB and especially the training workshops that the ConArte Hub and the Oaxacacan HUB will share, as well as the initiatives that will form part of both HUBS.*
- **There will be pre-assigned work the previous day to prepare.*

“TRANSFER OF EXPERIENCES OF INVESTMENT AND SOCIAL INNOVATION IN THE CREATIVE SECTOR AT THE INTERNATIONAL LEVEL” AND “NATIONAL CHALLENGES IN THE ARTS”. PANEL OF INVITED



EXPERTS.

- **Marketing for Creative Industries. The British Council.**
- **Creativity, Innovation, and Social Investment; Experiences in Environment and Community Development. Halloran Philanthropies**
- **Cultural Diversity and Cultural Production. UNESCO**
- **Artistic Creation y Sustainability. ConArte.**

II. NAVIGATING THROUGH THE 21ST CENTURY

Dialogue and Deconstruction of Experiences

- Methodological presentation of 21 experiences from Mexico, the United States, England, Colombia and Brazil. Identification of formative necessities of said projects. Methodology and formative necessities will be the basic guidelines for presenting the initiatives for which a presentation guide of experiences will be sent. These experiences will be subject to analysis through the support of the other participants, to suggest where they can move forward, grow or adapt to other contexts.
- Oaxaca, Monterrey, Jalapa, Veracruz, San Cristóbal de las Casas, Tijuana and Mexico City; London, The United States, Colombia and Brazil.

SUPPORT FOR THE “ENCOUNTER

- The “Encounter” will take place with the impulse from ConArte, Halloran Philanthropies, the British Council, the UNESCO Chair in Cultural Policies of the University of Girona, Secretary of Culture of Federal District and CONACULTA, and Secretary of Cultures and Arts from Oaxaca, as well as the support of the Observatory for Communication, Culture and Arts OCCA/Tercera Vía S.C. and the Center for Research on Culture and Development of the Bolivar Technological University in Colombia, Fondeso, Spanish Cultural Center in Mexico, Incubaempresas and Green Pages, among other private enterprises and international institutions.



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DATES:

- The “Encounter” will take place in February 17-18, 2012 in Mexico City at The Nanny; The Arts Factory. HUB ConArte.MX

Art brings happiness and well-being into every days life.

