

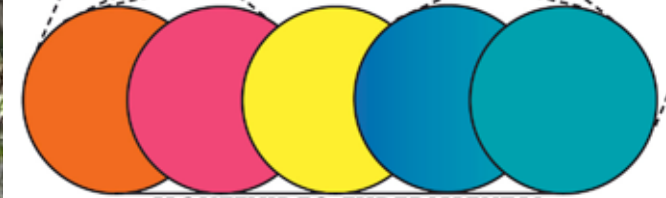
AGENDA

Step 1 - 2013 : MONTEVIDEO EXPERIMENTAL 1
Urban Imaginaries Research
Curatorial and Project Design Lab
Workshops, Fundacion Union

Step 2 - 2013 : MONTEVIDEO EXPERIMENTAL 1
Project Design Open Lab
Staging the Creative Ecosystem, Teatro Cervantès
Presentation at Dia del Futuro, La Diaria Café

Step 3 - 2014 : BOA Program
Barrio de las Artes on going prospective research

Step 4 - 2014 : MONTEVIDEO EXPERIMENTAL 2
(to be defined)



MONTEVIDEO EXPERIMENTAL
HACER EL FUTURO CON ARTE

ART-BASED URBAN RESEARCH

developed by

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/ Territorial Prospective Lab, Architecture
Facutly, University Republica, Montevideo
and

Raphaële Bidault-Waddington,
Artist-researcher, founder of LIID/Labora-
toire d'Ingénierie d'Idées, Paris).

The principle of Montevideo Experimental is to combine academic prospective research method with artistic experimentations as an innovative form of action-research, and a new critical way to envision the future of the city.

Project page on Arte-Sur.org plattform:

www.arte-sur.org/specialprojects-uruguay/

more info about LIID : www.liid.fr

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Step 1: Urban Imaginaries / Curatorial Lab, 2013

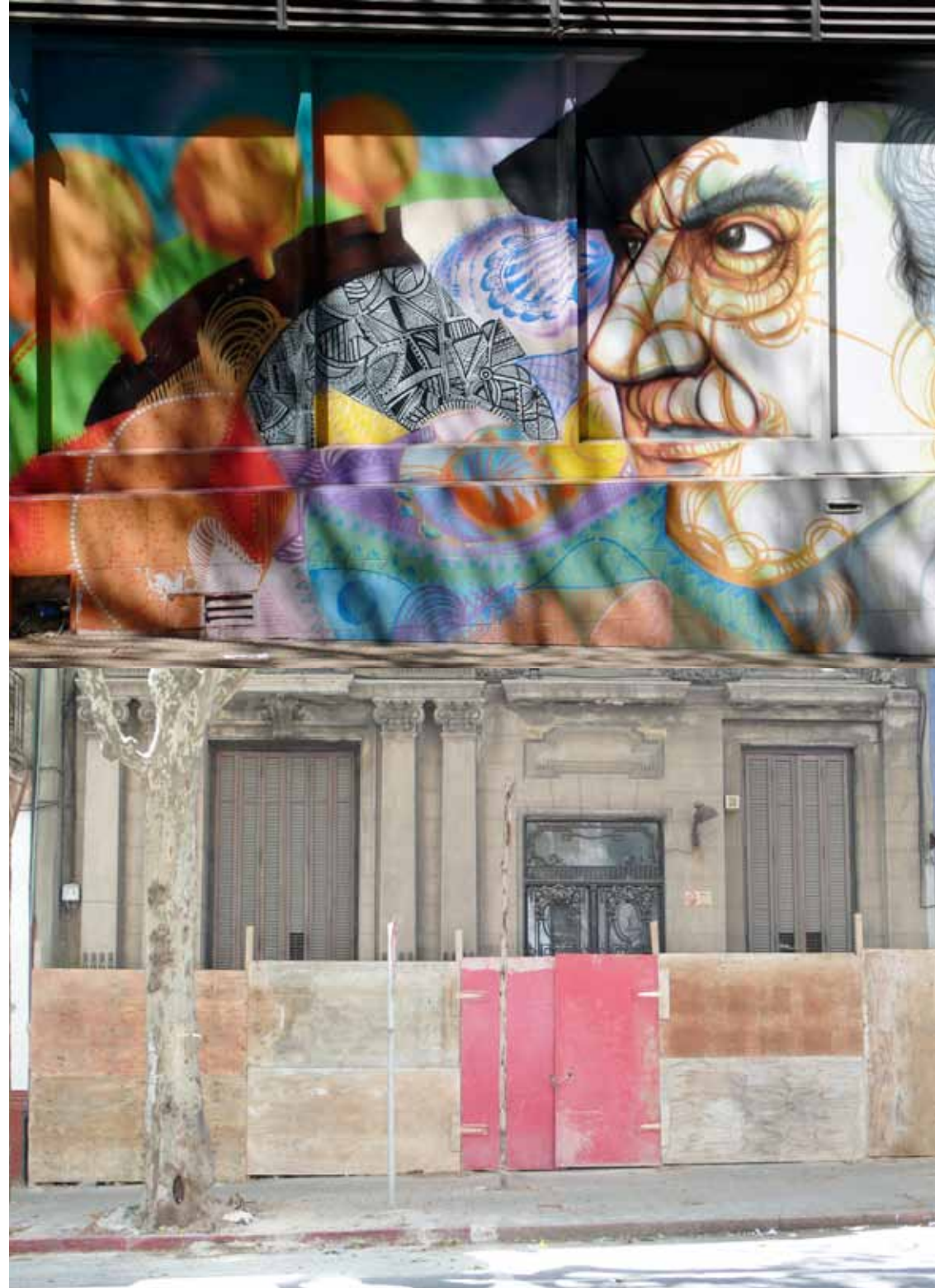
Taking the emerging Barrio de Las Artes of Montevideo (located between Ciudadela, ave 18 de Julio, Aldunate Ferreira and the Rambla South) as a first territory of experimentation, Montevideo Experimental 1 consisted in a series of workshops in October 2013.

These were coordinated by Ana Knobel, in charge of the Barrio de Las Artes program at the City of Montevideo, who selected a group of twenty creative persons from various generations and disciplines, through an open call and with the help of partners (Fundacion Union, Pozo de Agua TV).

Raphaële Bidault-Waddington's research residency in Montevideo in 2013 received the support of both Fundacion Polo Mercosur and Foundation Gustavo Posse.

Besides the workshops, the residency included a photographic research (all illustrations) and encounters with students and professors at the Architecture Faculty.

Workshops Participants: Ana Ro, Sebastián Cabrera Tatu, Etelevina Borges, Luli Silva, Raúl De León, Adrián Reffo, Daniel Charlone, Macarena Montañez, Marina Cultelli, Aldo Baroffio, Sylvia Montañes, Maria Yoselin Garcia, Maria Laura Olmedo Ferrando, Geraldine Montañó, Rafael La Paz, Daniela Vaamonde, Natalia Ríos, David Napodano, Carolina Gazzaneo.



The LIID experimental workshop protocol consisted in first exploring the site past, present and future imaginaries and artistic potentials, thus raising five critical themes/issues (often echoing international urban prospective challenges):

Topic 1 - Chain Reaction / How to facilitate the artistic initiative and its positive « incidental process » (following John Latham's concept of the artist as an *Incidental Person*) on the city? How to ensure a bottom-up art-based urban transformation from political or economical instrumentation?

Topic 2 - Urban Fabric / How to fertilize the social links naturally created by experimental and collaborative art practices? How to go beyond the regular urban "social-cultural animation" and shift to a collective value creation?

Topic 3 - Narration-Action / How performance arts and specially the rapidly growing immersive theater practices can occupy the public space and transform the street experience and culture? And reciprocally, how could the daily urban life can be staged and thought of as a shared creative experience?



Topic 4 - Hybrid Imaginary Landscape / How artistic practices mirror urban mutations and the transformation of individual and collective imaginaries? How research-based and collaborative art practices can engage in a deeper urban exploration, reveal creative richness of the past, and re-invent it by mixing it with contemporary creative practices and languages?

Topic 5 - Orbital Zone / How to cultivate singularity and artistic autonomy while being connective with other neighborhoods of MVD, and with the world in an era of Globalization? How to combine urban life and virtual life through multidimensional cultural projects?



Acknowledging those challenges and a vast palette of exemplary international urban art and creative projects, each group designed long or short-term projects to be later implemented in the Barrio de Las Artes:

- **“CBAR (Comite de Base Artistica)”**: A collective artistic facilitation structure located in the Barrio, and inspired from a rather radical political structure operating in Uruguay in the 70-80’s.
- **“Streetbook”**: A monthly outdoor «outsider art» event, mixing the idea of an affordable art fair with the spirit of “posting” individual creation on your building wall, thus mimicking Facebook.
- **“Fantasmas del Barrio”**: An on going immersive performance art program, re-activating the extraordinary literature and music heritage of the neighborhood, thus making «reappear» its artistic spectrums (Cortazar, Borges).
- **“Puertas Abiertas, Ventana al mundo”**: A collaborative art program, mixing citizens and artists creative moments on the Barrio’s doors and windows during the year, culminating in a festival where the best artists are recognized and acclaimed.
- **“Identidades Hybridas”**: An on-going art-based research project to highlight the Barrio immaterial layers and creative assets (in discussion with an academic process to have Montevideo Immaterial Cultural Capital labeled by UNESCO).



Workshop Step 2, Teatro Cerventes, November 2013:
Staging informations, projects and teams as a live and
interactive creative ecosystem.

Raphaële Bidault-Waddington transformed the vast stage into a “performative installation”, a live experiment allowing the group to envision how the various projects could become a full artistic ecosystem in the Barrio de Las Artes.

In an “open lab” spirit, a panel of key urban experts and decision makers (cultural journalist, cultural investor, urban designer, etc.) were invited to give critical advice and test the projects’ feasibility.

This final session was covered by Laura Rey for La Diaria newspaper, prior the official public presentation of the projects in the Dia Del Futuro event.

See Dia del Futuro announcement on Fundacion Polo Mercosur website: <http://polomercosur.org/montevideo-experimental-1-hacer-el-futuro-con-arte/>

See workshop video, Laura Rey article, and interview of Raphaelae Bidault-Waddington in La Diaria on www.arte-sur.org/specialprojects-uruguay/





Step 3: Critical analysis, and prospective research, LaboPt, 2014

Montevideo Experimental 1 program gave some strong and rather concrete insight about possible future visions for the Barrio, but also raised other critical issues: commitment and feasibility of projects; inclusion of populations and diversity; economical, touristic or political instrumentation; risk of similarities with the neighboring «Old City» failed urban development; potential competition with another emerging Art districts (e.g. near the EAC). The idea of a “Good Practice Charter” to recognize and strengthen artistic actions appeared as a relevant short-term solution. The positive and negative results of *Montevideo Experimental 1* are now re-introduced by LaboPt in its prospective research matrix, in order to design several possible future scenarios for the Barrio. This will include comparative analysis with other experimental initiatives in Montevideo and other cities.

Step 4: New cycle of art-based research workshop with LIID, November 2014

From the prospective research processed by LaboPt, LIID will imagine and introduce one or two un-expected “rupture scenario” in the future research process, and design the protocol of a new collaborative art experiment to take place in Montevideo by the end of 2014.



