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# Concept of artistic intervention

Concept of the artistic intervention in the Creative Europe project  
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**UNITED COWOBOYS**

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## Concept of artistic intervention



### 1. What do we plan?

With Circular Resistance, United Cowboys aims to create a collective presentation platform in Eindhoven, in the form of a 2-night public event in their art house, called Seasoning. Three local partner organisations will be invited to contribute to this presentation in October 2023.

This local initiative is followed by an artistic manifestation using their signature performance format 'Biotope' as the final manifestation and presentation during the EU project's conference in Graz in 2024 (or in Brussels).

## 2. Why do we plan it that way and how is it linked to the whole project future.repair.machine

United Cowboys has been thriving through artistic collaboration for 30 years:

- Ever evolving and ongoing investigations question the conventional understanding of performance and the mentality of both, the performer, and the audience in various ways.
- By curating an open-access multi-faceted event series, presenting a variety of art forms, United Cowboys invites audiences from all fields and backgrounds to join a collective experience and space for change and discourse.

With this collaboration United Cowboys kindles awareness for a truly united artistic approach and a sustainable partnership with the rich contemporary cultural landscapes the region and the shared awareness for repair as a tool for change in our societies.

Repair as a tool for social and cultural change in Eindhoven will be reflected on from different angles opening up a wider basis for investigation.

Giving local partners the chance to tap into this project from their stand point, bringing in their concerns and creative approaches to the table, is an intentional working method enhancing cross-pollination and inclusiveness. The variety of new perspectives on local challenges and possible repair mechanisms will form a complex web of processes.

This project will support the main objective of future—repair—machine - to create a web of research- and creative interventions to develop an awareness-movement across the EU - by building a local hub for investigation and collective presentation; beyond that by supporting interaction, exchange and by ultimately creating a manifesto in 2024 in form of a signature performance piece: Repair Biotope.

## 3. What is the timeline for our artistic intervention

The project process and the ways to engage with associated artists, partner organisations, and audiences on local level, will be executed in the following main steps:

***Step 1. Local Web – Spring/Summer 2023***

Local Level: Connect with associate artists & organisations in Eindhoven.

2-day Kick-off gathering at the United Cowboys Art House Eindhoven.

Invited local partners: Van Abbe Museum, Makers Fair, Pennings Foundation, Dutch Design Week, and independent artists.

The partner organisations define their areas of research based on their fields of interest, expertise and their motivation for 'change through repair'.

A selection of multidisciplinary outcomes will be picked for further development and presentation at the Seasoning Special in fall 2023.

### ***Step 2. Artistic Interventions - Repair Seasoning – Fall 2023***

Local Level: United Cowboys curates and organises Repair Seasoning - as special edition of Seasoning during the Dutch Design Week 2023.

Presented during Seasoning:

- The research outcome created by the local partners and the invited artists will be presented to the public during a Seasoning Special hosted at the United Cowboys Art House in Eindhoven.
- Local and international artists present artwork on the topic "repair" via an open call.

Continuation in 2024

### ***Step 3. Artistic Manifestation - REPAIR BIOTOPE***

After the Artistic Interventions, United Cowboys will continue investigations throughout the continuation of the EU project, collecting materials that will be interwoven and translated into a site-specific durational Biotope performance presented either during the conference in Graz or in Brussels as a gesture for change; implementing local artistic manifestations of repair into a performative environment expressed and translated by the performers of United Cowboys. For the Biotope United Cowboys will create a unique, binding, both nostalgic as well as futuristic temporary world.

## **4. Partners, Experts, communities, experts and participants included**

### ***Van Abbe Huis***

Albert van Abbehuis is an art space and cultural platform managed by the AVA foundation. We collaborate with enthusiastic professionals to create new and exciting initiatives. Albert van Abbehuis wants to connect society with the worlds of art, science, design and technology. The

exhibition space functions as a multi-platform for contemporary art exhibitions, hackathons, meet-ups, interactive workshops, performances and ground-breaking lectures. National and international collaborations with fellow initiatives in the cultural sector reinforce our goal as a relevant and leading meeting place for interdisciplinary interactions, resulting in unimaginable possibilities.

### ***Pennings Foundation/Gallery***

Pennings Foundation is a presentation and knowledge platform in the field of photography, new media art and video art and is therefore meaningful for artists and the public. High-quality exhibitions enable a broad and diverse audience to experience and appreciate art and facilitate encounters between makers, art viewers, buyers and clients. In addition, the Foundation aims to inspire diverse groups in photography, new media art and video art in an inspiring way in order to broaden and deepen their knowledge of this.

### ***Makers Fair (23-24 September 2023)***

Maker Faire is the Greatest Show (and Tell) on Earth — a family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker movement. Part science fair, part county fair, and part something entirely new, Maker Faire is an all-ages gathering of tech enthusiasts, crafters, educators, tinkerers, hobbyists, engineers, science clubs, authors, artists, students, and commercial exhibitors. All of these “makers” come to Maker Faire to show what they have made and to share what they have learned.

Maker Faire is a hands-on visual feast of invention and creativity and a celebration of technology, arts, craftsmanship, science, and the Do-It-Yourself (DIY) culture. It's organized for innovative, creative people who like to tinker and love to create, and also for those curious minds who want to see what new and innovative things are just around the corner... and get hands-on! Maker Faire is primarily designed to be forward-looking, showcasing makers who are exploring new forms and new technologies. But it's not just for the novel in technical fields; Maker Faire features innovation and experimentation across the spectrum of science, engineering, art, performance and craft. Maker Faire is a gathering of fascinating, curious people who enjoy learning and who love sharing what they can do. It's a venue for makers to show examples of their work and interact with others about it. Many makers say they have no other place to share what they do. DIY (Do-It-Yourself) is often invisible in our communities, taking place in shops, garages and on kitchen tables. It's typically out of the spotlight of traditional art or science or craft events. Maker Faire makes visible these projects and ideas that we don't encounter every day.

### ***Dutch Design Week (21-29 October 2023)***

Dutch Design Week (also known as DDW) is the largest annual design event in Northern Europe. It presents work and concepts from more than 2,600 designers to more than 355,000 visitors from home and abroad. Hosted in Eindhoven, Netherlands, the event is about Dutch design. The event takes place around the last week of October and is a nine-day event with exhibitions, studio visits, workshops, seminars, and parties at many venues dispersed throughout the city.

Due to its industrial character, hosting companies like Philips, Philips Design and DAF, Eindhoven sets itself the goal to become the national industry- and design capital. Also, hosting the Design Academy Eindhoven and the Eindhoven University of Technology, the city produces a profound bases for innovation. In order to communicate these outcomes, the Dutch Design Week is organized. The initiative started twelve years ago as a non-commercial fair where design, industry and business could talk to each other on 'neutral' ground. Since then, the event grew rapidly each year, to 355,000 visitors in 2018. The DDW consists of around 120 venues. The main venues during the event are among others the Klokgebouw (Strijp-S), Design Academy Eindhoven and the Faculty of Industrial Design at the Eindhoven University of Technology, where successful and well-visited expositions are organized.

## **5. Expected Outcomes**

The long term goal of the artistic interventions presented by United Cowboys at their art house is to strengthen a sustainable platform for exchange and artistic exploration between local partners, artists, and audiences from a variety of local communities.

By inviting a variety of local cultural organisations and artists representing different art fields and focus points, United Cowboys encourages cross-disciplinary discourse.

This intensive collaboration will support the investigation of mutual challenges in today's societies and create room for debates on international issues all around societal changes, cultural impact, climate change, in the attempt to repair social, economical, cultural and ecological challenges. The COVID-19 pandemic has shifted all our perspectives regarding physicality, social engagement and global interaction. The questions of sustainability, human interaction and repair of structures that have been suffering from the outcomes of the pandemic, have never been more urgent.



The artistic interventions hosted by United Cowboys are directed towards a wide local audience. Apart from artists and cultural professionals, also policy makers, youngsters, and communities from the neighbourhood will be invited to join the platform.

The ultimate outcome will be a stronger awareness of the necessity of constant reflection on sustainability, shared spaces, interactions, the influences of new technologies and future developments on our door steps during and after a world that has been scarred by a global pandemic.



