

Notre Europe and Agence VU' present



VU'
l'agence

MANUFACTURING EUROPE

Partnership documents illustrated with photographs by Martin Kollar/VU' taken from the set 'Nothing Special' produced during a journey across several EU countries

V Slovakia



A **major Europe-wide photography exhibition** on the making of contemporary European identity

A project undertaken within the framework of the ***European Year of Intercultural Dialogue*** and the ***European Month of Photography 2008***

with the patronage of **Jacques Delors**, a prominent figure in European integration, and **Christian Caujolle**, a leading actor in European photography

V Hungary



PRESENTATION

Location of November 2008 events: Brussels and Paris

Prolongation in 2009: Belgrade, Dublin, Łódź, Malmö, Turin, Timisoara

Authors and project leaders: *Notre Europe* and *Agence VU'*

Partners: *European Month of Photography*, *Committee of the Regions*, *French Presidency of the EU*

1. An unique collaboration on the occasion of the *European Year of Intercultural Dialogue* and the *European Month of Photography 2008*

- The project connects the insights of *Notre Europe's* researchers to those of 6 *Agence VU'* photographers:
 - To bring into focus both the shared destiny of 6 emblematic European cities: Belgrade, Dublin, Łódź, Malmö, Turin and Timisoara.
 - To grasp how socio-economic changes and the intensification of flows inside Europe can *manufacture* new identities.
- The project intertwines cultural and educational aims:
 - To take a fresh look at the growing interdependence of European peoples.
 - To explore the potential of contemporary photography as a means to display the human face and uncharted facets of European construction.
 - To use the web to facilitate a new approach to cultural exhibitions.

2. A major exhibition presented on the walls of Europe and made accessible on the web

- A major photography exhibition will be presented in Brussels and Paris and will then be taken on tour around the 6 subject-cities. It will be supported by a multilingual book combining photographs and texts.
- A virtual exhibition set up online will bring together and make available all the photographs shown in the cities and will invite website visitors to respond and to debate online
- The physical exhibition aims to attract local audiences in each of the cities, whereas the virtual exhibition proposes to reach as many Europeans as possible.
- Supporting events - notably the opening conference and the public meetings organised in every city - will kick-start a debate with a European dimension.

CALENDAR

- **Preliminary research**
January to June 2008
Where: Belgrade, Dublin, Łódź, Malmö, Timisoara, Turin
- **Photo reportages**
April and May 2008
Where: Belgrade, Dublin, Łódź, Malmö, Timisoara and Turin
- **Publication of the book “Manufacturing Europe”**
September 2008
- **Publication of the ethnographic case studies**
September to December 2008
- **Opening conference**
Early November 2008
Where: Paris
- **Presentation of the exhibition**
November 2008
Where: Brussels and Paris
- **Committee of the Regions’ Forum on Intercultural Dialogue**
25th November 2008
Where: Brussels
- **Circulation of exhibition, public meetings**
Year 2009
Where: Belgrade, Dublin, Łódź, Malmö, Timisoara and Turin

The photographers:

Notre Europe's researchers, Aziliz Gouez and Ute Guder, are working together with 6 photographers from *Agence VU'*. Chosen for the singularity of their photographic approach, they are authors who have made their name in contemporary European photography.



♦ **Gilles Favier** (France) will explore Dublin

Alongside his involvement in news journalism and his close relationship with daily papers, he has carried out personal projects which all confirm his determination to analyse, to question, to challenge today's world. He likes to follow the drift of his encounters, building a documentary corpus on the basis of his discoveries.



♦ **Olivier Coulange** (France) will explore Łódź

He asserts the relevance of documentary photography as a means of exploring today's world by focusing on key social issues. He likes to work on long-term projects, often returning to his subjects in order to add a final touch or to take a fresh look at them. Notably he has brought to us, with discretion and compassion, the world of autistic children or the realm of palliative care within the hospital system.



♦ **Pieter Ten Hoopen** (Sweden) will explore Malmö

A Dutchman living in Sweden since 1999, he has studied photo journalism at the *Nordens Fotoskola*, Balsta. His photographs are regularly published in Swedish and international magazines. Since 2002 his work has been shown in the USA, in Sweden, and, in 2004, at the *Amsterdam Photography Museum*. In the year 2006, he exhibited at Göteborg, Sweden; Kuopio, Finland; at Kristiansund, Norway and Perpignan, France.



♦ **Rip Hopkins** (United Kingdom) will explore Timisoara

He is primarily interested in the use of colour. Using a documentary approach, he defines the issues and final objects of his work – favouring the printed book, which he sees as the most appropriate conclusion to his projects. Moving with total freedom from landscapes to set-piece images or portraits, he likes both to develop his own projects and to respond to offers from the press or from institutions.



♦ **Paolo Verzzone** (Italy) will explore Turin

Originally and still a press photographer, he has developed ambitious projects which question the contemporary world. Among his most remarkable works can be found his reportages on bathers - from Italy to Lithuania, from France to Finland - and the way they relate to their image by the seaside.



♦ **Martin Kollar** (Slovakia) will explore Belgrade

A Slovak with a keen sense of humour, he has opted for still pictures to report on his country. In a highly idiosyncratic way he has documented the shift from socialism to capitalism against a background of nationalist insecurity. Opting for colour, he offers us a collection of funny snaps depicting semi-absurd situations, leaving just the right amount of distance to reveal the strangeness of his subject.

ANNEXES

1. AIMS and CONCEPT
2. EVENTS and TARGET AUDIENCES

-1-

A unique collaboration on the occasion of the ***European Year of Intercultural Dialogue*** and the ***European Month of Photography 2008***

V Lithuania



Notre Europe and *Agence VU* have joined forces to create the event 'Manufacturing Europe' – an initiative aimed at advancing Europeans' appreciation of their shared destiny.

This project will take place within the framework of the **European Year of Intercultural Dialogue** and the **European Month of Photography** organised in 2008 around the theme 'Europe: Mutations and Transformations'.

Working closely with *Notre Europe*'s researchers, the photographers of *Agence VU* will seek out snapshots of what connects Europeans today. How do they live? What values do they share? What changes has European unification brought to citizens' everyday lives? What new cohesions have arisen in a 27-strong Europe? What new identities have emerged from intensified mobility and exchange within an enlarged Europe?

The project intertwines cultural and educational aims

- ◆ **To inform citizens with relevant and striking pictures that give flesh and blood to contemporary Europe.** We need new images of today's Europe. One of the project's aims is to trigger an emotional response from citizens by confronting them with powerful images that give shape to contemporary European experiences.
- ◆ **To bring out both the diversity inherent to 6 European cities and their shared destiny within an enlarged Europe.** By selecting the photographs which best show the synergies between these 6 cities, our ambition is to raise citizens' awareness of the growing interdependence between Europe's peoples.
- ◆ **To bring home to citizens the value of intercultural dialogue.** The project is aimed at a broad public with no particular knowledge of European affairs. By setting forth the multiple facets of a European identity in the making, we hope to bring actual and virtual visitors to understand the extent to which their own culture is linked to that of other Europeans.
- ◆ **To stimulate an awareness of the issues raised by intra-European migration as the 2009 European elections come into view.** The combination of events planned within the framework of the project should encourage a strong electoral participation in 2009.
- ◆ **To set in motion a dynamic that can be picked up and prolonged in years to come.** This unique collaboration between researchers and photographers will yield a bank of images of contemporary Europe. This store can be added to and enriched by later initiatives.
- ◆ **To pioneer a new approach to cultural events by creating a parallel virtual exhibition, thus exploiting fully the possibilities offered by new technologies.** This new cultural event formula will enable us to reach a greater number of European citizens and thereby to make new audiences more aware of artistic and cultural initiatives.

Diversity and shared destiny: the making of contemporary European identity as seen by researchers and photographers

Researchers and photographers aim to explore the transformations currently taking place in Europe while keeping as close as possible to Europeans' everyday lives. With this in mind, they chose to start from **six cities which are emblematic** of the changes brought about by European integration:

6 milestones on a European journey

- ♦ **Belgrade** (Serbia): At the heart of a region for which Europe holds the promise of peace, Belgrade reminds us that interactions between Europeans do not stop at current EU borders.
- ♦ **Dublin** (Ireland): Once the capital of a land of emigration, Dublin is today a shining example of a city that has successfully broken into the globalised economy.
- ♦ **Łódź** (Poland): A large city in central Poland, Łódź is currently in the process of recapturing and emphasising its industrial and multicultural past.
- ♦ **Malmö** (Sweden): Formerly one of the most industrialised cities in Sweden, Malmö is completing its conversion to the "new economy" and investing in environmental technologies.
- ♦ **Timisoara** (Romania): Synonymous with the fall of communism in the new member states, Timisoara now plays host to relocating west-European businesses.
- ♦ **Turin** (Italy): Once one of Europe's centres of Fordism and Taylorism, Turin is today Italy's mirror: shop windows and shows have taken over its productivist past.

New identities in the making

In each city, researchers and photographers will carry out their investigation by tracing the fate of a **manufacture**, starting from the authentic setting of a factory - either working or reconverted. Taking this factory as their focal point, they will pick up threads taking them to other neighbourhoods and will thereby be led to capture what the factory generates – the products and encounters it fosters; the migrant workforce it attracts; the lifestyles (work, leisure, consumption) and physical routes taken by city dwellers who pass through it. They have chosen iconic manufacturing works, woven into the fabric of their city - its historical heritage, its rise and fall - and representative also of the diversity of local lifestyles.

On a second level, **manufacturing** has the sense of "constructing", "putting together components or parts". This meaning leads us directly to the question at the heart of our project: that of the construction of a common identity at the European level. Beyond their diversity, the 6 cities share a common destiny. The second phase of the project will therefore consist in tracing *correspondences* and exchanges from one city to the next, in order to show how the intense exchange in people, goods, money and ideas within the Common Market yields unforeseen cultural configurations; how contemporary socio-economic mutations forge - or manufacture - new identities.

In doing so, particular attention will be given to *intra-European migration*. Our 6 cities are connected by intense human movement initiated among other things by development disparities between East and West: Ireland is today host to thousands of Poles; Malmö is one of the Swedish cities with the highest migrant population ratios (with a large proportion of refugees hailing from the former Yugoslavia); Turin is home to a significant Romanian community. Thus the 6 cities in the project pair up in 3 archetypal doublets, places where population shifts are weaving a shared fate for all Europeans.

-2-

A major photography exhibition presented on the walls of Europe and made accessible on the web

V Czech Republic



A major Europe-wide photography exhibition, opening onto exchanges of views between Europeans

Counting on the public interest raised by the exhibitions held in the participating cities as well as the possibilities offered by the web, 'Manufacturing Europe' has been designed to reach local audiences as well as a broad European internet audience.

The "Manufacturing Europe" exhibition

- ◆ **Presentation of a major photography exhibition** in Brussels and Paris throughout the *European Month of Photography* in November 2008. This exhibition will then be taken on tour around the 6 cities in the project. The educational aim of the exhibition is to encourage visitors to consider their own culture as linked to that of other Europeans. It is by exposing - by illustrating - this reality that we will enable them to spot in their everyday lives and movements the signs of shared fate brought about by the unification of Europe.
- ◆ **Creation of the first virtual European exhibition on the web**, which will make available all the pictures and texts in the project. Forward-looking in its conception, the virtual exhibition will include a discussion forum inviting cyber-visitors to respond to the images and texts before them.

Supporting material

In order to trigger a substantial discussion, the exhibition will be enhanced by 3 extra provisions:

- ◆ **Ethnographic case studies** will be published and disseminated by *Notre Europe*. Analysing the links between pairs of cities (Dublin-Łódź, Turin-Timisoara, Malmö-Belgrade), they will prepare the ground for the photo reportages and will fuel the debates and the book.
- ◆ **Public meetings** will accompany each exhibition. They will trigger discussions on the way "Europeanization" is being experienced in each city. The opening conference, held in Paris, will gather people from the photography world as well as prominent European thinkers around Jacques Delors and Christian Caujolle.
- ◆ **A multilingual book** will be published. It will combine texts and photographs, highlighting the composite nature of European identity in the making. This publication will complement the exhibition, being an enduring and widely affordable object.

V Lithuania

