



June 10, 2017

Cameron MacLeod - cameron.mac@gmail.com - 45477699
Magnhild Øen Nordahl - magnhildnordahl@gmail.com - 90790539

~ PROJECT DESCRIPTION~
“ ALDEA ”

INTRODUCTION

Aldea is a new arts institution in Bergen aimed at centralizing and professionalizing production facilities and working conditions for the cultural field in the Hordaland region. It is an initiative that will drastically increase the quality of what can be made locally and the regional relevance it can have. Therefore it will benefit the people in Vestlandet who visit art exhibitions, festivals and theater pieces just as much as the local professionals working behind these productions. Rather than just being an importer of culture through short term festivals and events we want to ensure that the Hordaland county is able to make its own strong productions and set the agenda on the cultural map both locally and internationally in the future for years to come. Aldea is an initiative to ensure the presence of working artists in the city center which is important both for creating lively neighbourhoods and dialogue between the cultural scene and local community. A cornerstone in the Aldea organization is to develop digital infrastructure that enables traditional, physical infrastructure to be run in a more resource efficient way. In the summer of 2017 University of Bergen, Faculty of Art, Music and Design (UiB-KMD) will move to their new facilities and leave 1700 sqm of rentable space in C.Sundtsgate 55. We will take over all their space as well as their used wood and metal machines which we have received as donations, and establish Aldea Verksted: new open-workshop facilities, Aldea Gallery and Aldea Studios - 50 new artist studios. The relocation of UiB-KMD has given us the unique opportunity to join Bergen Senter for Elektronisk Kunst and Kunstnerverksteder CS55 in developing the entire building in C.Sundtsgate into a cultural production house for the whole region.

ALDEA VERKSTED, ALDEA GALLERY AND ALDEA STUDIOS - BETTER USE OF RESOURCES THROUGH CENTRALIZATION AND DIGITAL INFRASTRUCTURE

Aldea Verksted

As expressed by many colleagues in the attached letters of support there is a critical need for improving facilities for working with wood and metal in Bergen and the region. University of Bergen, Faculty of Art, Music and Design educates about 60 arts, crafts and design professionals every year who have no workplace when they need access to heavier machinery. We are now in the unique situation of having received an donation from UiB-KMD as they are building a new school and discarding all of their used machines, interior and equipment worth more than 2.000.000 NOK. For more details on the donations see the document "Quotes, Tenders and Donations". We will start a workshop on the ground floor of the house, a space which is ideal both because of its central placement in the city and its industrial architectural features. Our main objective in starting the workshop is to support an expanded cultural field of different artistic professionals. The workshop will be run on an on-demand model developed over the course of 10 years by our collaborator Fellesverkstedet in Oslo. This model operates with a subsidized price rate for non-commercial projects and full price for commercial projects.

The workshop will also have a digital fabrication section with equipment such as large scale photo printers and a 3D-printer. Together with equipment available at Bergen

Senter for Elektronisk Kunst on the 9th floor, you can come to our house and make just about anything. With these resources brought into one house we will have an ecosystem in place that allows for a vast range of production techniques and inter-media exploration, just like what a well-equipped arts educational institution offers. We will invest in developing a digital infrastructure for the workshop which will manage administration all the way from booking to billing; as well as to monitor and give statistics on usage of each machine, power consumption and more. In summary, the establishment of Aldea Verksted will not only create a platform for synergy effects between different creative professionals, but vitally, it will provide the necessary production facilities needed in order to raise the level of artistic quality in the county.

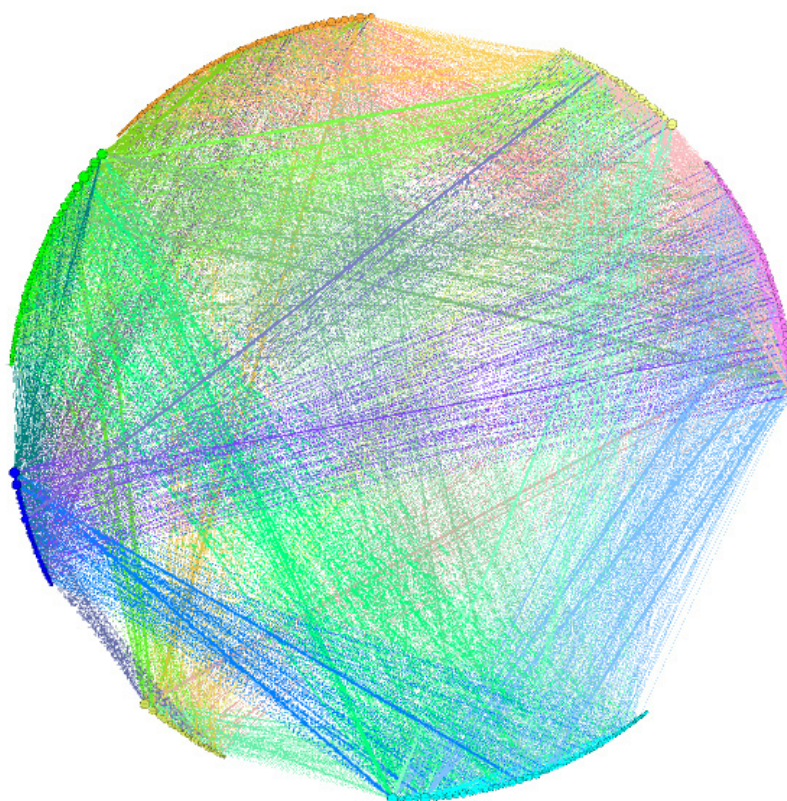
Aldea Studios: Digital Infrastructure in a shared economy

The 3 remaining floors will be built into artist studios providing high quality, safe and healthy working conditions; a long term contract, good quality spaces with light, heating, regulated fire exits, a functional electrical system, good air quality, kitchen and toilet facilities, safe and easy access through large doors and

elevator. See the document "Construction and Development" for building plans. The former Flaggfabrikken members will move their studio spaces over and the rest will be distributed based on the group that applied after the Open House event. Our primary objective is to provide studios for contemporary artists but we will also include practitioners from outside the visual art field in order to leverage a level of multidisciplinary collaboration in the building. When we had our Open House 9 months before the move in date, we received 60 applications for working spaces at Aldea Studios from visual artists, designers, film makers, dancers, composers, architects and other creative professionals. Together they have requested a total of 2277 sqm of studio space putting us far beyond our studio space capacity which is 1200 sqm. By gathering people and tools under one roof we can use our resources in a smarter way. Paid staff can carry out administrative tasks like financial management, house maintenance and institutional development, jobs that artists often take on individually. Advanced equipment can be shared between many people rather than everyone having to invest in their own sub-optimal tools. This will allow the artist to spend more time with her creative profession and produce work of better quality.

This way of allocating resources (the sharing economy) has recently become possible and a global trend due to an ongoing digital revolution. This is a development we as artists need to take part in in order to better secure our jobs in the future. Cameron MacLeod and Platform Stockholm have since 2010 been developing digital infrastructure with these goals in mind. For example when a studio space is available for rent all members can through an online system vote and collectively decide who gets the studio, rather than coming together in lengthy meetings. The same software is also used to vote on how to use common spaces and how to spend a certain portion of money every month. Similar systems have been developed to organize exhibitions and artist residencies and our new addition will be digital infrastructure that runs the workshop. Such systems are immaterial and therefore very cheap to reproduce and share between multiple art organizations.

US	(13.83%)
GB	(11.33%)
DE	(9.83%)
SE	(8.33%)
CA	(5.17%)
NO	(4.33%)
IT	(4.33%)



The image displays a representation of the selections of the all artists that applied for an exhibition at Entree gallery through Curatron. Each artist is represented as a bubble on the circumference of the sphere. The size of the bubble represents how highly they ranked in the selection process and the color represents their country. This image only shows the countries with the highest amount of applicants. Norway is colored in dark blue. There were 1400 applicants for the exhibiton

Aldea Gallery, Residency Programme and Digital Infrastructure

The Aldea Gallery will serve as the face of the house outwards to the public and be our connection point to the neighbourhood. Entrance to exhibitions will be free of charge. The gallery will also have a very important social function for the house internally, gathering all different user groups of the house together in events on a regular basis. In between exhibitions it will serve as project space for the workshop and a place to host lectures and talks open to the public. The Aldea Gallery will import the strategies and infrastructure from the Platform Stockholm gallery which runs two separate exhibition series; Evening Standard and Curatron. Curatron is an alternative strategy for exhibition production, employing a software system which lets artists choose each other as a way of curating shows. Over 4500 artists have applied to Curatron, and it has received international attention with articles being published in renown press such as Huffington Post, Kunstkríttikk and Sveriges Radio P1. These exhibition series respond to and fulfil Fylkeskommunen programme points as they employ an innovative way of audience outreach via digital infrastructures, while establishing themselves as sites for dialogue, networking and collaboration. In result, both Evening Standard and Curatron produce events of high artistic quality, while developing an arts program of great visibility.



POEHALI! – a one night only exhibition/party. Part of the Evening Standard Series at Platform Stockholm in collaboration with CuratorLab & IASPIS.

Petr Davydtchenko

November 12th 2016

ORGANIZATION STRUCTURE AND OPERATING MODEL

Aldea will be run as a "Ideellt Aksjeselskap". Cameron MacLeod is the director and board leader, and Magnhild Øen Nordahl is board member. The advisory board consists of the members Graham Haywood, Randi Grov Berger, Koji Wakayama and Arne Skaug Olsen. As an Ideellt Aksjeselskap the company cannot take out dividends. The main goal of the company is reflected in its first two statutes:

1: Centralize and improve infrastructure and production facilities for artists in Bergen, nationally and internationally.

2: Challenge traditional forms of cultural production by developing digital infrastructure to support point one.

MacLeod is the responsible head of the organization and a large part of administrative decisions are distributed to the studio renters through software systems developed through running Platform Stockholm. Please see the Collaborating Institutions section below as well as separate attachments for Platform Stockholm and Curatron for further detail. Please see attached budget with comments for descriptions of staff positions and salaries.

SHORT INTRODUCTION OF COLLABORATING INSTITUTIONS AND INITIATORS

[Magnhild Øen Nordahl](#) and [Cameron MacLeod](#) are the initiators of Aldea. Nordahl is an artist and has lived in Bergen for 10 years. She graduated from Kunst og Designhøgskolen i Bergen, a studio at Kunstnerverksteder CS55 and is a board member of BKFH. She is the workshop manager in the developmental stages of the project. Cameron MacLeod is an artist who lives in Bergen and he was the leader of the studio collective Flaggfabrikken Center for Contemporary Art which will move into new studios in the house. He also founded and runs Platform Stockholm, a main partner in the project.

[Philipp Von Hase](#) is a designer based in Bergen. He recently graduated from UiB-KMD and is currently undertaking the design incubator programme. He is engaged in the development of the workshop, will gradually take over tasks from Magnhild Øen Nordahl and eventually function as the permanent workshop leader. He has worked with the machines that we are taking over from UiB-KMD for many years already. In January he attended a Fablab startup course in Lyngen as part of his training for setting up Aldea Verksted and he has done extensive research on open workshop facilities with visits to many different facilities across Europe.



[Platform Stockholm](#) is one of Scandinavia's largest studio collectives and is run and cofounded by Cameron MacLeod. It will both function as a model to build our new institution as well as be one of our most important collaborators. Platform has been the main investor in the development of the Curatron and the Custodian projects, two systems that have developed in response to the needs of an arts organization of this type.



[Flaggfabrikken](#) was one of the oldest studio collectives in Bergen and the official initiator of the project in its early stages. Flaggfabrikken used the Curatron software to select artists for their residency programme and the Custodian software to run their website. Flaggfabrikken also had a printlab which together with the residency programme has been imported into Aldea.



[Kunstnerverksteder CS55](#) is an artist collective established in 1999 and is currently renting 4 floors in the same house as Aldea. Around 50 artists currently have their workplaces in this studio collective. Kunstnerverksteder CS55 will be close collaborators and one of the main user groups of the workshop.



Bergen Senter for Elektronisk Kunst (BEK) is a national resource center for work within the field of arts and new technology and is situated on the top floor of the building in C.Sundts gate 55. They will be a close collaborator for our project, for instance they will move their electronics workshop down into the metal workshop.



Fellesverkstedet has been running for 10 years and is Norway's largest open workshop facility. Aldea Verksted and Fellesverkstedet are collaborating on the development of open-production facilities in Bergen and Oslo. Fellesverkstedet are in the process of reshaping their organization as they are moving into a new house at the end of next year. The timing is therefore perfect for starting a national collaboration. For Aldea Verksted having access to their knowledge and experience is invaluable as it will reduce risk and costs with starting up and running the workshop. The benefits for both of us together are also many: We can have skill transfer between staff, we can co-invest in administrative software, get better deals from suppliers and more efficiently use the resources from funding that we get.

Collaborators sharing and co-developing software: Hordaland Kunstsenter (NO), Nida Art Colony (LT), Fabriken Senter for Kunst og Design (DK), Rogaland Kunstsenter (NO) and Entreé (NO). Hordaland Kunstsenter is one of the users of the Custodian software. Nida Art Colony is a new subdivision of the Vilnius Academy of Arts and it runs a residency programme which in 2016 used Curatron to select artists. Other institutions currently using Curatron are Fabriken Senter for Kunst og Design, a studio collective and production central for arts in Copenhagen, Rogaland Kunstsenter and Entreé visningsrom in Bergen.

Supporting institutions: Many institutions in the cultural field shares our view on the need for a centralized work and production facility for art and culture in the region. Please see the attached letters of support.

BUILDING, AREA AND LEGACY

The project takes place in Bergen city center at C.Sundts gate 55. The building is located at the waterfront and it was built in 1930 as "pakkhus" for the poultry and egg industry. Next door in C.Sundts gate 53 the Vestlandske Kunstakademi (now UiB-KMD) established in 1984, eventually expanding into 3 floors of this building. Our project will carry on a legacy of culture and the arts in this house, and we can ensure the presence of working artists in the city center. The gallery and its cultural events will open up the house to the general public and the local community and serve as a face outwards both on-site and online. Located on street level at a waterfront property we have the possibility to develop this unused outdoor area into an active meeting place on the city center harbour.

FIRST YEAR PROGRESS PLAN: JANUARY 2017- JANUARY 2018

Administrative Development

A large part of the work that must be done in this first year is securing the necessary finances to get the institution up and running. The timeline shows when different applications are due. Work will go into adapting models of operations from Fellesverkstedet, Platform Studios and Platform Gallery to fit the needs of our workshop, gallery and studio collective. We have to find the right staff for positions in the workshop, accounting, gallery and software development and have those positions prepared before opening. This work will be done by initiators Nordahl and MacLeod. External consultants are brought in to give legal and financial advice for things such as VAT and staff employment.

Prosjektering

External consultation from architects and engineers will be necessary to make plans that adhere to Norwegian law and to reduce financial risks in the project. In addition to external consulting much building planning is done through the contractors that we chose to work with and by our "intern prosjekteringsgruppe". Plans for rebuilding the 1st and 6th floors will be completed in June 2017. We take over the premises in fall 2017 and

building will start immediately. We aim to finish construction work during our 3 months of free rent period. The building of the 1st floor has first priority as it must be ready for when we take over the machines. Please refer to document "Construction and Development" for more information.

Workshop Development

The initial planning and development of the workshop is done by Nordahl in close collaboration with Philipp Von Hase and Fellesverkstedet. So far it has involved meetings with UiB-KMD, machine supplier C.Dahm, research visits to similar institutions in Bergen and Oslo. From now on until opening, the tasks are amongst other: development of infrastructure to run the workshop, create a layout of machines in the space, do market research, find machine specifics for electrical installations, research on health and safety regulations, moving and installation of equipment and extraction systems as well as in customizing interiors. Von Hase has been engaged in a 20% position from February 2017, which will increase to 60% up until the opening of the workshop in January 2018. From July 2018 we will employ engineer Frikk H Fossedal in a 20% position to develop the digital element of our workshop. Frikk has experience with building his own CNC machines and would be focusing on ensuring the ecosystem between the Flaggfabrikken's previous printlab, BEK electronics workshop, mechanics, wood and milling machines.

Studio Development

An open house was organized in March 2017 and contracts with tenants for the 1st and the 6th floor will be signed in June. Contracts are appropriated from Platform Stockholm. Artists move in January 2018.

Gallery and Residency Development

Development of programming for the gallery will happen during 2017. The gallery will directly import strategies from Platform Stockholm and as such development of content will be less comprehensive than if it would be starting from scratch. The Flaggfabrikken residency programme is transferred into the new institution.



Some images from the Flaggfabrikken residency programme which will be transferred into the Aldea Studios initiative. Left side image shows Christinegård Hovedgård which hosts the residents, and the center image shows an event organized by residents in september 2015. In the right side image some of the previous residents enjoying excursions into the norwegian fjords.

PROGRESS PLAN FROM MOVE IN DATE JANUARY 2018 AND THROUGH THE FIRST YEAR

Administration and development

Organize Open House Friday 26, January 2018. The Open House will open studios of all the artists to the public, the workshop will also be open to the public and an exhibition will be on show in the gallery which will serve as the primary meeting place. We will work further to streamline administrative processes between Platform and Fellesverkstedet in order to develop our digital ecosystem.

Workshop

The workshop opens in 2018 with a total of 150% staff. The first year the workshop will be adapting its operating model according to space, staff and market. Much effort will be put into marketing of the workshop. One strategy is to have one free of charge night every week for the first couple of months. The workshop manager will work together with the director and software developer to automate administrative workflows.

Studios:

Studio renters move in on January 1st, 2018. Customizing of rooms and communal space on preference. Celebration and open studios on Open House day on January 26th.

Gallery and Residency Programme

The gallery opens on the Open House day with an Evening Standard event. The gallery runs on average 3 Curatron exhibitions and 3 Evening Standards every term. The residency runs 2 residencies during the 1st year.

TIME LINE 1ST YEAR

