Is Money a Dirty Word?

Exploring bold approaches and attitudes that may lead to successful arts management practices and the generation of sustainable livelihoods for artists

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AMASS PROJECT
H2020-Funded

AMASS

acting on the margins. arts as social sculpture

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AMASS aims

❏ AMASS is an arts-based action research project.

❏ Aims to create concrete opportunities for people to accompany artists as agents in creative projects and interpretations.

❏ It uses practical methods from the field of service design to harness the societal impact of the arts and further generate social impact through policy recommendations.

❏ AMASS explores existing and new experiments and case studies from the perspective and the physical positioning of European countries 'on the margins' in the underserved northern, southern, western and eastern regions.

❏ The project implements 35 artistic experiments that constitute the AMASS European Testbed.
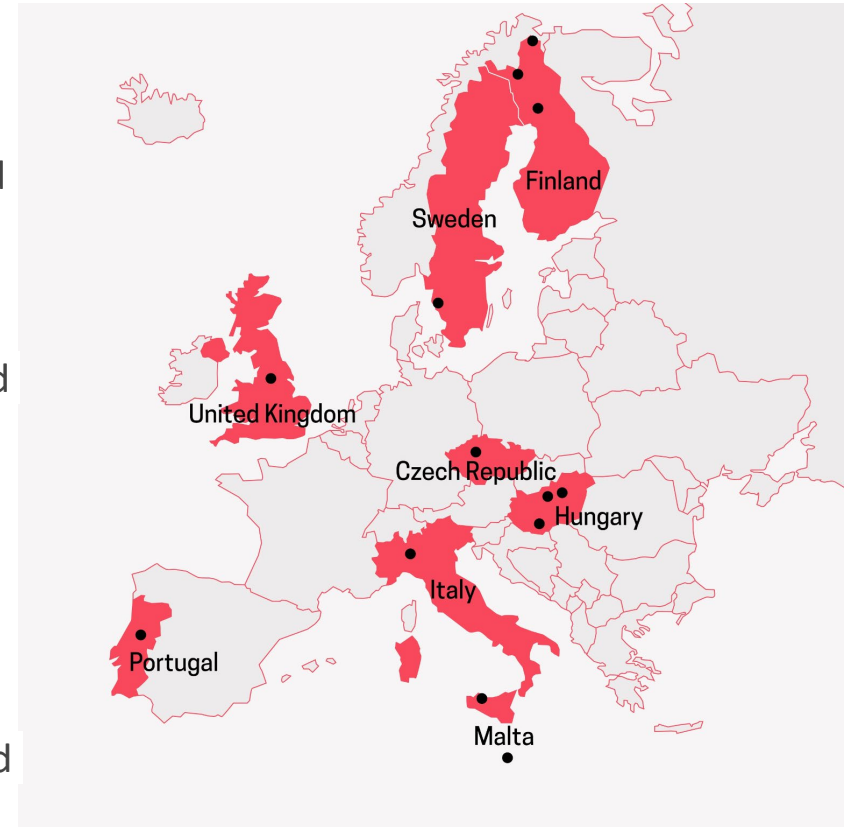
AMASS aims

❏   Developing multidisciplinary methods for capturing, assessing and harnessing the societal impact of the arts.

❏   Reducing isolation amongst women, children and minority groups from peripheral EU regions through various forms of participation in the arts.

❏   Educating women and children through various educational models and philosophies of participation that are informed by arts-based approaches.

❏   Evaluate and develop new policy frameworks for using arts to overcome societal challenges.

❏   Valuing and learning through alternative knowledge systems with the purpose of decolonising institutions, enable communication and implement policies.

Is Money a Dirty Word?

❑ 'Is Money a Dirty Word?' is an artistic experiment that is one of more than 30 experiments that was executed in 2020 - 2021 executed as part of the AMASS European Testbed. The project AMASS (short for 'Acting on the Margins' - Arts as Social Sculpture') is a H2020-funded project that is coordinated by the University of Lapland. This presentation explains the methodology and online workshop process of the experiment, while it presents one initiative that came about as part of the experiment - a series of bioart experiments.

❑ This initiative aims to engage artists in a self-hack with business mentors and service designers and to understand bold approaches and attitudes that may lead to successful arts management practices and the generation of sustainable livelihoods for artists.

❑ The overall motivation for this artistic experiment was to explore what could be, and what ought to be the contributions of the arts in fast-changing worlds in which margins have become blurred and omnipresent.

Methodology

❏ This arts-based action research (ABAR) project created concrete opportunities for people to come together and accompany artists as agents in creative projects and interpretations.

❏ The project implemented ABAR approaches that drew on data collection methods such as
   - online workshops
   - focus group discussions and storytelling
   - online ethnographic observations
   - and note taking.

Research questions

- ❏ The research asked: 'How can entrepreneurial worlds be sculpted by the arts?'

- ❏ 'How can artist finding themselves at the margins of entrepreneurial environments explore their own unique abilities to cross margins between the arts and business worlds?'

Methods

❏ Reflective interviews (2 sets of interviews, pre- and post-intervention, total 10 interviews)

❏ Focus group discussions (5 hours)

❏ Ethnographic observations

❏ Online workshops (27 hours)

❏ Photo and video voice - self-documentation by the artist-participants

Is Money a Dirty Word?

Assessment methods:

❏ Assessment methods of the study impact included reflective interviews, process evaluation and arts-based methods.

❏ The main outcomes of the intervention illustrates how artists can harness margins as opportunities for growth and self-realization, while unique opportunities can be leveraged through interdisciplinarity.

❏ The arts insufficiently report on evaluation practices for measuring impact. Thus, the value of the study lies in documenting the work and evaluation processes applied in this experiment.

SELF▼HACK

C CREATIVITY SQUADS

References: Creativity Squads is a Finnish association established in the Tampere University of Applied Sciences helping people to find inspiration, open mindset, building the skills of 2020, solving problems together with multicultural and international interaction and disrupting the traditional ways of learning. Their SelHack concept (tool we also used in this experiment) is based on positive psychology, service design and creative confidence. http://creativitysquads.com/self-hack-2/

Positive Psychology

Martin Seligman says that we reach happiness and life satisfaction by developing and connecting 3 types of 'happy lives':

- ❑ Pleasant Life - contains all kinds of positive emotions - fun and pleasure that comes from doing things you enjoy. The pleasant life is great but alone - it will not make you happy in the long term.

- ❑ Meaningful Life - means understanding what your values are and what are things that mean the most to you. Your life becomes meaningful when you start using your strengths and talents to realize what is important for you.

- ❑ Good life is the one that you are engaged in, you know your strengths and talents and you use them in your daily life. You feel fully concentrated - absorbed in your actions. You feel that you are using what you are good at.

Not for everyone these 3 lives are equally important. During Self-Hack we will go through different exercises that will help you to understand what each of these lives means to you individually and what are the most important elements.

References: Positive Psychology.org.uk, 2004, http://positivepsychology.org.uk/what-is-positive-psychology/

Creative Confidence

Everybody is creative and can up with new ideas. Creative confidence refers to courage and the ability to take an idea into action. By building creative confidence we draw attention to our own ideas-flow and we learn to improvise and try out things - build and experiment to create something different, and perhaps novel. We continuously learn, not only from success but also from failure and feedback. The more things you try out, the more empowered you feel to continue creating and impact on your reality.

References: Kelley, T. & D., Creative Confidence, 2014, chapter 2.:
https://www.creativeconfidence.com/

Life Design

"Life isn't about finding yourself. Life is about creating yourself"
— George Bernard Shaw

Life design is a dynamic, continuous process of shaping your life making decisions and choosing directories based on your goals, interests, and values. As our surrounding changes, as do we. Life design perceives a human as a whole and aims to help you to connect and balance different areas of life: design and redesign your way forward.

We will use the Design Thinking methodology, to help us to facilitate the life design process during Self-Hack. Design Thinking is a strategic approach to creating a new thing or looking for new ways. It is widely used in the business environment, and also to reflect on individuals' life (Bill Burnett and Dave Evans, Stanford University).

References: Burnett, B. & Evans, D., Designing your life, 2016.

Design Thinking framework in Self-Hack

Reference: https://dschool.stanford.edu/resources/design-thinking-bootleg
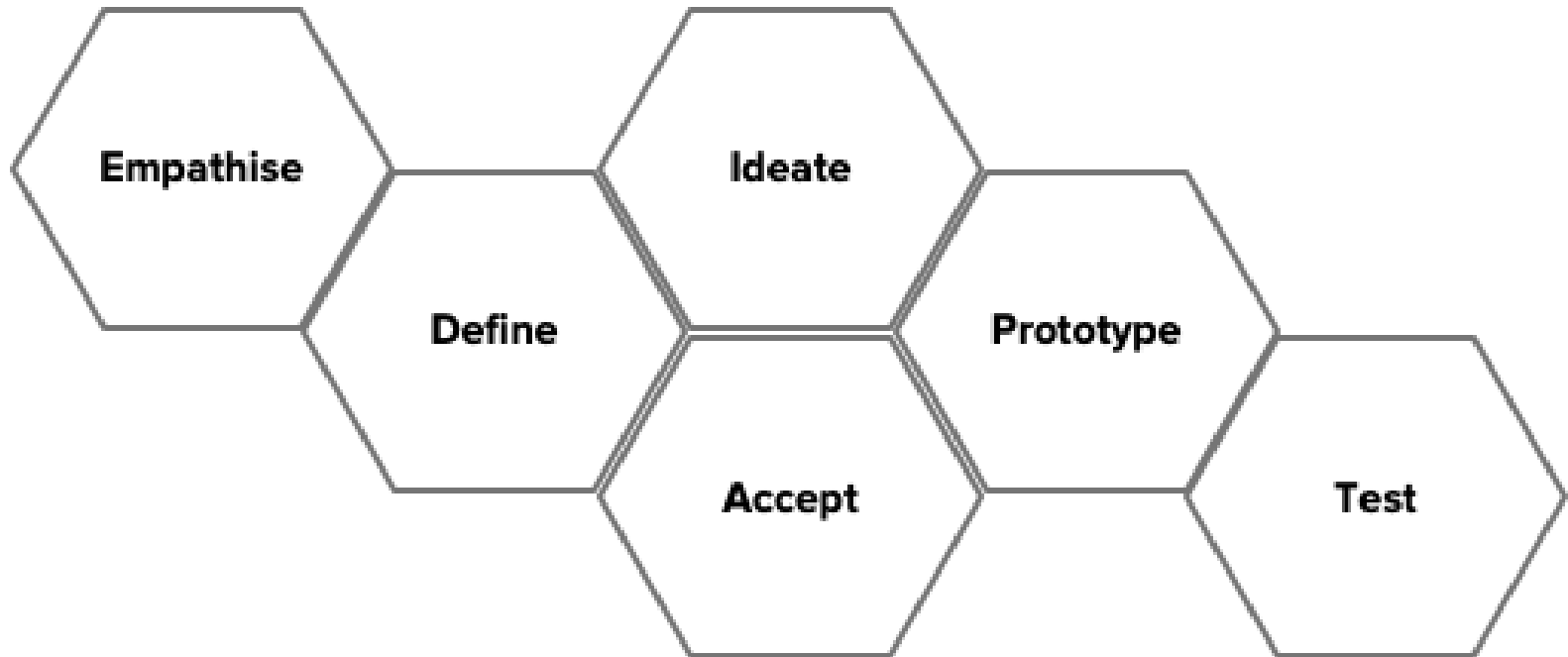
Self-Hack Day

The content of the Self-Hack day is based on the Life Design Concept and follows Design thinking methodology taking the best out of each stage of it:

Empathize – opening one's mind; talking, sharing and learning from others.

Identify – focusing and pointing out what is important for oneself and what is needed to improve.

Ideate – thinking out side of the box – creating an alternative outlook for a possible solution, paths, and methods.

Accept – accepting one's current situation

Prototype – trying it out; visualizing the way and creating a concrete plan.

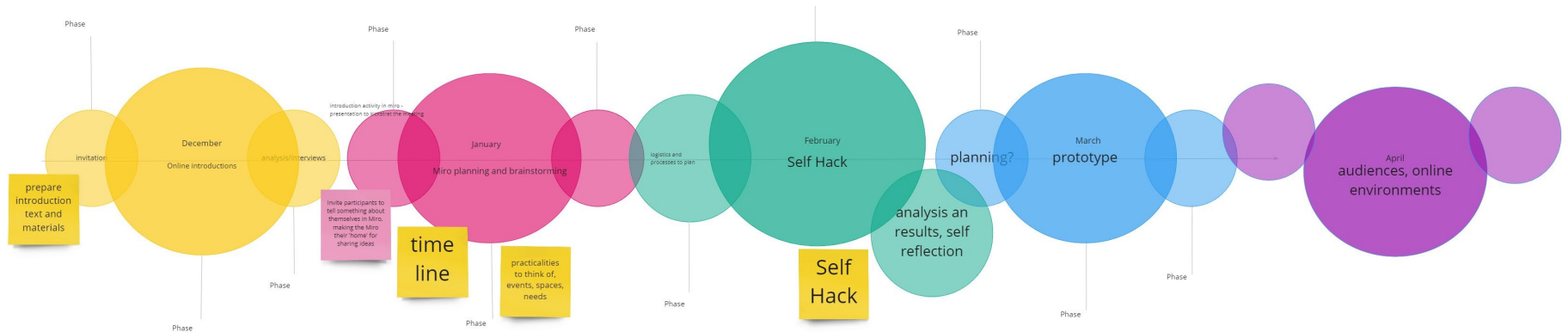Test – sharing the plan with others and checking if it really works.

Self-Hack objectives

- ❑ Get to better know yourself
- ❑ Get to better know others
- ❑ Talk about yourself
- ❑ Make plans for your future
- ❑ Help others to plan their lives
- ❑ Learn kindness to self, appreciation of and forgiveness of self.

7. Self-Hack Day (7h workshop)

Time	Activity
9.00 - 9.10	Welcome
9.10 - 9.40	Introduction and warm up
9.40 - 10.10	Empathise
10.10 - 11.15	Define: Wheel of Life, My Overview
11.15 - 12.00	Lunch break
12.00 - 13.00	Ideate: Inspirations, My Life Story Map
13.00 - 13.10	Coffee break
13.10 - 13.55	Prototype: Alternative Lives, Goals and Roadmap
13.55 - 14.00	Short break
14.00 - 14.30	Test: sharing Roadmap in pairs or in groups
14.30 - 15.00	Final sharing round

Planning the arts experiment

Phase

Phase

Phase

Phase

Phase

Invitation

December
Online introductions

analysis/interviews

Introduction activity in miro - presentation to kickstart the meeting

January
Miro planning and brainstorming

logistics and processes to plan

February
Self Hack

planning?

March
prototype

April
audiences, online environments

prepare introduction text and materials

Invite participants to tell something about themselves in Miro, making the Miro their home for sharing ideas

time line

practicalities to think of, events, spaces, needs

analysis an results, self reflection

Self Hack

Phase

Phase

Phase

Phase

Phase

Phase

Phase

Introductions, invitations, interviews, meetings, knowing, ice breaker

dream worlds, super-heroes, imagination, travel back in time, passions in life, what was the most scary moment of your life, what was the most exciting experience in your life

1.
How can artists sustain themselves through adopting design thinking techniques? Principles?
How can artists embrace income generation?
How can we move beyond the idea that money is a dirty word in art worlds?

RQs
1. broad societal questions
2. Research questions

2.
How will artist-creatives approach their work in the future, especially how they will reach and interact with their audiences?
How can artists use digital marketing to connect with their audiences for sustainable futures of their livelihoods?
How can new solutions to audience engagement impact on the way artist-creatives for sustainable and real life outcomes?

Self Hack Schedule (draft) Feb 6:

9:00-9:45 Emphatize: the first phase, warming up and empathizing within a group
9:45-10:45 Define: second phase, defining the areas of our own life
10:45-11:30 Ideate: third phase, examining your values, strengths and inspirations
11:30-12:30 LUNCH BREAK
12:30-13:30 Ideating phase continues
13:30-15:00 Prototype: fourth phase, optional life paths, goals & personal road map
15:00-16:00 Test: fifth phase, presenting own ideas, sharing insights & closing up
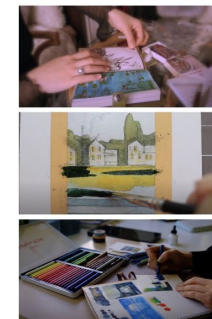16:00 The event ends

1. Introduce yourself a bit, name, come from, expertise (record themselves) (selfie) (1 scene)
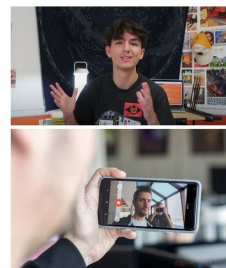
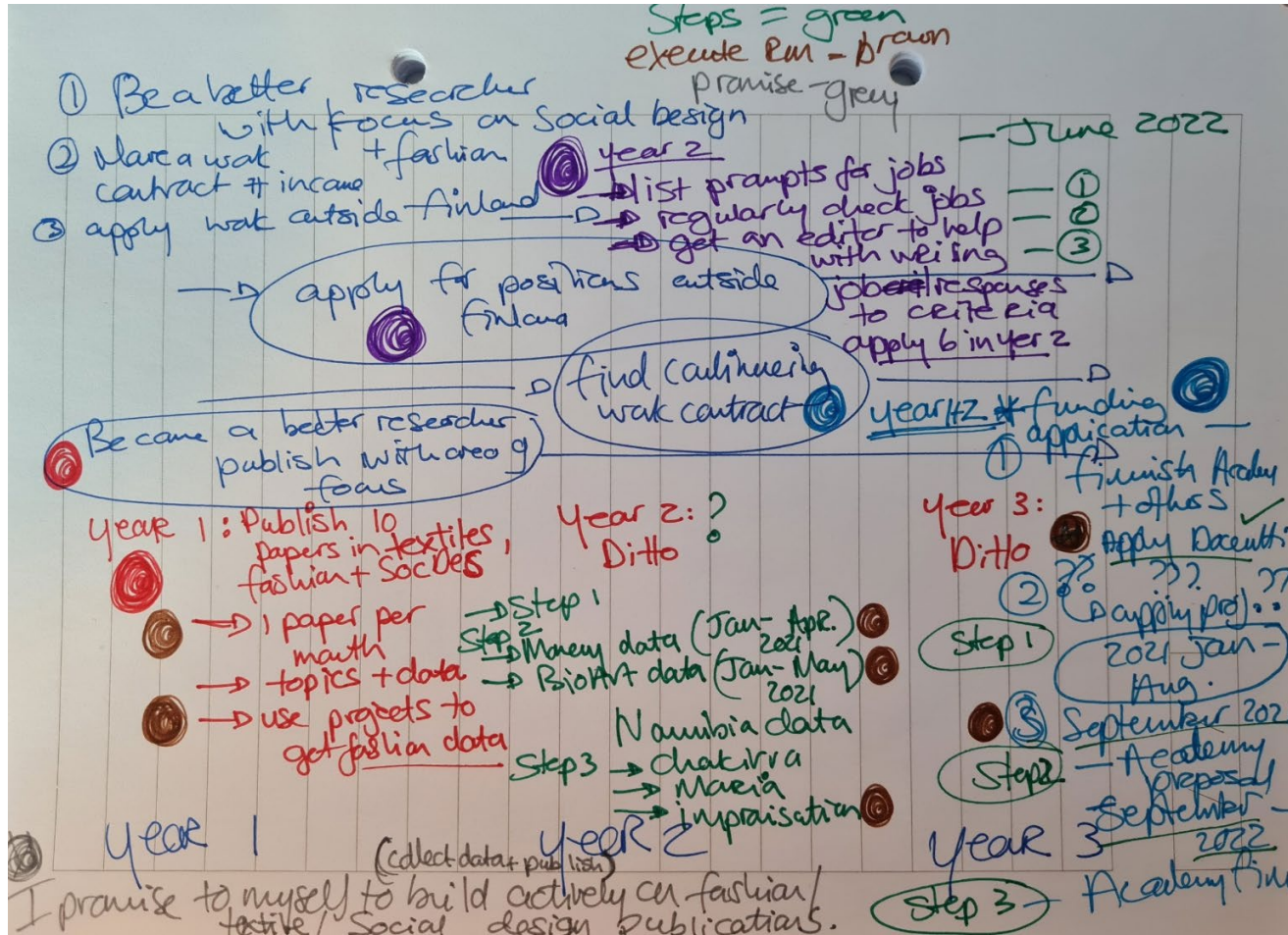2. A favorite scene in your daily life, what do you usually do in the scene (Time-lapse) (2-3 scenes)

3. What is the favorite part of your work, talk a bit (details of your work) (2-3 scenes)

Research focus: Socially-engaged arts (SEA) (AMASS 01/2020-01/2023) Social Design and Fashion; Bioarts (from 2021 onwards)
- Publish papers in the areas of focus
- Publish Service Design and SEA for AMASS (2021 – 2023)
- Use existing opportunities to collect data on themes of interest (AMASS)
- Namibian fashion, improvisation, fashion education x 2 (by June 2021) (existing data)

Continue to build career in research
- Docentti/Assistant Professor application
- Other position applications 2021-2022
- Funding applications

2021	2022	2023

Bioartist
- Make time for experimentation
- Make a lot
- Document
- Online presence

Build business
- Funding applications
- Business research
- Build concept
- Launch online platform

I promise to myself that I will be more focussed in my publications and research in the identified fields of publication

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