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CITY TALK: URBACT akcije malih razmjera

16.11.2022.

European Union
European Regional Development Fund

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MALE AKCIJE U JAVNOM PROSTORU

Maja Kireta, arhitektica

Urbactova vodeća stručnjakinja /strateško urbano planiranje i integrirana urbana obnova/

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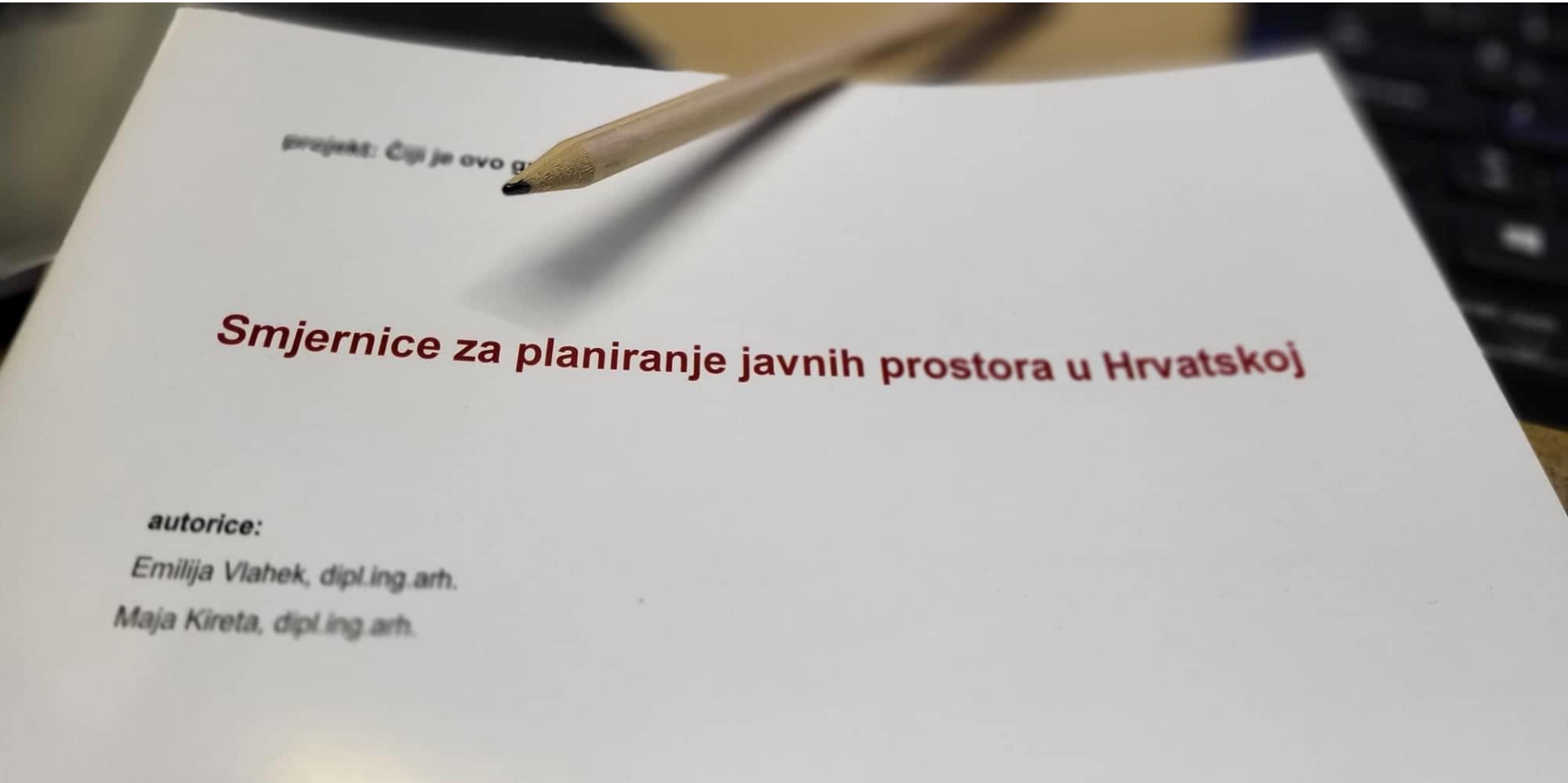
Čiji je ovo grad?



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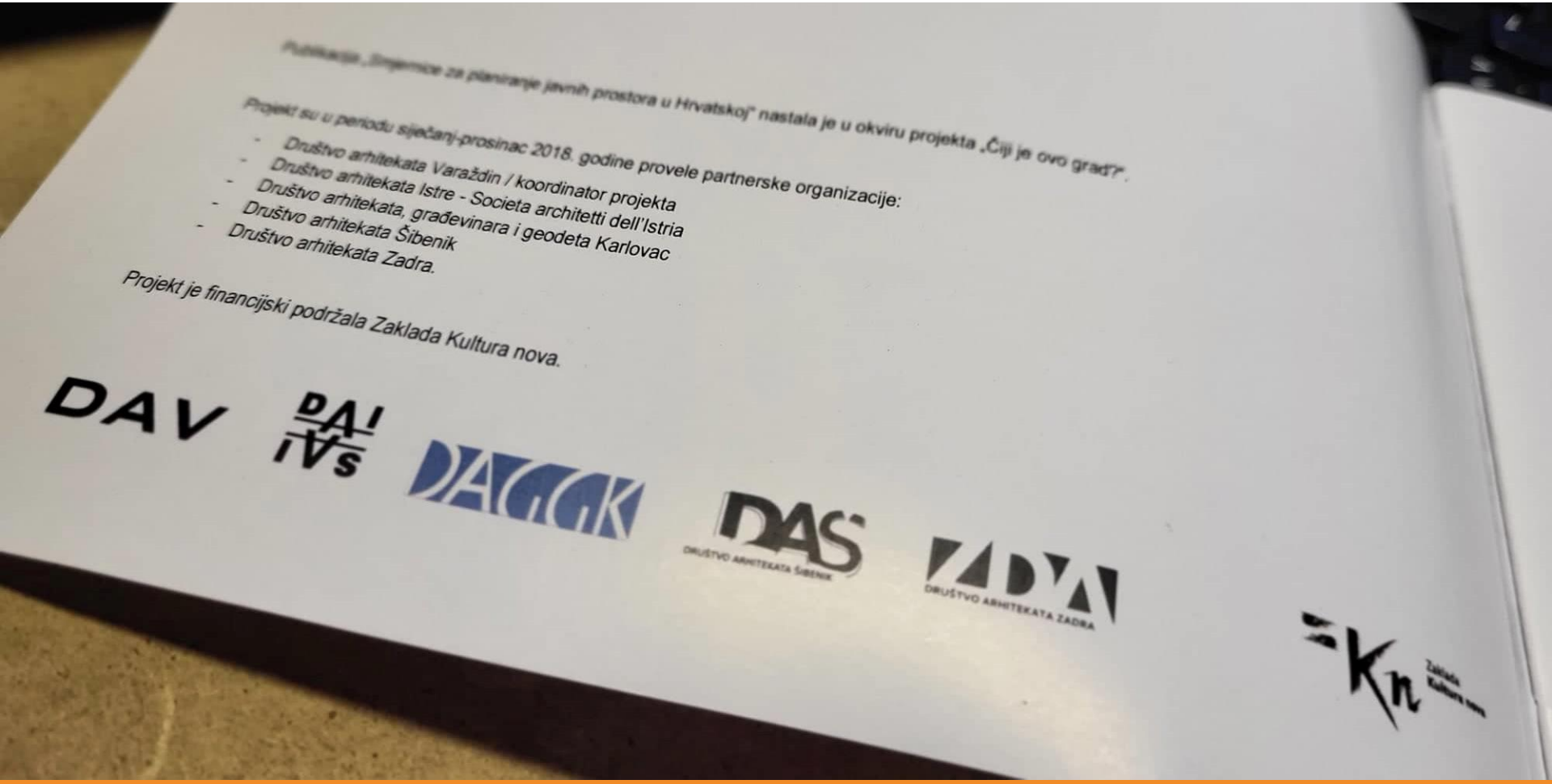
Čiji je ovo grad?



Male intervencije*

Riječ je o jednostavnim, brzo izvedivim intervencijama, malih troškova i niskog rizika, čija je svrha da **potaknu na razmišljanje i alternativne interpretacije prostora** u kojem se nalaze.

Uređenje mjesta za sjedenje i odmor, postavljanje *ready made* instalacije, *street art,* planiranje javnog događaja i drugih malih zahvata imaju pozitivan učinak na zajednicu i njene javne prostore.

Male intervencije u javnom prostoru bliske su privremenom korištenju javnog prostora. Razlika je u tome da je cilj privremenog korištenja revitalizacija i stavljanje prostora u funkciju, a male intervencije su fokusirane na **istraživanje prostora i njihovog potencijala za revitalizaciju.**

Male intervencije ne nanose trajnu štetu u javnom prostoru i ne mogu biti pogrešne čak ni u slučaju kada je reakcija javnosti negativna. Iskustva stečena na temelju realiziranih intervencija, mogu poslužiti za opsežnije i dugoročnije zahvate na tim istim lokacijama ili pak za osmišljavanje kompleksnijih zahvata na području grada.

** iz priručnika „Smjernice za planiranje javnih prostora u Hrvatskoj" izrađenog kroz provedbu projekta „Čiji je ovo grad?" 2018.g., autorice: Emilija Vlahek, dipl.ing.arh. i Maja Kireta, dipl.ing.arh.*

Umjetničke intervencije*

Javni prostor može biti mjesto umjetničkog stvaranja kojim se **pobuđuje interes, propituje, mijenja i sagledava prostor iz druge perspektive**.

Cilj umjetnosti u javnom prostoru nije revitalizacija tog prostora nego korištenje javnog prostora kao **poligona za djelovanje**.

Tada javni prostor može poslužiti kao platforma za razmjenu umjetničkih produkcija, povezivanjem uz javne ustanove, kroz sustavno cjelogodišnje izlaganje ili kao sredstvo komunikacije i prezentacije sadržaja koji se nalaze u blizini. Osim toga, umjetničke intervencije u javnom prostoru omogućuju doživljaj umjetničkog djela iz drukčije perspektive - izvan institucionalnih okvira te izazivaju reakcije na umjetničku izvedbu u kontekstu svakodnevice.

** iz priručnika „Smjernice za planiranje javnih prostora u Hrvatskoj" izrađenog kroz provedbu projekta „Čiji je ovo grad?" 2018.g., autorice: Emilija Vlahek, dipl.ing.arh. i Maja Kireta, dipl.ing.arh.*

Primjeri

I. MAPS, Varaždin
(Military assets as public spaces, Action planning network, Urbact III, 2016.-2018.)

II. COME IN!, Varaždin
(Come in! – talking houses / shared stories, Transfer network, Urbact III, 2019.-2021.)

III. AGORA, Koprivnica
(INTERREG Danube program, 2020.-2022.)

IV. DRUŠTVO ARHITEKTA VARAŽDINA

MAPS

OpTUjska je tu. A ti?
Subota, 20. veljače 2016. u 10 h
prvi dan otvorenih vrata vojarne u Optujskoj ulici
u povodu Međunarodnog dana turističkih vodiča
MAPS
VARAŽDIN
5. mjesni odbor Varaždin

MAPS

Optujska je
tu. A ti?
GOSPODARSTVO
KULTURA
DRUŠTVO
subota, 5. studenoga 2016. u 9.45 h
drugi dan otvorenih vrata
vojarne u Optujskoj ulici
DOĐI. SUDJELUJ. PREDLOŽI.

MAPS
Military Assets as Public Spaces
URB ACT
MAPS
VARAZDIN
clideo.com

COME IN! Varaždin, Đurek

COME IN!
Varaždin, Đurek

COME IN! Varaždin, Đurek

Umjetnost u javnom prostoru / GLAZBA

COME IN! Varaždin, Đurek

Umjetnost u javnom prostoru / IZLOŽBA o arhitektonskoj baštini Đureka

COME IN! Varaždin, Đurek

PRIVREMENO KORIŠTENJE / Angažman pojedinaca u lokalnoj zajednici

COME IN! Varaždin, Đurek

STORYTELLING
/ pripovjedanje

COME IN! Varaždin, Đurek

Umjetnost u javnom prostoru / IZLOŽBA dječjih radova na ogradi dječjeg vrtića u kvartu + angažman pojedinaca u lokalnoj zajednici + privremeno korištenje

COME IN! Varaždin, Đurek

RADIONICA

COME IN! Varaždin, Đurek

ŠETNJA
/ stručno
arhitektonsko vodstvo

COME IN!
Piața Libertății, Gheorgheni, Romania

RADIONICA

/ privremeni i trajni trag u prostoru

Testiranje prostora

Angažman lokalne zajednice

Poticanje na raspravu

COME IN!
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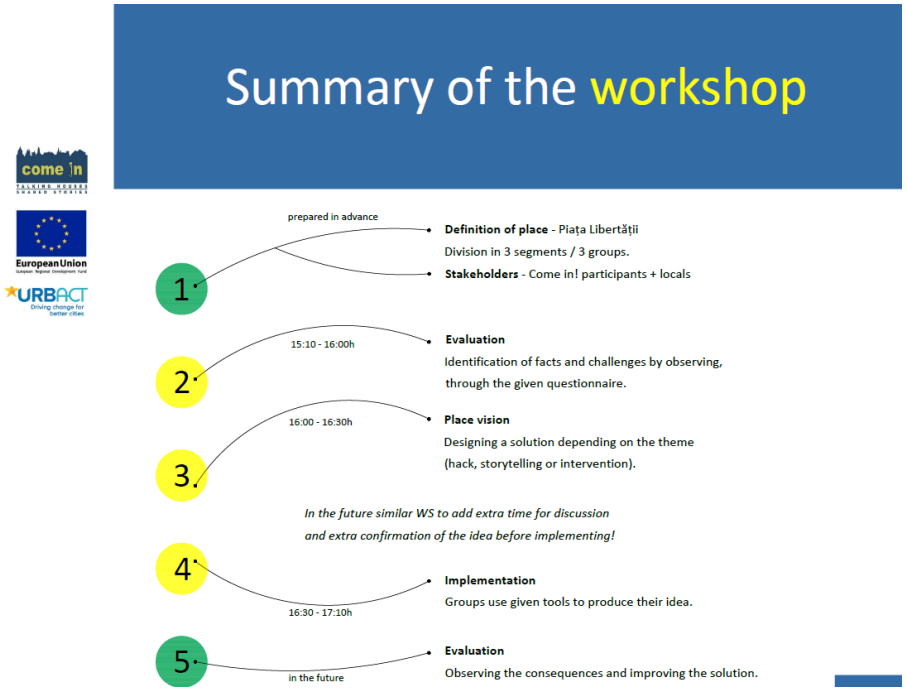

COME IN!
Örmezö, Mađarska

AGORA, Koprivnica

Interreg
Danube Transnational Programme
AGORA

2. Svilarska street

Interreg
Danube Transnational Programme
AGORA

3. Flagship project: Program of the event

Interreg
Danube Transnational Programme
AGORA

4. Participatory tools used in Flagship project

Events in Svilarska street in September (17th & 18th) 2022 were created to engage citizens in planning of this neglected public space. The goal was to:

- motivate citizens to come on site
- arouse public interest
- collect citizen's opinions and ideas
- raise awareness of public spaces
- test existing neglected public spaces

PUBLIC SURVEY

Citizens were asked to answer 4 questions and draw their suggestions on the map of Svilarska street. The survey was given on paper and online. The questions were:

- Are you aware that public spaces are the property of the citizens of that city?
- Would you like to participate in the planning of public spaces in Koprivnica in the future?
  - If you circled the answer YES, please describe the way in which you would participate in the process of planning public spaces in Koprivnica.
  - If you circled the answer NO, please describe why.
- Please write your proposals for the Svilarska street.
- Please mark on the map of Svilarska street your suggestions for this public space

AGORA, Koprivnica

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SMALL ACTIONS IN PUBLIC SPACE

Small and cheap actions that make the difference and offer **new ideas and identity.** In this case, a fence of a family house was created by waterproof prints of art of a local artist Iva Bolfek with the name of the exhibition *Breakfast on the grass* curated by Draženka Jalšić Ernečić, and a ruined museum wall fence was covered by waterproof prints of art by Hana Belobrk, Lana Deković, Teodora Lukavski, Nikola Sinković who jointly created an exhibition curated by Helena Kušenić.

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ART IN PUBLIC SPACE

Fences mentioned before remaining as a long-term **open art exhibition** & invite people to enter to Svilarska street.

Music from the balcony of a private house on number 8 collected local DJs, guests and interested passer-by. Hosts / citizens and musicians Romana Pavliša & Dinko Šimac offered beverage and shared the information about the Svilarska street and the flagship project.

Performative arts placed in open public space highly engage citizens. In this case the intention was, besides testing the public space / described later /, involving people, raising awareness and **collecting information.** The events held were:

- Dance act of the Art School, mentor Olja Vilić
- Music program of the Art School, mentor Saša Oškera
- Children's play by the Smješko theatre

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OPEN CONVERSATION WITH CITIZENS

Project Agora and Urban regeneration agenda was presented in the synagogue to the citizens who were invited to join the project, share their opinion, and participate in public space planning in the future. This is the basis for **transparent information transfer.** Lectures were held and conversation was led by experts involved in the Agora project Maja Kireta, Marko Premec and Filip Bišćević.

PUBLIC FORUM

In an informal setting, the well-established forum *Fun with failure*, with moderators Goran Živković and Dijana Mateša, moved to the location of the pilot project in the public space of the art school. **Through a conversation** with a resident of Svilarska street Romana Pavliša, an expert architect Maja Kireta and a representative of the government, the deputy mayor Ksenija Ostrič, and the **questions** from the visitors, the image of Svilarska street is brought closer to the interested public and they are encouraged to get involved.

STORYTELLING

Hidden face of Koprivnica is an existing project by the City museum which is **collecting stories** of the citizens about the history of the city. The citizens are recorded by the camera and will be a part of the future digital museum. Flagship project took the opportunity to have this event on the pilot location Svilarska street for one day and encourage citizens to think about it throughout the event. The interviews were led by Maša Zemljačanec and Vesna Peršić Kovač.

AGORA, Koprivnica

Storytelling for babies and little children in the yard of the public library raises the awareness of the public space for the little ones and encourages the arrival and interest of parents. It was planned on the pilot location, the back yard of the library in Svilarska street, and prepared by Marija Sesvečan, Gordana Bonta, and Ida Gašpar. The storytelling for such little children is not about Svilarska street, but it instills in them the habit of modern practices and the way of urban life.

PUBLIC LECTURES

Street art school: *Art in public space*, **lecture on site** in front of number 26 by the artist and the art teacher Iva Bolfek for high school students.

Urban matrix: Space - Time - Architecture – People and *Iconography of the city/street* were two **public lectures** in the synagogue in PechaKucha format by the art historian and museum curator Draženka Jalšić Ernečić.

TEMPORARY USE

Testing of existing public spaces was done by simplified temporary use methods, i.e. events created in open and closed public spaces in Svilarska street which are neglected and have the potential to be carefully revived.

Yoga in the synagogue by the Mala Yoga Studio

Film projection and lectures in the synagogue. Although the future purpose of the derelict synagogue has already been defined as a cultural centre and its renovation has begun, the process of testing this space is not superfluous for upgrading existing ideas and programs.

Stage on an unused green surface which supported performative arts describe before. This surface is a strong potential for Svilarska street being an unused public property.

Mobile urban equipment was placed to the unkempt improvised parking lot in front of the art school and next to the synagogue.

AGORA, Koprivnica

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EDUCATIONAL WALK

This well-known tool which is often expert, was in this case imagined for the children who listen to the stories and facts of Svilarska street and guided by Elizabeta Milanović Glavica.

WORKSHOPS

Tool which exists in many different formats was in this case conducted for children under the name *With Svilarska to transformation* by Elizabeta Milanović Glavica. As always, children come with their parents who spend their time filling out a public survey at the info desk.

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VIDEO RECORDING

Existing endeavour by Goran Živković and Konrad Mulvaj and his project *#walkingkorpivnica* was placed in Svilarska street. He recorded the memory of the flagship event and posted it on Youtube and Facebook, i.e., different social media.

MEDIA PROMOTION

The flagship event was covered in local media and will be published in national professional networks.

FOOD AND BEVERAGE

This legal form of bribes for visitors increases the number of event participants and the feeling of comfort and trust.

5. Conclusion

The vision for Svilarska street as defined in the Agora project workshops and described in the Urban regeneration agenda was brought to life for the first time by this Flagship event.

Art zone in the city centre with regulated traffic flow.

DRUŠTVO ARHITEKATA VARAŽDINA

Arhitektonska adventska šetnja, prosinac 2017.:

Društvo arhitekata Varaždin i Radna skupina Vz danas povodom Adventa organiziraju besplatnu vođenu arhitektonsku šetnju za građane. Obilazit će se središnja gradska os, od Ulice Zrinskih i Frankopana do Vrazove te će se po prvi put javnosti prezentirati dosadašnja otkrića o svakoj od značajnih građevina 20. stoljeća uz nju, kako bi se građani pobliže upoznali s ovim važnim gradskim prostorom. Šetnje će biti organizirane u tri termina: od 11.00, 14.00 te od 17.00 sati, a okupljanje će biti kod benzinske pumpe u Ulici Miroslava Krleže.

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DRUŠTVO ARHITEKATA VARAŽDINA

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DRUŠTVO ARHITEKATA VARAŽDINA

Izložba projekata i ostvarenja članova, studeni 2022.

DRUŠTVO ARHITEKATA VARAŽDINA

Izložba projekata i ostvarenja članova, studeni 2022.

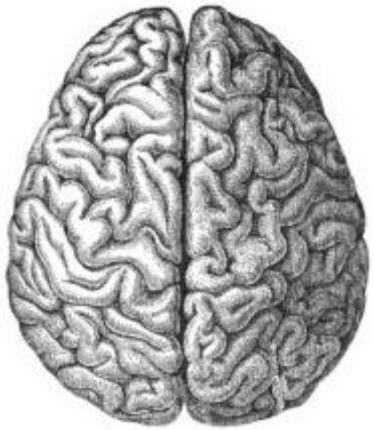
CILJ MALIH AKCIJA

- POBUĐIVANJE INTERESA JAVNOSTI
- PRIJENOS ZNANJA I ISKUSTAVA
- ANGAŽMAN ŠIREG KRUGA DIONIKA
- PODIZANJE SVIJESTI O JAVNOM PROSTORU

Kakav trag ostavljaju male akcije?

1. FIZIČKI TRAG U PROSTORU

2. USPOMENA, ZNANJE, ISKUSTVO, UČENJE



Hvala na pažnji!
MK