

STEERING COMMITTEE FOR CULTURE, HERITAGE AND LANDSCAPE (CDCPP)

CDCPP(2012)29

2 April 2012

1st Plenary Session
Strasbourg, 14 – 16 May 2012

Art Exhibitions and Cultural Events – Progress report

DOCUMENT FOR FOR INFORMATION

Item 5.2.3. of the draft agenda

The Committee:

- **note** of the opening of the 30th Council of Europe Art Exhibition “The Desire for Freedom. Art in Europe since 1945” in Berlin on 16 October 2012 and the exhibition’s tour to Milan, Tallinn and Cracow in 2013;
- **note** the grant of 1,473,000 € received from the European Commission’s Culture Programme 2007-2013 for multi-annual cooperation projects;
- **called upon** ministries of culture, who have not done so, to facilitate the legal installation of the state indemnity system to reduce the heavy insurance costs for museums and thus enable them to participate in international exhibitions.

BACKGROUND

30th Council of Europe Art Exhibition “The Desire for Freedom. Art in Europe since 1945” (initial title “Critique + Crisis”. Art in Europe since 1945”)

Theme:

The Exhibition “The Desire for Freedom” is a first attempt to look at art since 1945 in a pan-European context without the usual ideological limits which the Cold War initiated. Twelve chapters will explore the artists’ reflections about the ideals of universal human rights, freedom, equality and democracy.

Exhibits:

The 200 exhibits come from almost all European countries from Portugal to Russia, from Scotland to Albania and Greece. Thus the exhibition also encompasses art from regions in Europe to which less attention has been paid and thus transcends the usual separation of art from East and West, North and South..

Partners:

The exhibition is initiated and coordinated by the German History Museum in Berlin in cooperation with seven museums, galleries, research and culture institutes in Germany, Poland, Estonia, Italy, Bosnia and Herzegovina, Czech Republic, Greece and Hungary. Apart from the main exhibition which will travel to Cracow, Tallinn and Milan, several themes of this show will be presented in ancillary exhibitions and discussed in workshops and conferences.

See draft calendar of events in the Appendix. Discussions are underway with Perm (Russia) and Brussels as they have shown interest in staging the exhibition in their museums. Four international discussion and exchange workshops will also take place.

A 350-page **catalogue** will be published in English, German, Italian and other languages. The texts will be written by a wide range of historians, critics and curators from 30 countries who have also researched the artworks in their country. An eBook of 1000 pages in German/English with a long description of each work will be sold together with the printed version.

Budget:

The overall budget is approximately 2,946 million € (50 % from the European Commission’s Culture Programme and 50 % through co-financing of partner museums).

Opening:

The opening is foreseen on 16 October 2012 by the Secretary General of the Council of Europe and the President of Germany together with the ministers of culture of the partner countries.

Education:

Free kits for teachers and educational material for students and schoolchildren will be available, as well as special workshops at the various venues run by experienced teachers and based on the themes of the exhibition. Children will be offered the opportunity to share their creative proposals during the workshops.

A programme with new educational formats for boys and girls at all types of schools will be developed at the Catholic university of Eichstätt. The Institut für Wissensmedien (Knowledge Media Research Centre) at the University of Tübingen will create a project for evaluation, using different models of audience research to test visitors’ receptiveness to the ideas in the exhibition in three sample areas, namely: in response to the museum’s education programmes; in response to their study and use of the e-book; and finally, an open approach without special preparation or guidance.

A group of students at the Foundation Stiftung Sozialpädagogisches Institut “Walter May” will create a special educational programme for young children aged 3-6 years. Another department of the SPI will develop a programme for presenting the project in the social media – e.g. via a special YouTube channel, blogs, Twitter, etc., which will target teenagers and young adults.

Communication/social media:

An international communications strategy will be set up, in order to publicise the project and disseminate information about it as widely as possible. The website, embedding the latest social media tools, will play a central role in the communications and dissemination strategy. In addition to the website, a variety of activities will include the promotion of the exhibition in several languages, a series of educational and awareness-raising initiatives especially directed towards young people, screenings of a programme of films related to the theme of the exhibition at the different venues, and real-life conferences and debates broadcast on the project website.

PROGRESS

- After a first unsuccessful application for a grant from the European Commission’s Culture Programme 2007-2013 in 2011, the project was revised and improved. The second application was successful and the European Commission awarded a grant of € 1,473,000 to the exhibition project. Thanks to the funds of the European Commission and the co-financing of the partner museums the exhibition can travel to Milan, Tallinn and Cracow. Several ancillary exhibitions and workshops will take place in the other partner museums.
- The official title is : “Verführung Freiheit, Kunst in Europa seit 1945”
“The Desire for Freedom, Art in Europe since 1945”
« Soif de Liberté. L’Art en Europe depuis 1945 »

NEXT STEPS

- Meeting of all partners in Berlin on 15 June 2012 to discuss financial implementation and management, communication and media strategy, loan negotiations, insurance/state indemnity;
- Meeting with communication and press officer to discuss common strategy for all partners to bring the exhibition to a wide public and press in Europe;
- 16 October 2012 – Opening in Berlin by the Council of Europe’s Secretary General and Germany’s Head of State with ministers of culture of partner countries.

Council of Europe Cultural Event label (CECEL)

The Council of Europe "Cultural Event" label recognises exceptional and innovative cultural and artistic projects which address key challenges of today's European societies and convey strong messages related to the Council of Europe's mission and values.

The following projects have been awarded the CECEL label in 2011:



1. 7th Festival Strasbourg-Mediterranean

The 7th Festival Strasbourg-Mediterranean has taken place in Strasbourg from 26 November – 10 December 2011. More than 90 events have been organised in 44 venues which dealt with the theme of the "Exile": immigration, exile of women, migration and Human Rights, etc.

<http://www.strasmed.com/2011/festival-Strasbourg-Mediterranee>



2. One World Romania Human Rights Documentary Film Festival

The 5th edition of the documentary film festival has taken place from 14-19 March 2012 in Bucharest with collateral events organised in seven other cities in Romania. Films have been screened and debates organised for the public and Children on issues like nationalism, Roma, sexual minorities, corruption and

(social) justice etc. www.oneworld.ro



3. Climate Walk

An innovative and interactive environmental project has taken place in Berlin on 4 December 2011 at the Akademie der Künste. The public has been invited to ask questions and got answers in an interactive way on the issue of climate change. It was organised by the ZKM | Center of Art and Media in Karlsruhe and

thus marked the official opening to the "Climate Anomie, Climate Turn, change it." exhibition on show in Karlsruhe in 2013. [http://on1.zkm.de/zkm/stories/storyReader\\$7825](http://on1.zkm.de/zkm/stories/storyReader$7825)



4. Call the Witness - 2nd Roma Pavilion at the Venice Biennial 2011

A series of live testimonies: works of art, performances, artist's debates, modern thinkers and politicians – on the injustices against the Roma in Europe has been presented live at the opening of the Biennale and online:

<http://www.callthewitness.net>. The pavillion was co-financed by the European Commission and the Council of Europe and other partner institutions. The Council of Europe's Deputy Secretary General has presented an original form of testimony, a patchwork quilt, realised by a group of Roma women living near Strasbourg. The project was managed by the Council of Europe and [Advocacy Net](http://www.advocacy.net), a Washington based NGO which aids marginalized communities to tell their story, assert their rights and produce social change.

The deadline for projects submission is 30 June 2012. More information on the CECEL label as well as the application form to be found on:

http://www.coe.int/t/dg4/cultureheritage/culture/Events/default_en.asp

Appendix

30th Council of Europe Art Exhibition **“The Desire for Freedom.Art in Europe since 1945”**

	Dates	Venues	Activity
Public launch	16 October 2012	Deutsches Historisches Museum (DHM), Berlin	International press conference + kick-off meeting
Exhibition and workshops	October 2012 – mid-January 2013	Deutsches Historisches Museum, Berlin	1 st venue exhibition “Critique and Crisis” /international workshop held in DHM & Collegium Hungaricum
	Mid-February – mid April 2013	Palazzo Reale, Milan	2 nd venue exhibition “Critique and Crisis”/2 nd plenary meeting & scientific workshop
	June – end-August 2013	KUMU, Tallinn	3 rd venue exhibition “Critique and Crisis”/3 rd plenary meeting & scientific workshop
	September – early December 2013	Museum of Contemporary Art in Cracow	4 th venue exhibition “Critique and Crisis”
	May 2014	Art Gallery of Bosnia and Herzegovina	International seminar on “The Reality of Politics”
Satellite exhibitions & associated events	October – December 2012	Collegium Hungaricum, Berlin	Exhibition on transnational avant-garde networks between Eastern and Western Europe
	May-September 2014	Macedonian Museum of Contemporary Art, Thessaloniki	Exhibition “Reality of Politics” (or “Heterotopia”)
	November 2014 – February 2015	DOX Centre for Contemporary Art Prague	Exhibition “Modes of Democracy”
	May – July 2014	Art Gallery of Bosnia and Herzegovina	Exhibition “The Reality of Politics”
Closing conference	March 2015	Milan	Closing international conference for “Critique and Crisis”