

ZWEIKOMMAFÜNF
KILOMETER:
DELIGHT

Digital art & media art along the
Magdeburger Allee in Erfurt, Germany



Project description

19th - 26th OCT

2022

Project executing agency:



**Klanggerüst - Association
for the promotion of art
and culture e.V.**



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Magdeburger Allee in Erfurt has been classified as a „danger zone“ by the police for more than eight years in order to reduce crime. However, for social and cultural actors, the majority of local shop owners and for many neighbors, the positive perception of the 2.5-kilometer-long street dominates the picture as a creative starting point for a diverse coexistence.

BACKGROUND

In recent years, the neighborhoods around Magdeburger Allee have increasingly become a center of attraction for young families and students. However, social structure studies by the Erfurt city administration (2020) also show that the most vulnerable people in the city's society live in Erfurt's north: Single parents, the elderly, the unemployed and people with low social and cultural participation. Rising rents will further increase the social segregation of underprivileged or low-income people in the northern parts of the city. Politics and administration do not find enough sustainable and demand-oriented solutions to let the city population in the north of Erfurt participate in art and culture, but also in other community activities. Klanggerüst e.V., among others, has been doing pioneering work here for many years.

As part of an urban development support program for the North Quarter, the Erfurt city government is focusing its attention on social participation in small steps and is trying to promote volunteer involvement. The cooperation

of local social and cultural actors with the neighborhood representative Oliver Gerbing grows deeper with each passing year. On this basis, the first seeds of togetherness and community spirit have been planted in the neighborhood in recent years. Those responsible in the city of Erfurt have recognized that a variety of ways are needed to improve local living conditions. In this context, Klanggerüst e.V. makes a valuable contribution in various ways. As an expert in the northern part of the city, the association is a pioneer and initiator of diverse, inclusive and cooperative projects.

In October 2021 the association realized an exhibition of digital art along the Magdeburger Allee for the first time, with (regional) artists, on the topics of diversity and inclusion, in addition to a citizens' dialogue as part of the „Change my Mind“ project. The response to the art action „Ilversgehofen - One Quarter Danger! Three quarters Art!“ was extremely good: nearly a hundred people joined the opening tour, although it was not much advertised.

PROJECT PLANS

In October 2022, Erfurt's north will once again be illuminated in multicolored lights and transformed into a work of art. Along the „longest shopping street in Thuringia,“ the Magdeburger Allee, a seven-day window exhibition and projection exhibition will be organized. Contemporary digital art & media art will be presented in store windows and on house walls. Shop window projections, sound and/or video performances as well as art on buildings bring an alternative vision of art and coexistence into the urban space.

The relatively young, experimental genre has the potential to attract the attention of many people and to send creative impulses into a stigmatized part of town and to create a positive resonance space.

This exhibition is special: it does not show art in an established exhibition space, but intentionally seeks out the urban space in the center of a lively district that is in the process of change. It actively seeks the interaction with people. Digital & media art, with its moving images, colors and unusual sounds, is ideally suited to attract attention, to irritate and to invite people to stay. In order to make the experience sustainable and impressive, the project makers attach great importance to educational offers. Art education is an essential component of participation in the arts and culture.

Background knowledge and the personal connection through engaged educators increase the perception, support the formation of opinions and actively initiate an alternating process of sensual perception and rational discussion. The „discussion of the common world“ is to be triggered by profound, individual reflection on the artistic content. This is made possible through target group-specific educational offers and diverse methods. Examples include participatory art painted live digitally on facades, moderated tours for beginners, curator talks for insiders, artist talks at eye level, and workshops for residents of different ages, art enthusiasts, children, and young people. The accessibility and the relevance of the topics for the local people, but also for the urban society in general, are important aspects of the project.

SUMMARY OF THE PLANNED ACTIVITIES

THE IMPACT

All artistic works are statements and debates on the 17 Sustainable Development Goals (SDGs) of the United Nations. The concrete, personal confrontation with the 17 points on social, economic and ecological sustainability is essential if the global community wants to see them realized by the set goal of 2030.

The project is a motor for the social and structural implementation of the goals. It sets impulses, confronts, invites and communicates in an unusual way in the district. The Magdeburger Allee is in a process of change. It holds the potential to transform from a danger zone to a diversity-aware,

creative and neighborhood-friendly place. In this way, a neglected neighborhood and former working-class district can be transformed into an experimental field for art and sustainable living. This is a cooperative project with regional as well as national artists and actors.



THE GLOBAL GOALS

For Sustainable Development



You will find detailed informations on <https://www.globalgoals.org>



>> The planned activities

- >> Multi-day, entrance-free exhibition with regional and national artists
- >> Digital artworks that deal with social, cultural or economic sustainability
- >> Artistic installations in (empty) store spaces, shop windows and facade along the 2.5-kilometer long Magdeburger Allee
- >> Ten complementary educational offers with a target-group-specific focus
- >> moderated tours, artist talks, curator tours, workshops and creative formats also for children and young people
- >> an aftermovie documenting the project
- >> Project website to introduce the project, to explain the SDGs, to present the artistic works, including a virtual map as well as the announcement of events related to the project and the education programs
- >> A city map in the form of a fold-out flyer provides information about the artists and the project, information boards at the exhibition venues
- >> Ceremonial event for the opening and closing of the exhibition, with a musical program

<< The planned effect

- << Upgrading of the one-sided negative image of the district through a project of cross-regional interest
- << Invitation to local residents, traders and social institutions to get to know their district in a new way and to participate in creating it as a place of the future
- << To promote local committed actors, projects, initiatives and associations
- << Networking of local actors and artists
- << Impulses to the urban society for sustainable and community-oriented, urban development through creative projects
- << Using art as inspiration for socially relevant issues
- << Access to art
- << Platform for digital art
- << Support regional artists
- << Promote the 17 SDGs and the 2030 Agenda
- << Kick-off for digital exhibitions in public spaces in Central Germany, accessible for so-called less privileged, structurally weak places
- << Art tourism to unexpected places

>> Art education program

The temporary exhibition „Zweikommafünf Kilometer DeLIGHT.“ offers a broad and diverse program for children, young people and adults. It invites the digital art nomad as well as newcomers to the field of digital and media art. Up to 20 dialogical guided

tours, workshops or creative educational formats invite up to 400 interested people over seven days to get an unexpected picture of the Magdeburger Allee of Erfurt's north and to be inspired by the exhibition „Zweikommafünf Kilometer: DeLIGHT“.

>> Example 1: Curator's tour - fantasy or urban reality

2 dates

Duration: 3h

with MUNROI alias Martin Fink

In this tour with curator and artist Martin Fink, the focus is on the dissolution of visual habits. What happens when the familiar, everyday space is artistically transformed? Do you remember the mystical, childlike look of days gone at the things around you? As a child, a puddle was an ocean, trees could be spaceships, a neighborhood seemed like a metropolis. The exchange about the contents of the exhibition is like an invitation to enter the world of imagination again. Afterwards, Magdeburger Allee will no longer be the “old” one. Learn the background to the exhibition and discuss with the curator about the future of the city and the (im) possibilities of digital art in urban space.

Target group: people interested in art, 18 years and older

Participants: max. 20

The exhibition will be accessed on foot

>> Art education program

>> **Example 2: Introduction to digital art - What can media art (not) do?**

2 dates

Duration: 2h

with Uta Kolano and Prof. Dr. phil. Kai Uwe Schierz (requested)

Kai Uwe Schierz, director of the Erfurt Art Museums, gives an introduction to media art and digital art. He will use selected artistic works as examples to explain their stylistic means and impact. What defines the moving image, when does it become art, and where is the boundary between functional and interactive computer systems? How do contemporary artistic works approach topics such as sustainability, climate crisis or social justice?

This discussion will be rounded off by Uta Kolano, who, as head of the Sustainability Center Thuringia, will relate the topics to the situation in the Free State of Thuringia and to people's everyday lives.

Target group: People interested in art, local residents with no previous knowledge, 16 years and older

Participants: max. 20

The exhibition will be accessed by bicycle or scooter

>> **Example 3: "Let's go!"**

2 Date

excursion for school children

Duration 4 hours (with break)

with Chris Häßner (goals connect e.V.) and Stefanie Müller-Durand

What does your world of tomorrow look like? What visions do you have for a more sustainable, diverse and equitable coexistence? What do the 17 goals for sustainability of the United Nations have to do with you and your life? And how do artists deal with these questions? Have you ever experienced an art film or heard an irritating sound installation in the evening, along a residential and commercial street? In the dark? No? - Well, let's do it.

On this two-part project day, the participants first learn about the background of the 17 SDGs and personally situate themselves in the broad topic of sustainability. This is followed by a creative exploration of the exhibition content and the "media art" area. The first part takes place in the rooms of Klanggerüst e.V.. After a break, a joint trip to the exhibition along Magdeburger Allee will follow. Finally, the participants will think about a possible class project of their own that deals creatively and digitally with sustainability. The concrete contents/methods.

The specific content/methods of the project day are based on the respective level of knowledge and age and are coordinated with the school.

Participants: max. 25

Target group: Students in grades 8-13



Stefanie Müller-Durand

Public Relations &
Education Program

"As a native of North-Erfurt, the future-oriented and cooperative impulse of the project is close to my heart. Besides the nostalgic connection to the north, I can also use my expertise as a cultural manager, mediator and writer. So far, I have realized various projects – like the International Circus Festival Composé in Jena, the „Localize Festival“ for city, art and culture in Potsdam, an ecological, interdisciplinary student magazine as well as different (international) educational projects."

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Anna Allstädt

Project Management

"The joy of playing theater brought me over 10 years ago to my first own project and many more followed, especially for the association Klanggerüst e.V. Today I am working as M.Sc. Psychology at the Sustainability Center Thuringia / Zukunftsfähiges Thüringen e.V. as a psychologist. The project DeLight combines my cultural engagement with the pressing issues of our time, which I deal with in my main job."

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Martin Fink

Curation & Graphics

"As a freelance artist living in Erfurt North and resident artist, my works deal with geopolitical themes using digital and painterly media. My artworks have been exhibited in Germany as well as in Brazil, Israel, Switzerland, Ireland, Bosnia and Herzegovina and Argentina. In addition, I look back on teaching assignments such as the interdisciplinary seminar "Public (Dream)Space/ a Utopie" for the Bauhaus University Weimar".

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Financially sponsored by:

