

International Fund for the Promotion of Culture

4G (Balkans): Good Game Gendered Graffitis

Deadline for expression of interest: 23rd of May 2014

IDEA

In the midst of a general financial crisis in Europe, the Balkan countries are struggling to prove themselves European enough to be treated as such. South is treated as a financial criminal, North tries to escape the post-socialist labyrinth, East remains undecided in front of a dilemma whether to join or not the EU, West fights with its belligerent past.

Furthermore, Balkans are one of the parts of Europe with high levels of gender inequality, showing a strenuous polarization between genders. The women bodies have traditionally been the unfortunate “privileged” geography for the exercise of masculinities, while facing rapes as a mean of psychological warfare during the armed conflicts of the last 100 years. Where women are not treated as the property of the men (fathers, brothers or husbands) they are considered property of the state, and therefore they shall give birth to the nation’s future proud members.

In this cultural environment, the public spaces have been a great mean for expressing, apart from others, “anti-systemic” opinions and worldviews. Activists, street artists, children, youth and adults, have used a great variety of public spaces to deliver their message to their local communities using stencil, graffiti, wall paintings and other forms of expression. Building remains, public buildings, bridges, trains, buses, streets are living witnesses of an outstanding creativity.

The key idea of this project is to motivate youth already involved in this art to use their artistic imagination whilst promoting the idea of gender equality. We intent to give Balkan youth the opportunity to come out of the local level and, through the implementation of competitions, events and publications, to gain visibility as part of an art that shares indiscriminately pure cultural knowledge.

OBJECTIVES

- Promote the visibility of Balkan youth street art, and more specific the work of amateur graffiti artists.
- Promote local cultures as source of knowledge.
- Promote the values of gender equality.
- Empower youth graffiti artists with theoretical background regarding gender equality.
- Fight against gender discrimination in the Balkans.
- Promote co-operation between individuals, groups and organizations active in the street arts in the Balkans.

EVENTS & ACTIVITIES

1. **April 2015:** *Kick-off meeting* in Kalamata, Greece. Each partner will participate with one representative. During the meeting we will define the objectives of and the strategies for the implementations of the events, and the process to be followed throughout the project.
2. **May 2015:** National competitions of graffiti in all the partner countries. There shall be a call for the competition directly after the kick-off meeting, inviting youth amateur graffiti artists to participate in a national competition of graffiti with the title/theme "Gender Equality, Gendered Graffiti". The competition will last 1 month, during which all the teams shall make at least 1 graffiti per week in any kind of public space. They shall document the graffiti with both video and photos. Each team shall be consisting of at least 1 male and 1 female member.
3. **July 2015:** The winning team from each country will participate in an event which will be connected with Kalamata's International Street Festival. During the event, the teams will be divided in 3 groups of 3 countries, and will co-operate in order to create a "balkan" graffiti of Gender Equality. At the end of the event, the locals will vote for the best creation. During the event, the winners of the national competitions will receive their awards (will be decided during the kick-off meeting considering the available budget).
4. **September - November 2015:** Preparation of the publication of a book with the works of all the winning teams in the national competitions and with the works done during the Kalamata's International Street Festival. The winners of the Festival will have special promotion of their work.
5. **November 2015:** Presentation of the publication in one of the partner countries (not Greece), awards ceremony for the winning teams of the Kalamata's International Street Festival. All team members that participated in Kalamata's event will be offered 1 copy of the book with their works.
6. **December 2015:** Final meeting in one of the partner countries for evaluating the project and for planning the dissemination of its results and for follow ups.

CALL FOR PARTNERS

We are looking for partners from Albania, Bosnia & Herzegovina, Bulgaria, Former Yugoslav Republic of Macedonia, Montenegro, Romania, Serbia and Turkey. Partners may be Non-Governmental Organizations, Non-Profit bodies or Public bodies whose objectives and activities contribute to the promotion of culture and artistic creation.

Partners' Responsibilities

- Participate in the Kick-off meeting with one representative
- Advertise and organize the national competition
- Decide the winning team for another country's competition (the decision for the winners will be made by partners from other country in order to guarantee the respectability of the results)
- Communicate on monthly basis with on-line meetings
- Prepare winners of their national competition for coming to Kalamata's International Street Festival
- Contribute in the publication of the works of the artists as described above
- Participate in the last meeting with one representative

Financial Support

- 100% of travel and accommodation costs for the teams participating in Kalamata's International Street Festival, and in the event for the presentation of the publication. (participants shall choose the cheapest mean of transport. All events are in the Balkans, so you are highly advised to choose trains and buses when planes are too expensive)
- 100% of travel and accommodation costs for the representative of the partners in the Kick-off meeting in April 2015 and in the last meeting in December 2015 (representatives shall choose the cheapest mean of transport. All events are in the Balkans, so you are highly advised to choose trains and buses when planes are too expensive)
- The **International Fund for the Promotion of Culture** covers up to 80% of the total costs of the project, and maximum \$100.000. Therefore, we will need to have a strict management of the budget and possibly find some additional funds if needed. We expect that the funding will be enough for covering all administrative costs and maybe 1-month salary for 1 specialist per partner (if needed).