

Emne:

VS: keõja Newsletter Spring 2015



The recommendations from the keõja Sustainability Think Tank are now published

Recommendations for a Sustainable Nordic and Baltic Dance Field

keõja Sustainability Think Tank Report 2015



no support for a wider distribution or touring of companies. The dance sector, like any other art form, can be seen as an ecosystem: investing resources to an appropriate place or at a right time can have major effects and consequences in other parts of the society. Sustainability in the dance field needs a holistic approach, understanding the entire value chain and the life cycle of artistic work.”

In the [Sustainability Report 2015](#) all levels of decision making are addressed – local, national and international – as well as the dance community itself, taking into consideration that the conditions for dance vary among the different countries.

Inadequate funding schemes, short-term solutions, short-lived productions – how can the dance sector develop?

Experts from the cultural field of the Nordic and Baltic countries were in 2012 invited to participate in the [keõja Sustainability Think Tank](#) to discuss this and find better operating models for the dance field in the region. The notion of sustainability proved to be a useful tool for finding solutions.

Sanna Rekola, director of Dance Info Finland, participated in the Think Tank: “The current structures support mainly new artistic creations. We live in a culture of disposable dance productions – new works get performed only a few times before they disappear. Instead, there is a rush to premiere yet another new piece. It’s a waste of resources. There is

Strategies

The Think Tank provides concrete **suggestions for sustainable strategies**. The Think Tank notes that it would be easy to merely demand more money but that sustainability needs smarter ways of investing in dance and more effective use of the funds that are currently available.

The dance field does not exist in isolation. A sustainable dance sector has a long-lasting and wide-reaching impact on society as it can provide valuable insights in tackling pressing social issues. This takes time – results that are immediately visible are seldom compatible with sustainable processes.

Recommendations include:

- **Better communication of favourable spill-over effects and the intrinsic value of dance as an art form is needed** to reach larger audience awareness and political attention in general.
- **New forms of development structures echoing those existing in the creative industries, like hubs, clusters and incubators, could create new opportunities** also for the dance sector. It is important that there are communities of artists and other intermediary professionals that possess knowledge of culture, art, and business.
- The dance field of the Nordic and Baltic region has become internationally focused. **More emphasis could be put on sustainable mobility**. When performing abroad a company could give workshops and provide audience outreach activities. The Think Tank also suggests that **funding for touring in the region should be included in the Nordic-Baltic Mobility programme**.
- **Funding mechanisms need to be diverse and flexible** corresponding with a life cycle thinking. **In an ideal system funding is available for different phases of the artistic process and artist's careers**.
- **The Think Tank encourages all countries to create a new strategy or to update existing ones for a sustainable dance field that best meet their country's specific needs**.

Share and use the findings!

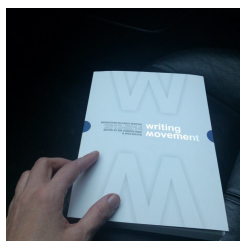
The Think Tank focused on a contemporary dance context and on a certain region, but **the results and recommendations apply globally to the arts field**. The working group wants to share these proposed recommendations with all cultural fields in Europe and beyond.

keõja Sustainability Think Tank invites cultural actors, policy makers, organizations, artists and other dance professionals to **make use of the Sustainability Report** in their work and in advocacy, highlighting those recommendations that best meets their specific needs and conditions.

The booklet of recommendations for a Sustainable Nordic and Baltic Dance Field 2015 is available to read online and for download on keõjas [website](#)

To get a printed version or more information contact project manager katarina.lindholm@danceinfo.fi

The keõja Sustainability Think Tank consisted of seven international arts and cultural professionals, experts and policy makers. During the process from 2012 to 2014 various artists and other professionals were consulted from all of the Nordic and Baltic countries. The Think Tank work was coordinated by Dance Info Finland, Project Manager Katarina Lindholm. Read more about the [keõja Sustainability Think Tank](#).



Writing Movement

You can now get a



Hammerfest Nov 2015

The 11th keõja



keõja on Vimeo

Check our [Vimeo Channel](#) for among



keõja from 2016

A working group

free copy of the catalogue Expeditions in Dance Writing containing articles and other relevant material related to the many Writing Movement activities. [View list of pick-up places.](#) The additional articles from the Writing Movement call for ideas are available [here.](#)

Encounter takes place in Hammerfest in Northern Norway, Nov. 2015. The overall theme will be **Aesthetics and Power** which will be investigated via seminars, discussions and workshops. [DanseFestival Barents](#) will take place at the same time, presenting performances to participants and local audiences. [Registration and info](#)

others, videos recorded in 2014 in Mariehamn, Åland Islands. The channel features the newest [video about the overall keōja project](#) as well as trailers from the [Wilderness performances](#) and many other documentations of our activities.

that will develop keōjas future activities has now been established. The group consists of Nordic and Baltic dance organisations. More Encounters as well as other activities are being discussed. More info will be posted on www.kedja.net and on keōjas [facebook page.](#)

[forward to a friend](#)

We hope that we have triggered your curiosity and that we will **see you IRL**, on www.facebook.com/Kedja2012 or that you will follow our activities on www.kedja.net and related [blogs.](#)

Yours sincerely, Kamma Siegumfeldt, main project manager for keōja

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keōja partners 2012-2015:

Dansehallerne – Copenhagen DK, Dance Information Norway, Dance Info Finland , Independent Theatres Association – Reykjavik IS, The Union of Estonian Dance Artists, Bora Bora – Aarhus DK, Dansearena Nord – Hammerfest NO, MAD Production – Helsinki FIN, New Theatre Institute of Latvia, Fish Eye – Klaipeda LT, SITE – Stockholm S with Kultur I Väst – Göteborg and Performing Arts Iceland

What is keōja?

- keōja is Nordic-Baltic dance meetings in the form of Encounters as well as other activities related to the development of contemporary dance.
- keōja is for anyone interested in taking a closer look at how contemporary dance is organized and works in the Nordic-Baltic countries and beyond.
- keōja is for people who want to co-operate across borders to create better circumstances for the art of contemporary dance, and thereby stimulate and develop the art of dance.
- keōja is the Old Norse and Icelandic word for chain. The name symbolizes our aim to connect, attach, encircle and move outwards, as well as to strengthen already existing networks.

Managed by [Dansehallerne](#)

With the support of the Culture Programme of the European Union



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