The Living courtyards meet C:F

Living courtyards: Animate locality

1. Who we are:

The cultural society “House!” is the main barer of the Living courtyards project, which came to life in 2010 as part of the Ana Destnica Street Theatre Festival. It included street theatre performances, Slovenian and foreign artists active in public space interventions, dance, street and site-specific theatre, music, intermedia and art installations, studio spaces for artists and artisans, as well as lectures and workshops. The activities create direct contact with the audience and adapt to each courtyard. The ambition for further growth will focus on the people that live on and near these courtyards; young artists, artisans and entrepreneurs from Maribor creating workshops and events with the aim to improve the localities sensibility towards cultural self-awareness and encourage their participation to revive the former function of courtyards: socializing.

2. Define the users, people affected by your product/service:

The goal is to regenerate the localities cultural identity and social substance through cultural events/programs in semi-private spaces (courtyards) in the town centre. The urban regeneration as a necessity of a living habitat is being sustained through those specific places, which as a result have exposed the need for a hub offering and directing the Living courtyards initiative.

The activation of the towns younger population in the terms of helping them realise their ideas and connecting them with the inhabitants of the courtyards, as well as the audience has proven a successful marriage of proactiveness and a growing demand for youth project realisation.

At the same time the wider local public is showing a positive recognition of the programs realised as well as growing consciousness towards the existing courtyards and their needs for reanimation.
3. Define the problem:

The fierce job competition of today’s economic crisis is clearly seen in the youths dilemma in gaining work experience and opportunity to realise ideas in the art world. Through the multidisciplinary Living courtyards project this is made possible, as the specific art world requires not only references, but also a proven record of skills obtained through practical work.

At the same time the participation of the courtyard inhabitants has shown a progressive feedback but no enthusiasm to co-shape and co-realise upcoming projects.

However the most pressing issue is the lack of financial support from the private sector. The participants in the Living courtyards program also require material goods, bureaucratic support and tuition expenditure that involves additional funding and financial sustenance, for which the money obtained is not sufficient.

The Challenge: Future community is a great example of active youths and a confident opportunity for gaining ideas, information, solutions and networking for the building of a hub offering knowledge on how to gain financial support for a project that is guaranteed sole through governmental schemes.

4. What are the current solutions to it:

As the opportunities for gaining practical knowledge are limited and due to the economic state the only way for gaining financial support is through governmental schemes on a national and local level.

Our resources also strongly depend on the cooperation of voluntary youth workers and the inhabitants of the courtyards to maintain the flow of the program.

With this we are trying to gain backing for the realization of projects, as well as obtaining sponsors and benefactors who are interested in the Living courtyards activities.
5. The challenge:

The Living courtyards program functions on the principle of realizing the ideas of youths with their engagement in the locality through cultural projects and at the same time allows the inhabitants to be active in the cultural life of the locality. For this purpose the society is trying to obtain additional funding that would allow the uninterrupted flow of youths and the inhabitants reviving the town’s cultural locus.

As the Challenge:Future community is a pivot for the generation of innovative ideas, the task represents the establishing of a functional method and strategy towards attaining additional non-governmental funding and selling the Living courtyards brand.

We need your help in defining what would be the best way to promote the Living courtyards initiative to the right audience, partners and most importantly benefactors/sponsors. What kind of mechanism would attract the target groups within the financial sphere?

We imply that the monetary-branding strategy should actively involve the youths in its development and realization; with that we need your help in shaping the blueprint that brings together the Living Courtyards substance and the Challenge:Future drive.

We need help with:

- Shaping of a branding strategy that promotes the initiative, attracts youths for the modelling and realization of new ideas; and at the same time attracts financial support from the private sectors.
- Ideas of what kind of products/services the society can offer to the public, as well as cooperative sociaties.
- Forming an approach towards the courtyard inhabitants that would actively involve them in the realization of the events.
- Creating a bridge between the youth, financial construct and the potential supporters.
- Monetizing the Living courtyards initiative.