

ORGANISED
IN PARTNERSHIP WITH CIAM –
CENTRE INTERNATIONAL
DES ARTS EN MOUVEMENT

CIRCOSTRADA

CS LAB

#3

AIX-EN-PROVENCE
(FRANCE)

THE PROGRAMME

JUNE 27-29 2018

CIRCO
STRADA
European Network
Circus and Street Arts

ARTCENJA

Co-funded by the
Creative Europe Programme
of the European Union



CIAM
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
• Découverte • Programmation • Création • Diffusion •

LAB

THINK: WHAT
ARE THE POSSIBLE
FUTURES?

Playfulness
IS IMPORTANT
TO CREATIVITY

IT IS A KIND OF
RESIDENCY. NOW WE
WANT A SPACE TO TRY NEW THINGS.



THE WORD OF CIRCOSTRADA

As a European network that aims to develop and structure the fields of circus and street arts in Europe and beyond, Circostrada has always placed strong emphasis on research and innovation, as these areas are key to ensuring the vitality and sustainability in every artistic sector. To that end, the CS Lab was thought and created as a laboratory to experiment and test new ideas, methods and practices, in order to answer that premise: we work with artists who, by definition, are creative; but are we creative ourselves? How do we adapt to change? How do we design new types of partnerships and work processes?

After the two first editions in Balma with La Grainerie (France) in 2016, then in Fossano (Italy), the third edition of the Lab will take place between the 27th and

the 29th of June in Aix-en-Provence (France), hosted by the Centre International des Arts en Mouvement (CIAM). As an integral part of Circostrada annual programme of activities, the CS Lab offers a privileged space and time to enable its members to take a step back, think differently and seeks to empower them with concrete material that they can later transpose to their own work environment.

Always co-organised with a network member, Circostrada strives to ensure a certain continuity and consistency throughout the Labs, while renewing topics, formats, tools and ways to approach these, based on identified needs and issues to tackle within the sectors.



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THE WORD OF THE CIAM

Founded in 2012 in Aix-en-Provence, the International Center for Arts in Motion is a composite structure dedicated to circus arts, located in Provence (France). Its vocation is to make a large public discover the diversity and wealth to be found in circus arts through a pluridisciplinary and innovative perspective. From the beginning, innovation is in the DNA of the institution. The CIAM actively fosters reflection and creativity in circus arts and in the cultural world by organizing several workshops, conferences and meetings. The CIAMLabs, an interdisciplinary lab gathering 20 professionals and students from different sectors to think together during 5 days, is one of the most significant example of its engagement for innovation.

The International Center for Arts in Motion is glad to host the CS Lab, which gives a great opportunity to share different visions of innovation, and to pursue the exploration of tools and methodology to be used in cultural structures.



PRESENTATION OF THIS EDITION

CS LAB#3: CHALLENGE YOURSELF IN A UNIQUE IMMERSIVE EXPERIENCE!

The CS Lab#3 will offer you 3 days of an immersive experience! Come to disconnect and to challenge yourself in a special Lab that will bring you the dedicated space to think differently and to experiment with new tools!

Participants from various backgrounds, inspirational guests and experts will help you develop creative thinking to face your professional challenges in a different way.

These three days will be moderated by Andrew Bullen (Creative Cooperative)* and will make you go deeper inside the design thinking method, which is a strongly inclusive, formal method of creative collaboration to build innovative solutions for an improved future!

CO-DESIGN & DESIGN THINKING

The previous CS Labs organised in the frame of the General Meetings in Fossano and Rotterdam aimed to give as broad an introduction and overview as possible into the basics of design thinking and co-design within a very limited time frame, thus limiting the time available to experience the full design thinking workflow.

The objective of the CS Lab#3 in Aix is to now provide for participants the opportunity to fully explore a targeted and structured process for strategic and creative thinking, analysis, future scenario building and problem solving within a collaborative and inclusive framework.

Within the longer time frame, the participants will achieve insight into the logical flow and coherence between the various elements and tools of a full design thinking process. Each tool will be practiced, individually and in the team, and will be discussed with the plenary group.

The design process is complemented by a “Socratic dialogue”, which will enable participants to formulate a focused problem statement and develop a cohesive, shared narrative.

Looking forward to meeting you all!



* ANDREW BULLEN, CREATIVE COOPERATIVE



Andrew Bullen is founder of the Creative Cooperative, co-creator of the European Street Design Challenge (ESDC) and he has created and run citizen co-design and social entrepreneur workshops for the

United Nations Development Program (UNDP) in Georgia, Cairo and Alexandria. He taught literature, creative writing and design at universities in Sussex, Berlin, Amsterdam and Utrecht. His thoughts on Design Thinking can be read in the collection: *Driving Desired Futures: Turning Design Thinking into Real Innovation* (Birkhäuser, Basel, 2014).



WEDNESDAY, JUNE 27TH

WELCOME LUNCH

● 12:30 ▶ 14:00

📍 **CIAM - FOODTRUCK MARMITE STREET**
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
LA MOLIÈRE - 4181, ROUTE DE GALICE 13100 AIX-EN-PROVENCE

WORKSHOP "DEFINING CHALLENGES, VALUES, AND PARTNERSHIPS"

● 14:00 ▶ 19:00

📍 **CIAM**
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
LA MOLIÈRE - 4181, ROUTE DE GALICE 13100 AIX-EN-PROVENCE

👤 BY ANDREW BULLEN

What are the Lab's aims, approaches, methodology and tools? How can we (re)think cooperation methods between the economic sector, public institutions and the cultural sector thanks to design thinking? These are the two main questions raised by this first afternoon. In this context, you will be joined by institutional and economical partners of the CIAM to work together with value ladder and stakeholders mapping tools.

GENERAL INTRODUCTION AND ICE-BREAKING ACTIVITIES

● 14:00 ▶ 15:30

BREAK

● 15:30 ▶ 16:00

TIME TO PRACTICE! HANDS-ON EXERCISES & GROUP PRESENTATIONS

● 16:00 ▶ 19:00

INFORMAL NETWORKING & DINNER

● FROM 20:00 ONWARDS

📍 **ADONIS HOTEL**
3828, LE SET HOME, ROUTE DE BERRE, 13510 ÉGUILLES

OBJECTIVE

- ▶ To work on your challenges and shared values with partners and stakeholders

THURSDAY, JUNE 28TH

WORKSHOP "FINDING A SHARED NARRATIVE, PLANNING FOR THE FUTURE"

● 09:30 ▶ 12:30

📍 CIAM
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
LA MOLIÈRE - 4181, ROUTE DE GALICE 13100 AIX-EN-PROVENCE

The philosopher Humberto Schwab will introduce you to the Socratic Dialogue and Scenario Planning methodology to help you rethink, express and argument. Socratic Dialogue is a tool to introduce you to another paradigm in which you trust your own thinking. Scenario Planning is an analytical and strategic planning method, targeted to plan for the future on the basis of a broad examination of future trends, variables, relative certainties and uncertainties. You will start to deep dive into individual and group questions and challenges, finding a shared language and narrative.



Humberto Schwab

Humberto is a physicist and philosopher. In 2005, he founded Humberto Schwab "Filosofia SL" and developed the Socratic Design method aimed at overcoming our incapacity to listen and to question our philosophical assumptions. He uses Socratic tools to execute deep dive transformations of organisations, by strong collaborative thinking processes, dialog think tanks, incubators and Socratic design labs.

OBJECTIVES

- ▶ Positioning the organization and individuals with regard to trends, relative certainties and uncertainties
- ▶ Finding a shared understanding, language and narrative

LUNCH

● 12:30 ▶ 14:00

📍 CIAM
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
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WORKSHOP "BUILDING PERSONAE & THE DAY IN THE LIFE SCENARIO"

● 14:00 ▶ 18:30

📍 CIAM

You will be introduced to the method of "building personae" and "day in the life scenario". These tools will help you formulate themes, insights, problem statements, linked to advance input, defined missions and challenges. It will allow you to pinpoint and define challenges, difficulties or frustrations in the daily lives of your organisation or target group so that you can subsequently create design possibilities and interventions to address these issues.

OBJECTIVES

- ▶ Understanding the characteristics and needs of people in the organization
- ▶ Pin-pointing the issues and challenges on a daily basis

DINNER

● FROM 20:00 ONWARDS

📍 A CASA BIANCA
9 RUE JACQUES DE LA ROQUE, 13100 AIX-EN-PROVENCE

FRIDAY, JUNE 29TH

WORKSHOP "DELIVERING CREATIVE SOLUTIONS FOR YOUR ORGANIZATION"

● 09:30 ▶ 13:00

📍 CIAM
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
LA MOLIÈRE - 4181, ROUTE DE GALICE 13100 AIX-EN-PROVENCE

The group will brainstorm, storyboard and present future scenarios, proposals and solutions. This final discussion of the CS Lab#3 will be about aims, outcomes, tools, methodology and impact. It will be also a time to reflect on how to implement and use the methodology and tools strategically for your organization or sector and what toolkit to bring with you.

OBJECTIVES

- ▶ To complete the whole design process from challenge to solution
- ▶ To reflect on the use and impact of the tools
- ▶ To bring a toolkit home to implement and to share those methods in your own structure

FAREWELL LUNCH

● FROM 13:00 ONWARDS

📍 CIAM
CENTRE INTERNATIONAL DES ARTS EN MOUVEMENT
LA MOLIÈRE - 4181, ROUTE DE GALICE 13100 AIX-EN-PROVENCE



For those who will have the opportunity to stay and enjoy Aix-en-Provence on Friday and over the week end, we have selected a few ideas, exhibitions and venues to close this CS Lab with joyful events!

ART & ARCHITECTURE WALK AT CHÂTEAU LA COSTE AU PUY SAINTE RÉPARADE

“Château La Coste is a vineyard where wine, art & architecture live in harmony”. In this domain, you will be able to enjoy a walk through wooded hilltops and valleys, alongside olive groves and vine fields, discovering the many installations of contemporary art and architecture on your way. You can also visit the Tadao Ando art centre, an extraordinary architectural experience of light and space in nature.

Schedule: Open every day from 10:00am to 7:00pm

► For more information: <https://chateau-la-coste.com/en/>

EXHIBITION OF DJEFF AT LA FONDATION VASARELY

The foundation, a 5000-square-metre building designed by the architect Victor Vasarely, explores through guest exhibitions, symposia for visiting artists and other special events, themes around new technologies such as computer-generated art. It is currently hosting a temporary retrospective exhibition of the plastic artist Djeff. «From the world of retro gaming to the development of more complex polymorphic installations, his work focuses on the human and his condition within the limits of the speculation of his own environment. It already probes our apprehension of the world through technological prism and more particularly through the hijacking of video games and gameplay.»

Schedule: open every day from 10am to 6pm

► For more information: <http://www.fondationvasarely.org/?lang=en>

EXHIBITION OF NICHOLAS DE STAËL AT L'HÔTEL DE CAUMONT À AIX-EN-PROVENCE

The Hôtel de Caumont is a mansion built «between courtyard and garden»; an architectural design that appeared in Paris in the 16th century, a château and its park on an urban scale. The hotel is hosting a temporary exhibition of Nicholas de Staël, presenting 71 paintings and 26 drawings from prestigious international public and private collections. This exhibition focuses on the Provençal period of Nicolas de Staël's work between July 1953 and June 1954.

Schedule: open every day from 10am to 7pm. Late night opening on Fridays until 8.30pm. Last entrance 30 minutes before closing.

► For more information: <http://www.caumont-centredart.com/en/home>

OPERA & CONCERT AT THE 70TH EDITION OF FESTIVAL D'AIX-EN-PROVENCE

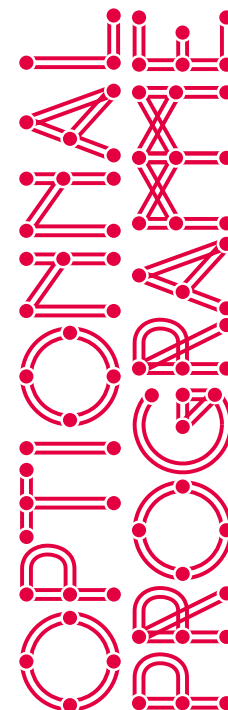
In June and July, the festival d'Aix-en-Provence offers you, for its 70th edition, a wide range of shows, operas, workshops and master class. For this edition, two main themes are on the spotlight: feelings of love and our relationship with the past in all its forms.

See below a small selection of events scheduled on Friday and Saturday:

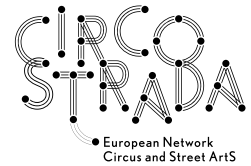
On Friday 29th at 5.30pm: public opera rehearsal of “Ariane à Naxos,” of Richard Strauss at Théâtre de l'Archevêché.

On Saturday 30th at 7pm: public opera rehearsal of «The Magic Flute” of Wolfgang Amadeus Mozart at Grand théâtre de Provence

► For more information and full programme: <https://festival-aix.com/en/program/all>



In case you want to expand your options, you can go directly on the tourism office website: <http://www.aixenprovencetourism.com/en/>



Since 2003, Circostrada Network has been working to develop and structure the fields of circus and street arts in Europe and beyond. With more than 100 members from over 30 countries, it helps building a sustainable future for these sectors by empowering cultural players through activities in observation and research, professional exchanges, advocacy, capacity-building and information.



ARTCENA is the French National Centre for Circus Arts, Street Arts and Theatre. It works towards its missions in three main areas: the sharing of knowledge through a digital platform and activities of documentation, the support to professionals via mentoring and training, the development of these three artistic fields by providing funding to authors and carrying out international development. It coordinates the Circostrada network and has a permanent seat on its steering committee.



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