



For Art and Development

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## Technical report About the Artistic Project



From 4<sup>th</sup> to 18<sup>th</sup> of September 2006  
Alexandria

Alexandria  
November 2006

## **Locations**

- El Max:
  - El Gohari café
  - Streets and houses of the village
  - Gudran building
- Gaber café
- The French cultural center
- The Greek institution for culture.
- Gudran Office

**Five** points which formed the map of the artistic project “El- Akhdar a garden 4 all” , They were extended to create an interaction between cafes, as informal spaces for youth, formal cultural centers and the open daily life space; the fishermen village in El – Max. That interaction held art and collective creative process as its focus while its aim was to create a green space at both material and moral levels.



## **El-Max:**

A region west of Alexandria where most inhabitants work as fishermen.

It lies between El Wardian – an industrial area which is considered one of the most polluted in ALEX – and El Agami – which was one of the most important resorts but it suffers from a high rate of pollution now.

El Max has its own character, as houses were built on the two banks of a canal that goes through a hill, surrounded by houses in the form of up - side - down pyramids according to the steepness of the hill.

Before the houses, fishing boats stand waiting for the opportunity of sailing into the sea to come back with every day harvest

Usually, each house is inhabited by the family with its sons, their wives and grand children as a kind of extending family. El-Max has a population of about 15,000. 70%

of them work in fishing, 20% work in selling fish and fishing services while 10% work in other jobs. The village suffers from a high rate of illiteracy; 45% can not read or write Arabic. Moreover, there is a considerable rate of students who abandon education in different stages.



One who contemplates the nature of the place and its structure can discover the nature of this people and this self-centered community, making its own history, culture, social structure and economic system which depends wholly on environment as earning living is due to the weather conditions and the sea gifts. This lost area among crises of introversion, pollution, low level of education and sanitation. This area, which is surrounded by poverty, has a mixture of nature and simplicity that make it a charming place.

### **Activities:**

- Boustashy 03                      Sept. 4 - 11    An international artistic meeting for young artists
- Me 17                                      Sept. 4 - 18    An international artistic work camp
- A training workshop    Sept. 11-15    For artistic responsible of "Sailing the Nile for MDG's



**Boustashy 03**



**Me 17**



**The Training**

### **Goals:**

They are divided into two areas:-

### The fishermen village

- New publicity of the village in order to change the prevalent view about it.
- Reforming a large section of the village to create a green space through planting trees in that section.
- Having a space for exchanging experiences and supporting the idea of accepting the order through artistic workshops with artists from different nationalities and cultural backgrounds, as well as artists and villagers.
- Encouraging youth backing out of social participation mainly girls, to be more participating and involved in society.
- Training a group of young cadres from the village on managing artistic activities.

### Outside the village:-

- Spreading Gudran's work approach which depends on using art as an introduction to development.
- Training artistic responsible of " Sailing the Nile for MDG's "
- Making partnerships with organizations and institutions which work in similar fields to support the work approach.
- Encouraging a group of newly graduated youth to begin their own initiatives of developmental art work.
- Having new spaces where art can play important roles, namely cafes. That is by connecting them to cultural centers and activities, in order to attract the attention of those youth who usually go there.

### **About Activities:**

The activities of this project worked on creating a green space in both material and moral levels. Morally, they depend on opening a mental space to think about the concept of "The Garden" with its potential meaning of the possibility of indulging people from different cultural backgrounds. To be gathered in a collective artistic work as a frame for mutual acceptance. The material level emphasized on the physical presence of green color as an important artistic /environmental element to keep life. That went along with working to pass this experience to others who would start their own projects of using art as an introduction to development and social change in different parts of Egypt.

## 1- Boustashy 03

It was held in the fishermen village in EL- Max from 4<sup>th</sup> to 11<sup>th</sup> September with the participation of five artists from Italy and Egypt.

They worked together to make an installation of a boat with a tree carrying the villagers wishes. This artistic piece took its place in front of the village, on the western highway to Alex, representing the first publication of the village. Along with that, Gudran has managed to persuade El- Amria Quarter to accept the idea of setting the installation on the separating pavement of the highway. The artists had designed their work to stay incomplete in order to allow others to complete it as they wish, aiming to develop the idea of cooperation and collective work within the village youth.

Some of these artists worked with young women and young men from the village on other artistic projects:-

- The Egyptian artist Nadia Tawfik worked with a family to reshape their inner design of the house. All the family members worked with her.
- The Italian artist Manuela Skari made another installation based upon the youth's wishes. This experiment was displayed in Italy.



## 2- International Artistic work Camp Me 17:

The seventh artistic work camp in EL- Max held from 4<sup>th</sup> to 18<sup>th</sup> September, with the participation of 19 young artists from Spain, Holland, Portugal, France, Palestine, Serbia, south Korea and Egypt.

They worked together with the villagers in collective artistic workshops to reform some houses, plant a large section of the village with trees and to hold artistic workshops with children.

Me 17 is one of the work camps which Gudran organizes in the course of its work with a group of international youth organizations and institutions.



### **The training workshop for organizing artistic activities**

It was held from 11th to 15th September with the participation of artistic responsible of the project “ Sailing the Nile MDG’s “ which includes sailing 8 boats from Aswan to Cairo and making some artistic activities in points of stop ( Aswan – Luxor – Qena – Sohag – Assut – Minia – Beni Suief – Cairo )

This workshop aimed to train some artistic cadres on the nature of organizing artistic of direct contact with audience.

This training was divided into two sections:-

A- Theoretical section, including:-

- Art and society, training on mechanisms of artistic developmental work.
- Shedding light upon some successful development artistic experiences.

- Artistic work and the street; needs and practices.

- Managing a workshop; artists and target group.

B- Practical section, including:-

- participating in organizing an artistic events, as a model for the activities of the international artistic work camp, held by Gudran in Sept 2006.



### Other activities

Some accompanying activities were held, including:-

1. Opening ceremony with the Mawawil & Baladi Songs - ballads and girls' songs from Gypsy traditions of the Delta “ **Reda and Gamalat Shiha** “
2. Sufi chanting with the group of “**Sheikh El Baioumi’s sons** “in El-Gohari café - EL Max
3. Aragouz shows “public puppet theatre” in several parts of the village.
4. A workshop for newly- graduated youth in which they worked with village children, producing an Exhibition of its results.
5. A photography exhibition for Italian artist “**Simona Gabalitty**” under the title of “Another Fishermen village” included photos of a village in an Italian island.
6. An exhibition of women workshop products.



## **Resources of Funding and Funding Strategy**

### **Partners**

- aMAZE Culture Lab – **Italy**
- United Nations Development Programme **UNDP**
- United Nations Volunteers **UNV**
- Youth Association for Populations and Development **YAPD – Egypt**
- Youth Development Department **YDD – Palestine**
- Youth Action for Peace **YAP- Belgium**

### **Contributors**

- Ford Foundation
- French Culture Center of Cairo And Alexandria **CCFC – CCFA**
- Foundation for Hellenic Culture
- Egyptian Center for Culture & Art **MAKAN – Egypt**

### **Volunteers sending organizations**

- Solidarities Jeunesses. **S J - France**
- Internationale Vrijwilligers Projekten **SIW - Netherlands**
- Associação Recreativa e Cultural do Algarve **ACRA- Portugal**
- Asociación **WASLALA- Spain**
- Voluntary Service of Serbia **vss - Serbia**
- Casa de la Juventud - **Spain**
- International Work Camp Organization **IWO - South Korea**

### **Funding strategy**

The funding strategy of this project depends of making links with several partners, aiming to distribute expenses and costs on as many partners as possible and developing on a large group of volunteers in carrying out the project.

Scheduling needs had also an impressive effect on tempting partners to participate. Thus, Gudran could attract some new partners who had not worked on art as a development entry



before, like the UNDP which shared Gudran in organizing and supervising the artistic execution of “Sail the Nile for MDGs” project.

In addition, the main idea of the project organizing was holding three big activities simultaneously, working to guarantee achieving the target results through dealing with each activity as separated unit on the organizing level. While the executive level hold the three units in one frame.

### **Evaluation**

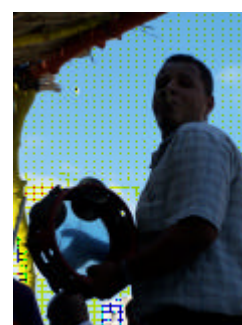
The Evaluation system depended on three evaluation ways, to monitor the progress towards the achievement of the project.

1. Project Progress Report which prepared and presented by the Executive director of the project
2. Evaluation forums for the direct effect of involvement of the artists and volunteers which was fill-in by the participants of the society and the international participants.
3. The final report which presented by the Artistic Consultant of Gudran.

More over Gudran use an independent accounting firm to monitor the project’s financial transactions.

### **The final Exhibition of El- Akhdar:**

It was inaugurated in a public ceremony atmosphere lasted for a whole day in the fishermen village in El – Max. The exhibition concept came out of the shape of public “Mouled “ - a public celebration. Some folk artistes were invited to participate. The village children made traditional kites which the area is famous for. Youth gave a singing party inside the village, where they decorated the street with the traditional colored- sawdust mat, which disappeared from our public quarters.





### **The project results:**

The project could fulfill some positive results included:-

- 1- Reshaping a large section of the village in addition to planting it with trees.
- 2- Participation of young cadres from the village in managing artistic activities, with brilliant organization and awareness.
- 3- Activating a space for mutual dialogue between artists and villagers. This dialogue which was described by the Italian artist Manuela Skari as “artistic work we made is usual to us, but those youth paid it great attention that astonished us and motivated us to communicate more ...”
- 4- Participation of many youth, especially young women, whose conditions and social traditions prevent them from social involvement. That was clearly apparent in their strong concern in organizing an exhibition for the women workshop products.
- 5- The project could connect cultural centers to some cafes, where several events were held, in addition to turning the café into a meeting place to discuss different artistic details and aspects of the project.
- 6- Through the training of artistic responsible for sailing the Nile for MDG’s, Gudran could make a first step towards spreading it’s approach. By the way, Gudran is a member of the artistic committee of the project.
- 7- Gudran could have several partnerships with other organizations and institutions which work in the same field.

Along with Gudran’s previous projects, this one could realize unexpected results besides achieving its primary goals:-

- For example there was such a positive cooperation and support of El-Ameria quarter that the quarter chairman himself attended the setting up of the artistic installation on the western highway to Alex. It was quite a proof of changing the prevalent point of view which the formal institutions had about the village.
- The villager involved in the activities exceeded all expectation of the project organizers. An impressive example was when a family in mourning insisted on holding the singing party in its primary place which was before their house, despite Gudran's attempts to move it away.

On another hand



## ***Gudran for Art and Development***

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**Partners:**



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