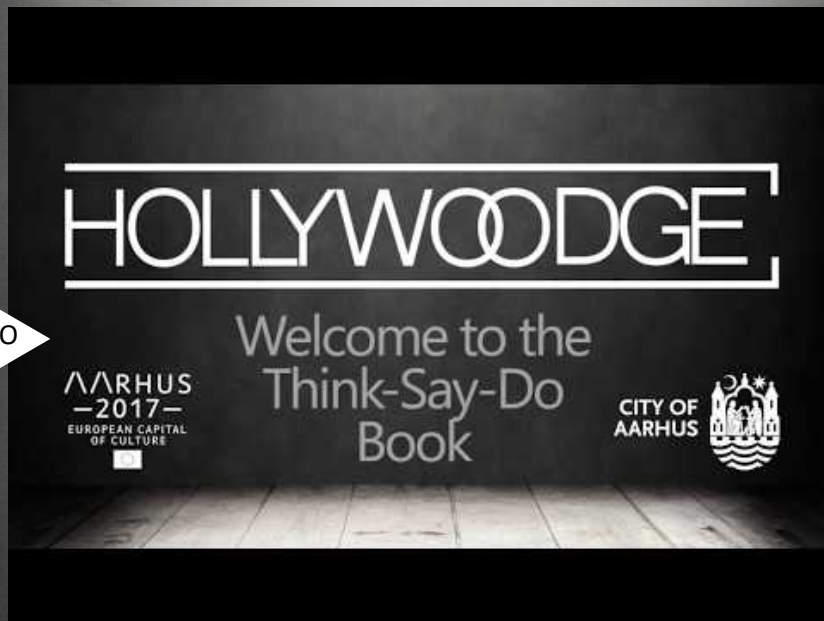


HOLLYWOODGE

VIDEO



Think-Say-Do Book



Tools and
New Method

The
Groups

Cultural
Buisness
Guide

Partners

INTRODUCTION

VIDEO

HOLLYWOODGE

HollyWoodge is evaluated in the form of a Think-Say-Do Book, which is intended as a methodology development of the way we evaluate. It consists of an interactive pdf, with videos about the different steps in the process, methods and insights based on:

- What did we think?
- What did we say?
- What did we do?

Hollywoodge was a method development project that used the method of *cross pollination* in the implementation and "constructive design research" to gather knowledge about culture and employment. This study method uses the unique insights that come from a development process and require a transparent review and evaluation of the process. Therefore, this kind of evaluation is a sensible choice for this type of project.

The Think – Say – Do Book has been created by:

Hanne Marklund, project developer and manager

Andreas Holmgaard-Jensen, innovation consultant.

The City of Aarhus, Employment dep.

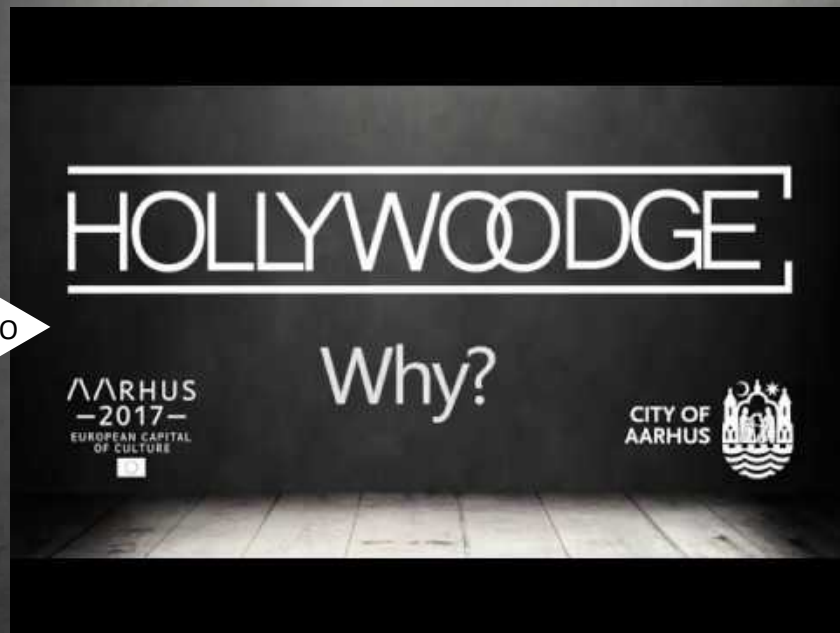
We hope you will be inspired!

Contact us: hmar@aarhus.dk / +45 51576334

HOME

WHY

VIDEO



Think:

The City of Aarhus applied for the title “European Capital of Culture 2017 in Aarhus”. In connection with the preparation phase there were a lot of brainstorming sessions, during which the idea of the HollyWoodge project was created.

Say:

In the beginning the potential partners were a bit hesitant of this new method of combining culture and employment as it was never tried out before in that context. However, as the project took shape, people became more interested. Among the international partners the project was well received.

Do:

First the initial idea was created. Then contact to and with relevant potential partners and stakeholders; then vision camps and workshops were created for and together with the partners to further develop the project and process.

HOME

START OF PROJECT

VIDEO



Think:

First step was to find relevant partners locally (Aarhus). As the City of Aarhus had already a strategic partnership agreement with the City of Lodz on Poland so the decision was easy: Lodz became the first international partner. As Lodz is a "film city" with a.o. the famous School of Film in Lodz the name of the project was obvious: HollyWoodge – as Lodz in Polish is pronounced "Woodge".

Our colleagues from the Employment and the Cultural Departments of the City of Lodz assisted us in pointing out other relevant project partners in Lodz. The 6-7 potential partners were paid a visit and were presented for the idea, the concept – and the expectations. After having identified the Polish partners the partners from Rotterdam and Hull were selected.

Say:

Even though the concept of the project was "fluffy", the partners thought it interesting and agreed to join in. For some of the partners, the concept of working with a process and method-focused project was far away from their normal way of working, which is more goal-oriented. The partners were curious and none of them dropped out of the project, even though they were a little skeptical at times on this way of working.

Do:

After having identified the partners the initial Partner Vision Camps were created. First one in Lodz and after than the next one in Aarhus. These camps gave us the opportunity of testing the frame foundation and methods of the project.

HOME

THE WAIT

VIDEO

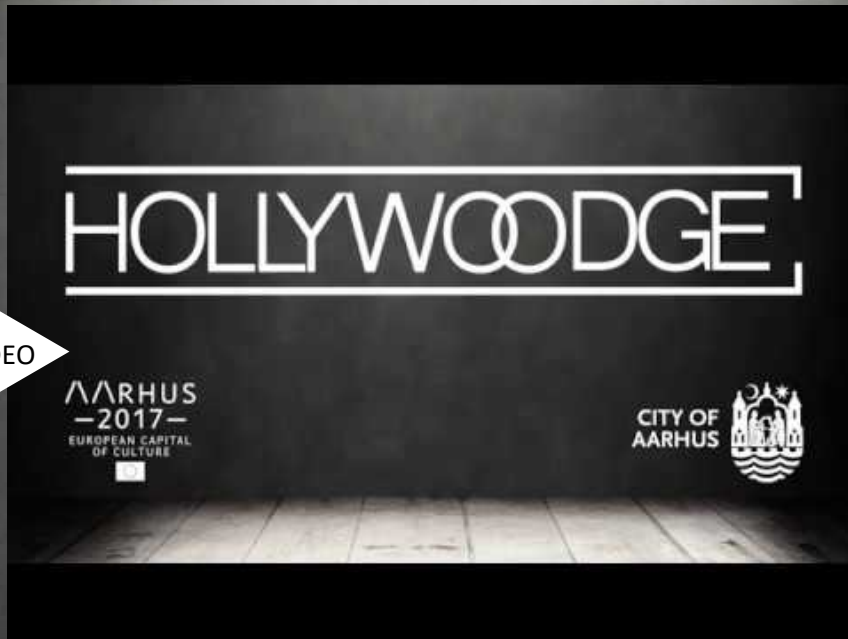


After having applied and having received frame approval, the management of the Capital of Culture Secretariat changed, and so did the priorities. This meant a longer wait than expected. In this period, there was nothing else to do than wait, and keep the partners informed that the project application was still in process. After a long waiting period, the project was approved, and the project could continue.

HOME

LODZ WORKSHOP

VIDEO



Think:

The first real workshop was implemented in Lodz with participants from Aarhus, Rotterdam and Lodz. Hull could not join this workshop, but joined the later ones. We wanted to test “cross pollination” in a real-life scenario – putting together elitist film students from Lodz, Opera singers from Rotterdam and young street artists from Aarhus, and seeing what would come out of this. Another aspect was to mix business and artists to see how they could rethink their talents, so they could also earn money.

Say:

The participants, especially the Polish, who are normally very result-focused, were a bit confused about the heavy process focus. Many stated that they have never been in a workshop with such a good atmosphere and interaction, but asked what the purpose was. This workshop gave a good foundation and knowledge to continue the project.

Kamil Kuligowski (participant) comments about the workshop:

“A transfer as such, and especially in terms of culture, always has a positive effect like for example extending out horizons. Although it may sound a bit of “cliché”, but when we actually participate in such transfer it changes our way of thinking.”

See the Polish news program about Hollywoodge here:

<https://lodz.tvp.pl/27539895/30102016-1830>

Do:

The participants worked with creative processes, development of methods, project development, networking and teamwork to find good and usable solutions. The goal of the workshop was that the 76 participants through workshops, exercises and discussions achieved the motivation to create job openings and cultural entrepreneurship in the gap between culture and the labor market.

HOME

ROTTERDAM WORKSHOP

VIDEO



Think:

The purpose was to see how the project concept would react in a small context. We were 2-3 people from Aarhus and Lodz together with the opera people from Rotterdam. This small group of mixed talents came up with a new concept – Dilemma Opera. This concept was to use the different artistic talents to create a performance about a relevant topic, in this case refugees. In one day, the performance was created and it was shown in two venues. The success of this concept showed us that cross pollination was a relevant way to combine culture and employment.

Say:

The young street artists were shocked when meeting the discipline of the opera people coming from the royal opera in Amsterdam. The focus on time schedule and agreements, were new to them, but in the end, they realized that to be present and precise is a must.

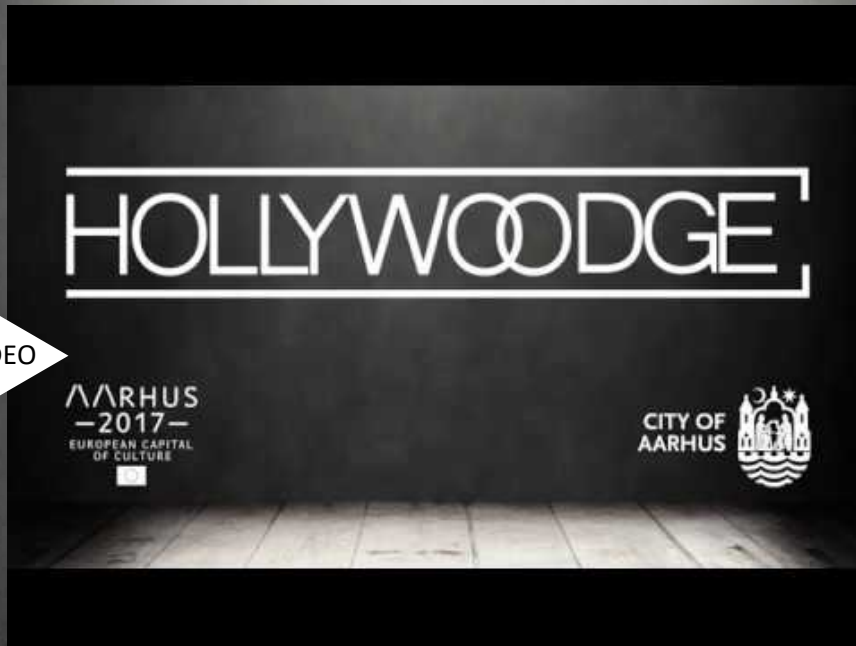
Do:

Teamwork and brainstorming were done to create the concept and story. The show was created and rehearsed and finally presented to an audience.

HOME

AARHUS WORKSHOP

VIDEO



Think:

We wanted to be more focused on the business part of the project in the workshop in Aarhus. People have had time to come up with concepts, so now they had to focus on how they could realize them and make a living out of it.

Say:

The participants were generally positive about the workshop. And people could start to see the point of the process as their concepts became finalized. Most agreed on that cross pollination was an important tool to learn new perspectives, tools and gain new business ideas.

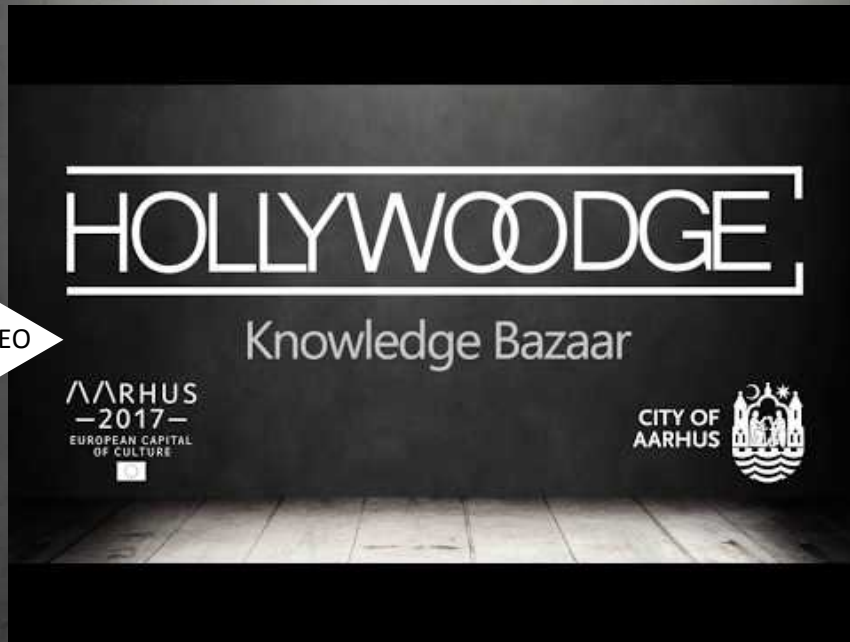
Do:

New participants had the opportunity to choose a group to join and work with their idea. This process was facilitated with methods and some business lectures to teach mindset and tools. They finalized their cultural business concepts.

HOME

KNOWLEDGE BAZAR

VIDEO



Think:

The idea was to present the knowledge and methods gathered along the project, and to give the groups a chance to present their ideas. Furthermore, to hear the people behind the project's attitude towards such a project.

Say:

The general attitude toward the Hollywoodge project and combining culture and business/employment was very positive. There was a broad interest in using the knowledge and methods learned from this project. The EU Commission has since selected Hollywoodge to participate in their Voices of Culture program together with other interesting cultural projects from Europe.

Do:

We presented the knowledge, methods and ideas from the project. The groups presented their concepts. And there was a possibility of networking.

HOME

TOOLS AND METHODS

Cross-Pollination

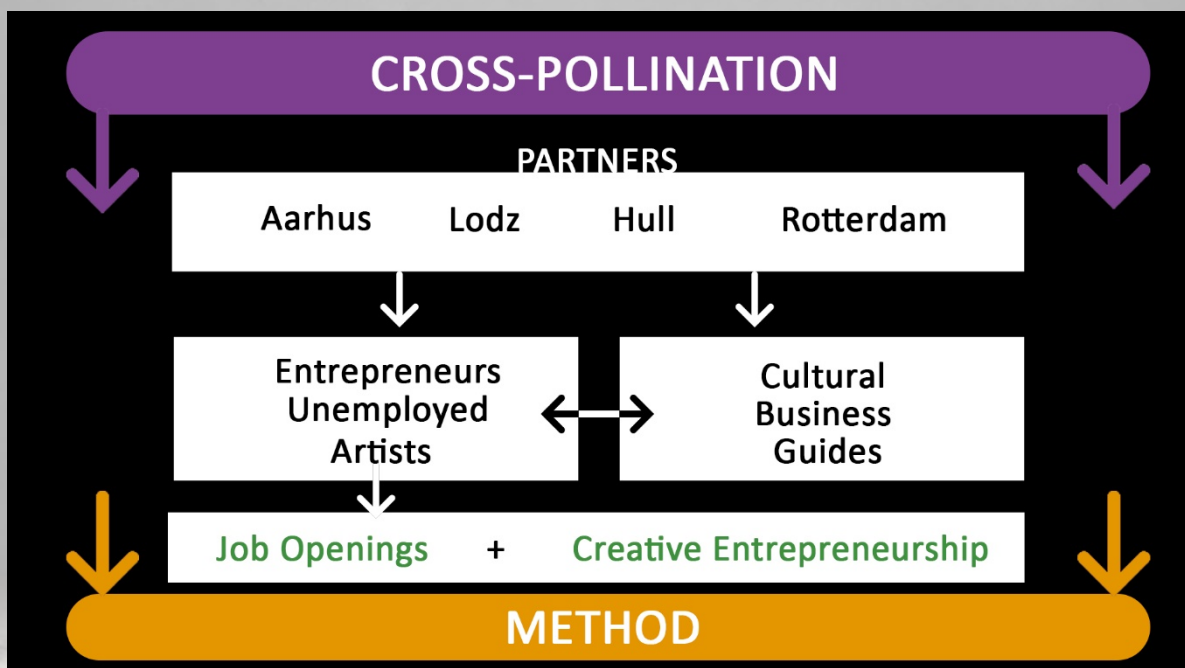
“A sharing or interchange of knowledge, ideas, etc., as for mutual enrichment”

In the case of Hollywoodge, the cross pollination was in the mix of different artistic talents (opera, street art, film, painters, dancers etc.), business (business people and knowledge) and unemployed.

Our finding was that, when the process of making these very different people work together and create new concepts, a design process facilitation approach paired with education in business mindset and tools was the way to go.

A good process starts with getting to know the group and its competences, then new knowledge and inspiration leading to idea generation and finally testing and implementation.

A series of different design methods were used in these workshops. For instance, “Informing by character” – a brainstorming exercise, where you take the role as another character and generate ideas. Another method used was “Road map” – a visualization and planning tool to discuss the continued path for the business idea.



HOME

TOOLS AND METHODS

VIDEO



Constructive design research

Constructive design research has been used in the HollyWoodge project to research the gap between culture and business using crosspollination. It is an iterative process, where you continually reflect and rethink the problem and the ideas.

This type of project, cannot be evaluated by reproducing the results, because different people would probably come with different concepts and conclusions when faced with the same problem statement and method.

Therefore it is important to show the process, so people can gain insight in how the project has unfolded. Therefore, we have chosen this way of evaluating the project.

But the benefit of approaching a project with constructive design research is, that it is a way to explore the unique insights, which comes from going through a process to gain better knowledge and understanding of a complex area by focusing on the context and the users.

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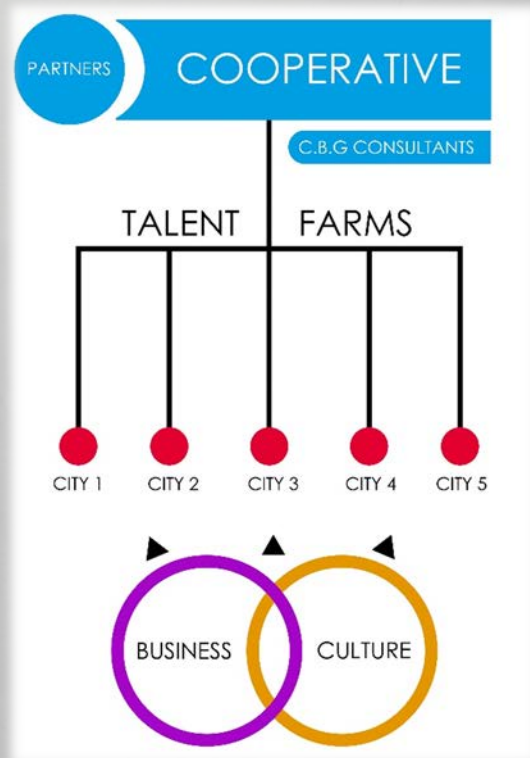
TOOLS AND METHODS

Co-operative

We experienced that the group dynamics were excellent when people were together, but when the distance of borders separated them after the workshops, the teamwork withered. We looked at possible solutions for this problem and came up with using the co-operative setup for these types of cross-border business concepts. The thought process behind this is that people in the co-op can share assignments based on relevance and scope. Maybe a small assignment in the local area is enough just for the local partner, but a bigger one in another country would require collaboration.

Talent Farms

Another idea was to create talent farms, that could be an incubator for cross-pollination. Where different talents could meet and have facilitation to create new business ideas together. These could be placed all over Europe and draw from each other's talents and ideas.



TOOLS AND METHODS

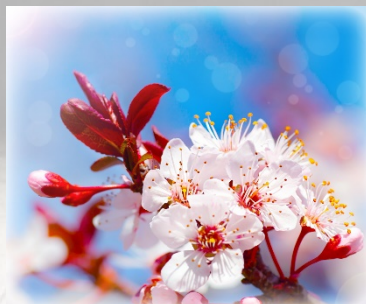
Shop n' Work Workshop

This was the way to frame the workshops in Hollywood. By using the idea of “Creative constraints” to give the groups a focused foundation for ideas and a common third to collaborate from. Five different categories were selected, for instance “Spring Festival” and “Opera Caravan”. The participants had to rotate and discuss the different categories and in the end, choose one to work with. This made the idea and collaboration process a little faster, since the groups did not have to start from scratch.

OperaCaravan



SpringFestival



FilmParade



Entrepreneurship & Business



HOME

THE GROUPS

VIDEO



Culture in the Concrete

A group from the social ghetto Gellerup in Aarhus that worked with using the cultural potential of their local area, where there are more than 85 nationalities. Through their process they came up with a concept where their community could become an enrichment instead of a burden.



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THE GROUPS

Opera Caravan

The purpose of the opera concept is to use the discipline and methods of the opera-sector to activate job-seekers in their jobseeking efforts or on their way from unemployed to cultural entrepreneurs. We will involve jobseekers in the whole process of writing; preparing and presenting small operas with different relevant dilemmas – a.o. integration and education. Using the different talents that the job-seekers come with to create a unique show. For instance, street-art, music, singing and dancing mixed together with a story about refugees.



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THE GROUPS

Spring Festival

This group worked with the idea to use the art of painting in a broader business perspective. Through their process they developed the concept of selling events, where the center would be a long table with a tablecloth for painting on. They themselves would paint the conversations that people had, and help facilitate the participants to paint as well, for instance each other. This event would have different interesting foods as well and art for sale. Therefore, the art would be an integrated part of this unique experience that would help facilitate conversations and fun.



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THE GROUPS

Film Festival

This group combined their talents with film together with the interest for social issues to finally create a movie about an unemployed that finally found a new purpose in life and a new job by being volunteer.



HOME

Cultural Business Guide

Through the project a short course was developed with 7 steps to help participants develop their cultural skills into business potential. In other words, switching their mindset and giving them tools to earn money from their ideas and potential. The steps are:

Creative strengths - What is your product?

Product development - How do you innovate your product?

Expand your business perspective - which business perspectives should you consider?

Business is your future! – What is your business model?

Your product in a commercial world – How do you sell BIG?

Strategic perspective – Where do you want to be in 10 years?

Your product, your company – What is most important for your company?



HOME

Project Partner list

List of Polish Partners:

City of Lodz

- Employment Promotion Office
- Culture Section

PWSSFiT – Film School in Lodz

Academy of Fine Art in Lodz

FormArt (Foundation)

Wi-Ma (Widzewska Manufaktura Sp. Z o.o.)

Lodz University – Careers and Cooperation with Employers Centre

Art Incubator

List of Danish partners:

JobVærkstedet, Aarhus

Aarhus Production School

Aarhus School of Street Art

Aarhus Film Workshop

Culture Works

List of partners from the Netherlands and England:

INTORNO Rotterdam

City of Hull – National Cultural City 2017

HOME