M.A.P.

Mobile Artistic Platform throughout South India
M.A.P. is a trans-disciplinary travelling platform that will invite 6 Indian and International artists to move across different locations in South India between 18th October and 15th November. The invited artist and along with the organizers will work and travel together trying to address a series of issues concerning sustainable tourism, cross-cultural exchange, creative collaboration and hospitality.

At the junction between travel and artistic production the project aims at exploring the ways through which self-organization and creative exchange could be initiated and experienced collectively.

After a series of initial workshops the group will leave for a 17 days' journey that will move across South India visiting three different locations defined by specific connotations: Nila River in Kerala (sustainable tourism, natural heritage), Anegunadi in Karnataka (food culture) and Protovillage in Andhra Pradesh (adequacy, rural development).

At the end of the journey all the material will be presented in a series of events and public presentations at 1Shanti Road in Bangalore.

Every material will be produced under the Creative Commons licenses (http://creativecommons.org/)

Organised by Reloading Images in collaboration with Maraa and CitySpinning
CONCEPTUAL FRAMEWORK

The theoretical background of M.A.P. is intersected by three critical dimensions: sustainable tourism, cross-cultural and creative collaboration, hospitality. During the journey, we will attempt, together with our local partners, to discuss, unpack and delineate the implications that occur in such dimensions also, but not only, in relation to the project itself.

For each critical dimension, we formulated three general and initial questions respectively:

- **Sustainable tourism:** In which ways the act of traveling can be understood as a learning process, as well as becoming a space for creative collaborations?

- **Cross-cultural and creative collaboration:** How can we approach mobility in terms of artistic process?

- **Hospitality:** What forms of exchange can activate a critical reflection on the relationship between different sets of polarization (perception/projection, observer/observed, inclusion/exclusion, artist/tourist)?

All this constitutes the starting points for investigation and discussion and it is open to future modifications and transformations.

Organised by Reloading Images in collaboration with Maraa and CitySpinning
WORKSHOPS | METHODOLOGIES | STRATEGIES

The project will start with a series of intensive workshops of orientation designed by Reloading Images, Maraa Media Collective and Cityspinning. This initial period of orientation has also the function of activating and initiating conversations and research directions in preparation for the journey.

The methodological strategies adopted during the project consist of a multi-disciplinary approach to investigate the critical dimensions and the theoretical background. These will be based on different artistic practices (film, photography, visual art, critical theory, writing, community based practices, theatre and performance making) aiming also at building certain bases for understanding, knowledge sharing and creative collaboration.

The focus will be on:

1. Aural and Visual elaborations
2. Dialogical and discursive practice: conversations, open discussions, interviews
3. Collaborative project proposals
4. Archival strategies: collection, documentation and classification

Organised by Reloading Images in collaboration with Maraa and CitySpinning
M.A.P. Mobile Artistic Platform throughout South India  ||| 18th October - 15th November 2010

**M.A.P. CALENDAR** (subject to changes)

<table>
<thead>
<tr>
<th>Oct 18th</th>
<th>Bangalore &gt;&gt; Kollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 19th - 22th</td>
<td>Kollar -- Workshop</td>
</tr>
<tr>
<td>Oct 23th</td>
<td>Bangalore &gt;&gt; Nila River, Kerala</td>
</tr>
<tr>
<td>Oct 24th-26th</td>
<td>Nila River</td>
</tr>
<tr>
<td>Oct 27th / Oct 28th</td>
<td>Nila River &gt;&gt; Bangalore &gt;&gt; Anegundi</td>
</tr>
<tr>
<td>Oct 29th - Nov 1st</td>
<td>Anegundi</td>
</tr>
<tr>
<td>Nov 1st</td>
<td>Anegundi &gt;&gt; Hindupur</td>
</tr>
<tr>
<td>Nov 2nd - 5th</td>
<td>Protovillage, Hindupur</td>
</tr>
<tr>
<td>Nov 6th</td>
<td>Hindupur &gt;&gt; Bangalore</td>
</tr>
<tr>
<td>Nov 7th</td>
<td>Bangalore -- rest</td>
</tr>
<tr>
<td>Nov 8th - 12th</td>
<td>Bangalore -- preparation of the 'Open Studio'</td>
</tr>
<tr>
<td>Nov 13th - 14th</td>
<td>Bangalore -- 1Shanti Road 'Open Studio'</td>
</tr>
<tr>
<td>Nov 15th</td>
<td>Bangalore -- evaluation and conclusion of the project</td>
</tr>
</tbody>
</table>

Organised by Reloading Images in collaboration with Maraa and CitySpinning
PEOPLE | PLACES | PRACTICES:

**BHARATHAPPUZHA (KERALA)**

- sustainable tourism
- natural heritage
- environmental issues

**LOCATION**

Nila River is the lifeline of Kerala’s cultural map. The river is not navigable along most of its course except the small stretch where it joins the sea. The river has been extensively dammed after independence and this has caused the reduction of the river flow.

“We wanted to ensure that the stories of Nila were heard, not just in Kerala, but in rest of the world as well. As we were scouting for various options to ensure financial stability for the foundation, we ventured into Responsible tourism to explore it as a tool for sustainable development. This initiative brought together various communities in the three districts of Malappuram, Thrissur and Palakkad. There were musicians, ritualistic healers, performers, environment activists, farmers and hydrologists. They helped us understand Nila better, the river and beyond”. (from Nila Foundation website: www.nilafoundation.org)

**M.A.P. INTERACTION WILL CONSIST OF:**

a) walks and excursions on the river entertaining conversations and discussions with local people and experts in the field of nature conservation.

b) workshop and visit to Traditional performers of Tolpava Koothu - the shadow puppetry
PEOPLE | PLACES | PRACTICES:

ANEGUNDI (KARNATAKA)

• food culture

LOCATION

Anegundi is a small, traditional village set in the background of an ancient cultural heritage site in the Koppal district of Karnataka, across the Tungabhadra river from the Hampi World Heritage Site. The primary occupation is agriculture with paddy, sugarcane, banana and coconut being the principal produce. Banana fibre is now being processed and used by local women’s craft groups to weave a variety of products such as bags for the market.

“We aspire to see the local community achieve social and economic empowerment through conservation of their natural and architectural heritage, and in doing so, to secure the future of the larger site through sustainable integration with the local people” (from the website of The Kishkinda Trust: http://thekishkindatrust.org/)

M.A.P. INTERACTION WILL CONSIST OF:

a) walks and conversations on sustainable tourism and the experience of Anegundi villagers;

b) workshop on preparation and cooking of indigenous and traditional recipes of 'roti' and issues concerning food culture and conservation;
PEOPLE | PLACES | PRACTICES:  

PROTOVILLAGE  
(ANDHRA PRADESH)

- adequacy  
- rural development  

LOCATION

ProtoVillage is a 1095-day project to develop a remote village cluster in Andhra Pradesh, India into the prototype of an Adequate village cluster, sustainable and replicable - that sees the inhabitants directly involved in its thinking and making. The project is divided in 5 phases. M.A.P will visit Proto Village during the 1st Phase:

"In this phase few of the core team members stay in the village cluster along with the residents, for a period of 5 months, conducting Action Research. The purpose is to build a comprehensive understanding of the place, people, resources, knowledge, problems, culture, and opportunities. The objective also includes creating a community driven vision for the cluster of villages - how they want to see their village in 1000 days - and building a roadmap for resourcing and implementation."  

http://www.protovillage.org

M.A.P. INTERACTION WILL CONSIST OF:

a) collaborating and working on the main concept of the project, the idea of ADEQUACY. This idea is formed by 12 dimensions (please see the website for more info). Our endeavor will be to create the conditions through which these 12 dimensions can be visualize/ design/ communicate.  
b) Together with Proto Village, envision the concept of Public Domain.
OUTCOMES

- **A FINAL OPEN STUDIO IN 1 SHANTI ROAD STUDIO GALLERY**, the group will present the project outcomes during 2 days public talks, screenings and presentations;

- **AN ONLINE MULTIMEDIA PROJECT** will operate as the virtual interface of M.A.P. The website will feature a map of South India that will offer an alternative and creative reading of the territory. It will visualize the ‘learning route’ followed during the residency, reflecting on historical layers and present connotations. It will functioning as a repository of conversations amongst communities and artists, art projects and other network initiatives triggered by encounters with people, places and practices;

- **A WEB-BASED RADIO STATION/PODCAST**, included in the website, will act as the main creative tool employed by all participants, to document activities, encounters and exchanges. The initiative will connect different local realities and communities at a regional, national and international level.

- **A FINAL ONLINE PUBLICATION** to be downloadable online and be distributed internationally, will display a more reflective outcome on the nature of this collaborative project. Using the map as a starting point, it will act as an artistic travelling guide, collecting all the collaborative projects and discourses that emerged during the project;

- **FUTURE PROJECT PRESENTATIONS** both in Europe and internationally.
AIMS AND OBJECTIVES

• to investigate the ways in which sustainability and self-organization could be initiated and experienced collectively

• To build mutual capacity between Asian and International artists to develop a reciprocal network of collaborative practices and artists’ initiatives focused on exchange, collaboration and new media art.

• to experiment and reflect on how creative processes are shaped and defined by specific conditions: People, Places, Practices.

• To broaden the understanding of artistic practices beyond the mainstream art market, strengthening the opportunities for interdisciplinary collaborations and process based practices.

• To create an unprecedented opportunity for different modes of self-directed learning inter-culturally, as well as interdisciplinary exchange by addressing different realities of grass rooted cultural activities across India.

• To implement and foster a national and international network for Indian, as well as international artists, source for future collaborations and support for the participants.

• To support Indian and Asian artists with skills of collaborative artistic practice, contents and new media tools.

Organised by Reloading Images in collaboration with Maraa and CitySpinning
**GLOSSARY**

This glossary is a work-in-progress. It is a creative tool to share and develop understanding on the contents of M.A.P. between all the participants, as well as becoming a starting point for our aural archive.

<table>
<thead>
<tr>
<th>Adequacy</th>
<th>Immediacy</th>
<th>Shadows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archive</td>
<td>Interaction</td>
<td>Tourism</td>
</tr>
<tr>
<td>Basic</td>
<td>Lost</td>
<td>Trust</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Local</td>
<td>U-turn</td>
</tr>
<tr>
<td>Dialogue</td>
<td>Manipulation</td>
<td>Vegetables</td>
</tr>
<tr>
<td>Escape</td>
<td>Mobility</td>
<td>Work (in progress)</td>
</tr>
<tr>
<td>Failure</td>
<td>Nomad</td>
<td>Zoo</td>
</tr>
<tr>
<td>Food</td>
<td>Omissis</td>
<td></td>
</tr>
<tr>
<td>Geopoetics</td>
<td>Peripatetic</td>
<td></td>
</tr>
<tr>
<td>Ghosts</td>
<td>Rest</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>Risk</td>
<td></td>
</tr>
<tr>
<td>Horizon</td>
<td>Sustainability</td>
<td></td>
</tr>
</tbody>
</table>