



CONCEPT



GLOBAL GENERATION - LEBENSENTWÜRFE UND AUSTAUSCH DER JUNGEN GENERATION
GLOBALE WOHNGEMEINSCHAFT: MATSUYAMA (JAPAN), MADISON (USA), ISFAHAN (IRAN), FREIBURG

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GLOBAL GENERATION

LIFE CONCEPTS AND EXCHANGE OF THE YOUNGER GENERATION

GLOBAL COMMUNITY – MATSUYAMA (JAPAN, MADISON (USA),
ISFAHAN (IRAN), FREIBURG (GERMANY)

The younger generation - birth rates from 1980 until today - needs to understand the subsistence in a totally different way than the previous generations of their parents. Especially with the worldwide introduction of the internet as a media into the everyday life of younger people has fundamentally changed their attitude towards the life-world. The world has become smaller and one speaks of the "global village". This especially applies to the younger generation. Specifically, this can be seen by the use of Internet that serves as the primary source for decision processes and communication device. This medium allows the establishing of new social networks that affect the (real) life concept. The term "life concept" implies the goals, wishes, fantasies, ideas and concerns the young individual may have about his/her life and that affects the conception of ones life after a special guideline. This project aims to find out, how the younger generation imagines their life and how it is compatible with the reality. On the one hand this will be carried out by subjective perspectives and on the other hand by shown social tendencies. Individual experiences and handling as well as circumstances are the two components which shape a life concept. The main focus of the project is the phase of life, in which the major themes such as jobs, starting an independent family, experience abroad, communication or religion (spirituality) seriously enter the consciousness. A constant searching behaviour and the effort to gain social hold whilst not wanting to miss any chances in life are characteristic for the youth until the third decade of life. What's behind all this? What life concept is concealed behind this behaviour and how can one give a form to this?

After the second world war Freiburg has understood its location as opportunistic and created a wide spread network of twin cities. Freiburg stays internationally in contact with altogether 9 cities from Besançon (France) to Madison (USA) and Matsuyama (Japan). This circumstance and considering the high number of young people in Freiburg offers an excellent starting basis. The result of the project will be an exhibition, a webpage and a catalogue. The venue of the exhibition will be a fictive apartment-sharing community. This community will symbolize the concrete life concepts as well as a space for the intensive interaction between the cultures.

The theme "life concept" is the first, general part of the project. The second emphasis treats the intercultural exchange of the younger generation. How does the younger generation deal with other cultures, especially with the younger ones of these other cultures? How do they react to and interact with each other?

The project tries a double bridging. The intention is to allow more understanding and exchange between generations on the one hand and the different cultures on the other hand. In times of globalized economical processes and problem relations, the mutual understanding between cultures and generations connotes a requirement for peaceful interaction. Every generation carries on the cultural knowledge of previous generations and contributes to the advancement of the culture towards a further development.

The approach of this topic serves not only the younger people themselves in terms of self reflection and motivation, but also offers interesting criteria for many social relevant areas like politics, education and economy as well as older generations for a better understanding of the global generation.

PROJECT

What is the idea?

The project "Global Generation" analyses, illustrates and witnesses the life concepts of the younger generation in different cultural circles; Freiburg (Germany), Matsuyama (Japan), Isfahan (Iran) and Madison (USA).

The results of the study will be worked out by several sub-projects and opened to the public via an exhibition, a webpage and a catalogue. The following questions form the frame for the approach of the topic:

- I. What are the main challenges that the younger generation are facing? What current streams in society, changes, trends are the younger generation confronted with and what influence do those have concerning their goals, dreams and associations/ideas - their life concepts?

>> Sub-Project I

- II. What kind of (prejudiced) opinions do the younger generation have concerning other cultures? What do they think about intercultural exchange?
- III. >> Sub-project II
- IV. What happens to the (preconceived) ideas when encountering other cultures? How does the younger being react to other cultural encounters?
- V. >> Sub-project III

For illustration and a differentiated approach with the topic the project team makes use of the following three components:

- a. social component - Integration work with children and youngsters of social disadvantaged families
- b. artistic component - Support from younger people by creative and informative approach towards the subject, Support of up and coming artists and professional artists
- c. academics component - Collaboration with university students and lecturers from the humanities such as sociology, ethnology, philosophy, psychology and cultural science etc.

Project Implementation

I. Approach of the subject

"Live concepts and exchange of the younger generation"

By the means of: Workshops, intercultural exchange between the city-sisters, social participation and artistic and scientific illustration.

The base for the study of the topic is the project room in Freiburg (Vauban), in which artists, scientists, project and activity teams, children, youngsters and young adults work on the topic in different ways.

The elementary part of the expertise is the continual exchange with partners in the named "project-partner-cities", with the intention to guarantee an equivalent and representative illustration of life concepts in the different cultural circles. Therefore we developed informative and creative work orders treating the topic in all four cities worked out by artists and scientists, which from this base create a high rate of comparing moments working around the topic. The exhibition itself will be designed by artists from all four cities. The idea is that the first two sub-projects are to be worked out in the country of origin and the third one will be created here in Germany, which means that some of the artists, at least one of them will be in Germany and work together with the artists from the other countries.

II. Exhibition

Global apartment-sharing community: Matsuyama (Japan), Madison (USA), Isfahan (Iran), Freiburg (Germany)

The venue provides an adequate space for presentation of the results, which on the one hand lives up to expectations of the topic itself and on the other hand helps the visitor to get a stirring and new experience.

The exhibition unites different forms of nowadays life concepts and illustrates them. As an agile and attractive location for such an idea we focus on a "student apartment-sharing community" that on the one hand symbolizes the intercultural togetherness and on the other hand represents young coexistence,

cogitations, understanding, learning and style. This means that there will be a location set up by temporary construction containers in the centre of the city for the endurance of the exhibition.

In the exhibition each of the listed cities will be designated one room, in which one fictive character will be hosted for some time in Freiburg to inform about the life conditions of the younger generation in his/her cultural circle. This character will be worked out and designed by the collaboration of creative participants of the project (artists and scientists of the humanities) from the respective city (culture). The fictive character that is thought to function as a mirror image for the younger generation, communicates the life concepts ideas and decisions about other cultures by making use of art works, documentations and scientific material. The interaction takes place in the community rooms (kitchen, bathroom, living-room) where the conglomeration of cultures/life concepts will be demonstrated. (Free Admission)

III. **Publication**

Webpage: The website communicates as a constant companion the advancement of the project work. Therefore the organization works out a multi optional-blog (text, photo and video) that constantly spreads new information about the project process.

The interaction will be developed furthermore throughout this forum that, with commentaries and own photo- and text material, sums up the whole process. Furthermore the website serves as a space for presentation of cooperation partners and further supporters and therefore as a marketing tool.

Catalogue: The catalogue introduces the most relevant results and illustrates the scheme of the exhibition and conveys individual and collective life concepts from the respective cultural circles.

Time frame

The conception of the project began on the 1st of September in 2007, the approach of the subject started in the beginning of January. The opening of the exhibition is planned to be part of the outline program of the "international town twinning market" in Freiburg (13.06.2008 - 16.06.2008). The approach of the topic takes place from the 1st of February until the 30th of August. The exhibition starts one week in advance (vernissage 06.06.2008) and endures about six weeks. The exhibition is scheduled to begin in the afternoon with a vernissage and implies the recipience

with speech and guided tour. During the exhibition time there are topic-related events planned to take place in the venue:

- Dance performances
- Intercultural cooking
- Midissage: Event in the frame of the international town twinning market (13.06.08-16.06.08)
- Political panel discussion

Project initiator and partner

The project is initiated by the charitable organization "Centre for Creativity - Artoholics e. V." based in Freiburg. The administration of the project as well as the connection of the network is handled by three future Arts and Culture Managers. For the implementation of the project the collaboration of young people from altering cultural origins (named city partners), as well as different social backgrounds (migrants living in Germany/Freiburg) will form the project work. Regarding this university students and experts from different scientific institutions such as sociology, psychology, anthropology and ethnology will be included in order to allow a wide ranged array of illustration forms. The project group is in contact with the organizers of the international town twinning market.

In order to guarantee a high intercultural competence and to ensure a wide range of various contacts, the project is supported by the Goethe Institution Freiburg, the Museum of Ethnology Freiburg, as well as the town twinning organizations. Additionally we receive ideational and conceptional support from the youth organization "Junges Freiburg e. V.", the Centre for Political Education (Landeszentrale für politische Bildung) and the Office of Literature Freiburg.

Target Group

The project is not addressed to a specific target group but rather aims to communicate with all citizens of Freiburg and its surroundings, who are interested. Therefore the public work will be conceived in a neutral and generation-connecting form. In virtue of the topic and the illustration form we think that especially young people, meaning pupils, apprentices, high-school graduates and university-students will profit from the content of the exhibition. In order to reach this group the project will be presented at schools and education centres for which an additional flyer will be designed.



Summary

"Global Generation" connects Art, Science and Social Policy in an ambitious project. The project not simply aims to act as an intermediate between cultures and generations but rather to assume a part of social responsibility.

We think that the scientific-artistic aspect is not sufficient in itself when treating such a topic, but rather the active learning and hand on disservices a prevailing emphasis.

The project aims to connect the three components in one closed context. Therefore the project room serves as a centre for all the protagonists, participants and whoever else is interested and spotlights the topic from different perspectives. Furthermore it should be mentioned that the ideas and contributions from children, students, experts and artists are seen in equal measure and help to advance the process of the project and the comprehension of the topic in their own manner. The global apartment-sharing community allows the project idea to become physically touchable and represents a concrete space just like the internet forum for direct communication with the public.