



OpenGround 2016

OpenGround 2016 is a pilot training workshop for the professional development of artists and curators aged 23-30 that will take place in Athens between the 31st of October and the 4th of November 2016.

This 5-day intensive workshop is structured around two days of seminars and lectures by international art professionals and a spin-off AtWork Lab lasting for three days and followed by a mini group show.

More information about the training modules below:

- *Art and Labor. The new (art) subject of economic relations.* – Led by Elpida Karaba

The workshop, *Art and Labor* looks into the ways artists deal symbolically and concretely with the issue of labor within the art field. The workshop will challenge the participants to look into new and dynamic ways of claiming and working within the professional arena, of new and dynamic coalitions and articulations.

- *Artist Contracts* – Led by Anna Pirri

A session that looks into the importance as well as into the different formats of artist contracts.

- *Artist Residencies, Grant Opportunities & Funding Applications* – Led by Beatrice Oleari

This course will provide the participants with an overview of the theme of artist mobility. The module will address the following questions: Why is it important for an artist to live an experience in residence; How to choose the most appropriate residency programme; What is the best timing for entering such programs; How to fill in an application and receive funds?

- *Ascribe: A Study Case* – Led by Masha McConaghy

In this session, the participants will examine the case of ascribe.io, a service that enables creators to register and track intellectual property, digging into the copyright issues and challenges of digital content as well as into the new area of blockchain technology.



- Portfolio Building and Portfolio Review – Led by Iliana Fokianaki & Basim Magdy (TBC)

During this workshop the participants will have the opportunity to attend parallel sessions with three art professionals that will review their portfolios and discuss the different elements that need to be taken into account from different perspectives.

- The Art of Personal Branding – Led by Claudia D’Alonzo

This workshop will give an overview on personal branding in contemporary art, considering best practices of platforms, strategies and projects in order for the participants to evaluate and improve their communication performance. It will examine different ways of building an online identity, of documenting and translating the work in effective online formats.

- AtWork Lab – Led by 3 137

Conceived as an open format [AtWork](#) can be adapted, implemented and reproduced autonomously by the cultural organizations and institutions all over the world: associations, artist collectives, schools, academies, festivals. The format guidelines are provided by *lettera27* and shared openly so that each organization can tailor the format to their specific local context in line with their objectives and missions. The workshop’s theme, leader and target are decided autonomously by the adopting organization. *lettera27* provides its expertise, network, communication channels and tools to support the initiative. The collaboration is formalized by a gentlemen’s agreement. All the participants are encouraged to donate the notebooks produced during the workshop to become part of *lettera27*’s artist notebook collection and to join AtWork international community. We called this spin-off of the format [AtWork Lab](#).



About the trainers:

Claudia D'Alonzo is a researcher, curator and media specialist. Ph.D. in Audiovisual Studies at the University of Udine, she imagines, writes, designs and acts in the field of art, audiovisual and communication practices. She currently teaches 'Net Art' at the Brera Fine Art Academy in Milan and 'Media Phenomenology' at Fine Art Academy of Bergamo. She is part of Digicult network. She also gave seminars and lectures at many institutions and published essays, catalogs and articles on art and new technologies; art and science; new archive forms; expanded cinema; audiovisual and experimental perception. She worked as curator with museums, galleries, art centers and international electronic arts festival.

Iliana Fokianaki is an art critic and curator based in Athens. She read for a BA in Fine Arts in Oxford Brookes University and a MA at City University London under the supervision of Juliet Steyn and Judith Williamson. She lived in London until 2005, where she worked for institutions and commercial galleries. Since 2005, she is based in Athens. She has curated exhibitions for private galleries, museums and private initiatives. In 2013, she founded State of Concept, the first non-profit gallery in Athens that promotes Greek and international artists through solo exhibitions, but also invites international curators to create exhibitions that comment on the current socio-political landscape of Greece. Iliana is a contributing author of the book *The International Art Markets* published by Kogan Page (London, New York, 2009) and has lectured on contemporary art locally and in Europe. She has written for magazines such as LEAP, Art Papers and Monocle and has been extensively writing on Greek contemporary culture and current affairs in the local media for the last 10 years. She is currently starting her PhD research on performativity/identity, politics/gender at Panteion University in Athens with Athena Athanasiou. She is a member of IKT, the International Association of Curators of Contemporary Art.

Dr Elpida Karaba is an art theorist and independent curator based in Athens. She teaches art theory and art history, and works with research-based curatorial practices focusing on collaborative working methods. In 2013 she initiated PAT (The Temporary Academy of Arts) an educational and artistic project that develops a para-institutional action. PAT it is part of the cultural machinery and it doesn't proscribe institutions altogether but attempts to participate in the construction of new institutions. Her research interests and publications are specifically related to art theory and criticism, political theory and discourse analysis in documentary, activist and performative art practices.



Basim Magdy was born in 1977 in Assiut, Egypt, and lives and works in Basel and Cairo. His work appeared recently in solo and group exhibitions at Deutsche Bank KunstHalle, Berlin; Hessel Museum of Art, Annandale-On-Hudson, New York; Salt Ulus, Ankara; Sharjah Art Foundation, Sharjah, UAE; Whitechapel Gallery, London (2016); MoMA – The Museum of Modern Art, New York; KW Institute for Contemporary Art, Berlin; The Museum of Contemporary Photography, Chicago; The New Museum Triennial, New museum, New York; Museum of Modern Art, Warsaw, Warsaw; HOME, Manchester, UK; The Green Parrot, Barcelona; Lismore Castle Arts, Lismore, Ireland (2015); La Biennale de Montreal, Montreal; Art in General, New York; Monash University Museum of Art I MUMA, Melbourne, Australia; MEDIACITY Seoul Biennial, Seoul Museum of Art, Seoul; Passerelle Centre d’art contemporain, Brest; CRAC Alsace, Altkirch (2014); 13th Istanbul Biennial, Istanbul; Centre Culturel Suisse, Paris; Sharjah Biennial 11, Sharjah, UAE; Yerba Buena Center for the Arts, San Francisco; The High Line, New York (2013); Haus der Kulturen der Welt, Berlin; La Triennale: Intense Proximity, Palais de Tokyo, Paris (2012); Kunsthalle Wien, Vienna (2011); Mass MOCA, North Adams, USA and Ateliers de Rennes – Biennale d’art contemporain, Rennes, (2010). He was shortlisted for the Future Generation Art Prize, Kiev (2012) and won the Abraaj Art Prize, Dubai and the New:Vision Award, CPH:DOX Film Festival, Copenhagen (2014) and the Experimental Award at the Curtas Vila do Conde – International Film Festival, Portugal (2015), Deutsche Bank’s 2016 Artist of the Year (2016). Upcoming solo shows in 2016 include MAXXI, Rome, Jeu de Paume, Paris; CAPC-Museum of Contemporary Art, Bordeaux and the Museum of Contemporary Art, Chicago.

Masha McConaghy, curator and researcher, is a co-founder of BigchainDB, a scalable blockchain database and ascribe.io, a service enabling immutable attribution for artists and clear provenance for digital and physical art. She has a PhD in Arts from Pantheon-Sorbonne University, Paris and a Museology Degree from Louvre School, Paris. Her PhD explored the distinct relationship between art and commerce over the centuries. She has organized exhibitions throughout the world and has worked with curators at the Louvre Museum, Paris and directed a commercial gallery in Vancouver. Her current pursuits are at the intersection of art, IP and applications of new technology.

Beatrice Oleari holds a Degree in Political Sciences and a Master in Cultural Management from the Catholic University in Milan. Since 2008, she manages FARE (www.farearte.org), a non-profit association in Milan operating as a global network of international experts and institutions in the field of art and culture. The aim is to promote dialogue between a wide range of actors from different communities in and beyond the cultural sphere. There, she runs an artist residence and develops exchange programs in collaboration with international partners promoting the concept of transnational mobility programmes for professionals. Through FARE, she has created the unique international network of artist residences AIR-artinresidence (www.artinresidence.it) in Italy. This online platform



has become the Italian reference for the mobility of artists and curators. Eventually, her solid track-record enables her to provide practical guidance and advice to art organizations, artists and curators. She collaborates with the Italian Ministry of Cultural Heritage as well as with the Academic world and private entities such as banks. In addition, she has coordinated projects in partnership with institutions in Europe, Caucasus, MENASA Region and Africa.

Anna Pirri studied law at La Sapienza University in Rome. Under the guidance of Professor Alessandra Donati her final thesis investigated the relationship between law and contemporary art practices and in particular the use of the contracts in the art world. Moreover, she has attended the intensive course titled 'Law ad artistic creation' at Pistoletto Foundation. The past year she worked for SMartIt, a European cooperative that deals with the administrative, bureaucratic, legal and financial aspects of the work of artists and freelancers where she was in charge for artist contracts.

3 137 is an artist run project space based in Athens, initiated in 2012 by Chrysanthi Koumianaki, Kosmas Nikolaou and Paky Vlassopoulou. The space operates as an independent initiative run by artists, having as aim to create a meeting point for exchange of ideas and discussion. Its projects emphasize on artistic production, collaboration and hospitality, having a strong interest in institutional critic and hybrid forms of being together. Artists, spaces, initiatives and theorists that they have collaborated with are among others Daniel Gustav Cramer, Cevdet Erek, Dan Perjovschi, Panos Papadopoulos, Myrto Xanthopoulou, Athens Biennale, Kunsthalle Lisabon, Locus Athens, State of Concept, Dimitris Antoniou, Michelangelo Corsaro and Galini Notti. // www.3137.gr



About *lettera27*

lettera27 is a non-profit foundation created in July 2006. Its mission is to support the right to literacy and education, and to promote access to knowledge and information, with a specific focus on Africa and its diaspora. The foundation raises funds to support and promote a wide range of educational and research initiatives that rely on locally-based resources and organizations. The use of co-funding is intended to increase and strengthen these resources, recognizing their value and opening mutually beneficial and fruitful dialogues with a variety of cultural and social actors. Integral to its mission and methodology is the search for and identification of projects that are in line with its objectives. The foundation acts primarily as an aggregator and facilitator of cultural processes, engaging – both independently and in partnership with others – in research, documentation, organization and communication activities. *lettera27* thus aims to provide the tools necessary for the creation of a conscious and active attitude in citizens, particularly with regards to the stereotypes and clichés about Africa, its diaspora, as well as on the topic of migration. The three principal areas of involvement are: Art and culture for social transformation, Innovative educational practices & Sustainable culture.

www.lettera27.org

About State of Concept

State of Concept is the first non-profit gallery in Greece. It was founded in 2013 by art critic and curator Iliana Fokianaki and is based in Athens. State of Concept is an independent platform operating as a gallery with a yearly programme, that aims to be a bridge between Athens and the international contemporary art scene. With its main aim being to introduce international artists that are not widely known and easily accessible to Greek audiences as well as to showcase one Greek artist through a solo exhibition, it hosts four exhibitions per year: one solo exhibition of a Greek artist, two solo exhibitions of international artists and one group exhibition curated by an international invited curator. Parallel to its exhibition programme, State of Concept organises a variety of events and projects including talks, screenings and workshops for children. Apart from its exhibitions and events, State of Concept is operating as a space for free artist consultation, where young students and graduates of Greek art schools can receive feedback, guidance and help in order to further their work, enhance their portfolio and CV, and decide their next artistic steps.

www.stateofconcept.org



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