



Documentary project on the sector of art and contemporary creation in the region of Madrid

An initiative of CA2M CENTRO DE ARTE DOS DE MAYO.

A project coordinated by PENSART

What is MAPEAR Madrid?

A documentary project on the sector of art and contemporary creation in the region of Madrid. A technical research to draw a general mapping of the cultural network and artistic structures in the region and identify the different sectors and actors involved in them. A study on the professional interrelations of the cultural sector with the university, social movements, science, industry and media. A platform for cultural associations, artistic collectives and social movements

Statement

Mapear Madrid is an initiative which launches CA2M in the region of Madrid with a clear philosophy of public service:

01 To provide professionals in contemporary art of an effective means of project development.

02 To encourage interaction between artistic communities, strengthening the professional ties for greater functionality in the industry.

03 To democratize access and use of information on the art sector and greater transparency in the professional practice of it.

04 To encourage dialogue between the contemporary art sector and civil society.

05 To increase the cultural projection, national and international levels, from the Madrid region.

Objectives

01 Identify the sectors and actors operating in the cultural network of the region of Madrid.

02 Defining the creative flows and productivity among them, and analyze the degree of dynamism.

03 Describe the modes of relationship between institution and network.

04 Develop a mapping operation that has different degrees of use.

Methodology

Specific objectives

SECTORS TO CARTOGRAPHY

Training, education, resources, production, distribution, exhibition, publishing, social action, research, cooperation.

AGENTS TO IDENTIFY

Institutions, Associations, curators, mediators, producers, teachers, researchers, social groups, platforms, working groups, foundations, production centers, independent professionals and artists, resource centers, publishing

Elements of interpretation

HUB

Information distribution center and creative processes.

NODES

Communities formed by different groups with common interests.

VECTORS

Interrelationships existing between hubs, nodes and points.

FLOWS

Level of activity in the vectors. Density, temperature and time.

POINTS

Associations, collectives and platforms operating independently within the cultural sector and social movements.

UNITS

Professional and cultural agents of cultural mediation, curating, management and production.

Resources

The information for the field research will be collected by direct input of the working group based on its experience and trajectory within the sector, through access to data generated by the public call by the interviews that are done by specialized professionals and all the data produced by the network of collaborators.

Methodology developed exclusively in digital format. The information is collected through forms. The data visualization is done through maps and diagrams.

Timeline

February 2009 *MAPPING STUDY NEEDS*

By determining the specific information needs for the development of an artistic mapping of the Community of Madrid, will develop a form that will be neuralgic structure of the collection of information, for further processing.

Working Group Meetings: Every Tuesday at 17 p.m. at CA2M

March 3rd, 2009 *ANNOUNCEMENT / CALL*

By www.mapearmadrid.net website will communicate the purpose of the announcement, which shall become call. This will have a dual impact, first communicated in public and transparent way the purpose of the call and on the other, the website will use a registration form, which will help build a "store information" agencies / groups / artists who fit the profile of the call.

There will be specific deliveries to the centers of the region and cultural areas of the municipalities. Also there will be communication through blogs and social networks.

The call will be published on the website of PENSART and the website of CA2M center.

RESEARCHING

Determination of points of interest. The fieldwork was carried out through a division in areas of the structure to be studied. Area of artistic networking. Cultural Industry Zone. Area of training / education

INTERNAL AND PUBLIC ACTIVITIES

CA2M To carry out in coordination with the center's management between the publication of the call and July 2009.

Tuesdays at 19 pm at CA2M

ROUTINES

Identify the points of interest on the map. Interviews with groups / artists / industry to study.

Fill in the questionnaire through the form.

Documentation. Leaked and categorization the information.

July 2009 Presentation of the first conclusions and data on the study. Event format

October 2009 *DEVELOPMENT OF THE TOOL*

Cartography design. Web Database Programming. Online publishing project results.

01 Visual documentation of the events

Left Fig.
Presentation of Mapear Madrid



Right Fig.
Work session at CA2M



Left Fig.
Expert's session CA2M
Artist collective Democracia
MataderoMacris-Manuela Villa
Dean Faculty of Fine Arts. UCM



Right Fig.
Meeting with Art institutions:
Casa Encendida- Lucía Casanni



Left Fig.
Lab session CA2M



Right Fig.
Presentation of results



02 Visual documentation of the events

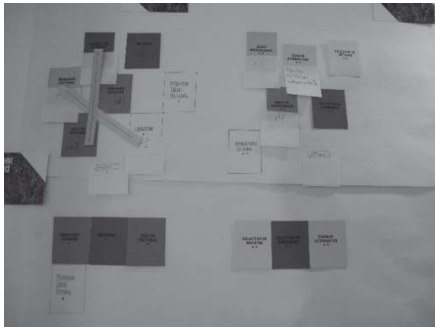
Left Fig.
Developers Meeting



Right Fig.
Workshop at CA2M



Left Fig.
Wall Map of Mapear Madrid
methodology



Right Fig.
Fast Galley Mapping



Left Fig.
Developers Meeting



Right Fig.
Meeting of experts:
Nerea Campillo – Architect In
the Air
Uriel Firgué- Architect UHF
Ariadna Cantis-Architect Fresh
Madrid



Working Group

The project is coordinated by the PENSART CULTURA's team. Its members are the main working group of the project.

Vanesa Cejudo
[Madrid, 1975]

She is a Sociologist. She has been teaching and supervising self-education programs in countries like Angola, Venezuela and Guatemala, receiving several scholarships from AECI. Her practice is based on a strategy that articulates the focus of education as personal development and the main engine of social change in contemporary societies. Her commitment to artistic creation is part of this process, and in recent years she has studied its activity at the University UPSAM, with studies in Visual Arts and New Technologies. She understands that "experimental" social creativity, the statement of EXPERIMENTOLIMON Association, is an exercise of involvement in the complex world of today, fundamental to the understanding of culture, the essence of language and codes of contemporary creation. At present, she is involved in the project "Urban Buddy Scheme" curated by Cecilia Andersson for Madrid Abierto 2009-2010

Enrique Radigales
[Zaragoza, 1970]

He studied Fine Arts at the Escola Massana in Barcelona, where he graduated in the field of Painting. In 1995 he found in digital media a new field of exploration where he began to dig through simple digital animations. In the recent past his dedication has focused on the project idealword.org (ongoing) and e-migrate.org. Idealword.org explores the boundaries between net-art and its production as physical art. E-migre.org is a database of contemporary artists from Aragon located on the internet. He has served on the executive areas of the AAVC (Association of Visual Artists of Cataluña) and continues exploring new ways to make digital art come alive in our physical world. He was awarded the Bronze Prize at the Canon Digital Creators Contest in 2003 and the second prize at net-art in Ingenio 400 in 2005. He participated in the Biennial of Contemporary Art Leand2004 and 45th Kurzfilmtag Oberhausen Internationale

Javier Duero
[Madrid, 1970]

Trained in T.V. and film directing at I.O.R.T.V. Institute of Radio and Television (Madrid), in new media at Centre Vidéographe (Quebec), and in theory of communication at Daniel Langlois Foundation (Montreal). He is an active agent in generating artistic and cultural projects and has developed strategies for networking with multiple national and international institutions. He is a precise connoisseur of the structure of contemporary art and is an advocate for the involvement of public institutions in the processes of cultural production. Duero has been involved in developing, organizing and curating art projects for museums, art centres and institutions since 1998. He was the artistic director of Observatori, Arts Festival held annually at the Museum of the Arts (Valencia), from 2004 to 2007. Duero is adviser for AVAM (Associated Visual Artists of Madrid) and a member of the advisory committee of ESTAMPA, International Print and Contemporary Art Edition Fair. He is a member of the proposals committee of Fair Play Prize (Berlin), an award dedicated to film and video. It is also a member of the Artport committee, an initiative of The New York Foundation for the Arts. During 2008, he was the coordinator of the AVLAB section at Medialab Prado. In 2009, Duero has been selected by ARCO International Fair of Contemporary Art as curator for Performing Los Angeles 2010 program.

María Ozcoidi
[Pamplona, 1980]

She has a BA in Humanities from the University of Navarra, and Master in Management Artistic Enterprises. She is a permanent observer of developments in the sector at international level and she's made numerous professional travels to European countries, Asia and America; which have provided her with valuable information on the structures and forms of artistic production and the distribution of international art. Her career in recent years has focused on the study of cultural industry and the art market, focusing especially on curating institutional and alternative projects, such as Estampa, Madrid's Gallery Rita Castellote; Red Gate Gallery, Hames Levack Gallery and the Science Museum in the city of London.

Specialized professionals

Advise the working group on a timely basis, as appropriate. Selection by direct invitation. Profile: Professional artists, cultural mediators, teachers, curators, etc. Carry out a preliminary list of professionals.

Collaborators

From different localities of the Madrid region form a network of logistic and documentary support. Selection by invitation. Profiles: Young artists, students, volunteers of social movements, etc. Do list.

Tools

The project will have support digital, being the backbone of developing its own web page. The Web content will be treated evidencing the philosophy of collaborative and transparent project management.
Create Blog with a moderator for relations with the community of the sector.
Create a Wiki for the working group, consultants and collaborators.

www.mapearmadrid.net

Mapear Madrid Project is a system for creating, sharing and reviewing information on the web. It is based on creating collaborative content such as Wikipedia, with a design that respects the standards, is intuitive and easy to use and makes maintenance enjoyable for everyone.

The project operates on a system of PHP programming and a data manager system MYSQL. For the construction of graphics programming we will use JavaScript. In a project of this nature, the real engine is its data base. With information from hundreds of agents, this volume of information is reminiscent of the mass of a submerged iceberg.

The technology used for its programming allows any agent to insert the data necessary for it works, but also raised a team of data entry specialist in the cultural sector. It would provide coverage to information, be responsible for validating data and placing them in the database. Management would be undertaken in the high administration system for all agents wishing to participate in the project and the maintenance of web service and web master.

The use of this information will be shared through a Creative Commons license. The database Mapping Madrid project will be discharged according to Law 15/1999 of 13 December on the Protection of Personal Data (BOE no. 298, 14/12/1999, pp. 43088-43099).



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