



DJART

14

**FINAL
NARRATIVE
REPORT**

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BIRTH OF DJART 14

DJART '14 is the first event organized by the **Trans-Cultural Dialogues** platform which gathers young artists, activists and cultural innovators from different countries around the Euro-MED region who are dedicated to work on organizing cultural and artistic happenings to promote art practices in public spaces and tackle contemporary socio-cultural issues through artistic participatory approach.

The first preparation meeting of the team was held in the city of Algiers in September 2013 where some members coming from countries such as Algeria, Morocco, Spain or Serbia had the chance to gather for the first time and work close on putting the basis for the event, in collaboration with local actors and artists, through daily workshops, visits to cultural and artistic venues and through presenting ideas that received very fruitful feedback. Few months later a second crucial meeting took place in Berlin where coordinators of the team worked on establishing the first shape of the activities program of DJART '14, which lead to the last straight line of hard work, by starting to contact the artists, and completing the last actions of the fundraising, logistics and the promotion campaign.

MISSION AND GOALS

The event was finally designed as a multidisciplinary cultural biennale that would take place in various cities of the Euro-Med region and DJART '14 would be the first edition conquering the magnificent city of Algiers with the mission of exploring the Algerian cultural reality, reclaim, recuperate and recreate urban spaces, support independent art scenes that consider the "Do It Together (DIT)" concept, homemade or recycled creations and low to zero budget productions, and empower individuals with different backgrounds through participatory modes. All that in order to evoke and discuss the constitutive hegemonic structures that create limitations and restrictions to mobility, promote art as a tool for sharing knowledge, discourses and diverse practices. Also encourage accessibility to art in contrast to elitist and close institutionalized circuits and create a modality of work which is inclusive, dynamic and cohesive that can generate a social impact which will advocate continuity, sustainability, accessibility and self-determination.

PROGRAM

 <p>06 / 11 NOV</p> <p>#HISTOIRE(S) EN CINQ HALTES Exhibitions/Sound installation</p>	 <p>06 / 15 NOV</p> <p>#AKAKIR INVASION Exhibitions/Visual arts</p>	 <p>15 NOV 15 DEC</p> <p>#LIGHTNING THE CITY Projection</p>	 <p>POST-EVENT</p> <p>#ALGIERS MURAL Murals/Calligraphy</p>
 <p>01 / 15 NOV</p> <p>#RE(PLACE)TTE Workshop/Recycling</p>	 <p>08 / 10 NOV</p> <p>#STICKERS LAB DJART '14 Workshop/Visual arts/Collage</p>	 <p>12 / 14 NOV Soyez Les - Bm</p> <p>#SAFARI TYPO Photo collection/Collage</p>	 <p>13 / 15 NOV</p> <p>#CALLIGRAFREE Residency/Calligraphy</p>
 <p>08 NOV 18:00</p> <p>#STREET ANDALUSIZING Street Music</p>	 <p>13 NOV 17:30</p> <p>#ART IN PUBLIC SPACE Panel Discussion</p>	 <p>13 NOV 21:30</p> <p>#YACINE & THE ORIENTAL GROOVE Music concert</p>	 <p>14 NOV 17:00</p> <p>#MOBILITY IN EURO-MED REGION Panel discussion</p>
 <p>14 NOV 20:00</p> <p>#DJART OFF EVENT Performance</p>	 <p>14 NOV 21:30</p> <p>#DEMOCRATOZ Music concert</p>	 <p>15 NOV 08:00</p> <p>#REDECOUVERTE FORTUITE Workshop/Visual arts</p>	 <p>DJART GATHERING Open Stage</p>

EVENT STORYTELLING



As a multidisciplinary event DJART 14 conquered various public places and venues inside the city of Algiers from the 06th to 15th of November 2014, and included a wide and diverse range of activities touching fields such as photography, graffiti, music, collage, urban design or DIY creations, history and cultural heritage. This came in different formats such as: installations, discussions, urban exhibitions, projections, happenings, open-to-public workshops, street concerts and city tours.

Press conference and opening of DJART '14 in Salle Chabab - Rue Larbi Ben M'hidi. 06 November 2014.





Open to public RE(PLACE)TTE workshop for the creation of street furniture and redesign of a public space - Placette Ben Boulaid. Algiers - From 06 to 13 November 2014.



Discussion in the National Museum of Fine Arts with artist 'Nicène Kossentini' and curator 'Djalila Kadi-Hanifi' in the occasion of the artist's urban sound installation within DJART '14 - 08 November 2014.

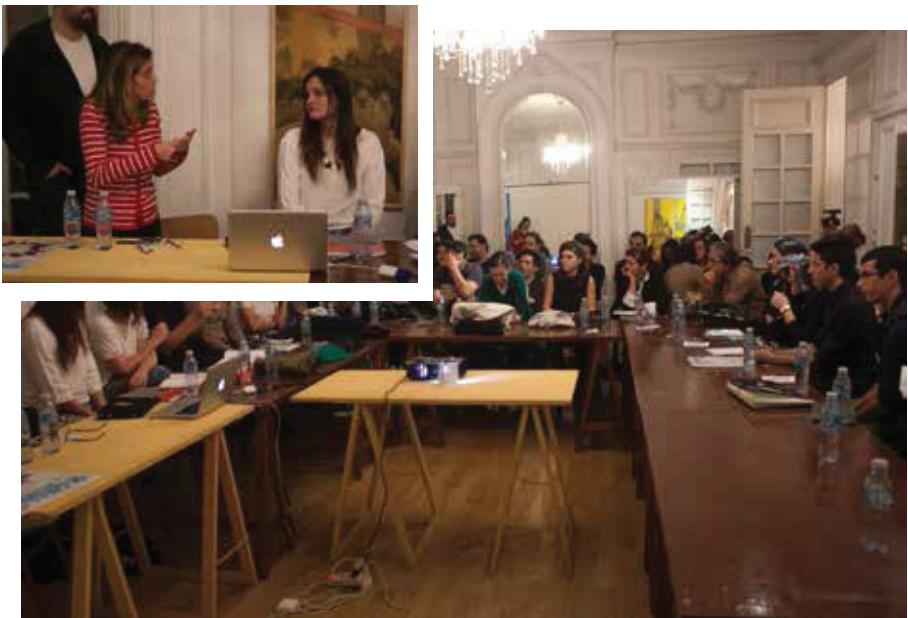
Visual artist 'Walid Bouchouchi' conducting the Stickers Lab workshop. The artist also had an urban exhibition inside DJART '14 where his visual creations conquered many buses and buildings around Algiers - From 08 to 10 November 2014.





Safari Typo workshop led by artist ' Louise Dib ', where participants captured writings, sayings and signs on the walls of the city and transformed them into a huge collective mural. From 10 to 12 November 2014.

Two panel discussions were held within DJART '14 . The first panel about art in public space that was held in Salle Chabab in 13 November 2014 was moderated by Xavier de Luca and Nadira Laggoune with the presence various guests and representatives from international and local organisms.



The second panel was held on 14 November in the art school Artissimo and raised the important question of Artistic Mobility inside the Mediterranean region.



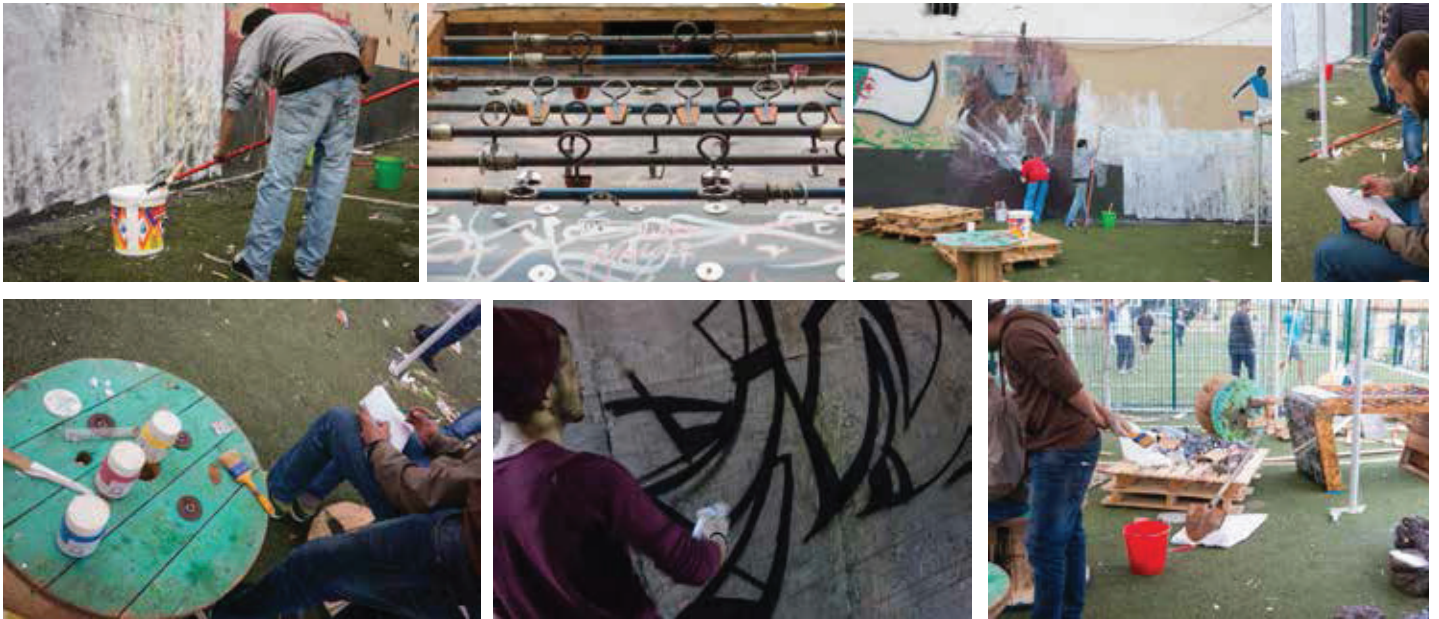
Two open-to-public street concerts were organized during DJART '14 in placette Ben Boulaid on 13th and 14th of November 2014. In the first evening the public met Yacine & The Oriental Groove who came directly from Barcelona. On the second evening, Oranian reggae-rock band Democratoz made kids and elders dance together on their rhythms.



On the 15th November, architect Houssem Mokkedem took us in a bus tour around the city where we visited old/abandoned buildings that are an important part of Algiers' cultural memory, to evoke their past and discuss their future purposes.

From "Moulin of Hussein Dey" to "Bastion 23", passed by the magnificent "Rais Hamidou" castle and Beb El Oued synagogue.





DJART '14 was also a great opportunity to celebrate street-art. It gathered 12 graffiti artists coming from very different regions of the country to work together on a monumental mural in the redesigned placette Ben Boulaid.



The internationally renowned artist '**eL Seed**' was invited for the first time in Algeria by DJART '14 to leave one of his unique touches on the main street of Algiers city center.

The Franco-Tunisian calligraffiti master made a huge mural on a 200m² wall in Didouche Mourad Ave. Inspired by a verse from a song by the legendary Algerian Chaabi music singer and poet Dahmane El-Harrachi.



IMPACT AND OUTREACH

While inviting Algerian and international artists from different backgrounds and cultures to experiment the local cultural scene and reach a unique audience, DJART '14 was a participatory event by excellence, making the local community the most important element in all the activities which were all free and open to public. A community that was enthusiastically present, from very young kids to much grown up people. Public was very responsive to the need of such events inside the city and to make their voice heard while re-occupying their public spaces and taking part in shaping the socio-cultural scene.

We realized that **DJART '14** became a seed and a connector event, as many of the participants who were present in the workshops united forces and created collectives to continue performing in the local scene, such as the freshly born Graffiti collective Writerz2014 or the visual art and collage group, Stickers lab. We are very proud to say that DJART '14 succeeded to be one of the very first cultural events in Algeria that made all parts of the society join forces and work together including local authorities, state and private cultural institutions, freelance and professional artists, venues and of course the wide public. All this with serious and engaged work from the members of the **Trans-Cultural Dialogues** team, the crucial presence and responsiveness of the local community, and with the generous and kind help of the sponsors.



DJART '14 reached such a big participation rate and interest from the public not only with the quality of its activities and support it had but also with the successful promotion campaign that touched all the mediums and made the local media constantly present.

4200

FANS

on Facebook page
two months from
launch.

6

TV SHOWS

on international
channels ;
TV5Monde, BBC
World, Canal
Algérie, DzaierTV.

28

ARTICLES

in renowned newspap-
ers and magazines: El-
Watan, Canvas London,
Huffington post Magh-
reb, The National
Dubai...

9

RADIO

programs within
top-traffic hours.

11426

VISITS

on official website
from mid-October
to mid-December

ORGANIZING PARTNERS

ORGANISER



TRANS-CULTURAL
DIALOGUES

PARTNERS



SUPPORTERS



Commune d'Alger Centre



