

siasat

a short tactical guide for artist run initiative

beta version. written by ruangrupa 2011

the elements

context mapping

observed forms of mentality and behavior of society or citizens in response to various changes of urban life/forms and space/city to find working strategy through the proper and relevant approach to art, while still maintaining the dynamic and fluidity of the working process..

One of very important elements in the development of our modern civilization is the people's movement from one place to another. Mobility here is understood as the traffic or movement of people in the city, country and region. The experiences of people's mobility that come from different social, economy, and cultural background has created diverse behaviour and group of different communities. There are maps of hybrid behaviour as well social realms that influences one to another..

history

Write...

re-evaluating the historical and contemporary aspects as a reflection to reconsider cultural production on the local and society level;

social

*expected to be curious, interrogating,
examining and part of the social symptoms*

*To deploy well-tried formulae and strategies in
using the urban space for its locus of social
intervention, while exploring new means and
methods. For instance, to make use of the
public space to the fullest extent, using with the
politics of signification that could compete with
their practice.*

politics

*observing small narratives politics
expanding ideas, space, and the public, in this
case, local politics, the politics of space, and
strategies of civil society who contribute to the
values of contemporary culture*

*discover some channels to fill in the gaps,
speaking from our own position to complete or
otherwise enrich the structure by offering more
spaces for exploration, without boring attempt
to directly oppose whatever establishment..
while at the same time avoiding co-optation.*

*conducting a set the activities must be taken
into great consideration, for to a large degree
such activism serves a one-way objective
associated with power relations*

*A place in which various forms of urban
activism intersect. This expands the diversity of
ideas and the horizon of knowledge that
constantly discusses and elaborates.*

culture

A cultural space, where dialogues as well as production, distribution and shared of knowledge, could occur. engaging with the widest landscape of arts and cultural production and involving the public within the arena of production, such as artists, students, the society, multi-disciplinary practitioners, and communities and organizations working in the arts, culture, and social field and their involvement that contributed to the contemporary art discourse

space

A mapping and assessment of the current phenomenon of space and public in the context of their relationship with art practice and in the social, cultural and political context

art

consider its space and its public

inter-discipline think-tank

based on the fact that the arts can no longer act passively or isolating themselves from other fields of knowledge that also take their roles in the construction of the many discourses and social practices in the levels of community and state.

setting up a group of people that producing spontaneous and sporadic ideas

collaboration

engaged as a form of collaboration with a number of other disciplines in order to find a formula that can take on and explain the potential of sophisticated products of contemporary art.

collaboration is about giving everyone a remote control

a process

the center no longer held autonomy in cultural production. Other areas had taken a major role in the creation of city discourse, identity, space, local and global issues through a new level of work production and media.

a direct opposition, an antithesis, or a resistance, or a direct reaction from a mainstream, but also can be more properly seen as an urgent need that was grown as an implication of an idea development.

Multiply
Integrate
Viral

platform

The space should also be imagined as a continuing step to a better dissemination

It should be aims to become a space that provide continual platform that provide critical ideas in which artistic ideas can survive and be sustainable to reach broader public and building up initiatives or communities with the same vision.

The space should be able to accommodate the experiences of people's mobility that come from different social, economy, and cultural background has created diverse behaviour and group of different communities.

working style

*Things to be considered in building up the
working style:*

think & tank

brainstorming & serial discussion

workshop & criticism

on mediums & other issues

visual studies & models/mock-up

collective & collaboration

support & understanding

love & other demons

jokes & play

music & alcohol & cigarettes

position

build an organization that develop a thorough platform, which can integrate artistic strategy and public oriented program

distraction is a bliss

the empire of love

make your initiative grow and work as a platform (foundation/vessel) that can continue to hold ideas, passion, excitement, imagination, and dreams and of course friendship

Without having to be too busy with the structure, should have the ability to read or map, and to negotiate with the reality in the society.

You need a platform that constantly seeks its relevance and constantly reviews its need and position in the most recent social context, while simultaneously broadens its spatial awareness in the wider public context.

Build a structure that have ability / flexibility that can adapt to or can be inspired by the realities in the society, as well as to build a structure that can read the speed of change in the society.

**Do not trust any existing structure
Invent your own**

**Do not too much pay intention on the
structure
and Let the content define it's *structure***

**it always good to be
disorganize**

Job desc
Job title
structure

it's only an administration function

everyone can be a director

human resource

try to match and negotiate the personal
dream to collective dream

passionate people is always better

good sense of humor and multi skills and
multi tasking

networking

make friends not art

built up a formation of networks among organizations and art groups from several different cities with similar vision

as a platform for exchanging knowledge, artistic strategy and inspired each other

It can become a forum or a platform that can strengthen the bargaining power of these organizations in the wider social, cultural, and political context.

make sure there's necessity to share and communicate within the network, otherwise it's only interaction without communication

local/international partnershit

Develop the regional network project is almost impossible without seeing the local network in each countries, that surely have been developed in other way formal and informally. The regional network should play important role to support and mediate the local network in each country.

Imagine the regional network is an extension network of the local network.

The regional network should developed and set with in the consideration to support the local network. By this constellation both network will find its important role, position, relate and relevant to each other.

Build an uncentralized network, based on collaboration and horizontal partnerships, all this would have a lot of forms of cooperation carried out between institutions that will also involve formal infrastructure of various disciplines.

In the end it can form a network that consists of small units that moves and vibrant in every local and intensively interconnected.

Provide sufficient content or issues to share that each network members can relate and relevant to each local context. It makes each member have strong reason to share or discuss a certain issues.

The network should become a platform that conducting a mapping of what is relevant and important issue regionally and furthermore develop it into a bigger discourse by produce, share and distributing the knowledge as an important contribution in the region.

Mapping on partner and sharing data as well as the achievement on working cross and inter discipline with other personal, professional, group, community and in the organizational level

strategically cross platform/organizational;

silaturahmi

conflict

it's overrated

sustainability

this must be one of the most popular word in the business...

then we instantly talk about the sustainability of financial source or the sustainability of the structure. What becomes important is the inability to take the role, the inability to expand the ideas and to articulate it, the inability to be always relevant and vital in the context of cultural development in society.

We can also reverse the situation and then try to answer the question of 'whether the availability of financial and structural support will guarantee the sustainability.'

As a survival technique/method, the sustainability of fund and structure will only make sense when there are efforts to maintain the continuity of ideas. Ideas must conceptually find, through constant practice, their own way/technique to find the right platform or structure.

Ongoing negotiations

The inclusions of the cultural actor/activist into the government bureaucracy have also had its affect in influencing the determining decisions.

Other negotiations that can and has been done are originated from the strength of the public-ness of the activities of practices of these organizations, so that it can have a strong bargaining power in entering spaces that was previously almost impossible to enter, such as art space or the use of government –owned properties or private space.

the shelter

In addition to all these, we still have an image or illusion about an ideal situation of how institution or art infrastructure should be something that works.

Use a house in residential areas as art spaces, the only possible or affordable option.

This relates both to individual mobility and the means by which community and other social relationships are established and develop.

And, of course, participants can easily disperse or even hide. In these senses, warehouses and government buildings are not an option.

how to choose a space:

social /cultural context and class

There is no public space that is politically free from class divisions

a space which is interwoven within its various social, political, economic and cultural backgrounds

a question of domestic space, commercial space, abandoned space or even spaceless is should be rise

budget:

Affordable and appropriate to your financial security

Budget-less is also possible [see Models & Programs sections below]

how to build an architectural characters

Freedom

*Facilitate personal and collective ideas for
creating spaces of their own*

models & programs:

no budget:

*laptop/notebook, recycle paper for writing and printing, public facility [cafe, public toilet, friends house/flat].
suitable for nomadic virtual space .*

small:

*meeting/working/exhibition/archive &
library/screening/party room, toilet
approximately 20m²
suitable for flat/indekost/ garage/warehouse,
etc.*

medium:

*meeting/working/archive & library,
exhibition/screening/party, toilet/ kitchen,
sleeping area
approximately 40m²
suitable for small landed house/medium size
flat /apartment, etc.*

large:

*meeting/working/archive & library,
exhibition/screening/party, toilet/ kitchen,
sleeping area/artist residency/shops, parking
space, storage
approximately 100m² - above
suitable for large landed house/large size
apartment/ large warehouse, etc*

basic facility:

*working equipment [computer, etc], clean
water supply, internet, electricity*

the center of the storm

**Internal constrain/Domain
disaster: conflict management,
no members, lost of space, no
ideas/motivation/boring, no
funding/no money, social
conflict.**

**External constrain/natural
disaster: earthquake, fire, flood,
landslide, tsunami, political
unrest, war, robbery, murder,
economic crisis.**

In a condition of physical emergency/force majeure, such as natural disaster [earthquake, flooding, tsunami, landslide, etc.], war, for the worst, can be back to the most basic infrastructure in order to survive [see the Infrastructure section: Models & Programs/No Budget]] or just forget it about art, if you only carry yourself to survive.

Things to be consider as Survival Kit:
Laptop [as long as there is electricity power]
Sleeping bag
Medical Kit
Military survival guidebook
Survival toolkit

In a condition of non-physical emergency/force majeure, such as economic crisis, no funding, no money, bankruptcy, for the worst, can be back to the most basic infrastructure in order to survive [see the Infrastructure section: Models & Programs/No Budget] or just forget about art, if you only carry yourself to survive.

Things to be consider as survival tricks:

Reduce programs

Reduce expenditure

Friends or family loan

Go to Pawnshop

Inheritance maybe

Seeking for charity

*Last but not least basking, scrounge and beg
for money*

You might use this in emergency and/or if which something happened appeared to be menacing your organization.

Clause Internal constrain/Domain disaster:

- a. conflict management**
- b. no members,**
- c. lost of space,**
- d. no ideas/motivation/boring,**
- e. no funding/no money,**
- f. social conflict.**

Conflict arise after nobody has not agree no more with vision of organization as well to any part of each of the personal member's creative vision (d.) in organization as well within every personal thoughts' to organization and to each of the personal in the organization (a.).

Thus in some situation, those personal disturbance to organization could be triggered by several causes, such as;

- lack of wisdom and tolerance
- lack of understanding and communication
- lack of considering fact as togetherness
- lack of basic need as part of generous support to each and to every personal being in the organization
- lack of basic on openness

These impact could carry lost of member (b.), losing of friend as well friendship, losing of space (c.) and inventory that include database and even money, as well as importantly losing name and/or organization.

In the term of clause for social conflict (f.), it could occur reasons that involved surrounding public, neighborhood, authority (ex; government, police, arm force etc) that put the organization and/or space of your organization has threatened the public domain and not suitably needed by the public demand.

Or in some cases, social conflict happened after several admonitions has been notified to your organization by public but your organization contained lack of negotiating in progress to defy public demand (general claim by public or/and authority)

1. Basic step to deal with point (a.) (b.) (d.);

- i. Take a deep breath and step aside before evaluating to each and every personal.
- ii. Try to evaluate from a simple cause before reaching evaluation to a organizational level.
- iii. basic evaluation could helps necessity on self-introspection first.
- iv. seeking prospect on other personal motivation's before gaining side.
- v. DO NOT try to be wise if after step i, ii, iii and iv, the negative impact still hold the situation.
- vi. after step i, ii, iii, iv and v, work a bit on how to put everyone's thought over one table
- vii. try to settle down and focus on the subject of organizational level first before reaching the personal causes'.
- viii. before entering subject on personal issue, keep in mind that each and every personal has generate caring for causes, so PLEASE do it slow on taking the matter to the table as it containing personal issue.

ix. one rule to settle all, DO NOT BE SMART ASS, everybody has different problem even with themselves, just hear to each of every person wanted to says, to evaluate and to setting up the negotiation as well giving introspective thoughts on personal and organization as well as for general vision.

** keep in mind that in one point there's going to be some suicidal minded cases upon this situation and blood might shed.*

x. DO NOT TRY to conclude after the talking is over, take a break and try to learn on self before taking one-self to be learn.

2. Basic step to deal with (c.) (e.) (f.);

- i. pull all together to check every part of corresponding form of email, post letter, contract notes, personal notes', any notes, legal notification letter, any letters', incoming fax, phone answering machine, recording materials, name card holder's, old/new calendar, text message etc, in case some of the important memo has been forgotten to work on.
- ii. try to put one-self as others to seeking negotiation upon situation.
- iii. DO NOT TRY to put one-self as negotiator, as this could arise thoughts of becoming self importance not as part of organization, even though there's a leader to it's organization.
- iv. try to settling down inside before taking the matter outside.
- v. internal issue should be main focus to solve first, ***look at Basic step no.1 (a.) (b.) (d.)***.
- vi. be more open before take any step on negotiating or before even thinking about negotiation.

- vii. negotiation is not an important matter. The most important is that looking for **maneuvering** and finding alternate answers’.
- viii. even though some of the situation had already put organization into risky movement, try to setting up small headquarter that still run properly to counteract the loss of situation and to keep in as a team.
- ix. DO NOT PURSUE justification as defending facts’ since this could arise another issue of maddening the organization as well devastate personal matter that include in one’s organization.
- x. injustice arise only after justice is defeated.**

the anatomy of numbers

money is not everything
time is...

local resource

as you prove that the activities have social function and public can get the benefits you can raise the support from the nearest local partners

support can be anything

list what you have and needs and find the match to do a barter

- There are a lot of funding sources out there, either those that has been established and relatively operated long since, local private corporation and multinationals, and of course the government. We can also find the rich people with a philanthropic spirit that fully support the creative activities.
- It's NOT advisable to choose donors with intervention to the program platforms, since often the organizational vision are distracted by excessive interference from the donors.
- Several donors are keeping out their feet from the organizational internal affairs, or the planned artistic programs. But bear in mind that nothing is free in this world.

- If it's getting complicated it should be managed by the accountants, since they have
- Shape the saving habit as an integral part of generating income, which will be fruitful for the future

How to raise self income: donations and fund raising

- Collecting the artworks created by closest friends or self-made works then held a fund-raising program hand-in-hand with commercial galleries is another example of how to collect funds.
- stand side by side with the rests of other creative scene. Make your collective fundraising events
- if you think setting up a business unit is a good idea, make sure that it it's not corrupting your artistic integrity and it will be strategical if it's integrated with your program or activities. Make it cross subsidies, the profit oriented for non-profit oriented activities, and makes sure it's enrich both ways.

**shops/creative works /
projects/micro transaction etc.**

- Make a small shop filled with various artworks from the young artists that frequently collaborated with your works. Create interactive program on the shop such as a video screening, discussion or free workshops to attract people for coming to the shop.
- Setting up a regular second hand market or cooperation with small / street level business to generate and support micro economic system

Commercial/selling/buying

- Only sell your works to your 'friend'
- Be sharp to see a certain corporate trend. Perhaps you can invite them to develop artistic projects

How to work without a budget

- Find people to work with who are young or who are looking for experience and willing to work *pro bono publico*.
- Create a program that allows you to work off-budget, yet in-line with the organizational vision and mission. This work is anything about imagination to finding the right idea.
- Money is not necessarily the only form of support. A lot that could be get from the corporate / government and contributed to the success of your program implementation other than funds.

How to find and work with sponsors: from how to create a proposal

- Creating a proposal is unlike writing the poem anthology: avoid using sentences that are too flowery and rhetorical.
- Good proposal most of the time comes from a good project

- All companies, mainly MNCs or TNCs, have their respective CSR. Communicate your creative ideas on the needs to introduce creative ideas to broader public through art programs, and for sure, get them to cooperate.
- Prove to the sponsors that you are indeed qualified, both for now and in the future time by sending them the evidences on mass media publications that exposed your sponsored program.

How to work with government support

- Be careful of the corruption and manipulation. They are the experts
- As small as they give you, make sure the programs directly engage with public.
- Trust no one

an affair to remember

space and public

Make some intervention and cooperation by entering the public consumption space, such as mall, shops, neighborhood, and the streets, fight within it, taking and seizing space, attracting attention just like a consumption product among the people, broadening the span of space and ideas, and offering a different experience.

Functioning as daily event, social event, opening a more diverse access to public with different background and different gatherings, letting them participate, letting them become a part of everyday life where the public is free to take the experiences, knowledge and benefits according to their needs.

Widening the artistic experience and redefined the spaces in the public idea and memory, enabled them to find again, and creating new spaces for expression and reflection. It also develops new approach in seeing tension and function of the public, domestic and private space.

Negotiation and interaction with the surroundings is an important issue that influences the artistic practice or any activities of the organisation depend on each local. In this situation the interactions and surroundings also sees as the achievement's indicator in one organisation, furthermore it enrich the discussion on audiences and public positions in an artistic practice in general

public affair

the space become public domain:
dispossession of space, open to public,
meeting point/public space, uninstitutional

How to deal with neighborhood:
social/cultural approach, multi interpretation
to public, invite your neighbor to involve in
the process

How to create basic public involvement in the
programs/encouraging and empower public
to the programs:
content, living in space, interact/involve local
society, maximizing surrounding resources,
personal character/identity - friendship
networking

How to communicate with public:
distributions, mediums, inter-disciplinary
networking, language style, design characters,
personal identity, multi-programs, social
networking

How to make your Space Become Public?

- Put the “Welcome” rug’s on the front door
- Don’t lock your door, keep it open
- Open the space to support your friends, then to anyone
- Open it as a 24 hrs space like 7 eleven or McDonalds, with none of working hours formality
- Create your space as a meeting point. Set a spot to meet, to hang-out and chat
- Serve the public with friendly approach

How to Deal with the neighbour?

- Know your neighbour and introduce yourself
- Be part of the neighbourhood
- Visit some of the senior citizen in your neighbourhood and invite them to come to the launching of your space
- Always buy your daily needs in the surrounding area

How to Create Basic Public Involvement?

- Work with local resources
- Find your neighbour that could involve to help your work, and also to help your domestic matters
- Make a program that related to your surroundings

How to Communicate with Public?

- Remember “Medium is the message”
- Show your identity/character in every publication materials
- You should know your audience and how to talk to them

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If you don't need to, You don't have to