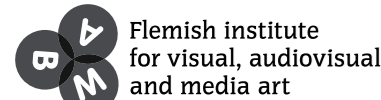


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ART AND HERITAGE

Collection development and acquisition policy

Via conferences, expert meetings and a publication, the *Kunsten en Erfgoed* [Art and Heritage] agency, together with BAM and FARO (the Flemish interface centre for cultural heritage), stimulates the debate on collecting and exhibiting as well as the acquisition policy of institutions and government in the whole heritage sector. This debate is intended to develop into a shared and transparent strategic vision on acquisition and collection development.

The feasibility of a Flemish digital multi-media archives for the media culture sector

The most important results of 'Preservation and Access of Multimedia Data in Flanders' (BOM-VI) – the research project into models and forms of cooperation for the digital archiving of multimedia content in culture and media – will be published. Parties from the cultural sector (including BAM), the research world and companies initiated follow-up research titled *Archipel*.

Artist archives

BAM, in collaboration with FARO (the Flemish interface centre for cultural heritage), will publish a practical guide to support artists in archiving, digitising and the long-term storage and accessibility of their work and of documents about their work. This practical guide is based on a mapping of the existing institutions, the knowledge and the policy on art heritage.

AVAILABILITY, VISIBILITY AND PERCEPTION

Guide to visual arts in Flanders and guide to audiovisual arts in Flanders

In 2010, BAM – in collaboration with the Plastic Arts Department of the French-speaking Community of Belgium – will publish a brochure with an overview of visual art organisations in Belgium and the surrounding international regions. A similar brochure will introduce the rich selection of audiovisual initiatives.

Masterclass art criticism

BAM organises a masterclass to support a new generation of writers and stimulate the qualitative development of art criticism. In addition, a number of conferences and reflection moments about the position and perspectives of art criticism in visual and audiovisual art are planned.

Mediation with the public: working group

A group of colleagues meets monthly to discuss examples and good practices of public mediation at home and abroad.

Art and media

BAM stimulates cross-media projects with various parties, such as *Canvascollectie*. This TV show offers a platform to both professional and amateur artists and will be aired during spring of 2010. It is a collaborative effort between the public networks VRT and RTBF and the whole visual arts sector.

ENCOUNTERS WITH OTHER DOMAINS

Art, economy, science and innovation

BAM, together with other parties from the arts, science and the (creative) economy, is developing a shared vision of the benefit of collaboration among these domains and its importance for innovation. Based on this vision, a strategy is being developed for greater collaboration and exchange among these domains and on the guidance of concrete cross-sectoral projects.

Art in the outdoors (public space)

BAM is conducting, at the request of the *Kunsten en Erfgoed* [Art and Heritage] agency, a study into improving the quality of and increasing societal support for visual art interventions in public space. This study focuses on recommendations for various policy domains such as culture, spatial planning, urban policy, nature and non-movable heritage, and on recommendations concerning awareness raising, methodology and public activity planning.

'Cultural governance' and cultural entrepreneurship

BAM is working on increasing knowledge and information on 'cultural governance' (professional management) and cultural entrepreneurship (social embedding of the art organisation and the artistic product) of individual artists as well as organisations. The focus will be on creating possibilities for training and awareness raising.

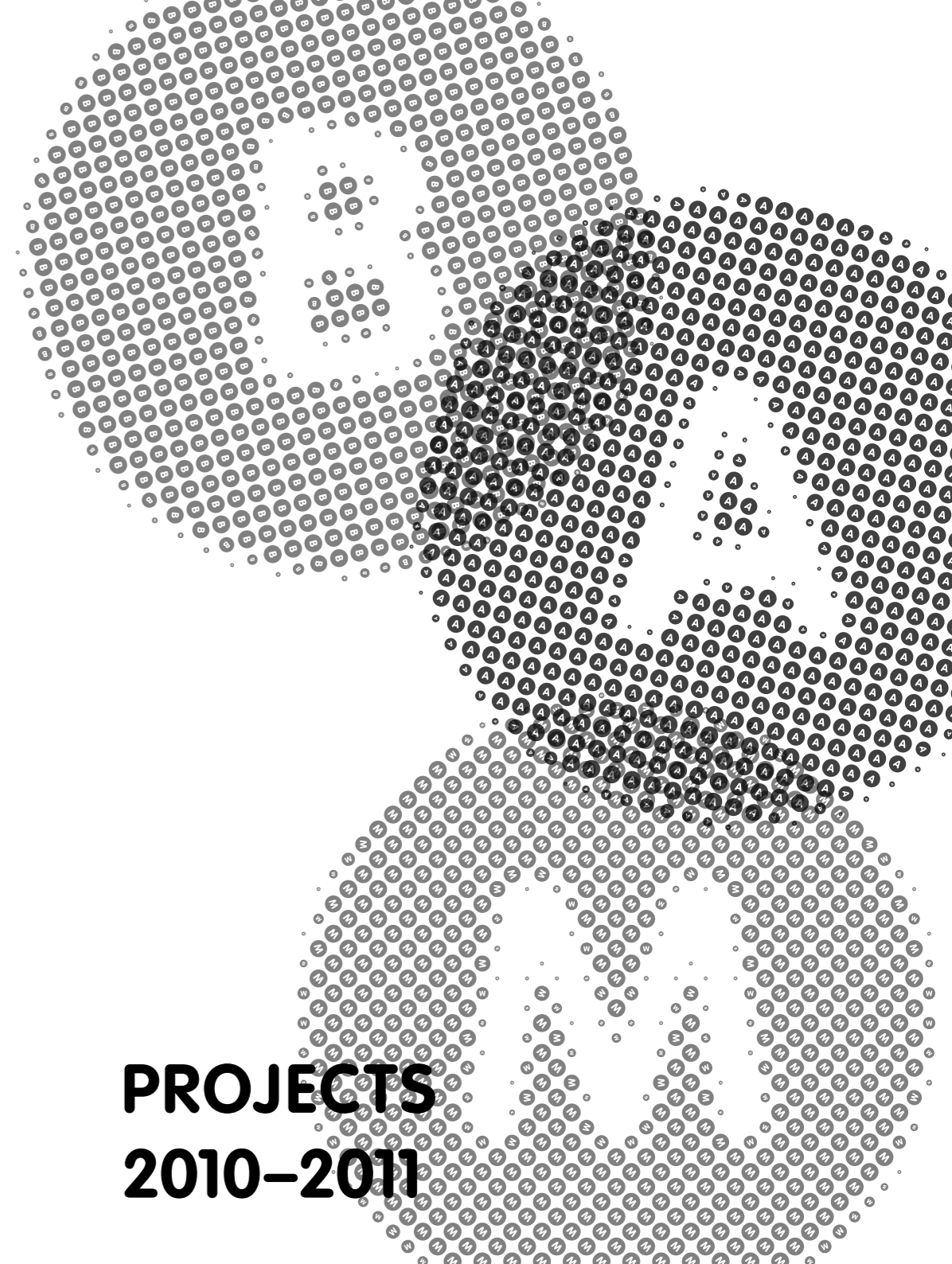
Art, education and competences

BAM focuses on cultural experience and cultural expression as components of knowledge development, personality formation and the development of competences. To this end, it works together with art education initiatives and intermediary organisations around culture and education. BAM also engages in research into media wisdom and how digital audiovisual archives can be actively deployed for educational objectives in the framework of the research project *Archipel*.

Art and ecology

BAM works together with organisations and knowledge centres that inform artists and organisations, and raise awareness concerning sustainable and ecological operations in the area of production, presentation, mobility, communication and infrastructure. BAM will also work closely with other centres that collect information and good practices around this theme.

PROJECTS
2010–2011



BAM

BAM is the **Flemish institute for visual, audiovisual and media art**. It is one of the art institutes of the Flemish Community alongside the Vlaams Theater Instituut (platform of performing arts), the Flanders Music Centre and the Flemish Architecture Institute. Building on its thorough knowledge of the sector and related policy developments, BAM distributes information about this sector at home and abroad. It also supports and develops the practice of artists and organisations, and contributes to a strong position and broad acceptance of these sectors in society. BAM focuses on artistic and career development, on a field of organisations with complementary activities sharing knowledge and expertise, on sustainable international relationships for artists and organisations, attainable heritage for the arts and broad societal support for visual, audiovisual and media art. In this, BAM envisions constructive dialogue and collaboration with other domains such as the creative economy, science and innovation, media, education, ecology, spatial planning and environment.

INFORMATION

One of BAM's main missions is the distribution of **news** from the sector. The website, newsletters and online database of BAM constitute the information core. The website www.bamart.be contains news from the visual, audiovisual and media art sector: information on policy, exhibitions, lectures, workshops, conferences, residencies, educational programmes, contests, calls for application, vacancies ... and of course news on the activities of BAM itself. Internationally relevant news is also translated into English. A selection of these news items appears in the following **newsletters**:

- International Newsletter (bimonthly, in English)
- Visual Art and Media Art Newsletter (weekly, in Dutch)
- Audiovisual Art Newsletter (biweekly, in Dutch)

The umbrella news and information platform Arts Flanders, handles the international distribution of information about visual arts, audiovisual arts, music, literature, performing arts and cultural heritage.

The e-culture weblog www.e-cultuur.be informs about e-culture in Flanders; the blog www.kunstenecologie.be inspires the sector to make more sustainable choices (see 'Art and ecology').

The **database** contains information concerning persons and organisations with professional activities in the visual, audiovisual and media art sectors. People and organisations can be searched according to work domains. More visual artists will be included in the database in the future since the list of criteria is being expanded. BAM will be collecting and making available more data on these people and organisations such as subsidies, works, programmes, exhibitions, publications, etc.

BAM supports a **digital agenda** for visual art activities in Flanders. BAM is also developing a **calendar planner**, so organisations for visual and audiovisual art can interact on the scheduling of their activities (not accessible to the public).

FIELD ANALYSIS

An inventory of the audiovisual field

BAM intends to sketch an overall picture of the audiovisual field by describing various forms of working (training, creation, production, distribution, performance, framing, research, archiving, ...), how they have grown, what their current status is and where the opportunities and pitfalls lie for the future. This constitutes the basis for working on common future scenarios with the sector. Parallel with this qualitative field analysis, BAM and the Flemish Audiovisual Fund (VAF) are working closely together to collect quantitative data concerning the field of audiovisual screening and production.

Field Analysis

BAM intends to inventory and analyse the evolutions and trends in visual and audiovisual art based on quantitative data such as subsidies, turnover, audience figures, infrastructure, etc. Combined with analyses of data from other centres, developments can be delineated in the entire arts field. The various functions of visual art organisations in Flanders – and their operational budgets – are compared with similar organisations in Switzerland in order to place them in a European perspective.

AUDIOVISUAL ART PROJECTS

Digital cinema and video on demand

A working group is developing a common action plan and financial model for investment in digital projection at diverse cinemas. BAM supports a concertation network for cultural initiatives around the online distribution of Flemish audiovisual creations, with special attention to more delicate productions.

Relationship with local cultural policy

BAM collaborates with LOCUS (the regional office for libraries, cultural and community centres and local cultural policy in Flanders) on a project to strengthen the presence of audiovisual art and its framework at local level. BAM and LOCUS will be sensitising local cultural policy planners to this end and will develop networks, both among local players and with audiovisual actors that operate at national level and have accumulated much expertise, such as festivals, venues, journals and educational initiatives. The ways this network might be of service to schools are explored as well. This project begins with a survey on the current status with respect to vision, availability, staff and budget. The results will be presented at a conference in the context of the *Open Doek* film festival (27th April, 2010 in Turnhout).

VISUAL ART PROJECTS

Career as artist

Together with *Kunstenloket* (legal and business information centre for artists), BAM investigates the diversity of materials, media, environments and forms of expression artists use today, and the initiatives and organisations that support them. This project locates and distributes information. Various parties are brought together in an attempt to align their operations. The target groups consist of artists, organisations, the private sector, management bureaus, mediators and government institutions.

International distribution of journals and publications

A working group is proposing a feasible plan to improve the (inter)national distribution and visibility of journals and publications from Flanders and the Netherlands. At the basis of this plan is a survey from 2009 conducted in collaboration with the Mondriaan Foundation on the current situation: who are the actors and what are the products, what is the potential, how does production and distribution take place today?

Artists' books

In this project, BAM wishes to inventory artists books via an online database, and increase the availability of these books via various Flemish art libraries.

INTERNATIONAL EXCHANGE AND COLLABORATION

International visitors' programme

Each year BAM invites some fifteen curators, writers and researchers to introduce them to artists and organisations in Flanders with a view toward exchange, collaboration and sustainable relationships.

Orientation trip to other continents

Yearly, a number of curators from Flanders are invited to participate in the orientation trip, a two-week exploration of the art scene in a number of countries on other continents. The orientation trip is an initiative of the Mondriaan Foundation and the Prince Claus Fund, in collaboration with BAM and Office for Contemporary Art Norway (OCA). Turkey (Istanbul), Nigeria (Lagos) and Mali (Bamako) are on the programme for 2010.

European network for organisations supporting visual art

Together with the Mondriaan Foundation, Danish Visual Arts Centre, Arts Council England, Pro Helvetia and FRAME Finnish Fund For Art Exchange, BAM is launching a European network for internationally oriented organisations supporting visual art. This network is intended for sharing knowledge and information, and for setting up collaborative projects around the issue of support. The network will organise a yearly public conference on contemporary issues in visual art.

Residencies and international mobility

BAM, will distribute information on the growing number of artist-in-residence programmes at home and abroad. In addition, a survey by the *Kunsten en Erfgoed* [Art and Heritage] agency is examining the significance of and needs with regards to the residency programmes for artists and curators. BAM, in collaboration with *Kunstenloket* (legal and business information centre for artists), will also pay attention to the business and administrative issues related to international mobility, based on national and on European surveys concerning the specific needs of artists.

International artbrussels debate programme

Themes on the relationship between public and private in the visual arts are treated during the international conference programme that BAM organises in consultation with partners during and in collaboration with the *artbrussels* 2010 art fair.

International prospecting and working visits

BAM stays abreast of the international art scene by surveying organisations, exhibitions, festivals, art fairs and conferences. On the other hand, BAM regularly organises working visits to less familiar institutions and regions. This allows us to develop sustainable relationships with them, and/or their specific expertise can serve as inspiration to our sectors.

International promotional campaigns

BAM edits publications intended for international circulation that contain a selection of artists and/or productions. BAM is coordinating the Flemish delegation of ten e-culture projects at the 2010 e-culture fair, a four-day exhibition of 30 e-culture projects from Flanders, the Netherlands and North Rhine-Westphalia in the context of ISEA2010 and RUHR.2010. The e-culture fair 2010 will occasion a publication in English on media art.