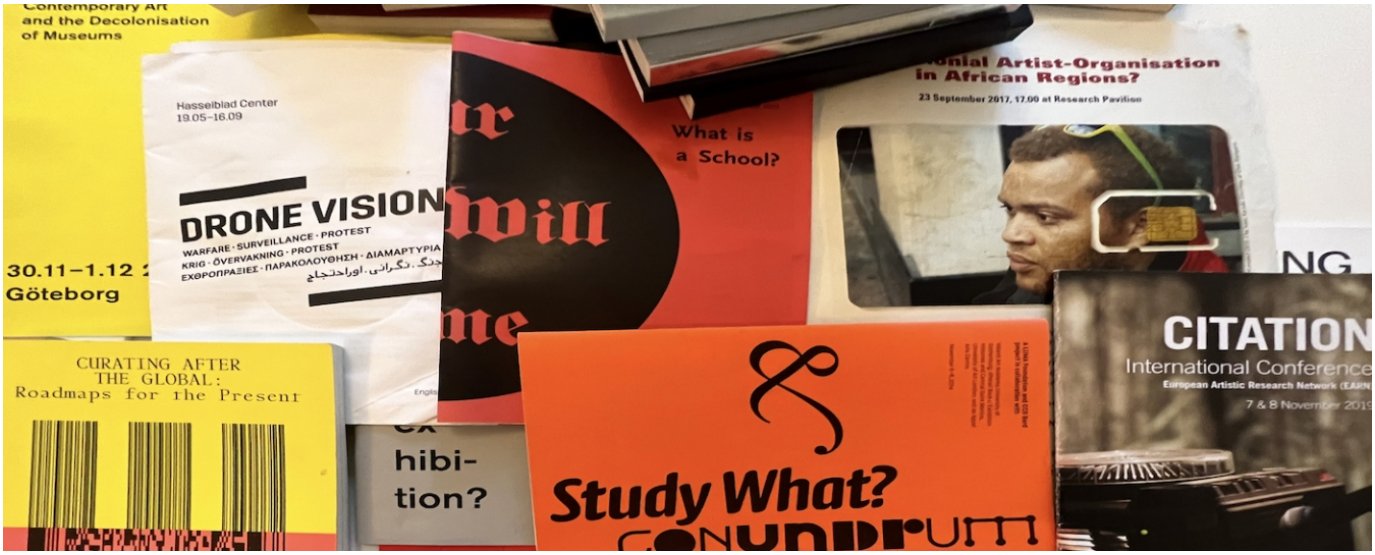
Creative Europe sub-programme Culture | EACEA
OPEN UP ART PUBLISHING WORKSHOP GOTHENBURGH

LOCATION

GOOGLE MAP LOCATION:

We will start the workshop in HDK-Valand Vasagatan 50 14:30 on Friday 14 October 2022
The academy has several locations. The place where we are meeting is located at Vasagatan 50, Gothenburg (We are directly opposite the Röhska Design Museum; we are also right beside the VALAND tram stop.)

There will be a member of our team waiting at the front entrance to Vasagatan 50 holding a sheet of paper with the "OPEN UP" logo on it, who will direct you where to go. We will be working in the building "The Glasshouse" which is in the central courtyard of the Vasagatan 50 building.



Friday 14th October (Afternoon) 14:30-17:30

Participants gather in The Glasshouse and introduce themselves and indicate their prior experience - if any - in publishing. (The workshop is designed for both: (i) total beginners with no experience; and (ii) those with some experience of publishing.)

14:30 Start participants introduce themselves and indicate their prior experience - if any - in publishing.
We do a simple skills audit of the group.
15:15 What we are going to do today and tomorrow- a walk through of our programme
15:30 How is the art, design and craft publishing market structured? (Prof. Mick Wilson)
What are the purposes of publishing as an independent creative arts or small cooperative?
Self-publishing and independent publishing How does self-publishing work?
16:00 Break
16:15 Strategies and examples of artists publishing (Dr. Eva Weinmayr)
17:15 The practical work "24 hour zine" & wall publishing.
A briefing about the practical aspects of the workshop.

17:30 Pizza and refreshments in the Glasshouse

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Saturday 15th October (Morning) 10:00.-12:00 (*with option to come early at 09:00)*

(09:00) You have the option to arrive at the Academy early, and get started with any practical zine tasks. We will have an open slot where can gather material to print materials images from phones, internet etc.)

10:00 The main programme continues:We make a set of smaller break-out groups “editorial groups” and we work with a common pool of materials to generate several different zines.

We use this practical task to build a how-to guide for a publishing project:

- The management of a publishing project
- How to construct the timeline of the publishing project?
- Where to start?
- What are the key five steps? (1. Conception and specification, 2. Pre-production and asset gathering, 3. Design, 4. Production, 5. Distribution)
- How to scale a project to the available budget? from "no budget" to "small budget" publishing
- Distribution – the always overlooked step in independent publishing
- Digital strategies - with or without social media platforms?

12:00-13:30 LUNCH BREAK – *we will provide you with a list of local places to eat*

13:30-15:30 Saturday 15th October (Afternoon)

Idea Development – Workimg in break-out groups we look at different publishing ideas from the group, and project brain storming process. We also in parrallel work on the practical tasks of the zine production.

16:00-17:00 Saturday 15th October (Late Afternoon)

Participants present publication ideas in outline. We also in parrallel work on the practical tasks of the zine production.

17:00 Editorial groups present their zines and we expain the follow up process from the workshop.

A template is given for project development and information provided about post- workshop follow-up mentoring opportunities. Two weeks after the workshop there is an optional deadline for those who wish to develop a specific publishing project. A one-to-one mentoring programme will be provided to any participant who comes up with a specific proposal that is seen to have potential by the workshop team.
Note: approximately 5 places in the post-workshop mentoring process, more if there is significant demand.
Mentoring will consist of a series of meetings (ZOOM) to support work in each of the five steps with a group of specialists with experience in independent publishing.
A modest production budget will be available for the selected projects.

Workshop team: Kjell Caminha, Arash Delghani, Dr. Eva Weinmayr, and Prof. Mick Wilson,

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