

Embassy of Denmark
Hanoi

Ministry of Culture, Sport and Tourism

**Vietnam – Denmark
Development Cooperation in Culture
(DCC)**

2011 – 2015

COMPONENT DOCUMENT

Support to Arts in Public Space

Support to Arts in Public Spaces

Country	:	Vietnam
Sector	:	Culture
Title of Document	:	Development Cooperation in Culture
Duration	:	5 years
Starting Date	:	Jan 2011
Overall Support	:	DKK 1.8 million

Introduction

In the programme document for phase I it is described how the “Doi Moi” reform process has created a potential for more openness and space for independent artists. A potential for young grassroots artists and students to work together, build confidence and explore their artistic potential and opportunities was identified. This potential still exists.

Originally the idea in phase I was to set up an “Art Space” where young artists could experiment, reflect and debate. A business plan for the space should also be developed in order to make it sustainable. The “Art Space” never took off, and instead the idea emerged to support art in public places, which is a new concept in Vietnam. This would still entail young grassroots artists working together exploring their artistic potential.

In connection with the State visit in late 2009 a Street Art Festival was organised with support from CDEF. Furthermore, a large contemporary art project “The Stream of 1000 Years” developed by the artist Dao Anh Khanh was presented to CDEF, which found the project interesting and innovative, but too large for support from the CDEF. Subsequently, the Embassy decided to support the project with a grant of DKK 950.000, utilising unspent funds from the component “Support to arts at grassroots level”. The remaining unspent funding from the component was reallocated to the CDEF.

The potential for enlarging the artistic space still exists and a window of opportunity has been created with regard to art in public spaces, not least due to the attendance of the President of Vietnam at the Street Art Festival. This would still entail the involvement of young grassroots artists working together to explore their artistic potential.

Major outputs

- ‘Artistic space’ in Vietnam enlarged, particularly with interactive contemporary art events in public spaces conducted with participation of a broad audience
- The artistic potential of young experimental artists encouraged and promoted

Strategy behind component for new phase activities and scope of work

It is still difficult to obtain permission to arrange cultural events in the public space in Vietnam. Probably the Embassy needs to be involved in facilitating permission and possibly there has to be some official purpose, such as the visit of a Danish dignitary.

For these reasons this component will be managed by the Embassy outside the ambit of the CDEF involving informal contacts with artists and possibly with Vietnamese authorities. Concepts are thus developed before formal applications are made to the Embassy. The Embassy may choose to involve Vietnamese members of the board of CDEF in the informal contacts. Efforts should be made also to conduct events in public spaces outside Hanoi also.

Each event should involve the participation of a minimum of 10 young experimental artists including artists from ethnic minorities. Collaboration between artists such as joint productions of art works should be encouraged at each event.

From amongst the artists involved, the Embassy will select 1-3 younger experimental artists per year to visit Denmark to be inspired and to network with Danish artists in order to lay the foundation for longer-term collaborations. DCCD will, with assistance from the Danish Arts Agency, organise the visits to Denmark. DCCD will charge a fee for services provided. One limitation is that not all the young experimental Vietnamese artists speak English.

Key activities

Output 1: Interactive contemporary art events in public spaces conducted with participation of a broad audience

- Conduction of contemporary artistic events in public spaces whereas young experimental artists work together to explore their artistic potential
- Recruitment and function of independent contemporary art consultant(s) to support the implementation of contemporary artistic events
- Broad audiences participate and experience experimental art and artists have chance to interact with the audience

Output 2: The artistic potential of young experimental artists encouraged and promoted

- Conduction of annual visits to Denmark for younger experimental artists or event organisers to be inspired and to network with Danish artists in order to lay the foundation for longer-term collaborations

Component budget

	Outputs	DKK
1	3-5 contemporary artistic events in public spaces conducted	1,050,000
2	1-3 younger experimental artists or event organisers visits Denmark per year to be inspired and network with Danish artists in order to lay the foundation for longer term collaboration.	500,000
3	Audit	50,000
4	Contingencies and support from DCCD*	262,500
	GRAND TOTAL	1,862,500

* The flat fee rate (162,599 DKK) for DCCD is included support to minor other tasks

Management and organisation

Due to the sensitive nature of this component the Embassy will be responsible for its overall management. Informal consultations will be used to develop event concepts, which form the basis for formal applications for support to the Embassy. DCCD will assist in organizing visiting programmes to Denmark.

Indicators and means of verification

The indicators for successful implementation of this component are:

1. 3-5 contemporary artistic events in public spaces conducted with a number of artists involved, a number of mass media/articles reporting on the events and a number of spectators.
Means of verification: Event reports and progress reports
2. Recruitment of independent contemporary art consultant(s) to support the implementation of contemporary artistic events.
Means of verification: Independent art director recruited, performances, event reports and progress reports.
3. A number of younger experimental artists or event organisers trained and a network with Danish artists established during annual visits to Denmark.
Means of verification: Participants' trip reports, progress reports.