

**Fra:** "Martyn Reed" <martyn@nuartfestival.no>  
**Sendt:** mandag 13. februar 2023 23:14:18  
**Til:** "Felles Postmottak" <postmottak@stavanger.kommune.no>  
**Kopi:** "olivia.skalkos@gmail.com" <olivia.skalkos@gmail.com>;  
"susan.m.hansen@gmail.com" <susan.m.hansen@gmail.com>; "Erik Sæter Jørgensen"  
<erik@sjcontemporary.com>  
**Emne:** Søknad om tilskudd til gatekunstfestival  
**Vedlegg:** 1.APPLICATION FOR SUPPORT LETTER 2023.pdf, 2.NUART APPLICATION 2023-2026.pdf, 3.FESTIVAL BUDGET – 2023-26.pdf, 4.INTENTIONS AGREEMENTS 2023.pdf, 5.SUPPORT LETTER.pdf

Det er ikke ofte du mottar e-post fra martyn@nuartfestival.no. [Finn ut hvorfor dette er viktig.](#)

Please find attached our application for "Tilskudd til Gatekunstfestival"

For further information and support material please refer to [www.nuartfestival.no](http://www.nuartfestival.no)

Best Regards  
Martyn Reed  
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Reed Projects Limited  
inc Numusic, Nuart, Nuproductions  
////////////////////////////////////  
[www.nuprod.no](http://www.nuprod.no)  
[www.nuartjournal.com](http://www.nuartjournal.com)  
[www.nuarterdeen.co.uk](http://www.nuarterdeen.co.uk)  
[www.nuartfestival.no](http://www.nuartfestival.no)  
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////////////////////////////////////  
Reed Projects AS  
Postboks 1590, 4093 Stavanger  
////////////////////////////////////  
Visiting Address  
Kvitsøygate 25  
4014 Stavanger, Norway.  
Mob: +47 97764651  
Registered Org 813897822

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NUART APPLICATION 2023-2026



SUBMITTED TO STAVANGER KOMMUNE.

FEBRUARY 2022

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*"We are only at the beginning of urban civilization; it is up to us to bring it about ourselves using pre-existing conditions as our point of departure... the urbanists of the twentieth century will have to construct adventures."*  
**Internationale Situationniste**

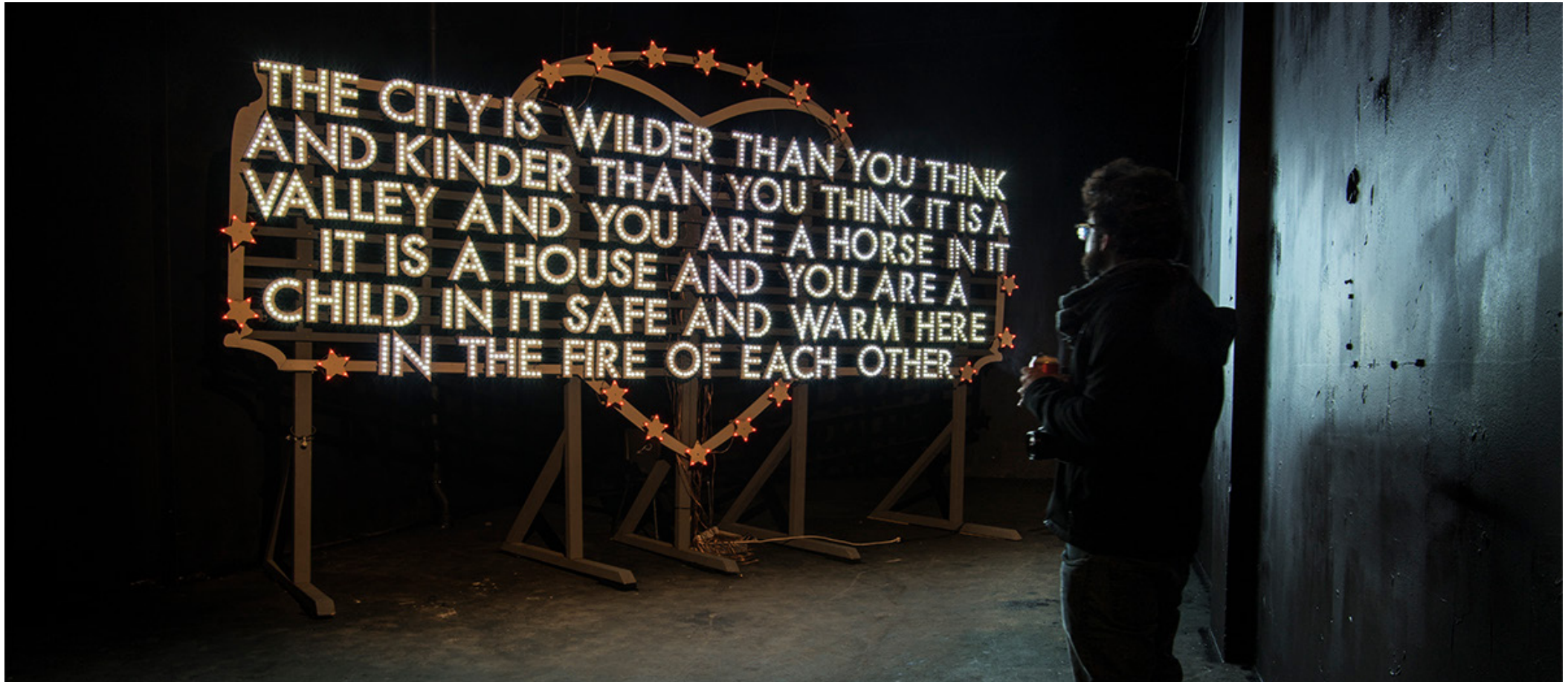


## NUART 2001–2021

Nuart is an award winning, highly experienced and internationally acclaimed collective of producers, curators, artists, creatives and academics with over 20 years of experience in curating and producing ground breaking street art festivals and events. We oversee two flagship street art festivals, Nuart Stavanger est 2001, the longest running Street Art festival in the world and the award winning twin city based Nuart Aberdeen est 2017. Nuart are a highly respected collective with the demonstrated expertise to deliver world-class projects. We have successfully delivered events for the European Capital of Culture 2008 Stavanger, ECC 2009 Linz, and more recently were part of the winning bid for ECC 2024 Bodø.

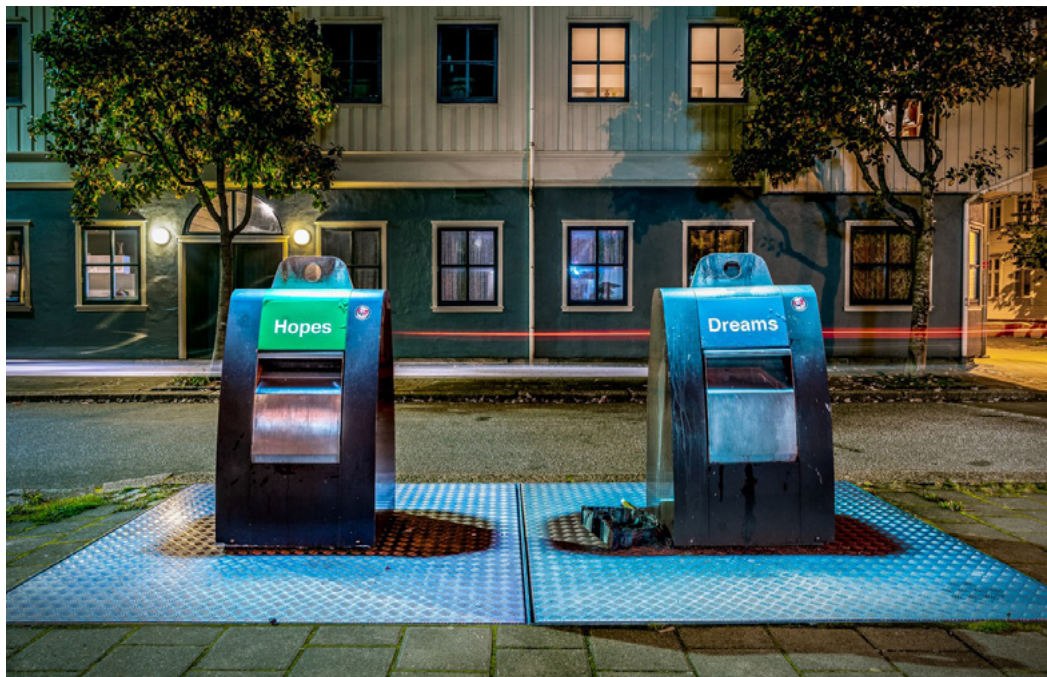
We have developed ground breaking engaging digital interfaces with our hybrid physical/digital street art trails, apps and maps alongside the city's SmART City programs.

We are currently piloting a significant mapping project with Smart City Stavanger and the Google Arts and Culture platform as well as developing a feasibility study with the Norwegian Arts Councils Creative Business department regarding the establishment of a national street art resource centre.



Over the past 20 years, the award winning Nuart Team have produced an internationally acclaimed programme of festivals, events, conferences, films, publications and workshops dedicated to showcasing established and emerging new forms of street art practice. Street art is one of the most significant contemporary artistic practices happening around the world and is very much driven by social, political and community agendas and initiatives. Nuart produces both temporary and long-term public artworks as well as facilitating dialogue and action between a

global network of artists, academics, journalists and policy makers surrounding street art practice. Our core goal is to help redefine how we experience both contemporary and public art practice: to bring art out of museums, galleries and public institutions onto the streets and to use emerging technologies to activate a sense of public agency in the shaping of our cities. Our growing portfolio of projects represents an on-going art and education program that seeks to improve the conditions for, and skills to produce new forms of public art both at home and abroad.



For Nuart, public spaces outside conventional arts venues offer one of the richest, most diverse and rewarding contexts in which this can happen. Our work is guided by our belief in the capacity for street art to positively change, enhance and inform the way we think about and interact with each other and the city. Nuart Festival is based on the principle that art should be

part of people's everyday lives. Our events provide a platform to amplify artists' voices, with the primary goal of offering an alternative and more practical way to engage with visual art than our art institutions can currently offer. Nuart are dedicated to creating new dialogues and narratives between art and the public where people can engage with it freely and on their own terms.



After 15 years of fine tuning Nuart Stavanger, in 2017 Nuart accepted an invitation from Aberdeen City Council and partners Aberdeen Inspired, the council funded Business Improvement District -to trial a new Street Art Festival. The template we have established is based on 15 years of trial and error in Stavanger and although we try and avoid being formulaic, the following elements have proved key to success. Our strategy is to embed in the local community, drawing key staff and community members already invested in the culture into the production and planning team. Community development workers may be members of the community, paid workers or volunteers. They work with and alongside people in the community to identify concerns and opportunities, and develop the confidence and energy to produce ambitious projects together. The building of community and

social capital is both a core part of the festival process and also an outcome, in this way there is an extension of co-operative attitudes and practices that are built through the production that leads to resilience over time. It is what is left behind in people, as well as on walls, that creates legacy. We also work closely with the locally established independent sector, be this arts organisers, catering, cinemas, hotels or suppliers. With the help of local partners, we identify key people, businesses and places that have shown commitment to grass roots development. One of the clear insights from previous festivals is the value of working with 'non-arts' partners. This has the capacity to radically widen the range of cultural resources that are activated and mobilized in support of the event.



It is these relationships that define curatorial policy in both form and content. Industrial areas allow for large scale murals, whilst smaller more densely occupied areas are often more suited to playful urban interventions. Often, multiple human scale works, spread across a larger geographic area, have a greater impact than a large-scale mural. We work across all genres within the movement from Graffiti to Street Art to Urban Interventions to Muralism – whilst also creating bridges between Street and Contemporary Art. Contemporary artists such as Robert Montgomery, Carrie Reichardt, Brad

Downey, Bahia Shehab and many others working in public space – though not identifying as “street artists” – have all participated in previous events. We have access to leading national and international names whilst we constantly mentor and nurture emerging and local talent. We have recently signed a new 3year contract with Aberdeen City Council to deliver a festival up to 2024. We are hoping to use this as an incubator for new COVID-19 and post-COVID-19 strategies, methodologies and innovations in how we continue to deliver content and engage communities, and in what form.



We believe that street art festivals should include opportunities for public engagement and education. We have devised and run what is possibly the largest street art education program in the world. Over 8000 youth have participated in Nuart youth programs over the last decade. We work closely with the regional county's education board as well as our own programs in delivering both workshops and tours for schools and external events. These can range from mosaic workshops with Carrie Reichardt to stencil art workshops from visiting artists. We try where possible, to produce physical works in public spaces during the festival period.







At the core of Nuart is a desire to see our city walls hosting ground breaking street art but also to see communities engaged as active participants and creators, not just passive observers. This should ideally extend to demographics not usually included in arts and cultural programming. In our acclaimed seniors program, we have worked closely with Portuguese partners Mistakermaker and Curator Lara Seixo Rodrigue's Lata65 project which delivers hands on street art workshops for senior citizens. Nuart have

developed and produced their own program in Norway supported by the county and city council, and when budgets allow, we collaborate with the founders of the concept. Through her own work in Lisbon, Lara discovered there was a much more diverse and wide ranging group of citizens appreciating street art and decided to offer them the same opportunities normally reserved for younger participants. The result is the globally acclaimed 'LATA 65' project and series of workshops.



## NUART PLUS SERIES/CONFERENCE/FILM PREMIERES

Our festival model also includes multiple opportunities for city residents to become involved with the festival, at film premieres, artist talks, and other public events. Nuart Plus is an umbrella term for our activities outside of art production. It consists of an international research program, publications, presentations, panel debates, workshops, education programs, film screenings and symposium. Nuart Plus aims to explore and present issues surrounding street art practice in all its guises whilst providing both

entertaining and educational projects and programs. In practical terms – during a festival, this usually takes the form of an international conference aligned with or taking place in collaboration with regional Universities alongside more popular culture events such as film screenings and artist presentations. We have convened Nuart Plus symposia and panels in London, Aberdeen, Venice, Rome, Lund, Lisbon, New York, Oslo and Stavanger.

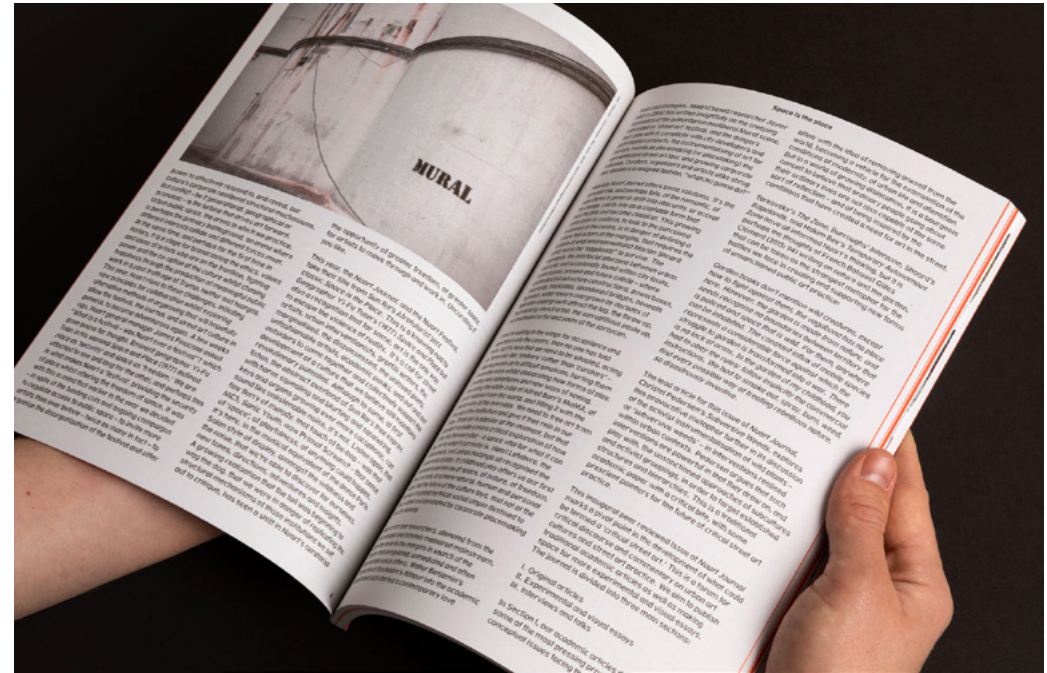


## NUART JOURNAL/ ACADEMIC/UNIVERSITY/ RESEARCH

Nuart Journal is a forum for critical discourse and commentary on urban art. Nuart has long been a place for catalysing important debates around street art and for challenging entrenched notions of what art is and can be. The journal strives to bring these conversations to a wider audience through an open access online platform. In the context of a festival, the journal allows us access to knowledge and research across

multiple fields including cultural heritage workers, historians, critics, cultural and human geographers, political theorists, anthropologists, ethnographers, sociologists, psychologists, criminologists, curators, artists, writers, taggers and activists. The journal's advisory body consists of some of the worlds leading scholars in their respective fields, is multi-cultural and aligned with fourteen university departments across the globe. A new edition of the journal dedicated to exploring related curatorial themes supports each festival.

[nuartjournal.com](http://nuartjournal.com)

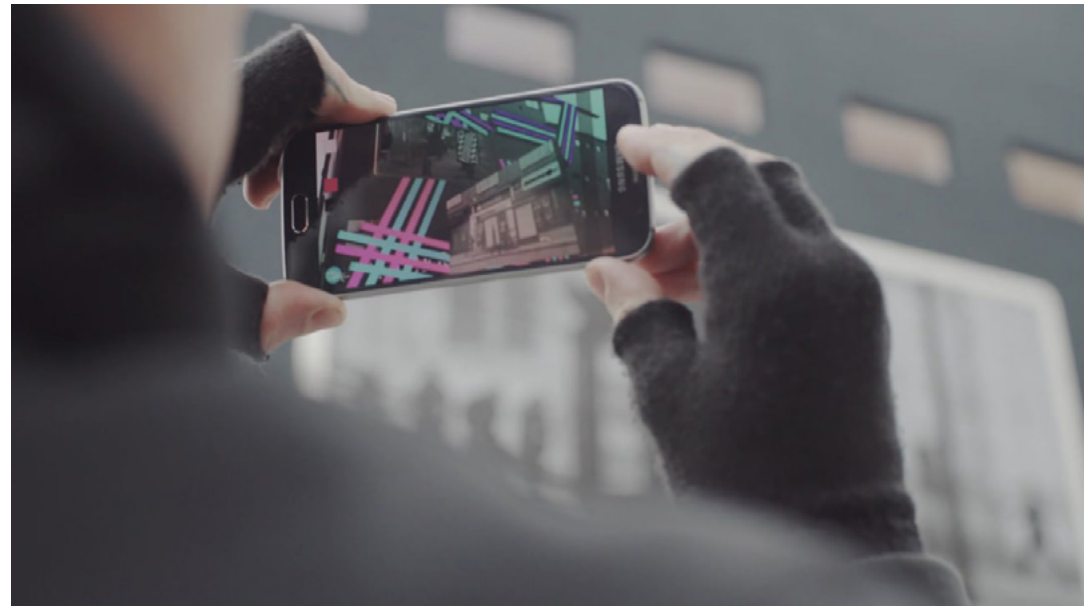
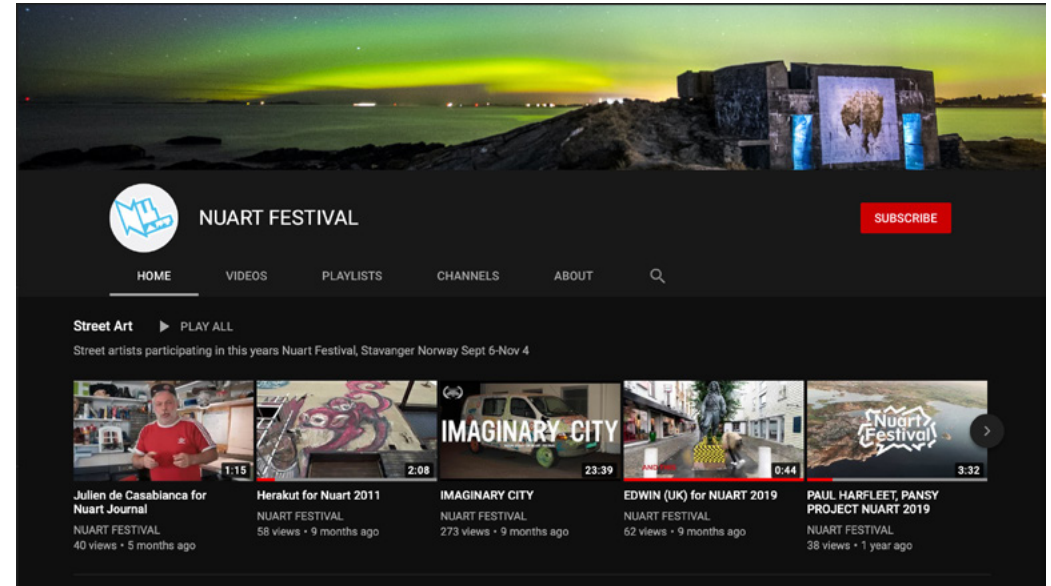




Nuart excel at creating compelling digital content. Working with some of the cultures leading documentarians and filmmakers we create world-class award winning material. Nuart documentaries are regularly screened at film festivals as artworks in their own right. Our photographic content is published globally in both printed material and websites and leveraged by both regional and national tourist boards. We recognize that when the festival ends, the real work of promotion and dissemination begins. The BBC have produced stand-alone documentaries as well as hosted guests based on the content we produce. We've worked with internationally renowned names such as Martha Cooper,

Søren Solkær and Selina Miles, and our in-house team, Brian Tallman, Ian Cox and Doug Gillen from FifthWall TV are recognized as leaders in their field.

We specialize in creating both dynamic content for SoMe as well as more long form legacy works (please see attached video links for examples of our award winning films). In addition, we integrate and devise projects and content for Smart City programs as well as interactive city apps and maps. We have developed and presented both AR and VR projects and continue to explore the possibilities of integrating new technologies into both creative content and dissemination.





Previous Nuart projects have highlighted questions of legacy. How to ensure lasting legacy/ sustainability is a key issue within Nuart productions, and one that has particular significance given the recent changes to our cultural ecology through COVID-19 policy. Our teams are clear in their commitment to enabling long-term positive benefit for the people and places they work with. We take an

ecological approach to production which means engaging at a strategic level with interconnections and various interdependencies between cultural resources in the city and neighbouring eco-systems, in the case of Nuart Stavanger, this includes exploring regional links between Stavanger, Sandnes, Sola, Haugesund and surrounding regions. We develop an epistemological framework

that allows us to identify and work across multiple sectors including public services, the funding and structures of local authorities, the presence of universities and FE colleges, housing and changing demography, digital platforms, the geographic size and shape of the cultural eco-system, the role of neighbouring eco-systems, the places to which people feel they belong, and the extent to which

people recognise themselves as part of a cultural eco-system. We tailor our strategy, productions and programs accordingly. Establishing early partnerships with key stakeholders and citizens allows for Nuart to access deep knowledge of certain areas allowing for projects to remain “open” and be shaped by ongoing conversations long after the work has been produced.



Nuart have a long established and close working relationship with both Region Stavanger. And Visit Aberdeenshire. We dedicate time and resources in developing practical strategies for both national and international tourism including media campaigns and street art tours. Both festivals are leveraged by National tourist organisations, Fjord Norway and Visit Scotland. Nuart's reach is extensive often featuring in national and international airline carriers in-flight magazines and is regularly cited as one of the top reasons to visit Stavanger and Rogaland from the likes of Lonely Planet and many others. Increased footfall to the city is a direct consequence of our practice. Where other cultures are often restricted in instrumentalising their field, Street Art practioners

and producers hold it as key to the success of their work. In our latest survey, the value of online and print material using international marketing metrics was estimated as being in excess of 7 million kroner (€700.000). We are currently working with partners Region Stavanger on developing a large-scale digital archive of all works produced over the previous 10 years that can be leveraged by the tourist office as well as the local business community. In Scotland we work closely with the Chamber of Commerce in generating empirical data and impact studies. Something we hope to develop further in Stavanger and Rogaland.



**NUART FLYERS**  
Distributed nationwide  
**5000+**



**NUARTJOURNAL**  
Distributed nationwide  
**500+**



**NUART POSTERS**  
Distributed nationwide  
**750+**



Nuart have developed a series of dynamic street art tours that take in a selection of the public art works produced each year. The tours lasts between 60 to 90 min and are co-ordinated by Nuart's professional team of guides. Street art tours take place each Sunday and operate throughout Summer. The opening tour is free to attend and has in the past attracted

over 400 participants. In addition to the public Sunday tours, street art tours for various municipalities, companies and institutions are arranged. A dedicated Street Art Tour website was launched in 2017.

*streetarttours.no*

The Nuart Festival is the result of a large ongoing collaboration between a multitude of local businesses, patrons, organisations, charitable groups, private individuals, schools, Universities, scholars, artists, volunteers and individuals. The network is constantly developing to embrace new thoughts and ideas that are generated by the network itself. Productions are enabled by a dynamic mix of both private and public sector individuals and organisations alongside a network of local patrons.

Key regional partners include Tou, Kolombus, Norsk-Fransk Institute, Avinor, UiS, Urban Sjøfront, STAS AS, Ramirent, Møller Bil, H&M Malerservice, Amnesty, Attende, Skeiva, Region Stavanger and Visit Norway – alongside numerous production, media and service providers.



attende®

AVINOR

H·M malerservice

INSTITUT  
FRANÇAIS

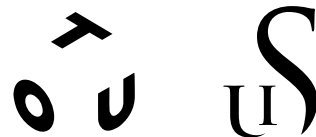


Møller Bil  
Stavanger



RAMIRENT

the Stavanger  
region



URBAN SJØFRONT  
- mer Stavanger





## PRESS

### AWARDS

DIHK European BID of the Year 2017/18.

International Downtown Association (IDA) Global Excellence Award 2018.

ATCM UK & Ireland Partnership of the Year Winner 2018.

ATCM UK & Ireland Best Environmental Contribution Winner 2018.

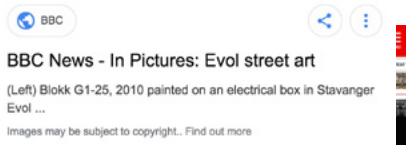
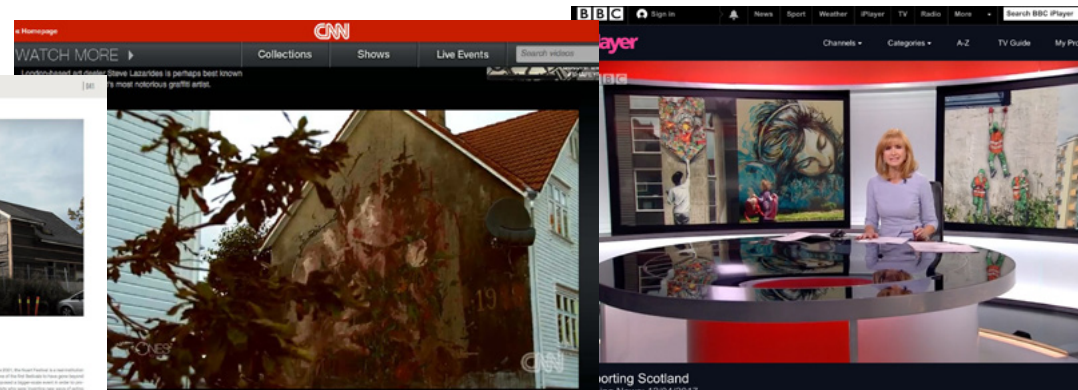
Beautiful Scotland's "Visit Scotland" Award 2018.

Aberdeen City and Shire Tourism Awards.

Best Cultural Event 2018 Nuart Aberdeen/Aberdeen Inspired 2018.

Aberdeen Society Awards Best Cultural Event 2019.

[nuartaberdeen.co.uk](http://nuartaberdeen.co.uk)





Nuart's practice is formulated around an ecological approach to production which means engaging at a strategic and holistic regional level. We are actively engaged in developing strategies and producing work in neighbouring cities supported by the County Council.

The culture sector too often follows the industry model and regards neighbour cities as competition for resources. Nuart intend to develop and strengthen a county identity by using street art as a common language.



Nuart Hub, located at Tou, is the base for those activities that take place around Nuart beyond the festivals, with the main emphasis on our academic program, publishing, research space and home to a proposed national Street Art competence centre. The main goal of the initiative is to strengthen and develop a more formalized and expanded network for street art cultural

producers and curators with emphasis on the collective competence and expertise within the National field. Nuart Hub is proposed as a home to a national network of street art organizations dedicated to research-based best-practice for artistic expression in public spaces, citizen-driven artwork and urban interventions within our respective cities.



## DIVERSITY STATEMENT

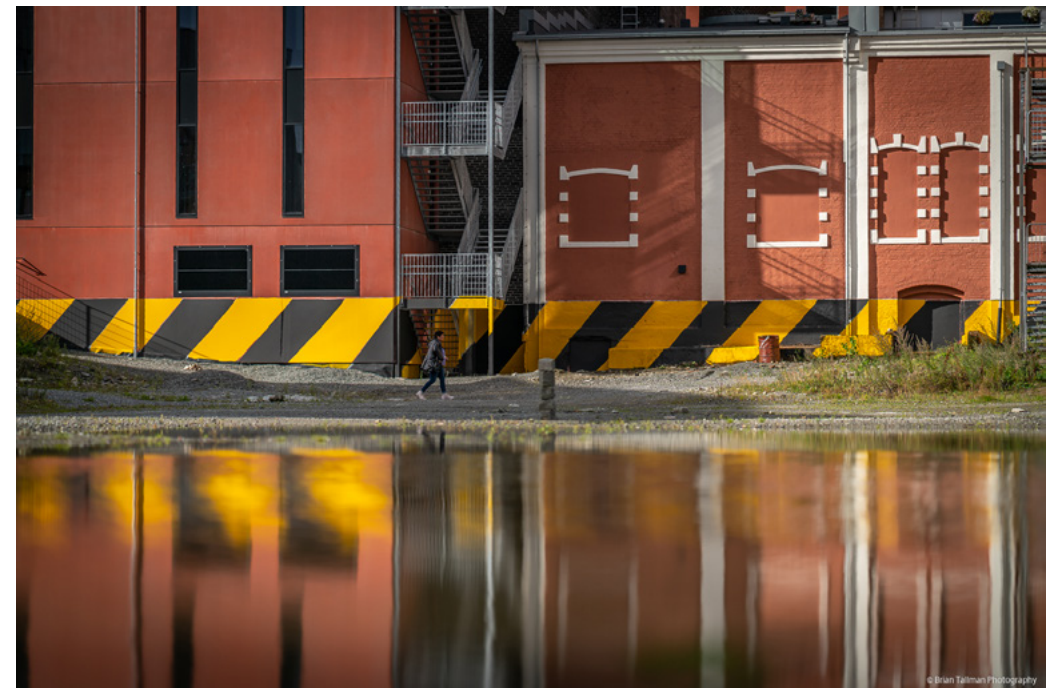
Nuart are a multi-cultural organization spread across race, class and gender. Nuart strives to enable opportunities for all individuals and particularly those from Diaspora and under represented communities. A fundamental aspect behind the success of "street art," is its ability to tell the stories of diverse communities from below. We use our interdisciplinarity as a strength and are open to new perspectives. Research shows that a healthy environment, a healthy cultural town, is one where creativity is happening everywhere and where anybody has the opportunity to shape or influence their own environments. As such we are committed to representing a diverse range of voices.

## INCLUSION STATEMENT

Nuart strive to be as inclusive as possible, we devise and run Street Art tours for those with mobility issues and also sign language tours for the hard of hearing. We work closely with local organizations to find alternative methods of delivering festival content. We are dedicated to promoting the concept of culture from below and engaging those demographics who are traditionally left out of contemporary art discourse.

## ENVIRONMENT STATEMENT

Nuart is certified by the Eco-Lighthouse Foundation. Eco-Lighthouse is Norway's most widely used certification scheme for enterprises seeking to document their environmental efforts and demonstrate social responsibility. Eco-Lighthouse enterprises work towards satisfying requirements and implementing environmental measures on a systematic and ongoing basis in order to create more environmentally friendly operations and safer work environments. The Eco-Lighthouse Foundation is the first national certification scheme in Europe to be recognised by the European Commission. The recognition verifies that the scheme holds the standard and quality on a par with international eco-labelling schemes (EMAS and ISO 14001). The Eco-Lighthouse certification scheme has been approved by the Norwegian public procurement authorities.





## CONFIRMED MEDIA PARTNERS

Nuart are part of large and growing international network invested in producing, disseminating and promoting Street Art culture. We have ongoing and exclusive media partnerships with a wide range of publishers including world renowned Juxtapoz Magazine. Juxtapoz' managing editor Evan Pricco is a key member of Nuart's team and hosts artists talks and panels. Our partnerships include both editorial and advertising agreements.



## MEDIA PARTNERS

Juxtapoz Magazine (US),  
Widewalls (EU)  
Arrested Motion (US/EU)  
Graffitiart Magazine (FR)  
Inspiring City (UK)  
All City Canvas (MX)  
Amsterdam Street Art (EU)  
Instagrafiti (BR)  
ISSA (UK)  
Street Art United States (US)  
Streep (Fr)



International media partnership with the world's biggest selling art publication.

## Artistic Director

**Martyn Reed** is a Leeds born artist, writer, researcher, curator, consultant & producer based in Stavanger, Norway. He is the founder and artistic director of the Numusic and Nuart Festivals and their related networks – as well as Editor in Chief of the Nuart Journal. Much of Reed's work and the platforms he devises are international collaborative events that revolve around promoting art as part of everyday life whilst employing countercultural strategies, values and thinking in disseminating content. He is a regular contributor to Juxtapoz magazine and has written extensively on street art and its related practices for various books and magazines.

## Lead Producer

**Calum Lasham** is Nuart's Brighton based lead producer. He has been responsible for producing and co-producing Nuart events since 2006. He is lead producer for Nuart Stavanger & Nuart Aberdeen overseeing some of the world's most recognizable works including the world's largest mural. Calum manages all external productions and is a key point of contact for the team -including partner and artist liaison, operations management,

health and safety, landlord liaison and planning, on-site sub-contractor management and roads and highways coordinating. He is experienced in managing multiple sites simultaneously and brings a wealth of experience to the production team he manages.

## Project Management

**Olivia Skalkos** is a experienced cultural producer and project manager living and working in London specializing in both Urban and Contemporary Art production. She was lead producer on Moniker Artfair London, Moniker Artfair Brooklyn and Moniker Artfair Manhattan. She has a wealth of experience working within both graffiti and street art culture and is a key logistics manager for suppliers and partners during Nuart productions.

**Saziso Phiri** is a Cultural Producer and Curator based in Nottingham, UK, working independently and alongside contemporary arts organisations and festivals nationally and internationally. In 2015, Saziso founded The Anti Gallery, a creative platform for creating, exhibiting and engaging art outside of traditional art environments.

*[theantigallery.co.uk](http://theantigallery.co.uk)*

## Academic/Talks Program and University Liaison

**Dr. Susan Hansen** is an interdisciplinary academic with a background in forensic psychology, visual sociology, and art history. Her unique approach to street art, graffiti, and urban contemporary art is grounded in her intersectional expertise. Susan is Chair of the Visual and Arts-based Methods Group at Middlesex University, London. She is also Director of Art on the Streets, which hosts urban art talks and events, including a symposia series at the Institute of Contemporary Arts, London, Editor of Nuart Journal and Co-Editor of Visual Studies.

## Community Arts Development

**Dr. Stephen Pritchard** is an independent academic, art historian, critical theorist, activist, writer, curator and community artist. His interdisciplinary approach to research is grounded in post-critical ethnography, radical art history and Critical Urban Theory. He is a co-organiser for the Movement for Cultural Democracy and the Socially Engaged and Participatory Arts Network. He is also currently working as a critical friend for Super Slow Way – a Creative People and Places project and as lead artist

on a project in 'Category D' pit villages in North East England for Northern Heartlands Great Place project. Stephan is dedicated to the democratization of art production and lead community arts developer.

<https://culturaldemocracy.uk/>

## Digital and Design

We work closely with London based design team **Studio Bergini Ltd.** in delivering bespoke digital platforms and design for each event. We have developed a template for clear and concise websites built around street art festival needs and work with clients to produce the main design as well as branded content.

*[studiobergini.eu](http://studiobergini.eu)*

## Fair Pay and Rates

Nuart are committed to fair pay and adhere to Government recommendations for estimating salary rates for both employees and freelance workers.



## Art City

[vimeo.com/173329560](https://vimeo.com/173329560)

## Websites

[nuprod.no](http://nuprod.no)  
[nuartfestival.no](http://nuartfestival.no)  
[nuartaberdeen.co.uk](http://nuartaberdeen.co.uk)  
[nuartrad.no](http://nuartrad.no)  
[sandnesarttrail.no](http://sandnesarttrail.no)  
[streetarttours.no](http://streetarttours.no)

## Films

**Nuart Stavanger**  
[vimeo.com/364900914](https://vimeo.com/364900914)

**Nuart Aberdeen**  
[vimeo.com/336074504](https://vimeo.com/336074504)

**Seniors Program**  
[vimeo.com/332696810](https://vimeo.com/332696810)

**LGBTQ+**  
[vimeo.com/401039216](https://vimeo.com/401039216)

**Volunteers**  
[vimeo.com/345774795](https://vimeo.com/345774795)

**Social Inclusion Projects**  
[vimeo.com/256977716](https://vimeo.com/256977716)

**Digital Projects**  
[vimeo.com/159242028](https://vimeo.com/159242028)

**Nuart Stavanger Recap Film 2019**  
[vimeo.com/364900914](https://vimeo.com/364900914)

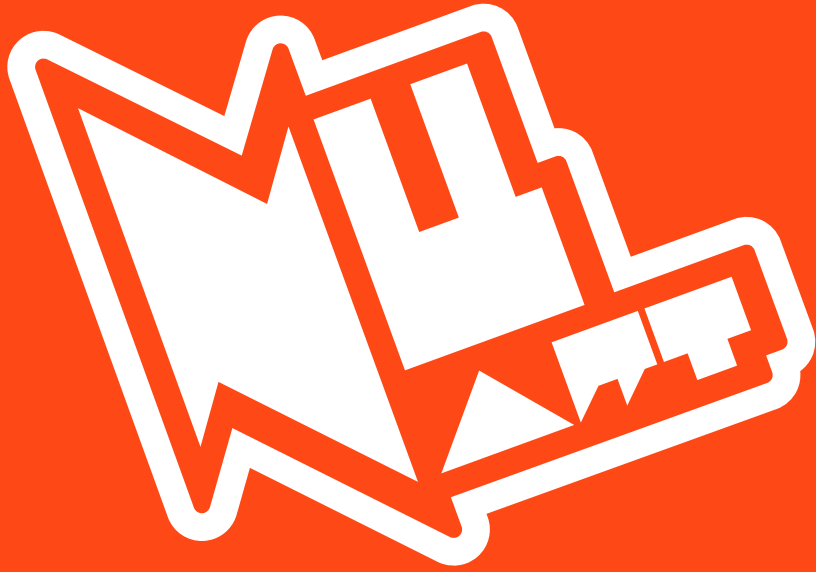
## Main Nuart Documentaries

**BBC Documentary Obair Elain**  
[vimeo.com/289966980](https://vimeo.com/289966980)

**Imaginary City**  
[vimeo.com/386362236](https://vimeo.com/386362236)

**Tales of Silver City**  
[vimeo.com/390852950](https://vimeo.com/390852950)

(Please refer to additional attachments for visual material, reports, and presentations)



**THANK YOU!**





REED PROJECTS AS  
Kvitsøygate 25  
4014 Stavanger Norway

[www.nuartfestival.no](http://www.nuartfestival.no)  
Registered Org : 813897822

Tel : 0047 97764651  
martyn@nuartfestival.no

## **APPLICATION FOR SUPPORT 2023-2036**

Submitted to Stavanger Kommune, February 2023

This cover letter is in support of the attached application for the continuation of Nuart Festival after its much-discussed break during the pandemic years, at which time the advisory board decided that a “festival format” was no longer suited for mediating street art to the public. The ensuing break has allowed us to reassess our practice and the development of Nuart in general. We are now able to re-introduce the festival in a manner that we believe will be beneficial for the public, the city, the region, country and culture in general.

To ensure predictability and to create the foundations for growth, the festival is requesting multi-annual support for years 2023-2026. Nuart Festival Stavanger is the world’s oldest and most respected street art festival of its type in the world and with the councils support and cooperation, we have every intention of developing the city’s central role and international profile in this exciting, dynamic culture. Norway historically holds an important position in this relatively new global culture and nowhere more so than Stavanger.

## **NEW PARTNERSHIPS**

The last two years have allowed Nuart to strengthen our production capacities outside of the festival period. We have instigated new collaborative projects with amongst others Google Arts and Culture, Smart Byen Stavanger, Statens Vegvesen, Rogaland Fylkeskommune, Veidekke, Avinor and numerous others including advising Bodø 2024. We have established new regional partnerships with Region Stavanger, Guide Companiet for all year around street art tours and Stavanger Urban Folkehøgskole where we are currently planning the countries first formal “street art” education module. We successfully re-launched Nuart Aberdeen in 2022 with a second BBC documentary being filmed and recently screened to much acclaim, a relationship we hope to build on in 2023 with interest from the BBC filming in Stavanger.

The 500 000 kr fee we receive from Aberdeen City Council and the profits built into our commercial projects, have previously allowed us to subsidise Nuart Festival in Stavanger. Over the last 4 years, we invested heavily in both staff and productions to allow for development, the lack of projects due to Covid mean we have now exhausted “egen kapital” but hope to rebuild this as projects come back online. We made significant cut backs and furloughed the festival manager position in 2020, It is only the support of Rogaland Fylkeskommune multi-annual funding, that has allowed Nuart to continue financing works on the street , whilst at the same time developing new strategies towards securing further partnerships and the refinancing of the festival.

*Please refer to attachment for additional intentions agreements.*

## **WHY NUART ?**

Nuart's methods, practice and the form it takes are well established in the region. Over the past few years, the value of "Street Art" festivals has been recognised by cities around the globe, leveraged in everything from city development projects to regional gentrification strategies whilst, according to International Marketing Metrics, each edition of Nuart Festival delivers in excess of 7 million kr in promotional value to Stavanger alone. Using Nuart as a template, city councils are now establishing their own events. In 2005, Nuart was the sole annual street art festival, in 2015, there were 134 in Europe alone and currently over 500 registered events take place across the globe each year. Nuart's advantages lay in both its committed ethos to not overly instrumentalise the culture, but is primarily due to its historical legacy, artists want to come to Stavanger which holds a unique position in the culture. It's the industry event that the culture, related media, academia and support industries look to in order to identify directions in the culture.

It is with this in mind, that Nuart are seeking increased support in funding and predictability for the festival with multi-annual support. Alternatively the establishment of a new model for funding events, festivals, projects and organisations that have transcended the culture departments ability to support and sustain the growth of these events through the free field fund.. It's imperative that Nuart secures an element of "drifts", funding for the "daglig leder" position, either included in our main festival fund or through alternative channels. Maintaining and producing the festival is a full-time position and with production costs and fees escalating, it is no longer feasible to function on the previous allocation which we have heavily subsidized ourselves. Nuart is second only to Region Stavanger in promoting the region abroad, the value of the works, should this be a commercial project, would be in the region of 3-400 000 per artist. Or 4-5 million kroner – this in addition to the marketing value. These works have lasting legacy, physically but also their digital footprint, increasing the attractiveness of the region for tourism, footfall and investment alike. If looking for a comparative analysis, Aberdeen City Council and the Regions Business Improvement District, funded by local businesses and levy payers, grant Nuart Aberdeen in excess of 3 million kroner annually. The profit from which, we have traditionally invested in Nuart Festival, Stavanger.

## **FESTIVAL STRUCTURE**

Nuart Festival consists of three key elements. Physical works on the street, an international academic street art symposium and a side program of educational workshops. The street work consists of stencil art, large scale muralism and all in-between. This work and the themes we establish are supported by Nuart Plus, a side program that consists of academic talks, panel debates, artist presentations and film screenings. An additional series of artists workshops, workshops for youth and partner programs supplement the main program. In addition, partner galleries and exhibition spaces are invited to provide proposals for inclusion. Our core aim is to produce new works on the city streets.

## **DATES**

Provisional dates are scheduled Aug 31<sup>st</sup> to Sept 3<sup>rd</sup> with production the weeks running up to the "opening" on Saturday 2<sup>nd</sup> Sept.

## **THEMES**

The year's theme and current working title is "Trespass/Transgress" though this is subject to change.

## **PROPOSED ARTISTS**

We are in permanent dialogue with the leading national and international artists in this field and will start our curation as soon as funds are confirmed and committed, though needless to say,

## **BUDGET/FINANCE**

Financing the above positions, alongside our rent at Tou Scene is a challenge for Nuart. Should funding levels be based on a % of the value of the event to the region over the long term, Nuart funding would be significantly higher. Of the 475 000kr previously allocated, 120 000kr goes directly back to the council via Tou Scene for rental of our project and administration space, 180 000,- to local hotels and caterers and 150 000 to local suppliers and technical providers. This is a fraction of our total budget needs. Nuart's longevity and respect in the community ensures we still have a significant advantage over other cities when it comes to costs, and with increased and predictable support we would hope to maintain this.

The proposed increase would allow Nuart to develop our festival partnerships all year around, continue our R&D at home and abroad as well as professionalise and broaden our education, academic and industry programs. Over 6000 local youth have participated in our education program with DKS and through our extensive workshop programs, making it the largest Street Art education program in Europe thus far. We have the foundations here to create a significant annual go to industry event.

The support would allow Nuart to retain a member of staff all year round. It's envisaged that over time, this would generate further project funding from the state, patrons and private sector. Generating far in excess of the council's annual investment. Which when considering the returns, it must be viewed as.

Parallel projects with Google Arts and Culture, Nuart Aberdeen, Nuart Plus academic conferences, the Nuart Journal, Smart Byen and an expansion further outwards into the region would be a powerful lift for the culture. How this funding is organised and where it is placed in kommune or kulturrådet budgets, we have struggled to find, hence the recent debates. But it's a challenge we need to face and meet for 2023 and beyond. Nuart is known primarily for the festival "event", though of course we work all year supporting and developing our mission outside of this festival period, some thing Fylkeskommune have recognised and allowed for and we would request the same. It takes a full year to develop each festival.

Nuart's success, though of course welcomed, has its own set of challenges. It has had increasingly negative impacts on our funding levels, budgets and relationship with the cultural administration, whose primary goal is to support local artists. Nuart's benefits are to the city. These benefits far outweigh any benefits to our registered company, which to all effects and purposes, is a local «not for profit» community based production. And although the financial benefits to the city are significant, we genuinely believe the economic and instrumental value to other businesses and developers, remains secondary to the intrinsic value that the art we produce on the city's streets creates. The emotional engagement, the community gatherings, the sense of pride, the unity across city demographics, regions and politics, the family tours, the joy and surprise on the faces of both adults and kids, and ultimately, the feeling that despite an economic downturn, not everything in cultural life needs to be based on an economic transaction.

With the right support, Nuart Stavanger has the potential to become an urban "Preikestolken" and deliver all the related benefits that this promises. The fact that these benefits are "by-products" of our practice is well established, the ability to achieve this without sacrificing artistic integrity and quality is a core strength and asset.

The establishment of the peer-reviewed Nuart Journal hopefully encourages Kulturrådet to inform their professional committees to revise their views on the movement. Through the journal, Nuart is now aligned with 14 University departments across the globe with a significant advisory board –we hope to establish both research residencies and practical projects going forward.

## **MEDIA**

The past years have seen an exponential increase of interest in the event. Nuart has featured in The Independent, The Guardian, The Observer, The Huffington Post, LA times, The BBC, The Metro, TV2, NRK, CNN as well as the influential Time Magazine and numerous in-flight magazines from United Airlines to SAS and KLM. The BBC have filmed two documentaries on Nuart Aberdeen which has strengthened the brand not only in the UK, but also in Stavanger. We have a combined viewer and readership figure in excess of 200 million. A figure that very few independent projects can match.

Juxtapoz Magazine and Fifth Wall TV are confirmed as lead marketing partners for 2023.

**Nuart Festival are hereby requesting multi-annual funding for years 2023-26 of 1.5 million kroner each year.**

We hope you view this application favourably and we look forward to producing an event of genuine international standing for Stavanger far into the future.

We have a significant online archive of articles, films and publications so please don't hesitate to ask should you require clarification or further information on any of the points.

Best Regards

Martyn Reed .

Founder, Curator and Director



## NUART BUDGET 2023-2026

Inntekter og utgifter	Budget 2023	Budget 2024	Budget 2025	Notes
Honorar/per diems	250000	300000	350000	Artists
Andre lønnsutgifter	250000	250000	300000	Authors, Speakers, Professionals
Reise, diett, losj	250000	300000	350000	Conference Nuart Plus Partners
Leie av lokaler	50000	50000	50000	
Tekniske utgifter	200000	200000	200000	
Annonsering	100000	200000	200000	
Documentation/Dissemination	100000	150000	200000	
Nuart Journal	100000	100000	100000	
Websites/Digital	100000	100000	100000	
Lønnskostnader adm.	700000	800000	800000	
Husleie, strøm, renhold m.m.	130000	130000	130000	
Prosjektledelse	250000	250000	300000	
Øvrige adm. utgifter	150000	150000	200000	
<b>SUM UTGIFTER</b>	<b>2630000</b>	<b>2980000</b>	<b>3280000</b>	

DRIFTSINNTEKTER	2023	2024	2025	
Kreativ Næring Kulturråd	150000	150000	250000	Industry Funding
Fylkeskommunen	306000	350000	350000	Admin
Stavanger kommune	1500000	1500000	1500000	
Andre offentlige tilskudd	50000	80000	80000	OCA etc
Sponsor/patron inntekter	200000	200000	200000	
Samarbeidspartnere	50000	100000	100000	Grants for partner events
Salgsinntekter	100000	150000	250000	Commercial
Andre Kulturråd	0	250000	250000	Kulturråd Festival funding
Egeninnsats	300000	200000	300000	Investment/ Timer/Sales
<b>Totale Inntekter</b>	<b>265600</b>	<b>2980000</b>	<b>3280000</b>	



## NUART : BUDGET 2023-2026

Finanskostnader					
Finansutgifter		265800	2980000	3280000	
Finansinntekter		265800	2980000	3280000	
Netto finanskostnader		0	0	0	
ÅRSRESULTAT		0	0	0	

**The following is a list of those have expressed an interest in collaborating with Nuart Festival, Stavanger 2023-2026.**

**Partners and Intentions Agreements 2023/24**

Stavanger Urban Folkehøyskole

Underground Gallery (Stavanger/Bergen)

Galleri Hervold (Stavanger)

Fargegaten : Cirkus, Hanekam, Citra, Fri, Bøker & Børst og Finkel

Vi i Fargegaten setter stor pris på og ser den enorme verdien i det arbeidet Nuart tidligere har gjort i Fargegaten. Vi ønsker også i fremtiden samarbeide med Nuart.

H&M Malerservice

Flugger

Montana Paint (DE)

Ramirent

Comfort Square Hotel

Blåcross

Attende

Fontenethuset

Juxtapoz Magazine (USA)

Fifth Wall TV (UK)

Region Stavanger

Visit Norway

GuideCompaniet

OsloNowhere

UrbanSamtidskunst

Split City

Kant Clothing

Herfo Finance/DSD

Bane Nor

Avinor

Aberdeen Inspired

LNett/Lyse

**Street Art Advisory Board (Norway). S.A.A.B**

Viktor Rakov Gjengaar /Urban Samtidskunst (Oslo)

Jonas Leborg (Oslo)

Naeem Searle (Bergen)

Eric Ness Christiansen (Drammen)

Arne Villhelm Teffelsen (Kristiansand)

John Cunningham (Stord)

Karsten Kongshavn (Stavanger/Bergen)

Laima Nomeikaite (Oslo)

Susan Hansen (London)

Jon Reid (Aberdeen)

**Academic Advisory Board. : Nuart Plus Symposium.**

Please refer to separate attachment

## IN SUPPORT OF NUART FESTIVAL

Det offentlige "publikum" og andre som nyter godt av Stavangers Nuart-festival bør ikke undervurderes, selv om det er naturlig at regional politikk i hovedsak konsentrerer seg om interesser knyttet til konkurrerende kulturstøttekonkurrenter, i motsetning til det betydelige og varige bidraget Nuart har gitt på lokalt, nasjonal og internasjonalt nivå. Som verdens eldste gatekunstfestival i kontinuerlig drift (etablert i 2021) har Nuart etablert en robust modell for å drive sammenlignbare festivaler i ulike byer verden over, festivaler som regner Stavanger-festivalen som oppskriften på å oppnå et vellykket partnerskap mellom kunstnere, lokale organisasjoner, institusjoner, ideelle organisasjoner, og en rekke andre samarbeidspartnere som inkluderer skoler og utdanningsinstitusjoner – og ikke minst flere besøkende og økt regional turisme.

Nuart har en vidtrekkende og anerkjent nasjonal og internasjonal profil, med sine aktivitetert som strekker seg langt utover festivalperioden i Stavanger, og har resultert i filmer, utstillinger, publikasjoner, arrangementer og prosjekter i tillegg til deltagelse på nasjonale og internasjonale kunstmesser og akademiske konferanser. Med sitt fagfelleverderte akademiske tidsskrift, Nuart Journal, og årlige internasjonale konferanse representerer Nuart en uvurderlige, vitenskapelig ressurs for kunstneriske intervensjoner i offentlig rom som inkluderer etisk ny-urbanisme, urban lek, kreativ velvære, fellesskapsdrevet offentlig kunst, urbane intervensjoner, romlig engasjement og pro-sosiale urbane opplevelser. Tidsskriftet, sammen med Stavangers årlige Nuart-festival og den veletablerte gatekunstkonferansen Nuart Plus utgjør en uvurderlige resurs for et bredt og mangfoldig spekter av aktører på kunstscenen og innenfor academia.

Vi som har skrevet under på dette brevet mener at gatekunst er en unikt demokratisk og tilgjengelig kunstform. For å kunne se den behøver ikke innbyggerne å besøke kulturinstitusjoner – som av ulike grunner, enten kulturelle, sosiale eller praktiske, er utilgjengelig for mange. Gatekunst er en form for hverdagsaktivitet som er inkluderende og tilgjengelig – folk behøver ikke identifisere seg som kunstnere eller besitte formell kunstutdanning for å ta del i disse nye formene og retningene innenfor urban kreativitet. Dette setter ofte gatekunstkulturen på kant med tradisjonelle kunstinstitusjoner, etablert offentlig kunstpraksis, og atelierbaserte kunstnerorganisasjoner som i lang tid har hatt eierskap til å formidle visuell kunst til publikum.

I motsetning til mer konvensjonelle former for samtidskunst:

– *Gatekunst er ofte drevet av sosiale, politiske og befolkningsorienterte agendaer og initiativer. [Nuarts] kjernemål er å bringe kunsten ut av museene, galleriene og offentlige institusjoner og ut på gaten og aktivere en form for folkelig handlekraft, å skape kunstnere og kunstpublikum ut av alle. Vårt arbeid ledes ikke bare av troen på gatekunstens evne til å positivt endre, forsterke og informere måten vi tenker på og interagerer med hverandre og byen, vi bidrar også til å videreutvikle og forsterke forskningsgrunnlaget som utforsker denne påvirkningen.*

– Nuart-direktør Martyn Reed



Nuart bidrar til en form for fellesskapsforståelse, tilhørighet og tilknytning som har vokst fra Stavanger og ut i verden. Festivalen har inspirert hundrevis av lignende prosjekter, arrangementer og festivaler og ved å gjøre det har Nuart bidratt til sosial handling og forsterket folks empati med langt mindre privilegerte grupper enn de som regelmessig besøker kunstmuseer.

Nuart sin to tiår lange historie med strategiske aktiviteter har vist oss hvordan gatekunst kan brukes til å engasjere lokalsamfunnet med initiativ som tar opp mange av de økende, splittende sosiale problemene som forsterker ulikhetene i samfunnet. Etter vår mening bør festivalarrangører, partnere, gjester, sponsorer, kunstnere, ideelle organisasjoner og lokale frivillige som har bidratt til gatekunstens utvikling være stolt av de de har oppnådd i Stavanger. For oss er det er ingen tvil om at kommunen bør fortsette og utvide sin støtte til Nuart.

Signert:

- *Førsteamanuensis Dr Susan Hansen, Middlesex University London*
- *Professor Jeff Ferrell: Professor Emeritus i sosiologi, Texas Christian University, USA*
- *Professor Alison Young: The Francine V. McNiff Professor of Criminology ved School of Social and Political Sciences, Universitet i Melbourne*
- *Evan Pricco: Sjefredaktør Juxtapoz Magazine (USA)*
- *Pedro Soares Neves: Universitet i Lisboa fakultet for kunst (grunnlegger, Urban Creativity)*
- *Jason Dembski & Maria Wong: Medgrunnlegger og sjefredaktører, HKWALLS (Hong Kong)*
- *Geir Bakken/StUF: Grunnlegger og rektor, Stavanger Urban Folkehøyskole (StUF)*
- *Adrian Whatson: Administrerende direktør ved Aberdeen Inspired Business Improvement District*
- *Rådmann Ross Grant: Aberdeen byråd*
- *Viktor Rakov Gjengaar: Leder og kurator, Urban Samtidskunst, Oslo*
- *Dr Lachlan MacDowall (AUS), Førsteamanuensis, forfatter og kurator*
- *Stuart Holdsworth: Grunnlegger og sjefredaktør, Inspiring Cities (UK)*
- *Dr Erik Hannerz: Universitetslektor, sosiologisk institutt, Lund Universitet, Sverige*
- *Dr Peter Bengsten, avdeling for kunst and kulturvitenskap, Lund Universitet, Sverige*
- *Malcolm Jacobson, PhD graffitiforsker*
- *Tim Marschang: medgrunnlegger Street Art Cities*
- *Dr Jacob Kimvall: kunstkritiker og foreleser om visuell kunst og kunsthistorie, Universitet i Stockholm*
- *Arne Vilhelm Tellefsen: Leder Deconform AS, kompetansesenter for urban kunst Kristiansand*
- *Eric Ness Christiansen: Leder for UgangProsjektet and eier av Final Outlines Gallery, Drammen*
- *Dr Sabrina Andron. Lecturer in Architectural History, Bartlett, University College, London.*
- *Sandra Chevrier: Kunstner, Canada*
- *Prof David Pinder: Professor i Urban Studies, Roskilde Universitet*
- *Dr Stephen Pritchard, Visual Studies, Dr of Philosophy Northumbria University.*