



REPORT ON POP-UP FESTIVAL "NAUMBURG KREATIV"

D.T3.2.4 - NAUM

09 2021





The “Naumburg Kreativ” - Festival took place from **17 to 26 September 2021** at various locations in the city of Naumburg and the surrounding area. In total, we were able to present **25 different events in 10 days**, seven of them were planned and implemented by students of the Merseburg University of Applied Sciences.

The participation of local actors can be described as good. Unfortunately, however, the winemakers could not take part in the festival, as the annual grape harvest took place during this period and therefore they had no capacity for the festival. The artisans were also only represented to a small extent. Three artisans could be won for the two market days. Otherwise, the industry's interest in participating in other event formats was rather low. The visual artists, musicians and other actors from individual industries showed great interest. The exhibition “Inspirationsraum Leerstand” (“Inspiration space vacancy”), in which 16 artists took part, deserves special mention. Some of the artists were also involved in the art vending machine - a kind of “cigarette vending machine” for small works of art by local and national artists. The “improvisations in sound and color”, the “speed dating” and the “exchange meeting for a sustainably active creative scene” were mainly perceived and supported by the visual artists. The music industry was able to present itself at an evening concert with four Naumburg bands as well as a family concert in the cathedral garden of Naumburg.

The contributions of the students “Improvisation in sound and color”, “Speed dating”, “Ethnographic explorations”, “Scavenger hunt”, “Art machine”, “Do it yourself - 24 hours in the park”, “Video- and Sound installation” were well organized and of high quality and have enriched the festival with innovative formats and new perspectives. At the event in the park, voices from Naumburgers were collected questioning the ideas for future Naumburg. The results of this “theatrical survey”, in which around 100 people took part, were given to the city's mayor. The Naumburg city park, which is described as having a high development potential for many committed and creative people in the city was once again brought into focus with the student event. An open-air cinema event, which took place in this context and was also well received. Both the art vending machine and the scavenger hunt will continue beyond the festival.

The cooperation with the “dieDas - Design Academy Saaleck” was also strengthened within the framework of the festival. As a cooperation partner, the design academy was integrated in a pottery workshop and a guided tour through the Saaleck workshops.

The vacant building was used for the exhibition. By means of the festival we were able to consolidate the idea of a creative house at the exhibition site and to show ways in which such a house can be established. The city administration was also very open-minded and committed at the “exchange meeting”. The further use of the place is now being examined by the artists.

The exhibition and the exhibition building itself were also staged in form of two special events. On 18th and 25th September a facade mapping of the collective “Vision Salienz Jena” took place. At the same time, on 25th also a dance evening was organized by Lutz Mokros, director of the Saale-Unstrut dance school.

The commitment of students in the Abitur class of the Domgymnasium, who offered coffee and cake on one weekend in the festival center, can be positively emphasized. On the second weekend this task was taken over by Belk e.V. Overall, the festival program was diverse, inspiring and well structured. People and actors got to know each other personally and were able to talk about their professions and do networking. The student influence allowed an outside perspective. Also ideas for new formats for Naumburg could be tried out, some of them the Naumburgers would like to repeat in the future. This applies in particular to the “dance evening” and the “improvisations in sound and color” and the exhibition.

Despite the large number of events, there were only a few overlaps in time. This gave visitors the opportunity to see different events in one day. Most of the events were well attended with a total of around 1500 visitors.

Due to the different venues, however, it was quite understaffed from a staffing point of view. Since there are only a few young people between 18 and 30 living in Naumburg, it was hardly possible to rely on young, committed help.

The events were accordingly covered by the 3-person Stimulart team, as well as 2 interns and a trainee from the city council of Naumburg. In some cases, the actors and the students also helped at the events. From an organizational point of view, there is a need for improvement in several areas. Public relations work must be brought into focus, which was made difficult due to the large number of events and the diversity of the target groups. Another disadvantage was the federal election and thus a lack of advertising space in public space. The social media channels were used very well, but the communication with the print media, the distribution of advertising material and advertising via (free) radios will have to be improved in the future. The application of singular events such as concerts, exhibitions, market days would have made sense with separate publications (flyers, posters).

Furthermore certain decisions - also due to the pandemic - were made very late in preparation of the festival, such as registration procedures and ticketing. Monthly meetings with the city administration departments of economic development and cultural office in four to six months before the festival would have been useful to exchange ideas and opinions on the program and marketing.

For more information on the individual events, please refer to the partner report Deliverable D.T3.2.4 and the evaluation.