

THE CARTOON



Management

1 Project name

De Strip (Cartoon)

2 Contact

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3 Partner organisation

Artist Jeanne van Heeswijk initiated the project. The Waterweg Wonen housing association and the Municipal Authority of Vlaardingen commissioned the project. Museum Boijmans Van Beuningen and Showroom MAMA were involved in producing the exhibition and organising the project. In addition, various artists gave workshops, and the Uit+Thuis videotheque laid on screenings, Internet TV and workshops for neighbourhood residents and visitors.

4 Funding

The Waterweg Wonen housing association and the Municipal Authority of Vlaardingen, as well as various larger and smaller sponsors and patrons.

Medium

Various, including shows, exhibitions, theatre performances, films, talk

shows and workshops. There was theatre, poetry and photography, and there were installations. The Uit+Thuis videotheque introduced video art. The many activities also regularly led to productions by the neighbourhood residents. There was also music and dance.

Architectural and non-material heritage. One of the most important fundamental principles of the project was the relationship between the physical and social structure of the post-war neighbourhood and its residents and visitors.

D Project

1 Aims / objectives

To raise the visibility and consolidate the urban potential of the Westwijk district of the Dutch town of Vlaardingen. To create new social structures and to develop and consolidate existing structures through temporary cultural reprogramming and stimulating cultural production.

2 Who it was for

Residents, young and old, of Westwijk and the rest of Vlaardingen. The regional and national art public.

3 What learning was involved

The broad, diverse and experimental character of the project drew on a number of skills: artistic, spatial, motor, sociological, psychological and intellectual.

4 Which methodologies used (if applicable)

Aesthetic and experimental aspects played a major role. The target group was approached to participate in the project in both an active way – by taking part in, and helping to organise, the activities themselves – and in a more passive way – by visiting the exhibitions or activities. The initiators tried to appeal to a diverse public by focusing on the continuity and visibility of the project and by organising activities for different target groups.

5 Where/When it was

A former shopping centre at Floris de Vijfdelaan 130–152 in the Westwijk district of Vlaardingen. From 23 May 2002 to 23 May 2004

6 Planning / preliminary work

The initiative originated with Jeanne van Heeswijk and stemmed from her art project entitled 'Until We Meet Again' and her personal involvement with Westwijk. She sought the cooperation of the Museum Boijmans Van Beuningen, Showroom MAMA and various artists including Peter Westenberd, who set up the Uit+Thuis videotheque. In addition, the French architect François Xavier Guilon designed a new look for the front of the building. Social worker Abdelakil Benomar was involved, as were members of the Floris de Vijfdelaan residents committee.

7 Any exhibition / art / artefacts involved

Boijmans Van Beuningen and Showroom MAMA mainly exhibited

contemporary visual art. New works were also produced at MAMA and in the studios.

8 *Any follow-up / longer-term contact with the target group*

The De Strip ('The Strip') project was wound up on 23 May 2004 and will have no immediate follow-up. In the meantime, the Municipal Authority of Vlaardingen is working with the Waterweg Wonen housing association on a new cultural plan for the location.

9 *Involvement of other partner organisation*

Various parties were actively involved in developing the project. There was intensive cooperation with Abdelakil Benomar, a Moroccan community worker, and members of the residents association of the block of flats above the strip were also involved in the project. Residents and neighbours came up with their own ideas for using the different spaces. These parties were also involved in openings, presentations and other activities.

10 *Key words to reflect the concept of the project*

'Curiosity has resulted in attention being focused on something that used to be invisible.' (Michelle Provoost, 'Where is this? Post-war residential areas: unknown territory')

D Type of project

Virtually all the senses came into play while participants took in the exhibitions and watched films, listened to music, worked with their hands and cooked meals together.

Website: www.destrip-westwijk.nl

D Roughly how many people were involved?

1 *As direct participants*

Twenty-five (Jeanne van Heeswijk, Museum Boijmans Van Beuningen, Showroom MAMA, Peter Westenberg, fourteen users of the guest studios, seven people/organisations who put on presentations in the 'Until We Meet Again' vitrine).

The project was primarily intended for the neighbourhood residents and the residents of Vlaardingen; in addition, it reached a regional, national and international public.

2 *As indirect beneficiaries*

48,000.

3 *As staff*

3

4 *Others*

One graphic designer; one photographer; one writer; four attendants; staff from Boijmans Van Beuningen and Showroom MAMA, Waterweg Wonen and the Municipality of Vlaardingen; two technicians; and exhibition builders.

▢ Participants' ages

Variable by location. At the Boijmans venue, the public was slightly older, while mainly young people visited the Showroom MAMA space and the *Uit+Thuis* videotheque. The studio spaces reached very diverse target groups throughout the duration of the project.

▢ Disadvantage due to social or economic factors, discrimination or disability

1 *Economic disadvantage*

Westwijk is a regenerated neighbourhood from the 1950s with relatively cheap housing. Consequently, the income of the residents in this area is on the low side. The incomes of the participants from outside the neighbourhood were more varied.

2 *Belonging to an ethnic minority*

As a neighbourhood, Westwijk is very ethnically and culturally diverse, as were the participants who lived there. This was less so with participants from other areas.

3 *Migration / Immigration issues*

Various, from neighbourhood resident to policy maker. 4 *Unemployment*

Mass lay-offs in the 1980s largely determined the participating target group's social position. Nearly all the primary participants had retired by the time that the project took place.

▢ Outcomes and lessons learned

1 *Evaluation process*

A publication to which writers and photographers contributed was produced. The publication contains an overview of the various activities, as well as a collection of views on the problems faced by such areas. No separate evaluation report has been planned.

Individual evaluation: Once the project finances have been settled, an individual evaluation with the owner of the location, and possibly with the municipal authorities, will be held. A more informal evaluation took place with the others who were involved.

2 *Overall learning points*

Because the project was concluded less than a year ago, it is difficult, if not impossible, to determine at this time what the long-term results will be. While new contacts were made, it will take several years to determine what results these will have had.