



THE JOURN ART COOPERATIVA CONFERENCE, Ohrid

- August 16th to 20th, 2010

Conference/workshop to exchange experiences, opinions, attitudes, knowledge and skills that will lead to development of enhanced models and forms of storage of cultural heritage, cultural events coverage in audiovisual format in various countries. It will also reveal models and ways to exchange information in regard to it.

Dates and place:

Ohrid, Republic of Macedonia 16th - 20th of August

Working language: English

Sun Gate Hotel, Ohrid /Sonceva Porta/

Hotel website: <http://www.ohridija.com.mk>

Accommodation: The organizer will make efforts to offer single room or the double bed room accommodation to all of the participants.

At a maximum, three bed room accommodations will be offered.

AGENDA

16th of August, Monday

Arriving of the participants during the day

17:00 Welcome note, unofficial introductions

18:00 Dinner

19:00 Meet Ohrid, Panorama site-seeing of Ohrid;

Welcome coffee/tea, on the shore of the Ohrid Lake

21:00 **Ohrid Cultural Summer (organized visit, Macedonian Artists Concert (Church of St. Sofia)**

Organized (or unorganized return to the hotel)

17th of August, Tuesday



07:00 – 09:00	Breakfast
09:00 – 09:30	Official Introduction, short participants' portfolio
09:30 – 10:00	Introduction with the agenda and the goals of the conference; Small talks (comments)
10:00 – 10:20	Point of view – Review of the situation in media articles (media outlets) covering culture; Klimentina Ilijevski, editor in chief in the culture redaction, daily newspaper Shpic Maja Nedelkovska, editor in Vreme daily newspaper
10:20 – 10:50	Coffee break
10:50 - 11:10	*Presentation of video material – editors in other media in Macedonia about presence/coverage of culture and arts in media
11:10 – 13:00	Feedback; Discussion; -moderated *(Recorded) TV article(s) - Culture and arts in media in Macedonia– Situation as seen by journalists in other countries (participants' feedback); Situation as seen by cultural and art workers (participants' feedback); *Filmed statements from artists – their point of view Discussion
13:00 - 15:00	Lunch
15:00 - 15:15	<i>The Commercialization of culture – The sin or the strategy</i> Moderator's notes (Nebojsa Ilijevski, general manager Partes Social Advertising Skopje)
15:15 – 15:45	(Ivan Djordevic, Graduated Film editor and trainer in BBC training center in Balkans) - Different packages for different messages Creative Editing in function of covering arts
15:45 – 16:30	Discussion moderated by Ivan Dj. - The ideal content and outlook of the art and culture media products - Media capacity to respond in their daily schedules - Situation as seen by cultural and art workers (participants' feedback);
16:30 – 17:00	Coffee break
17:00 – 19:00	Organized site visit, Ohrid



St. Kliment's Church; Plaoshnik;

19:00 – 20:00 Dinner

18th of August, Wednesday

07:00 – 09:00 Breakfast

09:00 – 09:15 Introduction of the day's goals;
(un)Organized presentation of Cultural heritage in media;
Preservation and archiving of cultural heritage/ new media;
Moderators kick-off;

09:15 - 10:00 **Presentation of the cultural heritage in Macedonia, preservation, archiving**
Valentina Todorovska, Historian of Art, Archeologist – specialized in Underwater Archeology

10:00 – 11:00 Discussion; Exchange of experiences

11:00 - 11:30 Coffee break

11:30 - 12:00 New media in archiving/preserving cultural heritage and its exchange
- Moderators note;
- Participant's countries experiences
- Participant's experiences

12:00 – 14:00 Discussion; exchange of experiences

14:00 – 15:00 *Lunch*

15:00 - Organized site visit, **The Bay of the Bones** (Mico's underwater town)
- **Field work**, predefined group of participants makes a video story of the cultural site following the recommendations made during the discussions

20: 00 Dinner

21:00 Ohrid Cultural Summer, organized visit

19th of August, Thursday

07:00 – 09:00 Breakfast





- 09:00 – 09:45 Strategic planning in culture projects, Robert Alagjovovski, Cultural manager
- 09:45 – 11:00 Feedback; Discussion; -moderated
- 11:00 - 11:35 Coffee brake
- 11:35 – 12:00 Promotion and *Marketing strategy* – Robert Alagjovovski, Cultural manager
- * Video material: statements from managers of private owned companies – How are they involved in supporting arts and culture, what are the obstacles; what needs to be done as they could take more significant engagement in it*
- 12:00 – 13:00 Discussion; Participants experiences
- 13:00 – 15:00 Lunch
- 15:00 - *Site visits Afternoon*
- Vevchani springs, The village of one of the most famous and world recognized "Carnivals" held in Balkans;*
- Symbolic act of introduction of the the citizenship of The State of Vevchani (participants receives the passports of The State of Vevchani)*
- 20:00 Dinner
- 21:00 Struga International Poetry Reading Festival, “Struga’a Poetry Nights”
- The opening ceremony, organized visit

20thth of August, Friday

- 07:00 – 09:00 Breakfast
- 09:00 – 09:30 Resume of the previous day(s)





09:30 – 11:00	Presentation of the material filmed, participation in the editing process (group work) comments, conclusions
11:00 - 11:30	Coffee break
11:30 - 14:00	Moderated discussion Resume of recommendations shared on the conference through a discussion; Sum up of the conference, Robert Alagjozovski, Cultural manager Taking out conclusions; drafting the ideas and experiences proposed to archive and the exchange cultural heritage and culture and arts projects; drafting the ideas proposed to approach media coverage of culture and arts following the recommendations raised on the conference
14:00 - 16:00	Lunch and farewell

21th of August, Saturday





TRAVEL DEPARTURES FOR PART OF THE PARTICIPANTS ACCORDING TO THE SCHEDULED TRAVEL ARRANGEMENTS

