

E(portfolio)

Cover:

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Ação Chave 2: parcerias estratégicas

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Group E(portfolio)

Outcomes from the workshops regarding:

- experiences (starting with the narration of their itinerary, reasons to start-up a business, mistakes made, lessons learnt, good practices, recommendations / some advice).

Evidence with: interviews, videos, photos, leaflets, brochures,...

Personal Identification

My name is Renata Rafaela Pascoal (1987), I was born and raised in Santa Maria da Feira (District of Aveiro, Portugal) and I have a Masters Degree in Architecture at the Universidade de Coimbra, Portugal.

After the graduation, I assumed different roles in the areas of Pedagogy, Graphic and Web Design, Research and Architecture.

Project Identification

The project I submitted in my application for ECO project consisted in organizing a festival of cultural interchange between the Baltic Countries and Portugal. The idea was doing a Baltic festival in Portugal and a Portuguese festival in the Baltics, where some artistic performances, gastronomical and handcrafts fairs and workshops will happen.

Testimonial and my previous Expectations

I should confess that this experience in Prague surpassed my expectations. I was expecting that the workshops would be something less detailed about the companies/ institutions, like a fast guided visit to their workspaces as tourists, but people who conducted the workshops tried to do their best to show us how places work and they were also available to clarify doubts and to give us information about their businesses and about their practices into the companies that might be useful to apply to our projects and to our professional lives. I never expected that Czech people were so available to share their experiences in work context.

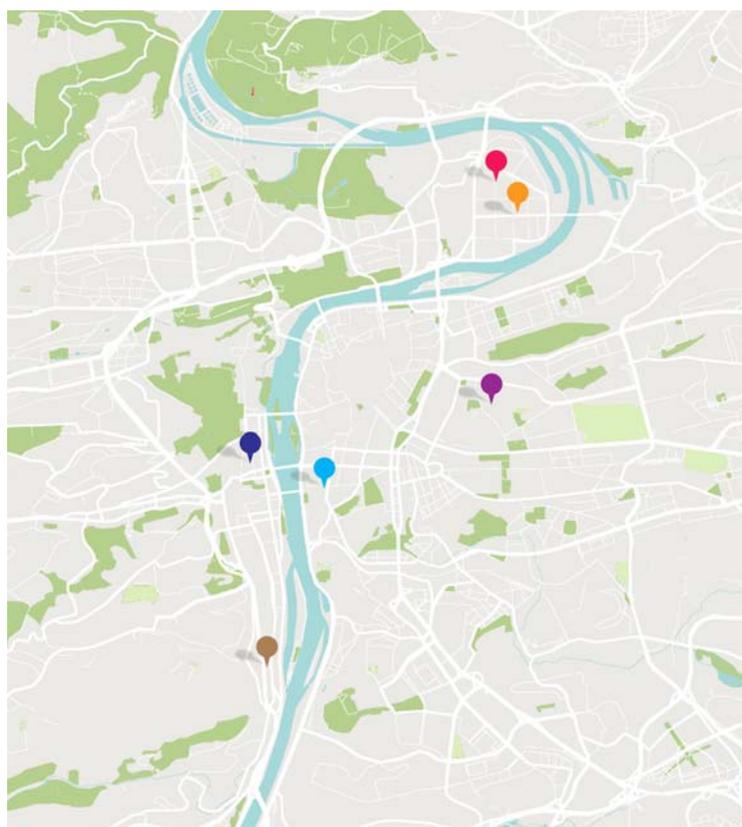
Regarding to the city of Prague, it has the perfect atmosphere to have this kind of workshops related with art and creativity, once art is everywhere in the city. Together with heritage, art is the main reason that attracts tourist from all the world to Prague. Art is a lifestyle to Prague. It is a city of sensations, to be felt and to have experiences. It is a city that allows visitors to have different experiences every time they visit the city, once it is possible to see different street art performances, different events happening. At the same time it has identity: the sound of the Astronomical Clock, the smell of Trdelník in the streets, the art nouveau details in some building facades are just few sensorial memories that may convince people to return to the city and have a different experience there. I already knew that art was important to Prague, but never expected that it was so present everywhere and that, actually, it has a main role. Certainly visiting Prague is a great prove that making art is making the difference.

Workshops

We arrived on Sunday, 19th February to Prague and workshops began on the next day.

During our stay in Prague, we had 6 workshops:

At 20th February in Meet Factory, at 21st February in Paralelní Polis, at 22nd in Prague City Tourism, at 23rd in Auto*Mat and at 24th in IPR Prague in the Morning and DOX in the Afternoon.



- Itinerary
- 20th February
Meet Factory
 - 21st February
Paralelní Polis
 - 22nd February
Prague City Tourism
 - 23rd February
Auto*mat
 - 24th February
IPR Praha
Institut plánování a rozvoje
 - 24th February
DOX
Centre for contemporary art

Meetfactory

Meetfactory is a non-profit space where some artistic performances happen. It was founded in 2001 by the artist David Černý in Holešovice, however a big flood in 2002 obligated to evacuate the building. Three years later, the project was resurrected in an old industrial building in Smíchov, a space tightly squeezed between a motorway and an active railroad. The word “meet” suggests us a meeting of arts and also a place where art is accessible to everyone. Meet factory has four dramaturgic departments - music, theatre, gallery and the artist-in-residence program, however the philosophy of Meet Factory is not separating arts, but promoting dialogue and interdisciplinarity between arts and create relationships between the foreigner artists-in-residence and the local artists.

Apart from the artistic and cultural challenges, the biggest challenge of this kind of space is making this space functional and sustentable even being a non-profit space.

The artists-in-residence, even having opportunities to develop their projects free of charge, also have opportunities where it is required to pay a small amount. Apart from it, there are some musical and theatre performances where entrance is paid. In these kind of events, this space has some advantages relatively to other spaces located in the city centre, once there is no hourly limits to make noise. If location is an advantage at this point of view, the distance from the city centre could be a disadvantage too, once some people may not be motivated to relocate from the city centre to attend a performance.

During the afternoon we had a workshop guided by an artist-in-residence from Iceland, Mr. Darrell Jonsson that showed us some of his procedures to create his interdisciplinary events that are a mixture of music with artistic projections. We learnt how to create stop motions with a sequence of drawings and he showed us some of his improvised musical instruments

and the way he create photomontages and light effects. Having a workshop with Mr. Darrell Jonsson was really inspiring and has broaden my horizons as an artist, by the innovative and creative procedures he use and the instruments he created to make art.

Paralelní Polis

Paralelní Polis is a company inspired by technological innovation.

In my opinion, Paralelní Polis has a different concept of working that is truly hard to understand, but at the same time, very interesting and innovative.

Part of their business is about buying and selling 3d printers, but also providing 3d printing services that are paid by the time of printing. Other ways of making money is organizing workshops (paid or free) related to the concept of the company, the technological world and 3d Printing.

Some of these money transactions are made using a virtual currency named Bitcoin that they believe that has several advantages: the time of the transaction, tax-free transactions and the fact of being a decentralised currency. For them it is a way of preserving freedom which we have been loosing as a society.

In the floor of the entrance there is a Cafeteria (Bitcoin Coffee), a inviting and pleasant space where people can meet and drink different kind of café. The cafeteria follows the same spirit of the whole business – payments are just possible with Bitcoins. As the concept is not really known by several people, the cafeteria, apart from being a way of making money, it works as an efficient way to make people understand the concept of the whole business.

Obviously, as it is a company that is inspired by technological innovation, they believe that the way of advertising their business is investing in digital marketing and a great part of the workshop was about the tools that they use for it and their efficiency. Social networks to advertise workshops, tools to have statistics of the efficiency of their online campaigns, tools to make an online campaign running were just few examples shown in this workshop.

But before this part of explaining how to advertise a business using digital marketing, Mr. Tomas Michalek gave us a business model canvas that was used by him in Paralelní Polis, and challenged us to fullfill it with information related with our business project. After it, he commented our replies based in his own experience of creating a business. One of the things that he highlighted several times during the workshop was about the people we chose to be our partners in a business: sometimes best friends are not the best choice for working. According to him, creating a business requires some impartiality to analyse what are the right persons to make a business to thrive.

Before the lunch, Mr. Tomas also showed us the lower floor of Paralelní Polis where there were some 3d printers printing some pieces.

Prague City Tourism

Prague City Tourism is an organization that aims to make information of Prague available for tourists. It has multiple tourist offices in the city, ready to give information for the tourists.

In the first part of the workshop we went to the main office where the director of Visitor Services, Mr. Petr Slepíčka, made a theoretical presentation about the city, their goals in the future, their history as an organization and even some explanations about their slogan,

trademark and its relationship with Prague. Some important data was shown to us in a powerpoint presentation.

In the afternoon, the group was splitted in two and both groups went to different Tourist Offices to see how both offices were working. In my case, we went to Old Town Hall Office where we were truly well received by the office workers. They gave us some information about places to visit and events, provided us a guided visit to the Old Town Hall, helped us in the process of buying tickets for events in the Opera, gave us some information about traditional products we should buy to bring to Portugal and much more. The Tourist office also had a great variety of brochures and different kind of free maps for every kind of tourists.

After the afternoon the challenge was giving some information to Petr about how the Tourist Office where helping the tourists and report our own experience there.

Auto*mat

Auto*mat is a NGO that supports the great practices for a better environment and better life quality. As it already happens in other European cities, they support the usage of Public transports, bicycles and a rational usage of cars and its mission is also being aware and advice politicians.

They are 25% financed by a group of international grants that obligate the team to make the exhaustive and time spending work of preparing applications to several grants contests, by regular donors that support Auto*mat activities and 50% by the events that Auto*mat usually organize to raise funds (specially the Bike tour).

As Auto*mat is a NGO, biggest part of people that are working there is doing it as a part-time job, once it is hard to pay full-time salaries to workers and it allows workers to have other part-time jobs at the same time.

After the explanation of Auto*mat activities and mission, the person who was guiding the workshop did several activities with us about great practices that we should apply in our projects and gave us samples on how he was preparing his future projects.

One of this activities included doing a SWOT analysis and presenting us some concepts that are usually present in projects: Vision, mission and strategy.

IPR-Praha

In IPR – Praha (Institut plánování a rozvoje hlavního města Prahy) we had a workshop about the urban planning and public space in Prague.

In my opinion it was a really interesting workshop, however I think that it is more addressed for locals that already know very well the city and already seen some changes in the city. By the way it was shown a powerpoint presentation with some images that helped to understand better the workshop.

In this workshop, we could retain that urbanism in Prague was thought to satisfy different people needs in the city and this is highlighted also in the manual that was given after the workshop and presented during the same one.

The manual, as it was explained in the workshop is not a book of rules, but a book that shows, for example, how street furniture should be inserted in Prague public space, with free hand

illustrations explaining it and also images of their current application. The idea of the manual is giving example of possible situations and also explains situations that should be avoided.

The best part of this workshop, for me, was viewing the intelligent and creative way that the manual was done – by using illustrations, urbanism (a subject that is not so interesting for me) became truly interesting to understand.

After the workshop, a bag with the manual and some other books about the urbanism in Prague and also its history were given to us and by the great quality of them, I am sure that they would be useful one day. I confess that I already had curiosity to read some parts of the Manual specially by the illustrations.

DOX

The Centre for Contemporary Art is located in Holešovice district and was a reconstruction of a former factory.

It is a place that stimulates the dialogue between different ways of art - from painting, sculpture, and architecture to design, film, video, performance, or new media, and to support commonalities with other disciplines such as literature, performance, movement-based theatre, film, etc.

DOX also aims to create relationships between the local and international art scene and supports projects that incorporates critical reflection on current social topics and issues overlapping with other “non-artistic” areas and disciplines such as psychology, philosophy, history, sociology, political science, etc. That is why the name DOX – that comes from the Greek word doxa that means a way of perceiving things, an opinion, a conviction.

In the workshop we tried several experiences. First one was a blindfolded visit to the museum, on which some of the colleagues without the blindfold guided the blindfolded ones in the museum.

It was a meaningful experience, once usually we overvalue the visual sense, and for artists, there are multiple possibilities, even of making art with other senses. This was undoubtedly a multisensorial experience that made the blindfolded people think about how other sense are also very useful in our daily life.

In the second part of the workshop we drafted some ideas for the reconversion of a building that already exists in Prague, near the airport. The idea of this workshop was stimulating our creativity and the capability of forecasting changes that the city will have and its future needs. Actually this part of the workshop was all about the history of the DOX building that was a reconversion of an old factory in a building dedicated to arts.

Evaluation

Apart from the positive impact that adding this experience to the Curriculum might have in the process of getting a job, the knowledge that I absorbed from this experience was really the most important part of this magical week in Prague. I consider this experience excellent once I learnt some new things with the workshops, with the city and even with the group that shared the same experience with me.

After the end of graduation, the opportunities of learning became truly scarce and ECO project gives us the chance of learning something that usually it is not learnt in University – the way of

developing a project/company. That is why I feel so grateful to have been selected to make part of this project. I faced as a vote of confidence in my capabilities and in my work.