



Project Description “Urban Incubator: Belgrade”

SLUŠAJ SAVAMALA! **Écoute Savamala! Listen Savamala!**



Project Idea and Realization

Cyrill Lim (Zug/Berlin), Valerian Maly, Klara Schilliger (Bern) and Lara Stanic (Zurich) in Cooperation with Miroslav Miša Savić (Belgrade).

SLUŠAJ SAVAMALA!

is a sound art project that incubates the Belgrade district Savamala with sound from Savamala: The GingerEnsemble – in cooperation with Miroslav Savić and guests – will set off on a kind of journey of discovery “with their ears perked up”. The district of Savamala will be subjected to a forensic investigation of sound. Specific sounds will be collected and transformed in several interlocking compositional processes in the incubator – a media lab that will be temporarily set up on site – into a sound happening that will grow and proliferate simultaneously over the course of several months, to be set free again in Savamala.

Radio offers the perfect platform for this. A broadcasting station will be set up that will cover the district with a fixed broadcasting frequency and will establish itself during the course of the project with public interventions, such as, for example, public listening events.

The primary aim here is not to produce conventional format radio or continuous airplay, but to create the possibility of using the radio station as a kind of stage or platform with pre-announced events.

Mobile Broadcasting Van Format

The central tool for this is the mobile broadcasting van. It is simultaneously a work space, a mobile studio, that can be used as a basis for research and reporting, as an editing room and mobile broadcasting station, as a stage for interviews or performances and concerts, and at the same time, also as a publicity vehicle. Thus, the vehicle will function both as an eye and ear catcher that will appear from time to time in Savamala and announce over loudspeakers when there is something to hear.

Content

Over the course of the nine months, the radio program will be fed with content in the form of features, soundscapes, compositions, live broadcasts and special reports. Thematically, we will be orienting ourselves on Rudolf Archibald Reiss. Reiss (1875 – 1929) was a pioneer in the development of forensic science, a journalist, chemist and professor at the University of Lausanne where he founded the “Institute of Police Science”. On invitation from the Serbian government, in 1915, he researched and documented Austro-Hungarian war crimes in Serbia during the First World War.

The rumors and stories of Savamala will be researched and investigated with microphone and forensic reasoning. Savamala – city district of bygone beauty – will be subjected to an autopsy and recorded as a radio report, feature or composition.

l'oreille extérieure – l'oreille intérieure

Based on the “oeil extérieur”, a common term in the theatrical context – the view from outside, as a dramaturgical accompaniment, not as something involved in the production – we direct our ears to the city district of Savamala.

L'oreille intérieure

With the aid of the mobile broadcasting van and a fixed work space, media artists, sound artists, composers and musicians will develop works in Savamala which - after a certain "incubation period" of process oriented work - they will later set free again in Savamala in the form of sound installations, radio broadcasts, workshops and concerts.

Local artists in particular will be invited to participate. In order for this process to function largely autonomously, we have involved Miroslav Savić, who, with his contacts and experiences as a Belgrade composer, is a valuable collaborating partner.

Miroslav Miša Savić, born 1954 in Belgrade, belongs to that generation of artists of the former Yugoslavia who, through performances, action concerts and a radical passion for experimenting, caused an international sensation. Miroslav Miša Savić studied composition and orchestration at the Belgrade Music Academy. Besides over one hundred works for classical orchestration, his oeuvre includes experimental performance, minimal music, electronic music, and interactive installations. He is Professor for Computer Music at the "Nova Akademija umetnosti" (New Art Academy) Belgrade.

Savić will receive a kind of *carte blanche* from us, which will enable him to act autonomously within the framework of **SLUŠAJ SAVAMALA!** to invite and present guest artists from Serbia and the former Yugoslavia. For this purpose, he will be provided with his own budget. Together with Miša Savić, we will also strive for a close collaboration in the development (workshops) and presentation of artistic content.

L'oreille extérieure

Artists who have never been to Savamala will be invited, in a *Call for Proposals*, to send in imagined audio about Savamala. These can be features or sound pieces, or notated compositions to be interpreted by artists in Savamala.

The project **SLUŠAJ SAVAMALA!** will dedicate itself to these and other questions on the theme in workshops, concerts, performances and public talks & interventions, parallel to setting up the radio station.

Sustainability

We would like to give the people of Savamala and the district not only the radio station, but, with these themes and the works that grow out of them, we'd also like to preserve a piece of the past, enable an alternative experience of the present, and offer a perspective for the future.

Likewise, thanks to the mobile broadcasting van, we not only have the possibility of literally bringing something to Savamala, but also, conversely, of taking voices and sounds out of Savamala and making the Belgrade populace aware of the neglected city district.

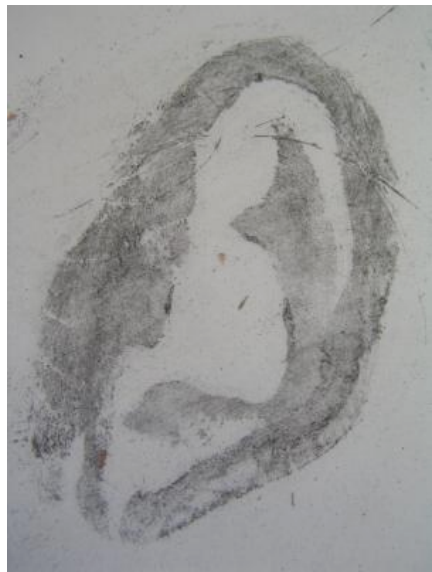
Starting at first as a small broadcast station, the radio should establish itself to such an extent that it can be given over to the populace in November 2013 - possibly under the direction of the Goethe Guerilla - and continued.

For this reason, **SLUŠAJ SAVAMALA!** would like to mark its presence from the beginning and also be active on the advertising side.

The mobile broadcasting van is an important component here! Together with the performances, the public listenings, and an ever-present *logo1*, such as the image of the ear, which, for instance, will call attention to actions & events, a type of brand will be created which will become cemented in the public consciousness.

At the same time, it is important to us to have direct contact with the populace, which, at first, will be integrated into the project as recipient, but later also as producer.

With publicity actions, such as the distribution of small hand radios, we would like to make our program attractive for the residents of the city.



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Duration

9 Months (March - November 2013)

Collaborations

The GingerEnsemble seeks collaborations with platforms in Switzerland both within the project “Urban Incubator” (Camenzind / BHSF Architekten and Treci Beograd) as well as outside. Included among these, for example, are CULTURESAPES Basle and the Academy of Arts Bern.

Budget und Realization

The implementation of the project **SLUŠAJ SAVAMALA!** and the financing plan are divided into two parts. The first part will be financed through project funds made available by the Goethe Institute Belgrade and the personal contributions of the GingerEnsemble itself. For the second part, we are dependent upon funding and support from foundations and the public sector. Because this is a project with European participation (Germany, Switzerland and Serbia), the budget is in “€”.

Part I

Milestone I until end of March 2013

Concept and research, communication and project networking internally (Camenzind, Treci, Beograd) and externally (CULTURESAPES Basel, House of Electronic Arts Basel, Academy of Arts Bern, ...)

3/25 – 3/29 2013, Preparation and Execution of the Workshop “Radimo Radio”

(“We’re Making Radio”): Introduction to aspects of content and technology in the start-up of a radio station. This is how we build transmitters / receivers ourselves, instruction in recording technique / editing / working with content: guidelines for the Ars Acoustica / radio feature.

Festive Act of Foundation: Founding of the art radio station “Radio Savamala” with the broadcasting program “Slusaj Savamala” and first live broadcast.

Preparations for the Realization of Milestones II – VI:

Research and clarification regarding the broadcasting van, development and compilation of sound and music documents, reports, features or compositions, and involvement of local, regional and international music and sound artists for compositions, workshops, concerts, performances as well as interventions in the public space.

Part II

Milestone II April 19 / 20 2013

Concert in the KC Grad GingerEnsemble with Miroslav Miša Savić.

Milestone III 5/17 – 5/26 and 6/28 – 7/14 2013

Continuous radio broadcasts (action-type program schedule)

Joint broadcasts with Camenzind

Start-up/Activation of the Mobile Broadcasting Van

Milestone IV 9/6 – 9/16 2013

Project week with 16 students and three instructors of the Bern Academy of Arts from the Departments of Music and Media Art and the Masters of Contemporary Arts Practice with contributions for Radio Savamala and final concert in the KC Grad.

Milestone V 9/27 – 10/5 2013

Preparation / Instruction Transfer of Radio Savamala to interested youth / residents of Savamala. Art Radio becomes Citizens' Radio.

Milestone VI November 15 / 16 2013

Grand Finale / Live Broadcast / Symposium