

# ***Creative Residency*** **for Sustainability**

## **Evaluation Summary**

Implemented by:

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# Project Overview

The project involved **the adaptation of an artistic residency pilot in the context of non-CCI organizations**, and more specifically the exploration of topics of sustainability through artistic practices.

The pilot residency was implemented in **Boden, Sweden**, and it involved a local **company**, a **visual artist**, and **art hall**, and lasted for **7 weeks**. The workers involved in the project all reside in the same region. As the visual artist was hosted and came into contact with the companies and facilities in Boden, the art hall worked as matchmaker and bridge-builder between the parts.

The ultimate objectives of the residency pilot are the **development of a creative cross-innovative method** and its dissemination thereafter. The method includes the implementation of phases of initiation, progression, evaluation plan, which showcases the added value and outcomes of the pilot, and its export to different audiences.

# Framework of the Evaluation

## Parties Evaluated:

- **Company: Boden Business Park** (Boden, Sweden)  
Represented by **Thomas Fägerman** (CEO) and **Stina Mattson** (Business Developer)
- **Intermediary: Art hall Havremagasinet** (Boden, Sweden)  
Represented by **Mariangela Méndez Prencke** (Director)
- **Artist: Visual Artist Pilar de Burgos** (Luleå, Sweden)

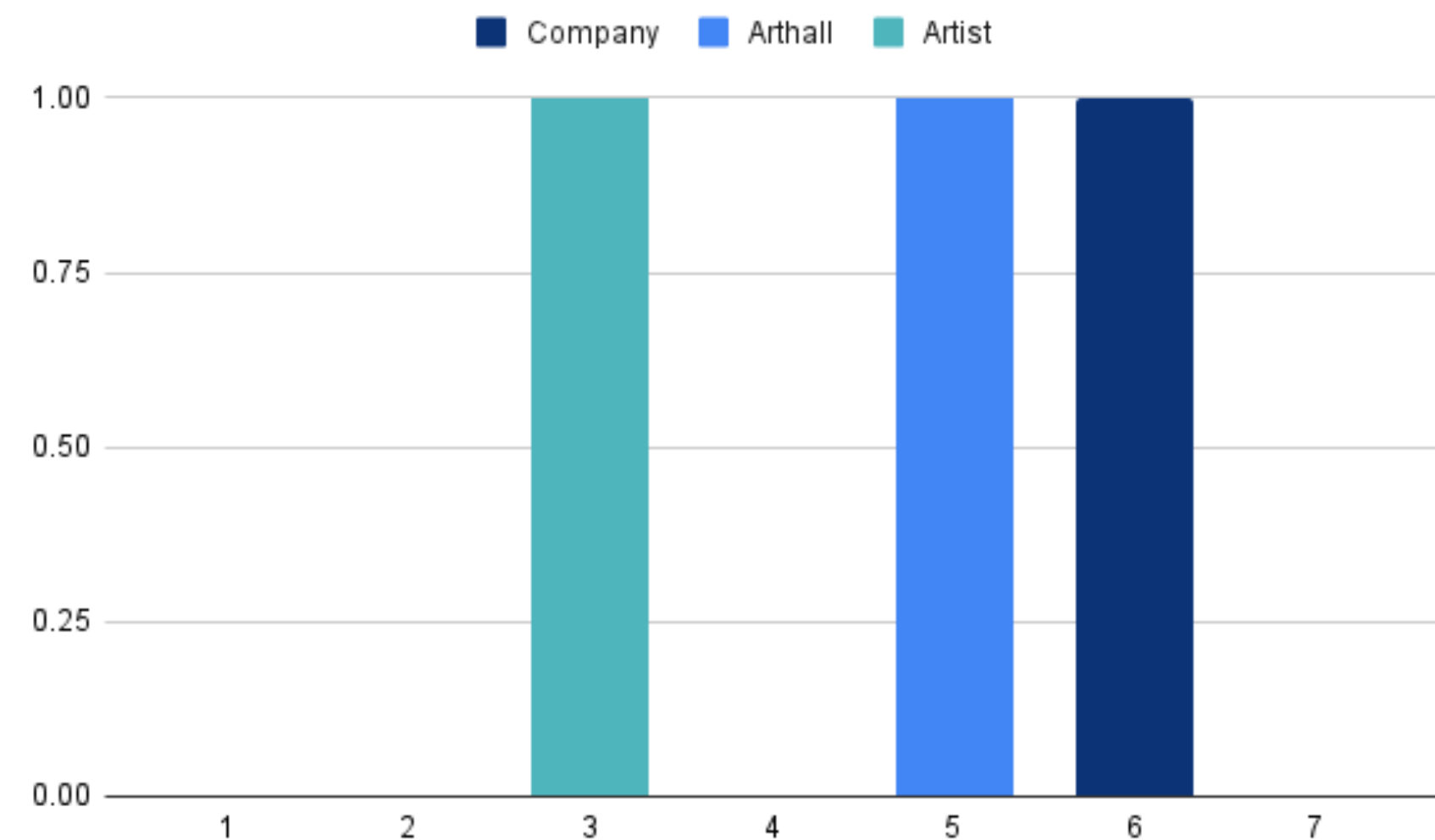
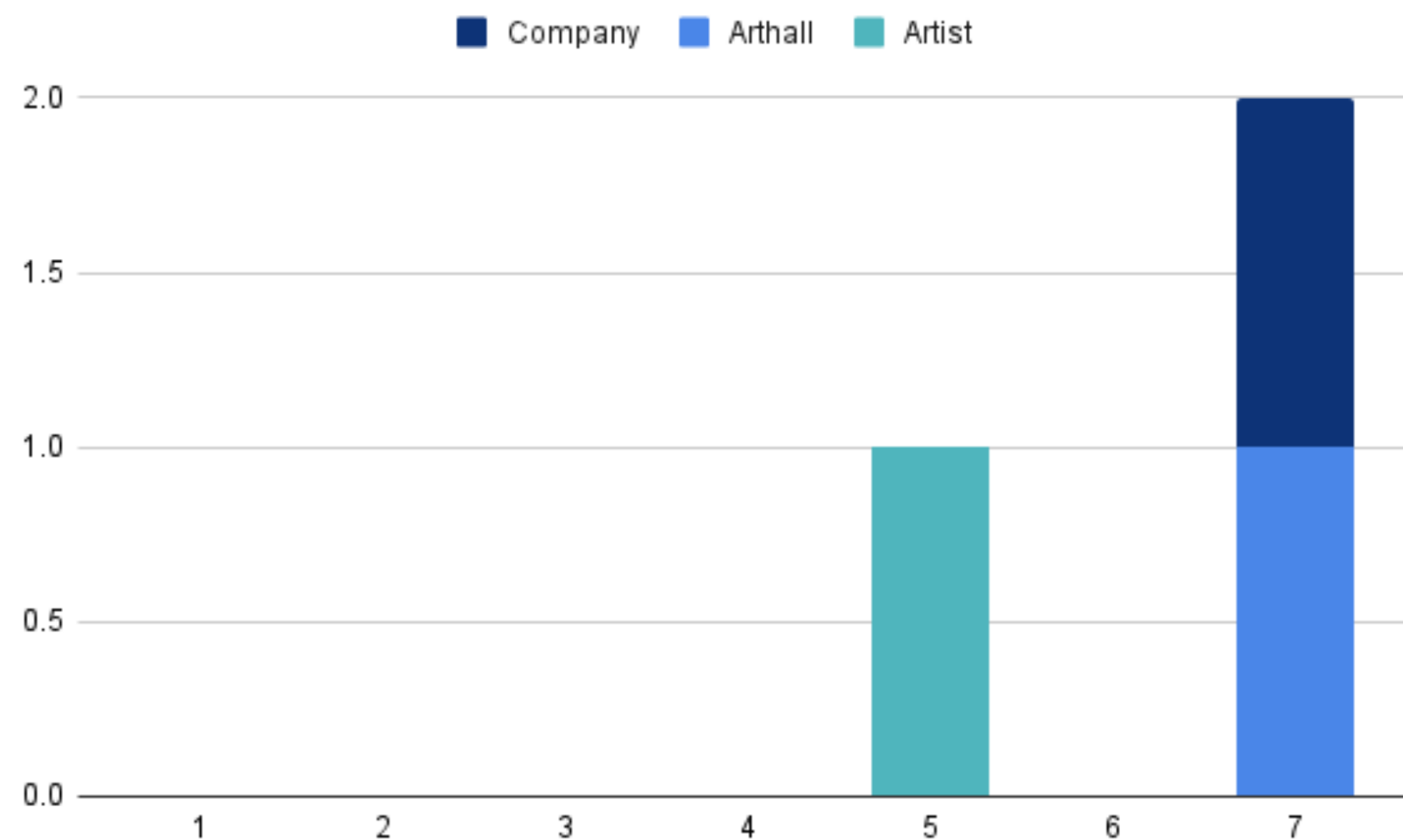
## Methods of evaluation:

- Online survey filled by the Company, the Art hall and Artist
- Online Interview with the parties
- Onsite discussion recordings (based on different) presentation events
- Participants' Survey conducted by the Artist

# The Added Value of the Residency: most shared features

**Q:** For you and your organisation, how do you foresee the overall relevance of the “Creative Residency for Sustainability” pilot process?

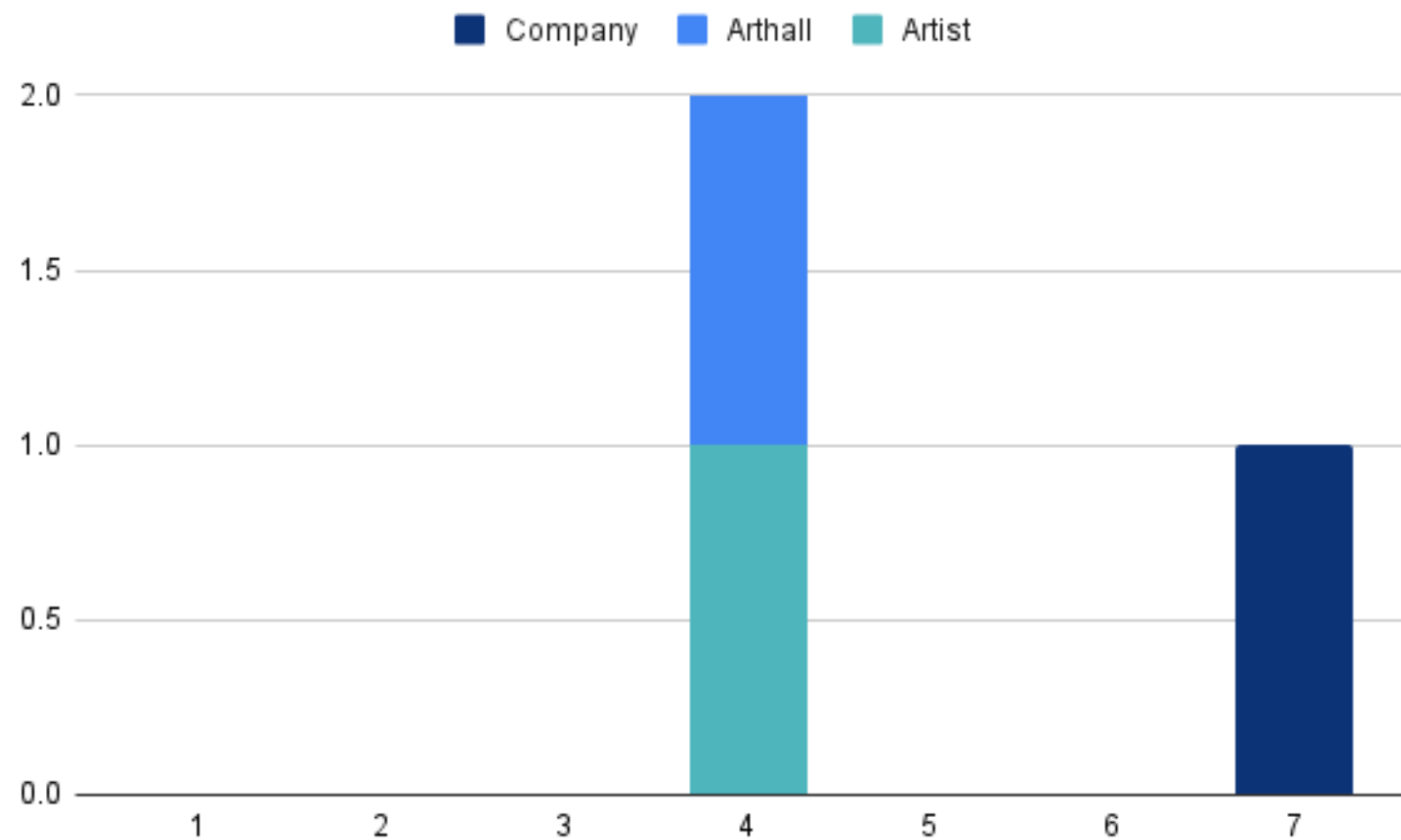
**Q:** In this pilot residency, how do you value new networks and connections?



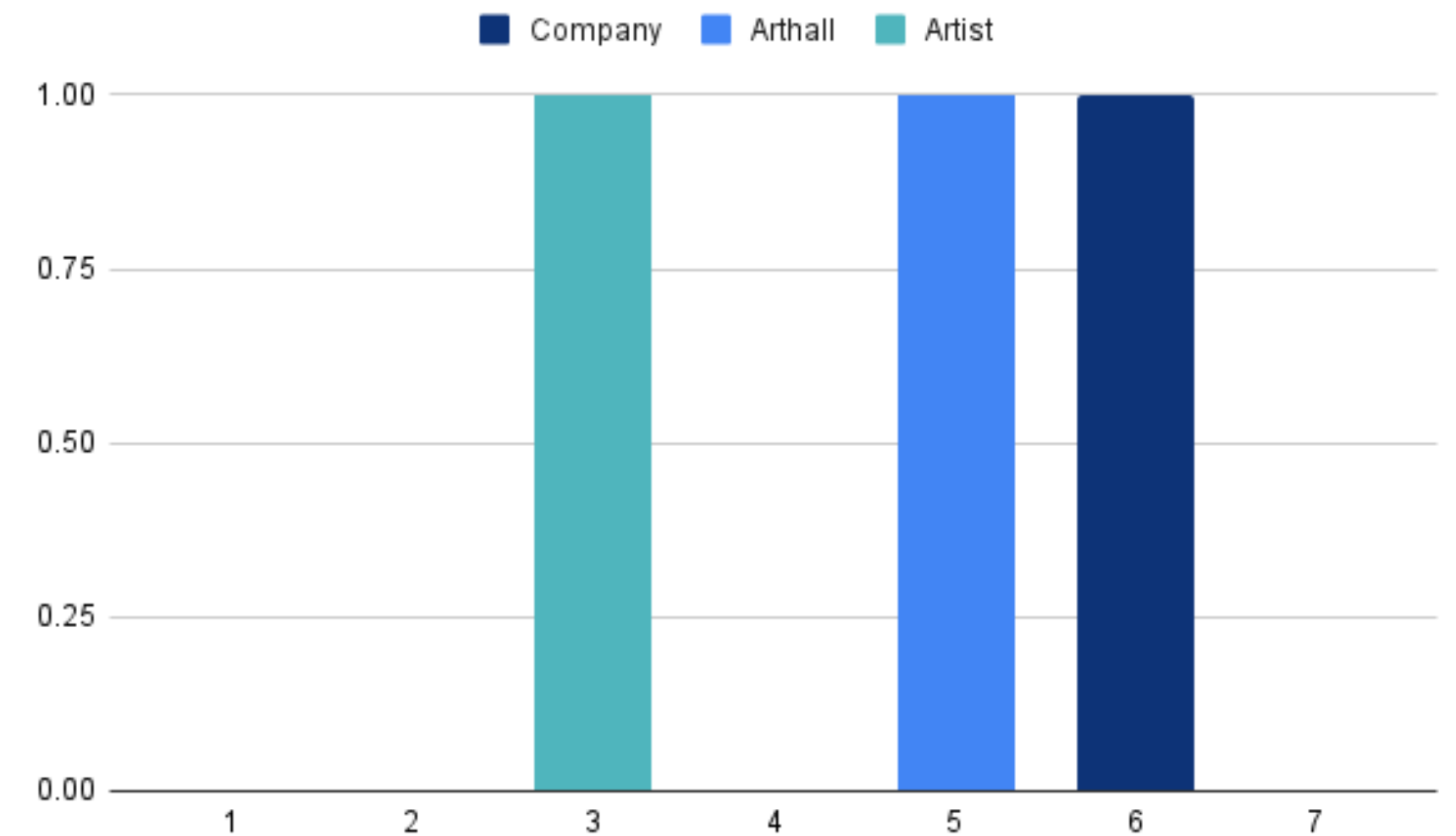
Results measured through a scale of 1 to 7

# The Added Value of the Residency : least shared features

Q: In this pilot residency, how do you value new insights to the topic of sustainability?



Q: In this pilot residency, how do you value inspiration of expanded possibilities of the artistic practice?



Results measured through a scale of 1 to 7

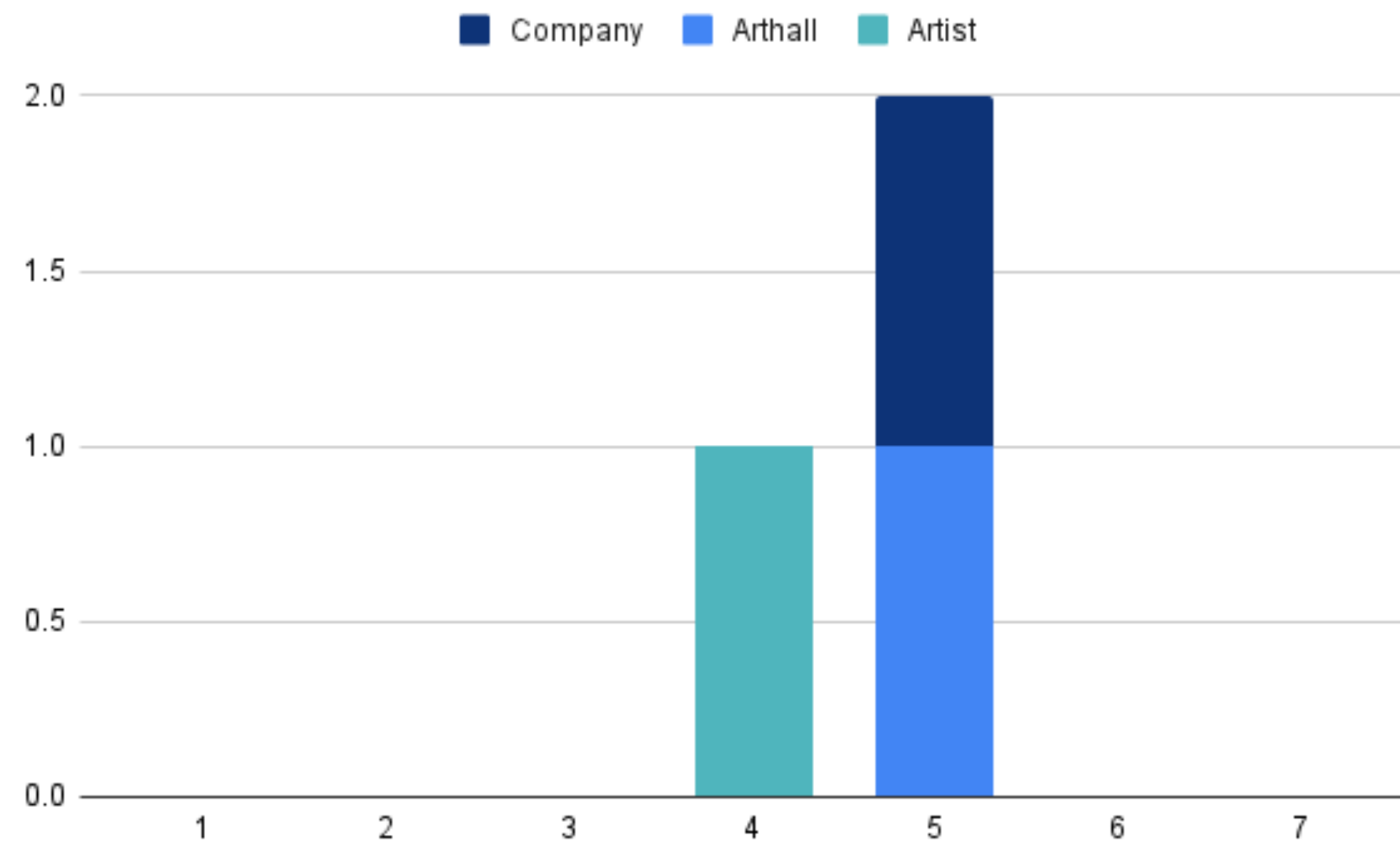
## Added Value of the Residency: Comments

All the parts see the pilot project as relevant, and all the parts have found it beneficial, for different reasons. Through the interviews, the following benefit can be traced:

- For the company, the project translated to the access to new insights and perspectives on their own understanding of creativity and acted as "*a reminder to sometimes stop and reflect instead of always running to next meeting*".
- For the art hall, the expansion of network and skill-set have been the main positive outcomes to account for.
- The artist had the possibility to compare the company's methodology with creative methods "*and learn from the differences and similarities*". Moreover, the artist had a grasp of the perception of art in non-creative working contexts, influencing her own conceptualisation of arts and creativity-based activities which could benefit companies like Boden Business Park.

# Topic of Sustainability

Q: Degree of success in **creating new dialogues around the topic of sustainability** through the residency at Boden Business Park.



Results measured through a scale of 1 to 7



# Sustainability through creative practices: favouring and undermining factors

## Factors **facilitating** the artist's creative process at the residency

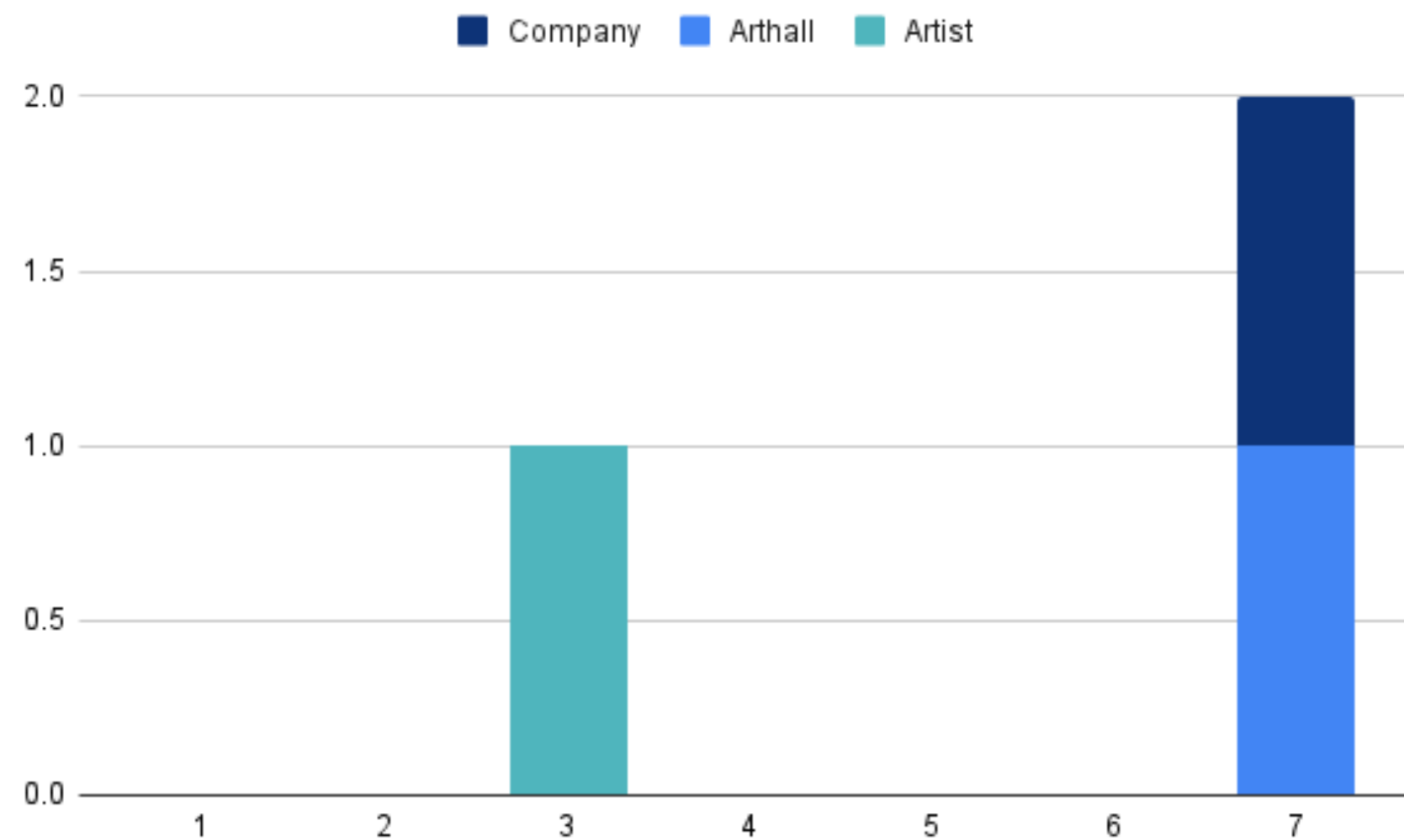
- Company: open-minded collaborators, welcoming environment, absence of constraints for the best creative outcome.
- Art hall : openness and supportive environment, interest from Boden Business Park.
- Artist: physical premises "perfect" for art display, as accessible to a variety of audiences. Good understanding of the "artistic language proficiency"

## Factors **undermining** the artist's creative process at the residency

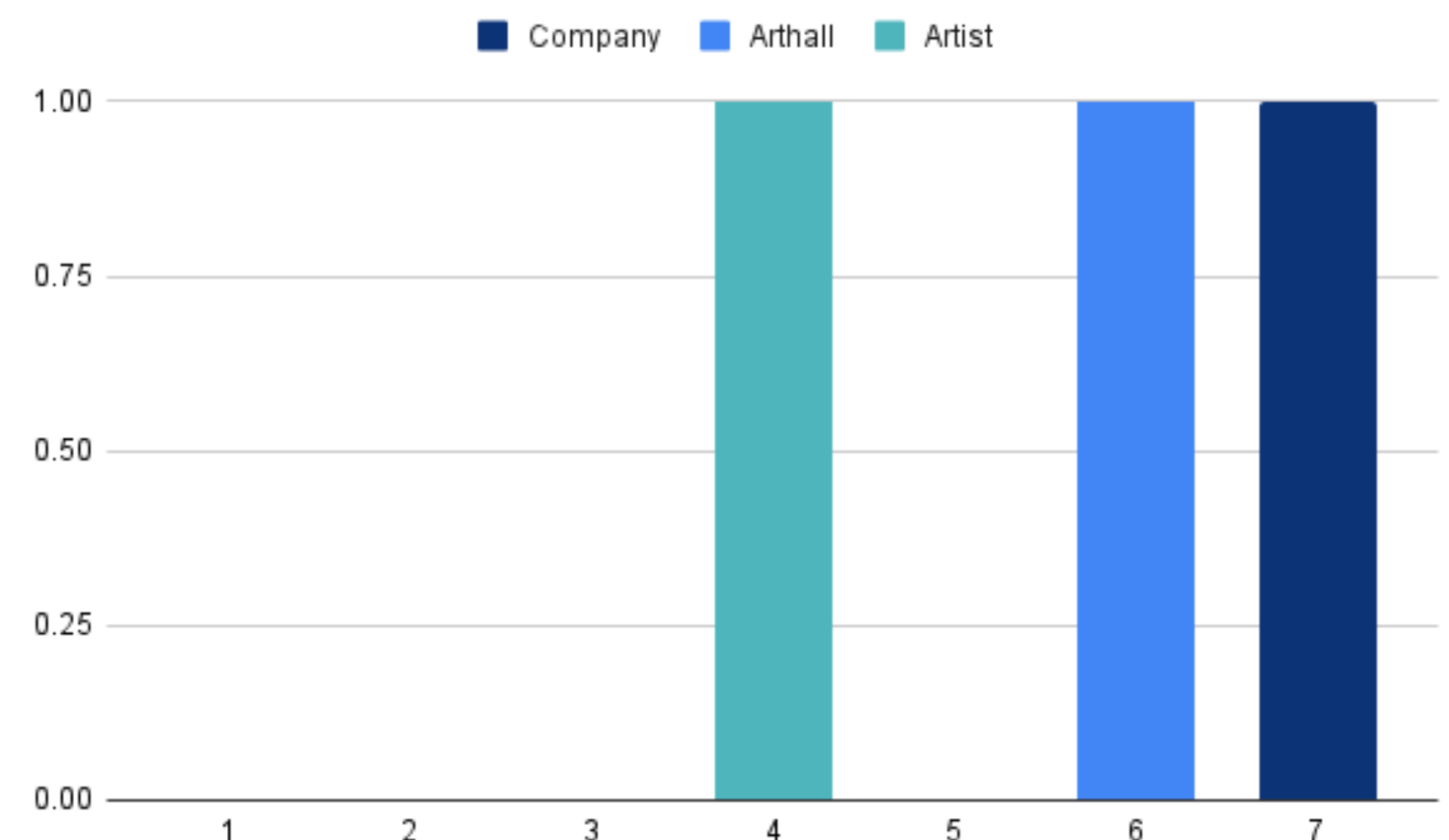
- Company: tight schedule of the collaborators might have affected the frequency of interactive moments between the parts.
- Art hall: short duration of the residency undermining the delivery of the best possible outcomes for the participants.
- Artist: difficult emotions to process, given the alien work environment and lack of common understanding of the results of the residency. The company might have benefitted from an introduction to the artist' working methods.

# Potential of the Residency Model

Q How do you see the applicability of the residency format to other **similar companies** as Boden Business Park?



Q: How do you see the applicability of the residency format **to other kind of communities** in Boden or Norrbotten?



Results measured through a scale of 1 to 7

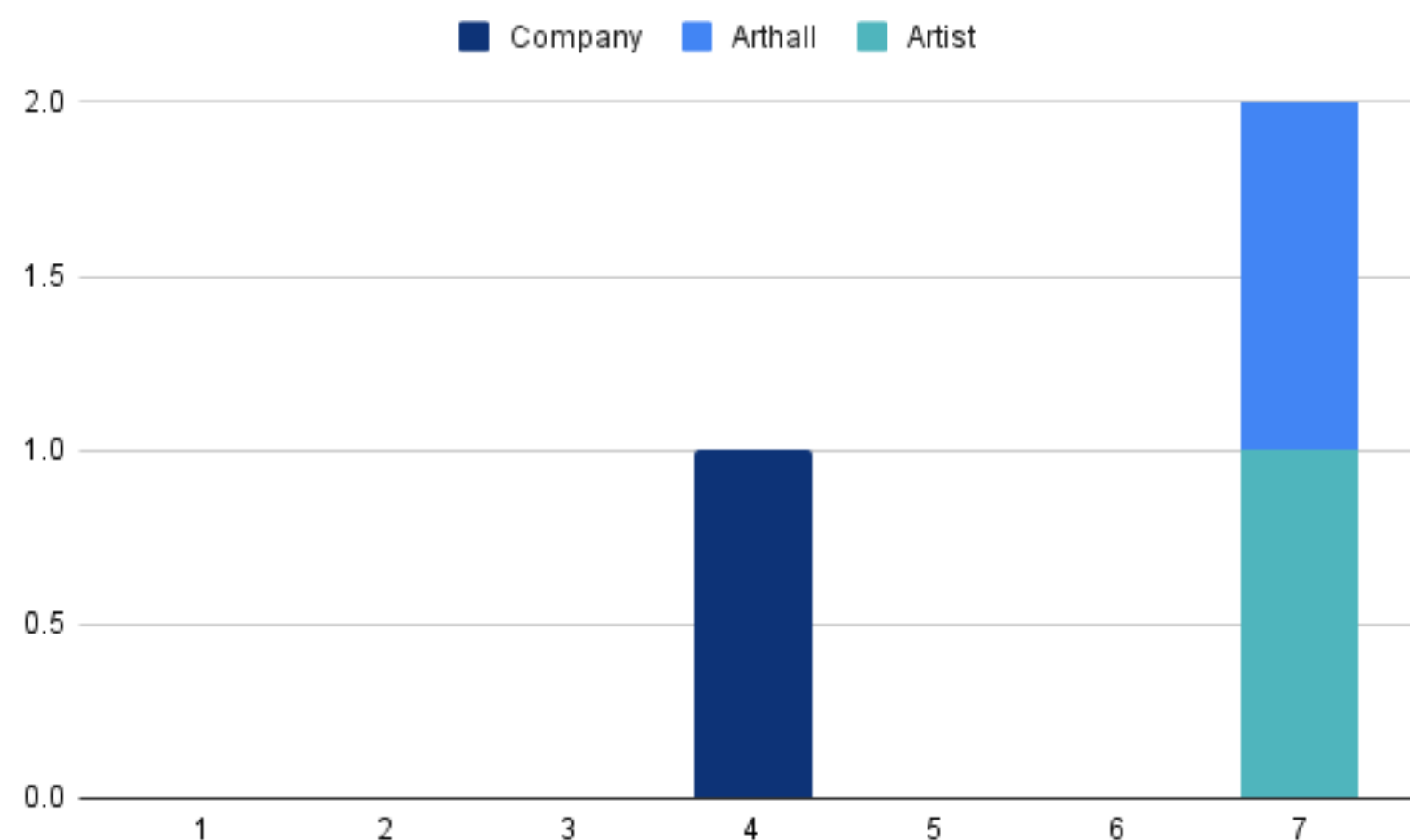
## Potential of Residency Model: Comments

All the parties see the potential and reason to export the project in other communities in Norrbotten, but not all parties see the same potential of application in working contexts similar to Boden Business Park. The relevance of the residency for the artists, art institutions and companies in general is perceived differently by the parts:

- The company is positive that the residence would bring **great benefits for companies** who might get involved in similar projects in the future.
- The art hall shares the same enthusiasm as the company when defining the value of the residence for art institutions. Further developments of the project **require "openness [as a] prerequisite"** and the **definition of a need** to collaborate.
- The artist equally sees the **potential and the challenges** of such experience **for creatives** in general. What could help the artists to retain a more positive outlook is the **"introduction of the methods and probable results of the artist"**, prior the beginning of the residence.

# Material investment and ideal duration: the participants' estimates

Q As a time investment from your side, how well did the **financial reimbursement of the residency match the workload and the demand of the task?**



Estimate of **ideal financial investment** for a similar residency project

- Company: Data not available
- Art hall: Approximately **133 000 SEK** (11 437 €) + **60 000 SEK** (5159 €) for Matchmaking company.
- Artist: **150 000 SEK** (12 690€)

Estimate of the **ideal duration** of a similar residency project

- Company: **6-8 weeks**
- Art hall: **8-12 weeks**
- Artist: **8-12 weeks**

Results measured through a scale of 1 to 7

## Material investments and ideal duration: Comments

**The art hall and artist saw their time investments being greatly returned.** The artist saw her financial reimbursement to match well with the workload and demands of the task.

The company could have seen a better return of its own time investment, but its overall very satisfied with the outcome of the project.

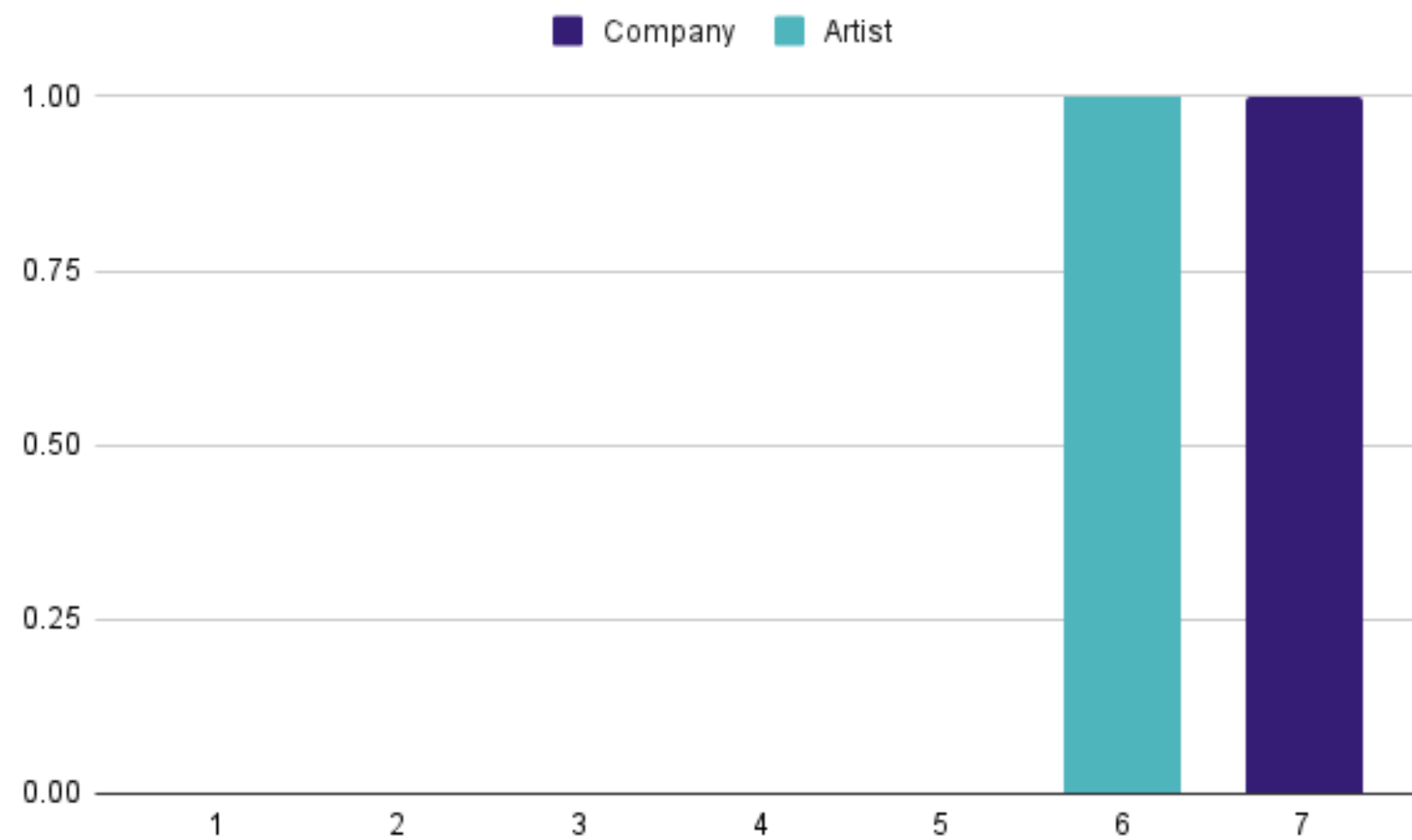
Estimates on the budgets are well defined by the art hall, with parts of **budget covering the artist fee, the transport support and production costs**. An additional budget voice that needs to be calculated relates to the **intermediary service**.

The artist has given a general estimate, which surpasses the budget suggested by the art hall. The company has not indicated an estimate of the costs of the residency.

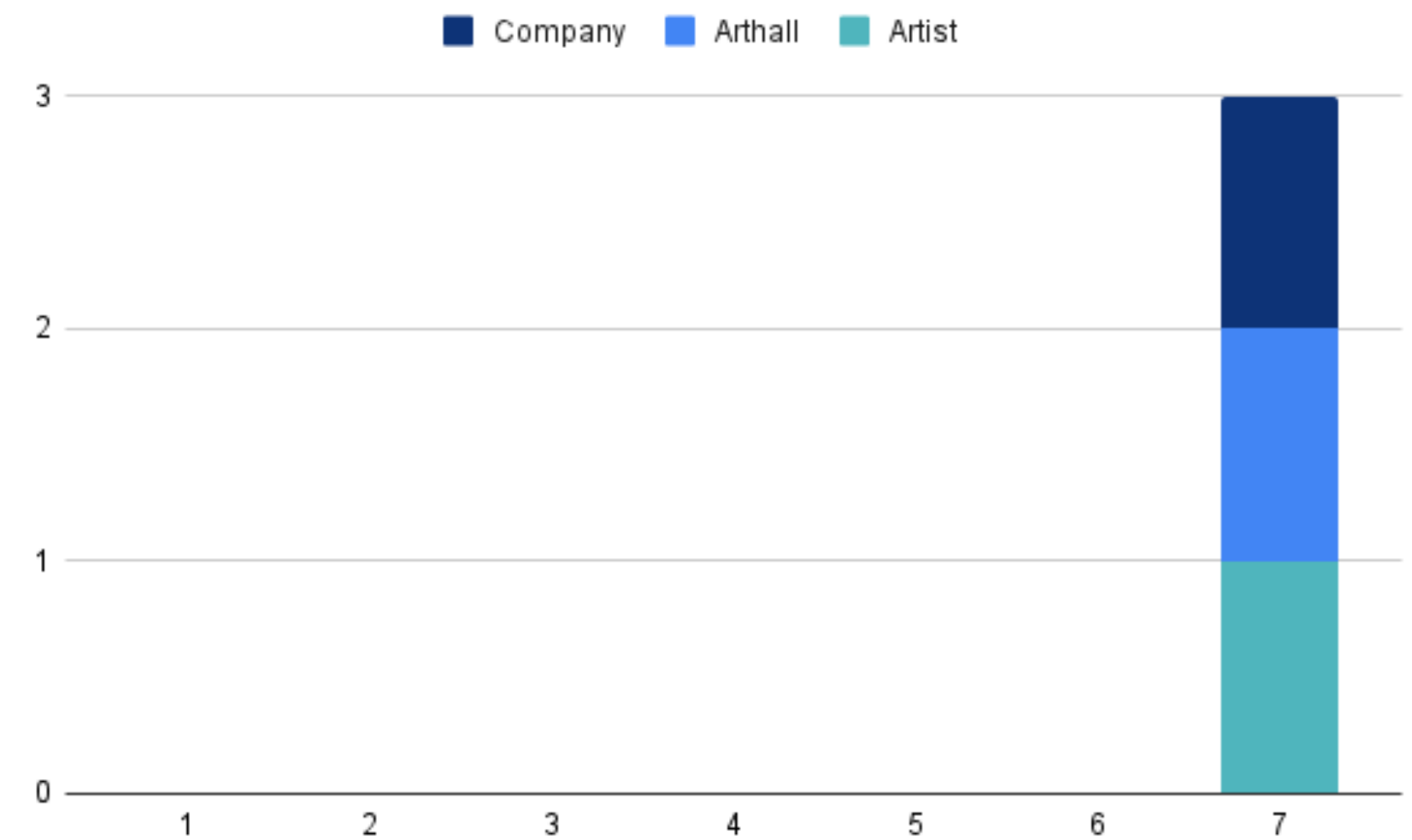
All the parts seem to agree that **8 weeks** seem a good timeframe for the project to unravel.

# Intermediary Support

Q: How well was the process **facilitated** and **outlined**?



Q: From the perspective of the residency, how **relevant is the role of the intermediary** as a “third party” in this kind of cross-sectorial collaborations?



Results measured through a scale of 1 to 7

## Additional support expected from the intermediaries

All the parts have shared positive reviews of the art hall's work as intermediary. For the three parts, the role of intermediary has been a fundamental for the effective and smooth progression of the residency.

Some additional comments regarding the role of the intermediary were shared through the survey:

- Company: although it was not necessary, the communication flow between the intermediaries and the company could have been continuous. The introductory meetings before the beginning of the residency project were deemed "*confusing*" and "*exciting*".
- Artist: more support might have been needed for the communication side of the exhibitions, its documentation process and related advertisement.

# Final Comments from the Online Survey

**Q:** what did you **learn** in this residency pilot process?

- Company: the residency was a reminder to “**work over borders**”, and count on the role art plays in the green transition. *“If you are open, you gain so much”*.
- Art hall: there is **interest in art coming from non-creative professionals**. It is slightly easier than thought to change perspectives, even though it was done in smaller contexts. The **correct matchmaking** cannot be underestimated for the positive outcome of a residency project.
- Artist: not taking for granted that everybody **understand the production language of art and its process**. There is **a need for the professionals in the creative environment to connect with other sectors**.  
*“My profession (..) is more relevant for (..) society that I thought”*.



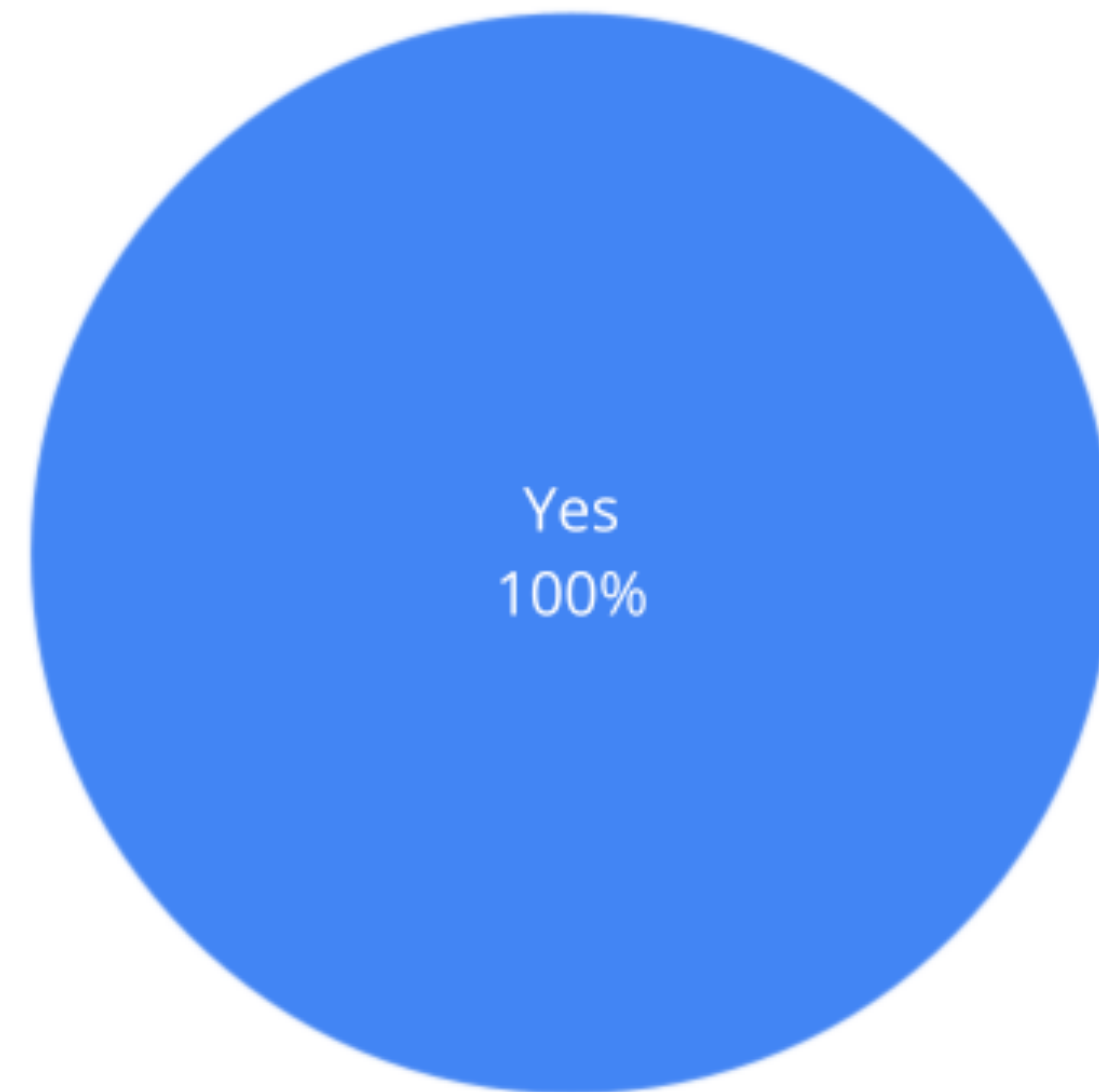
# Outcomes of the Online Interview with the participants

From the discussion between the parts, the following additional themes got highlighted:

- The importance of the **experience background of an artist** for the best possible interaction with the company. A background informed by a high **degree of contact with public** the artist has daily, and any possible **working experience for profit-driven** creative productions facilitate the interaction and communication with companies.
- The connection of the exhibitions **beyond the scale of awareness of sustainable practices**, encompassing the type of relationship between different sectors and professionals, as in the case of creative and non-creative industries.
- The Company greatly elaborated on the **necessity to feed the curiosity of the unknown and get help in elaborating sustainable models of production and population retainment** as motivation for the participation to the pilot. The gains related to **the level of energy attained to change behaviours** and foster continuous efforts to implement other ways to work and to **explore different kinds of collaborations**.

## Outcomes of the Artist's evaluation on-site

Q: Did the presence of the artist make you more interested in art?



Results of a survey distributed to 8 people in Boden Business Park. The answers are anonymised.

## Outcomes of the Artist's evaluation on-site

Q: Did the artist's presence enrich your workplace or was the residency a burden on your business? How?

According to the answers, the artists' presence positively enriched the workplace environment, by rising the **workers' level of engagement and awareness of the surroundings**. The engagement happened joyfully and was sparked by curiosity over the theme of sustainability and their relation to the exhibition and pieces presented by the artist.

Q: Did the artist or works of art shown bring new ideas to your business? If yes- Give examples?

The answers were enlightening:

*"Yes, the last performance that the artist did lead me **to question my own role and responsibility** - if I am just a puppet or how much responsibility can I take?"*

The artist's works acted as a **"Reminder that we should invest in more of this in [the business'] premises"**, a reminder of the possible uses of empty spaces in the company to host art, and how to make the municipality more attractive and inclusive for visitors and citizens.

## Outcomes of the Artist's evaluation on-site

**Q:** What benefit do you think Boden Business Park had from the residence?

The answers brought up how the residence gave **perspectives** to the respondents, and "**more creative thinking [was] implemented**" in the company's working context.

New **ideas, inspiration, contacts for future collaborations** are part of the benefits brought by the collaboration.

**Q:** Were you affected in any way by encountering the art that was present during the residency? If yes- how?

A respondent highlighted the fact that the encounters allowed them **to "stop and think a bit, not just rush through everyday life."** Another positive answer accounts for **a renewed interest in art**, and a new understanding of what it actually entails.

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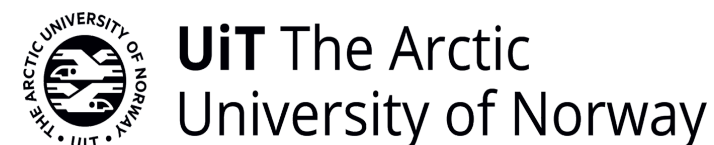
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**Read more about the project [here.](#)**