



Input: Jaakko Blomberg
Helsinki Urban Art
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WORKSHOP 1

SOCIAL RESILIENCE AND THE IMPACT OF CULTURE

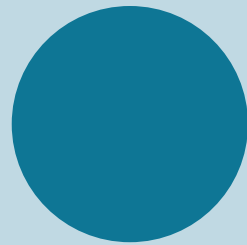


„When you do something together, you are
part of it, you don't simply give up“

Jaakko Blomberg

JAAKKO BLOMBERG

Quick Summary



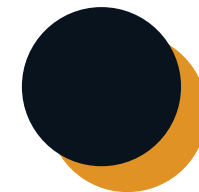
In this workshop the role of culture in strengthening social resilience in our communities is explored. Urban activist and producer Jaakko Blomberg from Helsinki elaborates on his understanding of culture, presents some examples of his work, shares his key learnings and elaborates on the connection of culture and social resilience.

10 steps how to get people involved

Step 1 & 2



1. Be open for new possibilities and be the one to say them out loud.



2. Keep the concept as simple as possible. Choose an easy and understandable name and clear roles.

Step 3 & 4



3. Don't get stuck on the original idea. Create visions together.

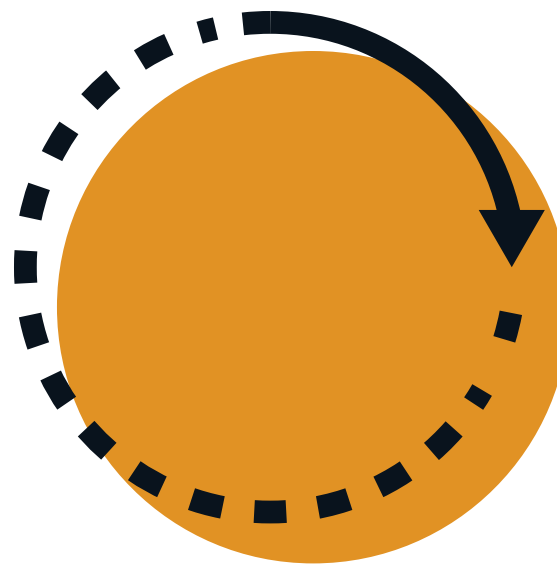


4. Establish clear frames, structure and tools. Be also ready to change them, if needed.

Step 5 & 6



5. There is room for creativity. People like to create. Don't make unnecessary limits.

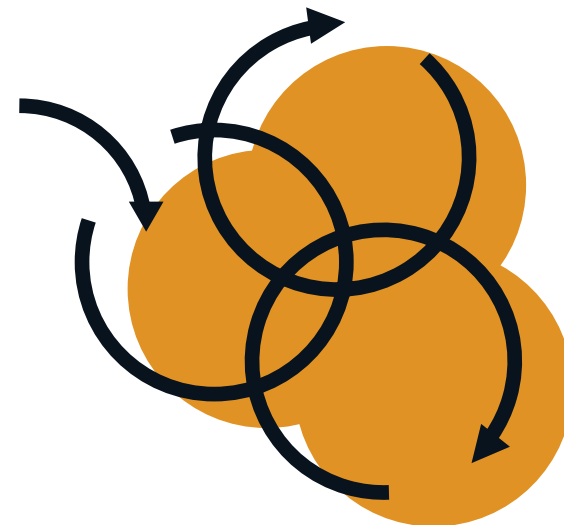


6. Shortterm committment is ok. Participants can decide how to take part.

Step 7 & 8



7. Rewards of participation: Doing good, making and meeting friends, having fun, making something meaningful, being part of something bigger, experience, money, ...



8. Be open. Without knowledge people don't feel like being part of something. Communicate as much as possible and as soon as possible. Don't create wrong expectations. Make it possible to always join.

Step 9 & 10



9. Be present. Be there to help and to react to questions, problems and suggestions.



10. Make it attractive. In real life and online.

Characteristics of traditional organization & participation that we have to overcome



Problem: Often there is an existing structure (old organization) to which is added a new layer of participation.



But the basis is often not suitable for participation.
→ It is more of an organization-oriented approach to participation.



This way it is easy for the organizer, but hierarchical and there are often only a few ways to participate, it excludes many.

Conclusion: Instead of excluding many, participation should be inclusive and focus on participants. Keeping the rewards as big as possible and the efforts as small as possible. Don't plan too much, but just try and take risks.

Blombergs understanding of art & culture in his projects is a wide definition of culture (includes food, sauna etc.). This wide idea of culture leads to a variety of projects. Each individual project gives people a reason to be together and hence, creates a possibility to meet and talk.

Example projects



CLEANING DAY

Huge flea market and recycling day, brought people together, inspired other organizations.

<https://www.jaakkoblomberg.fi/home/#661>



DINNER UNDER THE HELSINKI SKY

Celebration of the birthday of Helsinki, tables for 1000 people, taking over the street, people bring their own food → community feeling.

<https://www.jaakkoblomberg.fi/home/#624>

Example projects



LIVING ROOM EXHIBITION

Art exhibition in private apartments for one weekend: 16 homes, installations, sound art, videos. People preferred homes over galleries, attracted non-regular gallery goers → community feeling.
<https://www.jaakkoblomberg.fi/home/#651>



HELSINKI SAUNA DAY

Open saunas to public, map on the internet to add your sauna. Variety of saunas: tent saunas, mobile saunas, swimming options.
<https://www.jaakkoblomberg.fi/home/#430>

Example projects



FREE CITY OF KALASATAMA

Community space for yoga, urban gardening, concerts, wrestling event. It is an empty space in a shopping mall with recycled furniture, stage, art exhibition, space for kids, use is for free, building space, community kitchen, different kind of communities in the same space.

<https://www.jaakkoblomberg.fi/home/#1078>