



"Nature is never finished."

- Robert Smithson

Off Season Art Gardening 2018

CONTENT

PROJECT DESCRIPTION	page 3
OBJECTIVE/MISSION	page 4
VALUE	page 5
MARIESTAD	page 6
BRANDING	page 7
ARTISTS + SITES	pages 8-14
GARDENING	page 15
WORKSHOPS	page 16
KULTUR SKÖRDEFEST	page 17-18
MARKETING/PR	page 19
SUCCESS FACTORS	page 20
ECONOMY	page 21
CONCLUSION	page 22

PROJECT DESCRIPTION

Installations + Skills Exchange + Knowledge Sharing

Off Season Art Gardening is about establishing artistic installations around the theme of gardening and nature year round.

The process develops new networks and collaborations through meetings and activities. Through the connection between different expressions, traditions and cultures, new concepts and solutions are developed locally, domestically and internationally.

OBJECTIVE/MISSION

To create art in public spaces where culture and the natural landscapes are the focus.

To create a visually interesting place that gives locals and visitors access to art installations on a daily basis.

To create meetings between professional artists, civil society, individuals and younger citizens.

To develop the conditions for creative industries in rural areas.

To explore opportunities for rural areas to strengthen collective identity and development through social art projects.

To exchange knowledge through international cooperation ... in the long term also contribute to the social, economic and ecological sustainable development of the biosphere reserve Vänerskärsgården with Kinnekulle.

VALUE

Why Off Season Art Gardening Matters

Public art provides value – **cultural**, **social** and **economic** value because it is a visual that adds meaning to society, makes communities more unique and it invigorates public spaces. And most importantly public art is free and easily accessible.

Mariestad's Identity

Having a strong community identity encourages more people who want to call Mariestad home and more visitors. But what exactly is Mariestad's identity? Is it a lake town, is it a garden town, perhaps it is a green city in a lake town or is it a town that encourages more professional art programs? What sets Mariestad apart from other quaint, historic lake towns in Sweden? Programs such as Off Season Art Gardening help to answer these questions because it sparks conversations that can contribute to shaping Mariestad's emerging identity. And having a strong identity is what sets it apart from other small lake towns.

Site Specific Art Installations

The aesthetic benefits of site specific art make valuable contributions when they are included in the development process with planners, engineers, elected officials etc. Artists and their visions can inspire conversations with these community stake holders by incorporating their creative skill sets to the developmental process. Bäckén and the Pier were the selected site specific locations. Each of these locations receive a lot of walking and cycling traffic by locals (and tourist during the summer months) but now the art works provide another dimension that can spark conversations about art, gardening, sustainability and the environment. Now when people visit the spaces they will have ongoing encounters with art that will change with each season this ultimately has the potential to encourage more social interaction.

Art Collaborations

Visiting artists can connect with the community through site visits or artists talks. Consequently, the art work should resonate throughout the community inspiring a sense of shared ownership. Public art collaborations inspire artists, community stake holders, curators and administrators to not only work together but to communicate and to learn from each other.

Economics

Studies indicate that communities with an active cultural scene attract more tourists and businesses. In addition, public art is becoming more important for policy makers who are invested in urban planning and community development.

MARIESTAD

Mariestad is a quaint lake town located on Lake Vänern with a creative heart that pulses like major art cities around the world. Located in Västra Götaland, Sweden there are many different artists that call this place home and throughout the years there have been major art and culture events and annual festivals. It is also one of Sweden's summer tourist spots because of Lake Vänern and because of its recognition as an ecological sustainable development of the biosphere reserve Vänerskärsgården with Kinnekulle.



[#offseasonmariestad](#)

BRANDING

Having a proper Off Season Art Gardening symbol was essential for creating an identity as a visual marker and making this program more memorable and distinctive. The art work was designed in-house by Kajsa Horner who referred to the Kommun's graphic profile catalog to assure it was created within the proper color scheme and visual guidelines. The Off Season symbol was printed on t-shirts and bags which are used to promote the program during events and happenings throughout the year.



ARTISTS + SITES

An international art call was launched in June and subsequently follow-up calls for each specific site. Artists would submit a complete application based on a criteria and the applications were reviewed by a selected jury.



Jette Mellgren

Denmark

Shelter

Bäcken

Summer 2018

[#offseasonartgardening](#)

"My practice is based on personal engagement with landscape, and my work generates from my relationship to nature. My work celebrates and carries an essence of what I experiences in the natural world. The basic approach to my work is to bring out inherent and hidden qualities of nature and its potential as the bearer of a narrative."



Location: Bäckén

AN ARTISTIC SPACE THAT FOCUSES ON THE COMMUNITY



Ninette Koning

The Netherlands

Life Buoy

The Pier

Fall 2018

[#offseasonartgardening](#)

"Water, land and people come together in Mariestads Hamn. The water and the lake gives and takes, like humans do with nature-they give and take. Often humans ask to much of nature and that is why nature needs help. The rescue ring saves lives and saves nature."



Location: The Pier

A WORK THAT HONORS THE HISTORY AND THE LAKE



Jenni Ward

United States

Umbel Series Mariestad

Humble Park

Winter 2018

[#offseasonartgardening](#)

"My mission is to share the beauty I see in the natural world through my art. Inspired by biological forms with a particular focus on structures, I find my time spent connecting to my environment and exploring way above and way below sea level as an integral part of my work."

note: photo will be updated when Jenni arrives



Location: University Park (Humble Plats)

CULTIVATING EDUCATION AND CULTURAL HISTORY

COMING SOON!



note: photos will be updated when Jenni arrives

GARDENING

Understanding conservation and sustainable gardening were important components for this program and working directly with faculty, admin and students from DaCapo Mariestad provided another dimension to the project. Seeing gardening as a form of art that can be cultivated year round brought the program full circle. Education and research are important for thinking about a sustainable future and Göteborg University's faculty members and students are dedicated to creating a more sustainable environment from Mariestad.

Gardening like public art is another community focused experience that brings value.



See more via Instagram Stories – [Trädgård Highlights](#)

WORKSHOPS

Workshops were essential to the Off Season Art Gardening program. Fostering creativity is important for children and workshops encourage collaboration and develop critical thinking and problem solving skills. Vadsbo Museum incorporated summer workshops and workshops during the Kultur & Skördefest weekend.



See more via Instagram Stories – [Workshop Highlights](#)

KULTUR & SKÖRDEFEST

Mariestad's Kultur & Skördefest is an annual event that celebrates culture and the harvest period with art, food music and much more. Off Season Art Gardening incorporated specific art and gardening events.

Lecture with Bror Grön

Inspiration for a Winter Garden

instagram: [@brorgrön](https://www.instagram.com/brorgrön)

Bike to Bäckén

Experience the new art work titled Bäckén Shelter

instagram: [#bäckenshelter](https://www.instagram.com/bäckenshelter)

Open Garden in Trädgårdsmästeriet

Visit the students from the University of Gothenburg during their open garden. Make your own apple cider, participate in the growing up workshop by planting tulips, and see art work inspired by nature and gardening.

instagram [@dacapo.mariestad](https://www.instagram.com/dacapo.mariestad)

Galleri Splace

Björn Nordéns minimal art works and new garden pots inspired by trips to Japan

Minimalism and a Japanese Garden In Mind

[#minimalisminmariestad](https://www.instagram.com/minimalisminmariestad)

Off Season at Vadsbo Museum

Pomologist Elin answers questions about Swedish apple varieties.

Slöjda with Betty Fjellman

Create a carrot flute with Lasse & Dan

Garden Pop-up

Enjoy the benefits of gardening with delicious harvest food and now is the perfect time to plant for next year!

Gardeners from Bakom Muren [@bakommuren](https://www.instagram.com/bakommuren)

Plant Specialist Eva Perzanowska

See more via Instagram Stories- [Kultur & Skördefest Highlights](#)



MARKETING/PR

Marketing was primarily used through social media (specifically instagram) and press releases to the local press. Marketing results included articles highlighting the artists in Mariestads Tidningen, UNICA, and P4 Skaraborg and Instagram was beneficial for the artists call this platform was also used for connecting with garden and sustainable profiles by using specific hashtags: offseasonartgardening, offseasonmariestad, visitmariestad, artgardening, landart, sustainableart, organicsculpture

[See video via @p4skaraborg](#)



SUCCESS FACTORS

The arts contribute to a growing, thriving and sustainable economy.

Off Season Art Gardening, like the Graffiti Mariestad and the Mexican Murals programs can be important programs for marketing and promoting Mariestad as having an important presence within the international art markets.

A beautiful lake, a green city, a quaint historic town, exciting festivals, art, culture, nature, sustainability and much more and now Off Season Art Gardening! This is what makes Mariestad not only a great place to visit but also to live.

ECONOMY

	budgeted
artists	100 000,00
tools + materials	50 000,00
production	106 000,00
marketing	40 000,00
other	41 000,00
total	337 000,00

	budgeted	actual
Jette Mellgren	50 000,00	50 000,00
tools + materials	25 000,00	
Ninette Mellgren	50 000,00	44 023,80
tools + materials (+ 6000 towards hotel refer to agreement)	25 000, 00	23 348,45
Reklambolaget	31 375,00	28 750,00
Kultur Skördefest Lecture (Bror Grön)	4 500,00	4 500,00
Kultur Skördefest Workshop (student donation)	2 400,00	2 400,00
Kultur Skördefest materials (open garden)	594,00	594,00
Signs		
total	188 869,00	153 616,25
remaining balance		183 383,75

CONCLUSION

Off Season Art Gardening, like Kultur och Skördefest, Speed Art Design och Old Ox Classical Music Festivals provide the opportunity to boost Mariestad's economy through tourism, but will also encourage more creative collaborations with local businesses in Mariestad and internationally these collaborations will elevate Mariestad's reputation as being one of Sweden's most memorable harbor towns to live, visit and experience!

For more information visit...

Off Season Art Gardening at www.dacapomariestad.se

And Follow Off Season Art Gardening...

Instagram: [@offseasonmariestad](https://www.instagram.com/offseasonmariestad)

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