

IMAGINEZ MAINTENANT

Dedicated to young artists under the age of 30

Bordeaux

New forms of commitment

The Niel Barracks and the Submarine base

01 - 04 July 2010



Photo Astoria Studio

On the initiative of the High Commissioner of Youth and the Council of Artistic Creation, the CAPC contemporary art museum of Bordeaux has been put in charge of coordinating an event called *Imaginez Maintenant* in Bordeaux. This national event will be held from the 1st to the 4th July 2010 and is devoted to artists under 30 years of age from all artistic disciplines and art trades. The goal is to take over and transform historical venues to present the artists' talent to the public at large.

Imaginez Maintenant in Bordeaux concentrates on the urban and cultural transformation of the city. The project gives the floor to a generation of up-and-coming artists, from all horizons, in a budding monumental site, the Niel Barracks. This historical site is the ideal ground to offer alternative forms of action and involvement.

This event will be simultaneously organised in eight other cities by existing cultural structures: Maison de la culture at Amiens, Les Subsistances at Lyon, Centre de Développement Chorégraphique Toulouse/Midi-Pyrénées, the Centre Pompidou in Metz, the MC2 of Grenoble, Théâtre national de Chaillot in Paris, the Association Marseille 2013, and Artchipel/Scène nationale de la Guadeloupe, Basse-Terre.

With the director of the CAPC contemporary art museum, Charlotte Laubard, as general curator, assisted by associate curators and an artistic committee with members dedicated to a reflection on new cultural venues, *Imaginez Maintenant* in Bordeaux will transform the Niel Barracks into an echo chamber of plural and multiple commitment of youth today. In each place it is a way of showing creative youth in action, in all its diversity.

New forms of commitment

Commitment means getting involved in the life of society. It is a way of life, a way of seeing existence that transcends all disciplines. Contrary to all preconceptions, notably because we remain prisoners of a conception of commitment that favours and reduces commitment to political, union and associative action, the forms of commitment are multiple. In a context of confusion of the great ideological marks, the disappearance of “reserves of collective sense” in which the process of socialisation, the experimentation principle is the dominant default manner. Socialisation comes through experimentation. Each individual has to conceive his own meanings, set out his responsibilities, which are no longer dictated to him.

With the development of a global culture and the emergence of new forms of network socialisation, the forms of commitment have evolved radically over the last fifteen years. They are mainly characterised by:

// Events and collective meetings that are organised spontaneously thanks to an instant circulation of information.

// Forms of collective involvement that distinguish themselves by their inventivity and ephemeral temporality.

// Creations that are conceived as sharing according to new modes of diffusion.

// Practices involved in acting in the real and the virtual, creating narrative and bringing collective meaning.

// A particular attention given to context, to a territory and the people that live there.

These new forms of commitment are the theme of the selected projects for *Imaginez Maintenant* in Bordeaux.

The artistic project

The project will put forward those creative practices that escape from their disciplinary confinement in order better to grasp reality in its complex and singular nature.

// Performing or visual arts without the reassuring frame of the theatrical stage or the “white cube”.

// Architecture, design and landscaping seen via the angle of transitivity and recycling.

// Words, sounds, images, smells that come together in space and time...



Photo Michel Nguie

Request for entries

An artistic committee was in charge of selecting the most innovative artistic proposals, following the request for entries that was widely publicised among the cultural and educational organisations of Aquitaine through to the Basque country, from January to February.

In addition to this, the creation of structures conceived specifically for the event is planned: a light and mobile information area, a dining area – converging point for the public and space of conviviality and relaxation, a debate and discussion area on the problematic of new forms of commitment, a parade, stroll or choreographic course, a visual story of the event.

Collaboration with schools

The regional artistic schools have been invited to put forward projects through workshops with students (university, art schools, theatre schools, music conservatoires, architecture and landscape schools, cinema schools, circus schools, art trade conservatoires, etc.)

Other training establishments will take part in the different organisational aspects of the project: sponsoring, scenography, technical realisation, information, catering, diffusion, etc. (communication schools, cultural action, social careers, journalism, multimedia, business and marketing, tourism, professional lycées, etc.)

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