

Border Aesthetics dissemination strategy

objectives

- To make the themes and activities of the Border Aesthetics Project (<http://uit.no/hsl/borderaesthetics>) more accessible to the public and to specific groups of end-users.
- To experiment with and evaluate both traditional and innovative forms of research dissemination in interacting with the public sphere.
- To create frames for dissemination which specifically address and make use of the aesthetic in society and of the cross-cultural and cross-linguistic concerns related to borders.

dissemination strategy 2010-2012: description

The following has been formulated after important input from discussions at the project startup workshop in Kirkenes 5-6 February. This was held in conjunction with the Barents Spektakel cultural festival 2010, which pressed home the need for research/ artistic collaboration.

web site: The Border Aesthetics project has a web page within the “Border Poetics” website (<http://uit.no/borderpoetics>) created by the Border Poetic research group in Tromsø. This web page will be developed into several pages covering different aspects of the project, usable by both academic and non-academic end-users. All lecture by project guest researchers will be streamed as videos on the website, in collaboration with the UVEIT department at UiT (this has already been done in connection with a guest lecture by project participant Reinhold Görling from the Heinrich-Heine-Universität, Düsseldorf). Participants in the Border Aesthetics project will contribute in general to the various research resources on the Border Poetics website, include its list of key terms and its extensive bibliographies.

wikipedia: On the assumption that Wikipedia is the most widely used source of factual information today besides Google and the news media, it is important that scholars continually contribute to securing the quality of information provided there. Project participants will be encouraged to make edits and create new pages concerning the themes of the project and its primary materials, creating new pages where needed.

social media: The project will establish a passive presence in Facebook, leading user towards project material on the web. Developments in the project – milestones reached, publications and other forms of dissemination – will be announced using Twitter and the twitter tags #border and #bordaesth (project co-coordinator Johan Schimanski’s tweet feed is currently followed by some 60 people, including journalists, students, NGOs and policy institutions). During the first year of the project, the possibility of starting a communal project weblog will be evaluated.

articles for cultural magazines and newspapers: By June 2010, project participants will have prepared at least one article presenting the main issues addressed by the project, to be published in Norwegian in a magazine such as *Samtiden* or *Vagant*, or a newspaper such as *Aftenposten*, *Morgenbladet*, *Nordlys* or *Klassekampen*, and also in an English version in a magazine such as *Eurozine*. At the end of the project, at least one article conveying the most striking results of the project will be published in a similar way. The prime target for these articles will be the public sphere of democratic debate and criticism. *Funding from Research Council of Norway (KULVER*

research programme) granted for translation in 2010. An application for funding for activities in 2012 will be made later.

border film lectures: In cooperation with Tromsø International Film Festival's Cinematek (from now on Verdensteatret Cinematek), project participants and other invited guests will select and show 3-4 border films per half-year, with introductory talks, in a profiled series beginning in the Autumn of 2010 and lasting as long as the project. The screening will take place in Verdensteatret Cinematet, Tromsø (<http://www.verdensteatret.no/>). In this way, major themes and concerns of the project will be conveyed a culturally-interested public and profiled through University and Cinemateket web sites. Masters students attending the interdisciplinary Border Poetics masters course will be encouraged to attend showings during their course periods in the Autumn semesters of 2010 and 2011. The series has a rich material to draw on, including many films explicitly dealing with the crossings of national borders (for a selection, see filmography at Border Poetics web site, under the bibliography section "Works"), but films selected need not be limited to this specific category of cinema. In the Autumn of 2010, we plan two film lectures by local project participants and two by guest researchers, including project participant Associate Professor Henk van Houtum, leader of the centre for Border Studies in Nijmegen, and Border Poetics guest researcher postdoc Mari Ristolainen from the Karelian Institute in Joensuu. During 2010, the project will also explore the possibilities of later broadcasting lectures in connection with simultaneous showings in Kirkenes. *Funding from Research Council of Norway (KULVER research programme) granted for lectures in 2010. An application for funding for activities in 2011-2012 will be made later.*

guest lectures to border poetics course students: The interdisciplinary Border Poetics masters course will provide for dissemination of research to students when it is held in the Autumn terms of 2010 and 2011. In 2010 these lecture will be held by project participant Henk van Houtum from Nijmegen, postdoc Mari Ristolainen from the Karelian Institute, and one of the project researchers in Tromsø. *Funding from Research Council of Norway (KULVER research programme) granted for guest lectures not already funded in 2010. An application for funding for activities in 2011 will be made later.*

multilingual border aesthetics brochure: Brochures presenting the project themes and activities to a general public, policy institutions and academics will be published at the beginning of the project (to create interest during the project period) and at the end of the project. Crucially, these brochures will be made in English, Norwegian, Sámi and Russian versions, making sure that the activities of the project are accessible not only to an international audience, but also to important end-users in the Barents Region transborder region, one of the main research focuses of the project. *Funding from Research Council of Norway (KULVER research programme) granted for in 2010. An application for funding for activities in 2012 will be made later.*

academic articles: At least 15 articles presenting the results of case studies will be published in international, peer-reviewed periodicals. Project participants will be encouraged to publish in open access periodicals or make published text available in open access versions. *An application for funding for language editing in 2011-2012 may be made later.*

artist visits and exhibitions: In collaboration with project partner *Pikene på broen*, the cultural curator/producer collective in Kirkenes, the project will invite an artist to attend project activities at seminars and in Tromsø, resulting in a dialogue leading towards the creation of an

interventionist public art work related to project themes, to be exhibited in early 2013. *An application for funding for activities in 2011-2012 will be made later.*

writer visits and publications: The project will be evaluating in 2010 the possibility of similarly working with *Ordkalotten*, the Tromsø Literary Festival, to invite a literary writer or poet artist to attend project activities at seminars and in Tromsø, resulting in a dialogue leading towards the creation of literary texts related to project themes, to be published in early 2013. *An application for funding for activities in 2011-2012 may be made later.*

final Border Aesthetics book: At the project startup workshop in Kirkenes in February 2010, there was broad agreement that it would be appropriate to make the final collaborative book of the project an aesthetic object in itself, in collaboration with an artistic designer and involving a use of graphics and organization of content innovative in the academic context. *An application for funding for activities in 2011-2012 will be made later.*

Border Aesthetics book: “The whole research group, including the postdoctoral scholar (who will devote the second year of their scholarship to this activity), will participate in the production of a book which will contain sections on migratory and zonal aesthetics, and differing medial representations of borders. All these sections will address the question of how changing academic concepts of the border are to be seen against the background of changing cultural and territorial concepts of borders. It will therefore involve discussions of ethical value for border subjects who live and work in transborder zones. The book will be planned in cooperation and structured more like a monograph than an anthology.”

—Border Aesthetics Project Description

See next page for schedule.

Border Aesthetics dissemination strategy 2010-2012: schedule

*This schedule includes the general project schedule. **Dissemination is in bold.***

years	2009	2010				2011				2012				2013
quarters	4	1	2	3	4	1	2	3	4	1	2	3	4	1
Barents region case studies		•	•	•	•	•	•	•	•					
Mediterranean region case studies		•	•	•	•	•	•	•	•					
Border Aesthetics book						•	•	•	•	•	•	•	•	
meetings (2 workshops and a conference)		•					•				•			
6 guest researcher stays			•	•			•	•			•	•		
2-year postdoc						•	•	•	•	•	•	•	•	
web site	•	•	•	•	•	•	•	•	•	•	•	•	•	
wikipedia		•	•	•	•	•	•	•	•	•	•	•	•	
social media		•	•	•	•	•	•	•	•	•	•	•	•	
articles for cultural magazines and newspapers			•										•	
border film lectures			•	•	•	•	•	•	•	•	•	•	•	
guest lectures to border poetics course students			•	•			•	•						
multilingual border aesthetics brochure					•						•			
academic articles						•	•	•	•	•	•	•	•	
artist visits								•			•	•		
artworks exhibited														•
writer visits								•			•	•		
writings published														•
Border Aesthetics book published														•

schedule for funded dissemination 2010

2010	5	6	7	8	9	10	11	12
border film lectures								
selection and ordering	•	•						
film lecture 1					•			
film lecture 2					•			
film lecture 3						•		
film lecture 4							•	
multilingual Border Aesthetic brochures								
planning	•	•						
writing				•				
translation					•			
launch						•		
further distribution							•	•
article(s) for cultural magazines and newspapers								
writing	•							
publication		•						
translation		•						
publication of translation					•			
border poetics course								
invited guest lectures					•	•	•	

