

LOCALIZE DAS HEIMATFESTIVAL POTSDAM, JUNE 22ND – 26TH, 2011

THE FESTIVAL

LOCALIZE Das Heimatfestival is Potsdam's festival on city, culture and art. Since 2008 it has been both an experimental ground and a meeting point for artists and visitors, for young and old, and for re-locators and long-term residents.

LOCALIZE provides space for reconsidering and shaping Heimat. Leaving aside hyper-Germanic kitsch "in front of alpine scenery", the festival chooses a different point of view on Heimat every year and presents artistic response.

IN DER TAT (IN_DEED)

In 2011 LOCALIZE Das Heimatfestival once again traces Heimat – without being able to close in on it. Heimat both eludes and alludes to our daily rut; it descends upon our daily journeys and beleaguers our mind. This elusive yet present idea disappears the moment we try to grasp it; it might leave an uneasy shiver or may astonish, maybe lulls us into a warm feeling or throws us off balance. We move on, and suddenly it springs up in our view again.

We choose a path, criss-cross to different places and select one point of view. We relate ourselves to our surroundings. Whilst playing with possibilities we become newly engaged with a space. We rearrange, empty out and relocate our environment and break with the conventional. Both the present and the absent provide room for shifts – or not. Our surroundings are our concern and our challenge. By engaging with Heimat, we keep it alive. Heimat – in_deed.

POTSDAM AS A REALM OF EXPERIENCE

LOCALIZE Das Heimatfestival witnesses Potsdam as a realm of experience. Squares, streets of houses and their façades change and so do one's personal city plans and courses of action. What happens to one's perception as buildings vanish, as move-outs leave vacancy and as new buildings are raised, as processes that seem non-influenceable take place? The urban surrounding provides opportunities and limitations – how does one utilise and exceed these? Can we incorporate our own wishes and ideas into this environment? How much space for change does this city offer?

LOCALIZE engages with Potsdam in one selected part of the city – leaving aside touristy tracks and daily journeys to work and university. Fresh perspectives open up and draw attention to other things than castles. Artistic interventions on the squares, eye-catching or subtle alterations in the streets relate to the present and the absent: architecture, infrastructure, urban furniture and city life. An idle building is temporarily turned into a space for experiments in thought and art; rooms in standby are revived. Demolition, reconstruction, modification – fractures of urban development. We sense alteration – and take a close look.

WAYS OF CONTRIBUTION: SHORT FILM COMPETITION

Every year, a short film competition takes place at the Film-museum Potsdam. LOCALIZE puts professional and amateur films, fiction and documentation, animation and live action movies on display. The unseen is brought onto the big screen and exceptional perspectives on the subject of Heimat are honoured.

In close cooperation with the Filmmuseum Potsdam, a partner of the festival and the location of the short film competition, the annually changing judging panel will award prizes to the best three entries. The viewers will choose their favourite as well. In addition to the short film competition, LOCALIZE provides further cinematic perspectives on Heimat and on Potsdam in specific as a contribution to the Potsdamer Filmjahr 2011.

EXHIBITION

Whether a library right before fundamental renovation, a residential building after decades of vacancy or a bus on its daily line service – it is these places that serve LOCALIZE as exhibition grounds. Each year, for a short time, an idle room is revived with art on display, activities, a bar and a platform for music and much more.

In summer 2011 LOCALIZE steps outside and dedicates its artistic view to the exterior spaces of a selected part of the city – Potsdam West. A walking tour from the central exhibition grounds to the scattered places of action provides insight into the changes in and the opportunities of the city.

THE ORGANISATION AND ITS PARTNERS

LOCALIZE Das Heimatfestival is organised by LOCALIZE e.V. Since 2009 it has been the major concern of this non-profit organisation to open up space for culture and art and to raise awareness about the city and its change.

In cooperation with the study course “European Media Studies” at the University of Potsdam and the University of Applied Sciences Potsdam, an annually changing group of students from Potsdam comes together to actively take part in the shaping of the city and its culture. The Filmmuseum Potsdam has been one of the festival's partners from the very beginning and provides LOCALIZE with premises, networks and experience.

CONTACT INFORMATION

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