

## **LOCALIZE DAS HEIMATFESTIVAL 2011: IN\_DEED CALL FOR ARTISTS - POTSDAM, JUNE 22<sup>ND</sup> – 26<sup>TH</sup>**

In its fourth year LOCALIZE is leaving the very city centre to explore the area of Potsdam West. (Re) arranged by its history and bordered by Sanssouci palace gardens, Wildpark forest and the Havel river bay, the district is opened towards the city centre, traversed by a federal main road and several train, tram and bus lines. Here one finds open spaces and beaten short cuts, garden plots and working class housing, façades that tell of prefabrication or art nouveau, vacated villas and inhabited warehouses.

By using art interventions LOCALIZE aims to figure out major actors involved in the shaping of a particular environment and advance to the core of its character, allowing us to determine and experience it as a space.

This process goes hand in hand with uncertainties. A general knowledge on the state of an area will not be sufficient to overcome them. A wide angle view on processes and constellations opens up a situation in which all pieces are already there but have not been put together yet.

Requested are actions, designs, approaches, narratives and anecdotes, in motion or at rest, baring a concept and an interest which twist and turn in accordance with the ever changing starting position. On the edge of the decision between performance, theatre, installation and experiment the perception of the situation can turn either/any way – leaps into the dark on well-known paths.

By closely following our surroundings' everyday moves we change our understanding of their connection and meaning. What has been put aside suddenly falls into one's clutches again if one only is willing to listen to the spaces' echo of memories. Where along the edges and joins of the public sphere may we expect to find familiarity and knowledge about coping with spaces and problems? Whose voices are raised in a city? Which ways lead to the periphery? How can facts and fiction change the reception of places? Is it even possible to know a structure as complex as a district?

We are looking for projects of and plans on contemporary art. Supported by LOCALIZE selected projects will be carried out at the exhibition grounds, an old, vacant building in Geschwister-Scholl-Straße 51, and at scattered places around the area.

Your application including CV, exposé and illustrative material on your project ideas, whether already completed or still under development, can be submitted via regular or electronic mail:

LOCALIZE e.V.  
Call for Artists  
Friedrich-Ebert-Straße 53  
14469 Potsdam  
– Germany –

[ausstellung@heimatfestival.de](mailto:ausstellung@heimatfestival.de), [www.heimatfestival.de](http://www.heimatfestival.de)

Deadline is April 30<sup>th</sup>, 2011.

If return of the submitted material is desired please provide postage and a readdressed envelope with your application.

For more detailed information please find attached the concept of the festival. Feel free to contact us for photo material, guided explorations through Potsdam West, general hints and answers.



## VILLA DES HERRN VON HOLST, GESCHWISTER-SCHOLL-STRASSE 51

- the Wilhelminian style villa next to Sanssouci Park is integrated into GDR-style functional architecture
- Some rooms feature contrasting elements like linoleum floors and wet units, unembellished paintwork are confronted with large windows and high ceilings
- during the last hundred years the former “Villa des Herrn von Holst” was used as a training center of social services, it has been vacant since Germany’s reunification
- large light-flooded rooms, a basement with coal-doors and a small balcony facing the large courtyard characterise the central festivalvenue



## FILMMUSEUM POTSDAM, BREITE STRASSE 1

- constant location throughout the last years: the 17<sup>th</sup> century stable, nowadays the location of the Filmmuseum Potsdam
- during the short film competition the noble entrance hall is filled with people and the vast forecourt is opened up towards the city’s pulsating arterial roads



## FORMER HANS-OTTO-THEATER, ZIMMERSTRASSE 10

- after the closing of the Hans-Otto-Theatre in the 90's and the acquisition by the Prussian Palaces and Gardens Foundation all rear buildings and workshops were torn down
- we are thinking about events on the forecourt, the columned front with balcony and in the entrance hall with cash desks from the 50's
- the remaining complex of buildings will be redeveloped under the building of the new headquarter of the Foundation



## SHOP WINDOW IN THE GESCHWISTER-SCHOLL-STRASSE 81

- located between former GDR cooperative store and hairdresser, once central to daily life in Potsdam West
- these days, this place has become a popular meeting place once again because of the launderette and restaurant "Waschbar"



## SQUARE IN FRONT FORMER LIBRARY, GESCHWISTER-SCHOLL- / SELLOSTRASSE

- a place which many Potsdam Westerners desire and wish to see redeveloped, vacant for decades, situated at crossing streets, where prefabricated buildings clash with alternative housing in unrenovated old buildings
- the so called "Bermuda Triangle" is the gateway to Potsdam West, here the only late-night-store in town is located
- after the closing of the library in 1994 only few attempts have been made to revive the shop, which will finally be renovated in summer





## GARTENSPARTE, PRIMELWEG 84–85

- garden plots make up one third of Potsdam West
- here Potsdam West's inhabitants find improvised architecture and garden work as means of recreation



## STADTHEIDE KONSUM, STADTHEIDE 31

- next to Zeppelinstraße, at the southern tip of the district, surrounded by little coloured “test-tube” houses with rural charm stands an abandoned grocery store



## SQUARE BETWEEN HEACKEL-, STORM- AND KNOBELSDORFFSTRASSE

- encased in concrete: this open space neighbours a row of prefabricated buildings and a school
- stone flower buckets and graffiti walls stand incoherent side by side at this lifeless site in a residential neighbourhood



## HAVEL RIVER BAY

- Over the last years the Havel river bay with its beach bars and resting areas was an important part of the local urban culture
- private marinas connected to warehouse-lofts have replaced these inviting recreational places

## LOCALIZE DAS HEIMATFESTIVAL POTSDAM, JUNE 22<sup>ND</sup> – 26<sup>TH</sup>, 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

LOCALIZE e.V.  
Friedrich-Ebert-Straße 53  
14469 Potsdam  
– Germany –  
[localize@heimatfestival.de](mailto:localize@heimatfestival.de)  
[www.heimatfestival.de](http://www.heimatfestival.de)