

## The Project

‘Hulda, the European Arts and Sciences Sailing Festival’ is the launching of an innovative travelling festival using M/S Hulda, a historical centennial sailing boat, as an attractive infrastructure to coordinate events contributing to raising the interest of youth, non-specialised public, universities, civil society and science centres to build bridges between sciences, arts and daily life. The basic concept is to reveal the overlap between art and science, and use it as an additional means of informal science education, attracting a wider public to reflect and debate on science and technology.

Hulda will visit 10 city ports in 10 European countries from Stockholm to Istanbul. The festival is implemented with the cooperation and partnership of notable science and culture institutions in these 10 cities.

The main objective of Hulda Festival is to create alternative perspectives to awaken public interest in science. As indirect approaches that exploit art are more efficient in attracting laymen to science rather than by simply presenting science *per se*; art can serve as an efficient tool in awakening attention through aesthetic and ludic associations; creativity –being the common denominator of art and science— is an essential actor in the development of a knowledge-based society which does not build merely on learned knowledge.

Setting out with this conviction, a pan-European network of scientific and cultural institutions that share the mission of bringing artistic and scientific tools and practices together to disseminate the notion of science among the public, particularly among young individuals, has been established as the first step of the project.

In achieving its goal of disseminating the notion of science by using creativity, the project aims to develop, sustain and exploit an innovative itinerant art and science centre encouraging cross-disciplinary actions and uses M/S Hulda, a centennial schooner that has been the home and workshop of an innovative sculptor, as the venue for a science and art festival that travels along the coasts of Europe. The project essentially exploits the notion of creativity and art, and uses both an onboard exhibition of the artworks of the Swedish-Turkish sculptor, Ilhan Koman, and experimental art/science workshops to explain scientific knowledge with a playful approach.

## Implementation

The project targets 10 cities along the coasts of Europe, namely Stockholm, Amsterdam, Antwerp, Bordeaux, Lisbon, Barcelona, Naples, Valletta, Thessalonica, and Istanbul, where project activities are implemented in cooperation with the project partners indicated below, and also reaches a large public in every intermediary port visited.

The activities of the project mainly consist of workshops for youth and an exhibition presenting the scientific works of Ilhan Koman. Every member institution of the network organises 3- to 10-day workshops within the context of the project to discuss science with a creative approach. The workshops are specifically designed to promote the relationship between creativity and science mainly addressing youth.

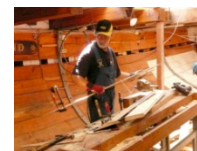
## Start-up

The first activities of the project involved building of the team, preparatory visits to project partners, identifying the resources, renovation of M/S Hulda, preparation of a brand identity, planning of communication material and a kick-off meeting in Istanbul that brought all project partners together to discuss the implementation of the activities.



The logo designed under the coordination of Leo PR Istanbul for the Hulda Festival features a paper boat as a symbol of creativity. The logo constitutes the basis for the project’s brand identity and for the designs of the website and printed materials.

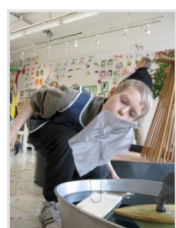
Ilhan Koman's historical boat M/S Hulda was renovated to prepare her for the long journey. The renovation of the boat was coordinated by one of the project partners, *Komans Skeppsmakeri*, an expert in the renovation of ancient ships.



A kick-off meeting was held on 11-14 September 2008 in Istanbul, where the implementation of the activities was discussed as a team. The Project Coordinator and Project Manager visited or communicated with the local partners in every city to discuss the activities to be implemented in the light of the aspects discussed in the meeting.

## Workshops and Exhibition

The activities of the Hulda Festival were commenced in March in Stockholm and continued with Amsterdam, Antwerp, Bordeaux, and Lisbon in 2009. M/S Hulda, the ship that carries the festival has arrived in Barcelona in mid-October to spend the winter until the activities to be resumed in March 2010. A mean number of 200 persons per day visited the boat during the activities, and a constant stream of people pass by daily in the Old Port of Barcelona and are informed on the project.



The first of the workshops was implemented in Stockholm from 27 March to 5 April, 2009 with the partnership of *Komans Konstförening* and collaboration of *Moderna Museet*. The workshop entitled "Floating Sculptures" was delivered to 138 young individuals aged between 5 and 11 at Moderna Museet. In these sessions, children prepared their own floating sculptures, tested the performance of the sculptures they made. The preparation of the sculptures involved knowledge about Archimedes' principle and equilibria. The workshop in Stockholm hosted five autistic pupils.

The second stop of M/S Hulda was Amsterdam where the activities were implemented on 13 - 17 May with the partnership of *De Levante* at the premises of the science centre *NEMO*. The workshops entitled "My Sculpture in Amsterdam" and "Math in Mosaics" respectively presented 198 children of 11-15 years of age the longstanding relationship between art and science by presenting the approaches of artists from different periods such as Da Vinci, Escher or Koman ("My Sculpture in Amsterdam") and the mathematics-based techniques used in Iranian, Arabic and Turkish mosaics ("Maths in mosaics") as well as in sculpture ("Maths in Sculpture"). The workshops in Amsterdam also hosted students from less privileged groups who attend special classes.



*Technopolis®* (Antwerp) organised a workshop with the theme "Wind tubes." The youngsters were given several sorts of hobby material to build an object "gliding" in the wind tubes. Around 300 children from the Antwerp region participated in the workshops together with their teachers. While the workshops hosted school groups during the week, they were open to families on week-ends.

The fourth stop of the Hulda Festival was Bordeaux where the local project partner *Cap Sciences* organised "Art and Chemistry" workshops addressing 122 children aged 8 and 14. These workshops had two goals achieved through the realisation of a collective sculpture: a scientific goal with an experimental approach based on chemistry; and an artistic goal to build the link with the onboard exhibition of Ilhan Koman and the general framework of the Hulda Festival. In these workshops the children coming from the recreation centres from the urban community of Bordeaux found the opportunity to understand and test the chemical reaction leading to the formation of polymer.



*Pavilhão do Conhecimento* (Lisbon) designed the workshops under the title of "Matemática Viva!" The workshops that were directly related to scientific phenomena—such as those demonstrated in the works of Koman—covered the topics of "3D

perception,” “Leonardo’s window” (on perspective), “Pavements and friezes,” “Staircase” (fractals), “Paintings coloured like marble,” and “Koman’s wave (oscillation).” 174 children between 4 and 14 years of age together with 28 educators, and 54 adults participated in the workshops. The number of persons who have come without registration is estimated to be around 1000. 2642 persons visited the exhibition on Hulda. 43 of these visitors were individuals with disabilities, namely visually or mentally impaired, who were accompanied by 16 educators.

The students who attend the workshops also visit the exhibition aboard of Hulda that is moored alongside the venues. In Antwerp, Bordeaux, and Lisbon the workshops were held in an air conditioned tent that was installed at the port next to Hulda. In other cities (Stockholm, Amsterdam) Hulda was moored next to the venue where the workshops were held.

The exhibition presented onboard of M/S Hulda displays 20 scientific works by Koman, some in original and some as small-scale copies (when original is designed at monumental scale). These works demonstrate scientific phenomena such as optical illusions, crystallography, inert tension, vectors, force vectors, developable form, vertex angle deflections, topology, wave-path, mechanical volumes, architectural components, and alternate energy.

### Publicity and Dissemination

A flyer that folds into a paper boat was printed in Turkish and English, 500 copies each, at the start-up phase of the project. This flyer announced the coming of the Hulda Festival and was distributed to the project partners in every city. With the start of the project, a brochure that unfolds as a poster was printed in the language of every respective country along with a poster that was posted at centrally located venues. The Swedish, Dutch, Flemish, French and Portuguese versions of the brochure printed for the activities in 2009 include information about the festival, the project partners and co-organisers, as well as supporters of the project. The brochure contains a special section explaining the works of Ilhan Koman and the scientific phenomena on which his works are based. A separate poster was printed and posted in every respective city to announce the coming of the Hulda Festival.



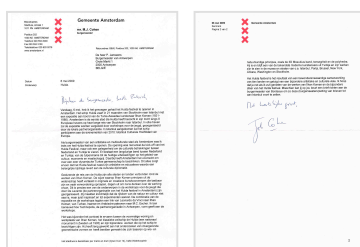
A website was prepared in each respective language. This site ([www.huldafestival.org](http://www.huldafestival.org)) narrates in detail the journey of M/S Hulda from its renovation phase to the workshops. While the website is headed by the timeline of the festival, it includes a map showing the route of the boat in real time.



Other headings introduced on the website are: •Hulda Festival •M/S Hulda Boat •Where & When •Co-Organisers •Sponsors and Supporters •Press •Who we are •Contact us. The ‘Seagull’s Diary’ section logs in a youthful manner the daily life on board, as well as the experience of the journey itself. The photos / films section visually narrates the story of the Festival starting with the kick-off meeting. As at the end of month 19, 690 photographs and 47 films that vary between 12 and 15 minutes are shown on the website and narrate the renovation of the boat, introduce the partners in every city, and depict the events in Stockholm, Amsterdam, Antwerp, Bordeaux and Lisbon which are visited in 2009, as well as the daily work onboard. The website has received 9,217 visits with 97,454 page views since its launch on March 16, 2009. During the first half of the project the website is published in English, Swedish, Dutch, French, Portuguese and Turkish.

Press kits and/or press releases were prepared in every language and sent to press members in each country. Hulda Festival widely attracted the interest of the press and individuals. While the venue, M/S Hulda, itself draws the attention of the press and public, the event found wide coverage in the press. About 123 articles were published in print press (newspapers, magazines, bulletins) since end of March 2009, 184 online, and 20 television and radio reports were broadcasted.

Opening ceremonies were held in every city generally on the day before the opening of the exhibition to the general public. These ceremonies hosted the mayors/deputy mayors as well as representatives of



Letter of Mr. J. Cohen, Mayor of Amsterdam

the Turkish embassies or consulates and in some cities representatives of the country's ministry of foreign or cultural affairs.

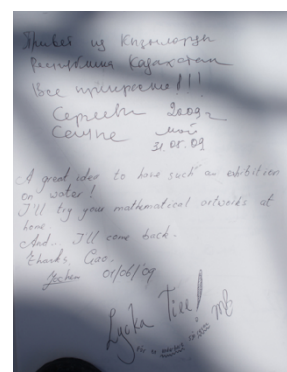
### Letter Chain of Mayors

Hulda Festival inaugurates a friendly tradition between the mayors of the cities visited. The Mayor of Amsterdam, Mr. J. Cohen has written a letter to the Mayor of Antwerp, Mr. P. Janssens, extending his opinion and support for the Hulda Festival and suggesting that he do the same for Bordeaux. This has initiated a communication chain among the mayors of the cities visited by the Hulda Festival.

### Achieved Results

The implementation of the Hulda Festival in the first half of the project term has largely fulfilled its objectives.

- ✧ **Establishing a pan-European network of stakeholders:** A pan-European network of stakeholders has been successfully established through the local beneficiaries. Each beneficiary in every city has built relations with educational and grass-roots institutions to reach the correct target group also giving certain emphasis on the participation of children of lesser privileged backgrounds as well as mentally or physically disabled.
- ✧ **Dissemination:** Press bulletins were sent to targeted journalists within a wide range from daily papers to specialised periodicals; posters and brochures were posted at and distributed to centrally located venues in every city. While journalists visited the boat and interviewed about the activities of Hulda Festival, many individuals who visited the exhibition stated to have heard about the event by word-of-mouth.
- ✧ **Attracting wider masses through accessible presentation:** The indirect alternative approach employed by Hulda Festival has proved its efficiency. The central venue of the festival, M/S Hulda, attracted the attention of thousands of individuals who have either read about the festival in the press or heard about it by word-of-mouth. Besides the children participating in the workshops, many citizens and tourists attracted by the appearance of the boat approached the project team to obtain information and visited the exhibition. Our project team gave information to every visitor and majority of these persons inquired about the scientific aspect of the artworks as well as the history of M/S Hulda. The boat and the tent next to her at the port presented an inviting and intriguing venue for by-passers, mostly individuals who don't regularly opt to visit museums or scientific institutions. The comments written by the visitors in the diary excellently represents the excitement Hulda Festival evokes among the general public.
- ✧ **Reaching young children through workshops:** The workshops implemented by the beneficiaries in their cities in compliance with the current inclinations of the educational curricula provided children and youngsters the opportunity to collaborate with their peers in creative scientific experiments while they listened to how the work they create correlates to specific scientific phenomena. Hulda Festival has nevertheless demonstrated children the universal language of science and its aspects of intercultural collaboration. 1012 children have directly benefited from the activities implemented in the five cities while thousands are predicted to have indirectly benefited by being akin or friendly with the participants.



### Future activities (2010)

The activities planned in months 20 to 32, include the implementation of workshops and exhibitions in Barcelona, Naples, Valletta, Thessalonica and Istanbul, as well as a competition among higher education students. A retrospective exhibition of the journey featuring the best photos and films, along with some of the outputs of the student competition and of the workshops implemented will be presented in Istanbul at the end of the project.