

8th Festival de Performance de Cali - Helena Producciones



Project author or developer:
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Where:
CO / Colombia / Cali

Website:
www.visibleproject.org/blog/project/8th-festival-de-performance-de-cali/

The Festival de Performance de Cali is an event organized in the city of Cali since 1998 by the artist collective Helena Producciones

It was born as a critical alternative of participation and research in the local context. This context was built from points of views that, despite the artistic history of the city, restricted their own structures generating a deep isolation between the community, the local context and the development of contemporary art. During the nineties certain artistic possibilities like the performance were not accounted as significant strategies in the development of the visual language which opposed many of the projects that were generated among artists at the time. This phenomenon occurred due to shortage of information sources, an absence of academic and professional spaces and the precarious research and interaction initiatives that would have allowed the development of other models.

The Festival has proposed strategies to promote the work of many artists and it has become a heterogeneous stage that is constantly transforming according to the economic and socio-political needs and expectations of its environment. It has also expanded in order to give visibility and to empower a broader arena of socio-cultural practices and community initiatives through mechanisms of active and continuous participation. What is proposed for each festival is directly linked to the surrounding context, the possibilities of exploration of new actors and the integration of local, national and international realities. This creates a dynamic process of dialogue. The Festival allows the exploration of key problems that have shaken our country's reality in recent times. This is possible thanks to the work of artists, cultural groups, researchers and theorists and the community in general. The formats of participation and presentation of these works have been varied being the educational component one of the most relevant.

The 8th Festival of Performance of Cali will take place from 27th of november to 1st of december 2012 in Cali- Colombia. Helena Producciones is entirely in charge of the conception, production and post-production of it. The proposed program of the festival is based on a structure that has been conceived during the festival's trajectory. Nevertheless it is open to integrate or explore new possibilities in order to optimize the development of the projects. It will host exhibitions, conferences, insertions, interventions, public art, workshops and a day of performance. This usually takes place on the Saturday at the end of the week, from nine in the morning until midnight. For the coming Festival Helena Producciones intends to integrate into its program "La Escuela MÃvil de Saberes y PrÃctica Social" (Traveling School of Knowledge and Social Practice). This initiative has been running for a few years and its projects are very closely related to the cultural, environmental, political, historical and socio- economical realities of the communities. The methodology used is essentially based on direct contact and experience rather than on default systems of cultural exchange.

The educational component of the Festival enables the younger generation to be an active audience through talks and workshops during the month prior to the Festival. It will have an intensive program taking place in schools and universities in the city. It will also be directed to various community groups scattered throughout the city, taking into account their needs and possibilities. The Escuela will reconsider the theoretical components and formats used during previous Festivals. The interest of the

