

Deep into the Province: Macro, Meso and Micro research into Dutch (Rural) Cultural and Creative Professionals

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university of
groningen

Roadmap

Macro: The rural context - Quirijn van den Hoogen

Micro: The cultural entrepreneur - Sara Strandvad

Meso: The institutionalised ecosystem - Djamila Boulil

Meso: Working in the ecosystem - Pauline Bezemer

Discussion

Question!

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Mentimeter manually)



Where do you think Groningen is?



The North of the Netherlands

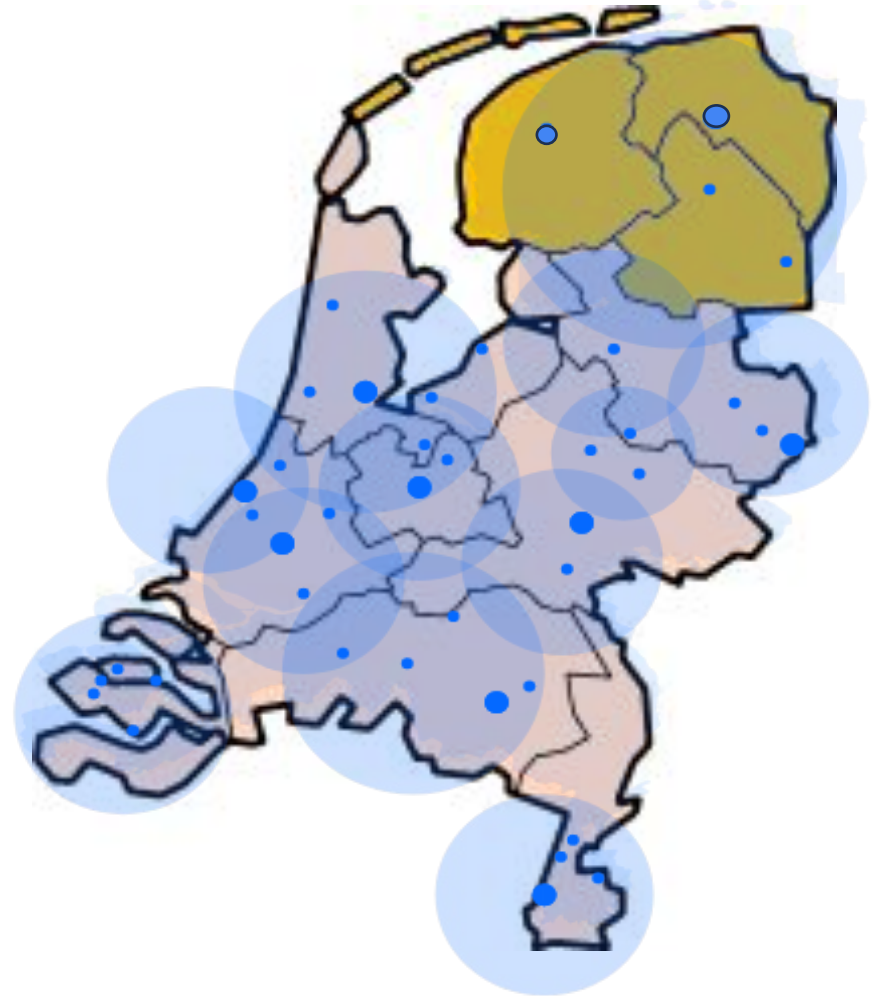
1,7 mln inhabitants

¼ of land area

2 'major' urban centres (107.000 / 220.000)

agriculture, tourism

one urban – city region : ecology metaphor



Cultural and Creative Ecosystems in Rural Areas

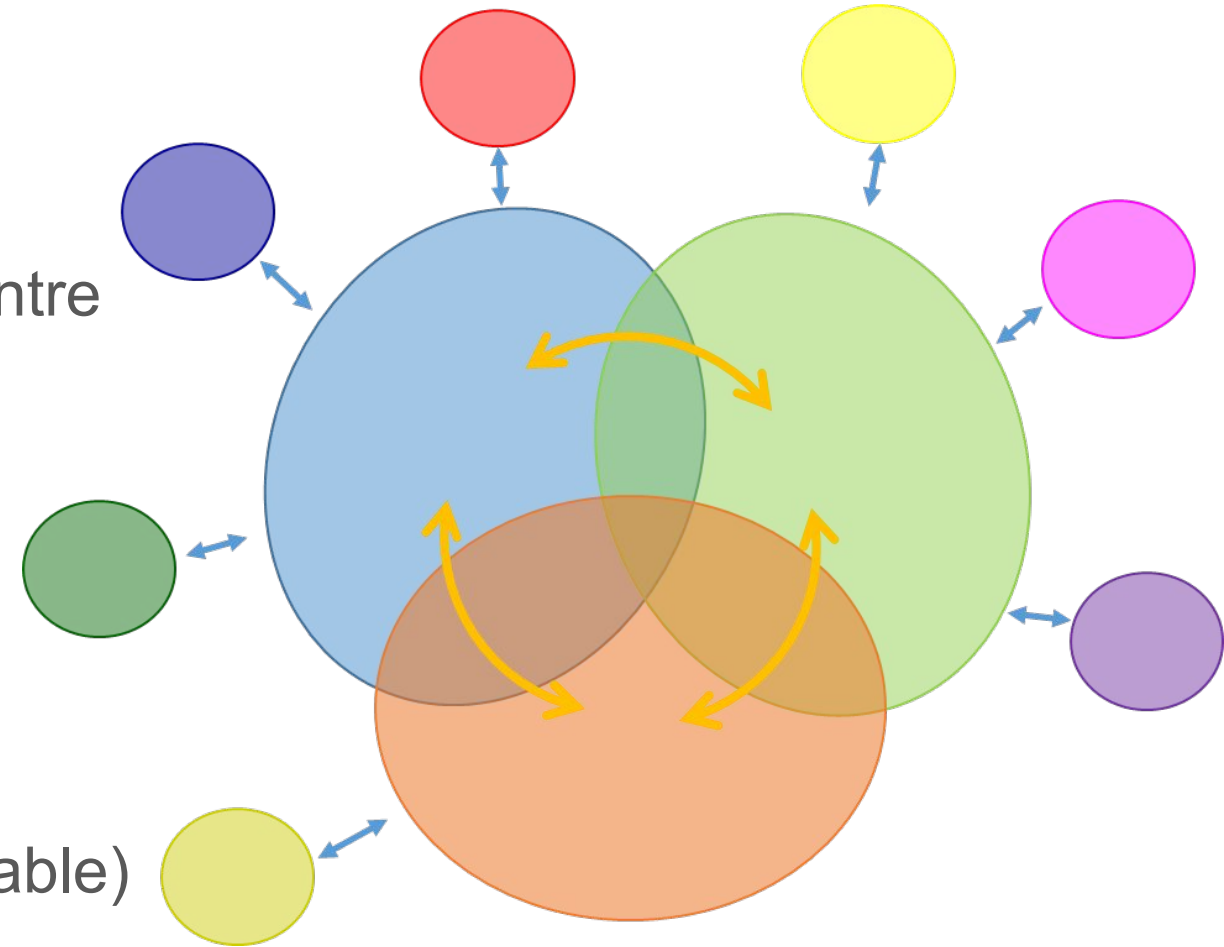
How do CCE function?

Central < --- > peripheral actors
within rural ecology
with agents in national / international centre

Links to other sectors? What does that say
about the art that is made?

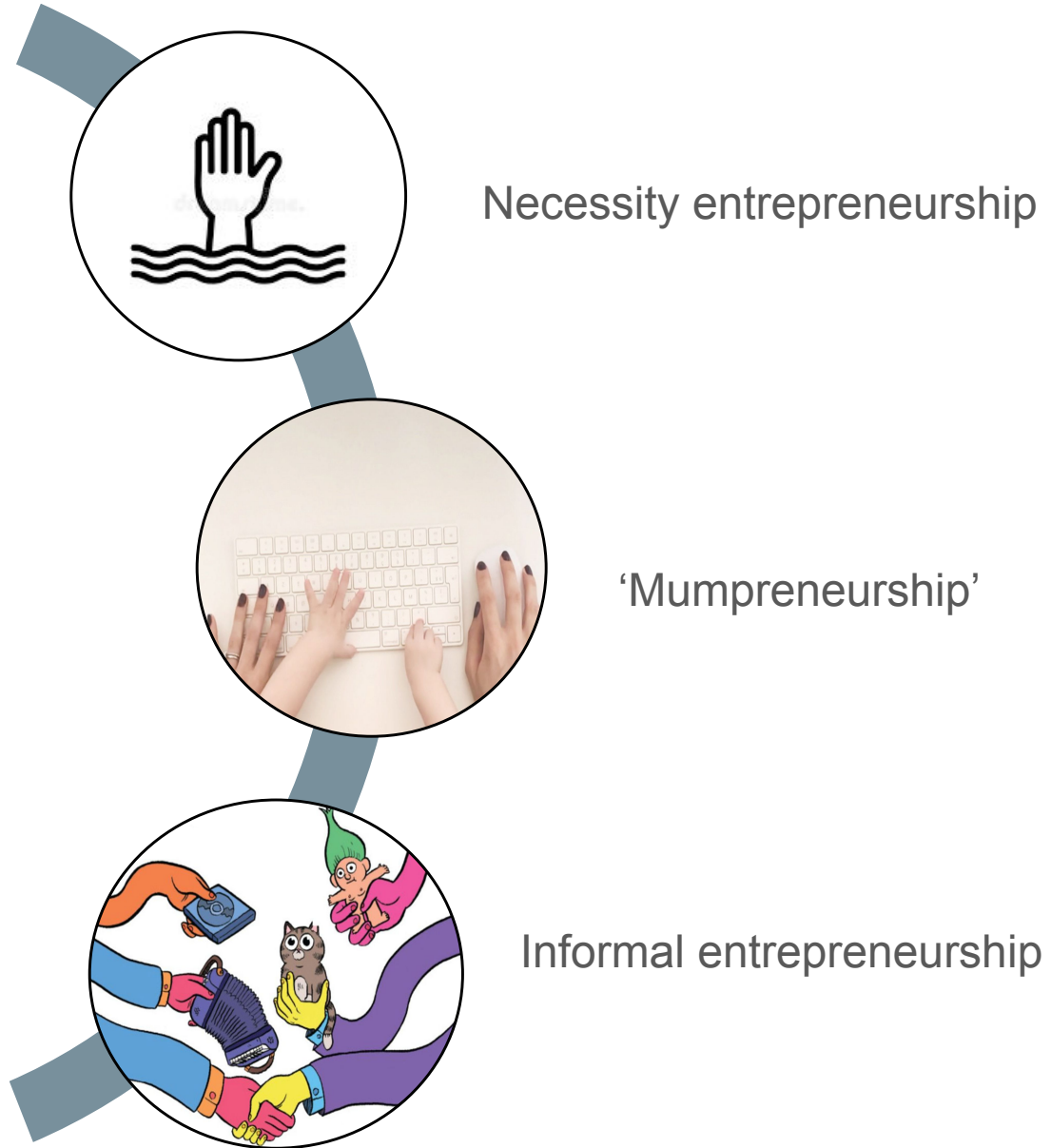
New entrepreneurs

Sustainable ecologies ?
(or how to support them to become sustainable)









Question!

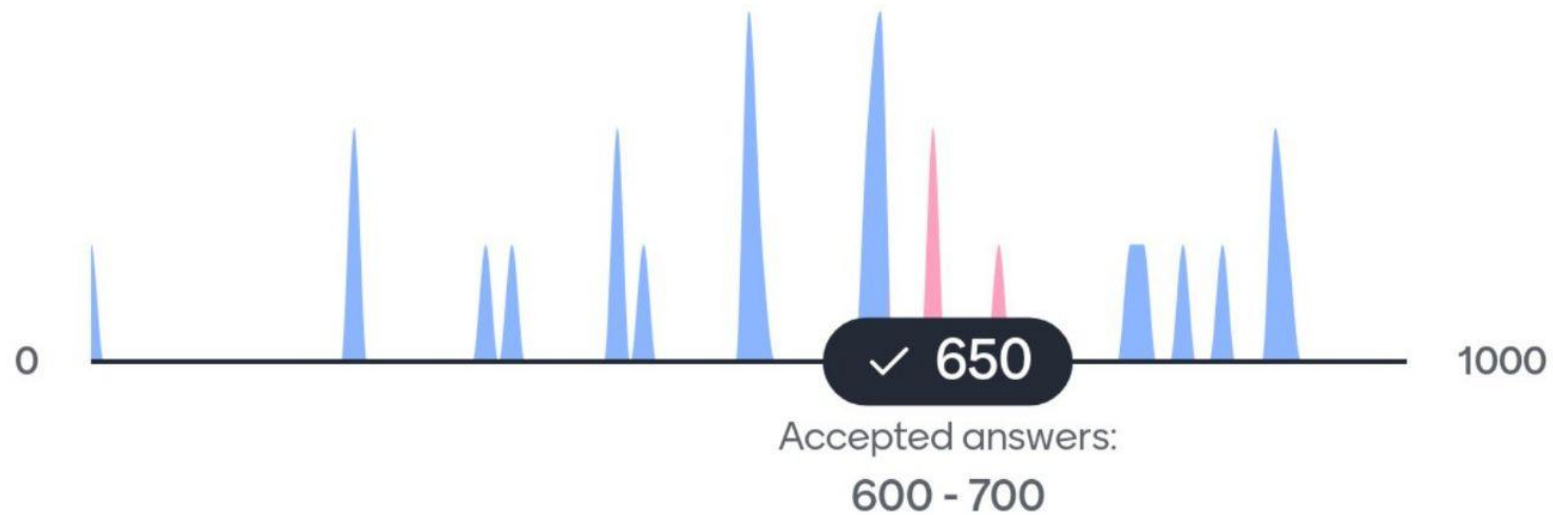
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What percentage of the people working in the Dutch CCI is solo self-employed?



How much do Dutch CCI solo self employed make on average a month?



Post COVID Research

Well-known (cultural) institutions received extra subsidies whereas the precarious freelance economy and its workers got badly hit during the COVID-19 pandemic.

"It [the COVID-19 pandemic] will cause a drop in income for a lot of self-employed people. They've also kind of chosen that themselves."
- Eric Wiebes, Minister of Economic Affairs

'Surviving the pandemic: Challenges in the labour market of the performing arts sector in Groningen in the aftermath of the pandemic' Funding number KIEM.K23.01.122.

Collaboration with the municipality of Groningen, the national knowledge centre for entrepreneurship in the cultural sector Cultuur+Ondernemen, and the local network for creative freelancers Mooiedingenmakers

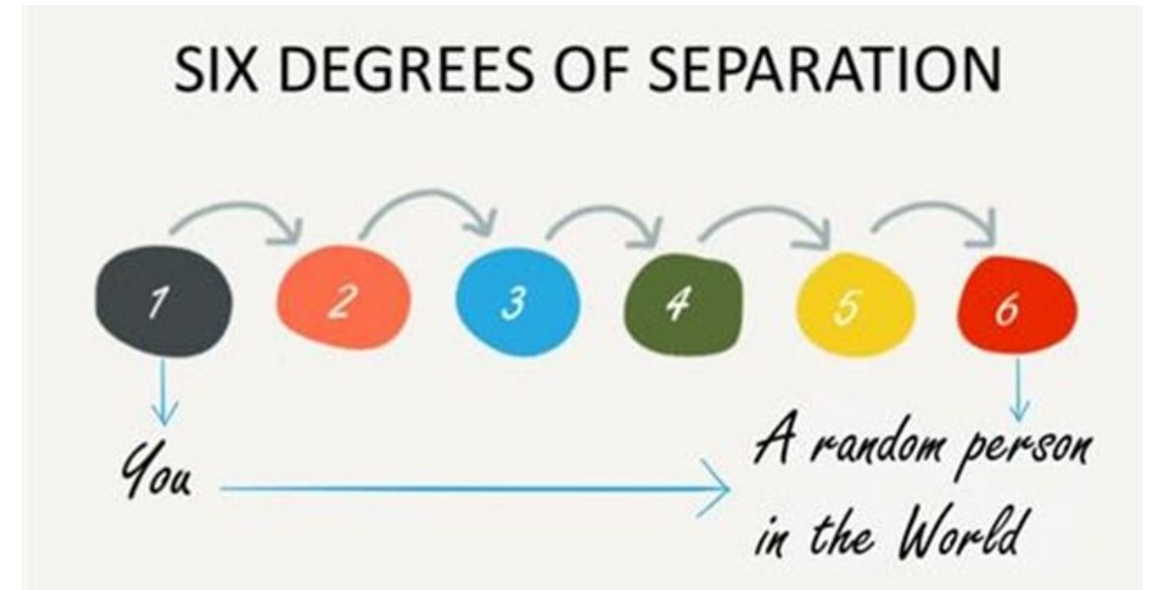
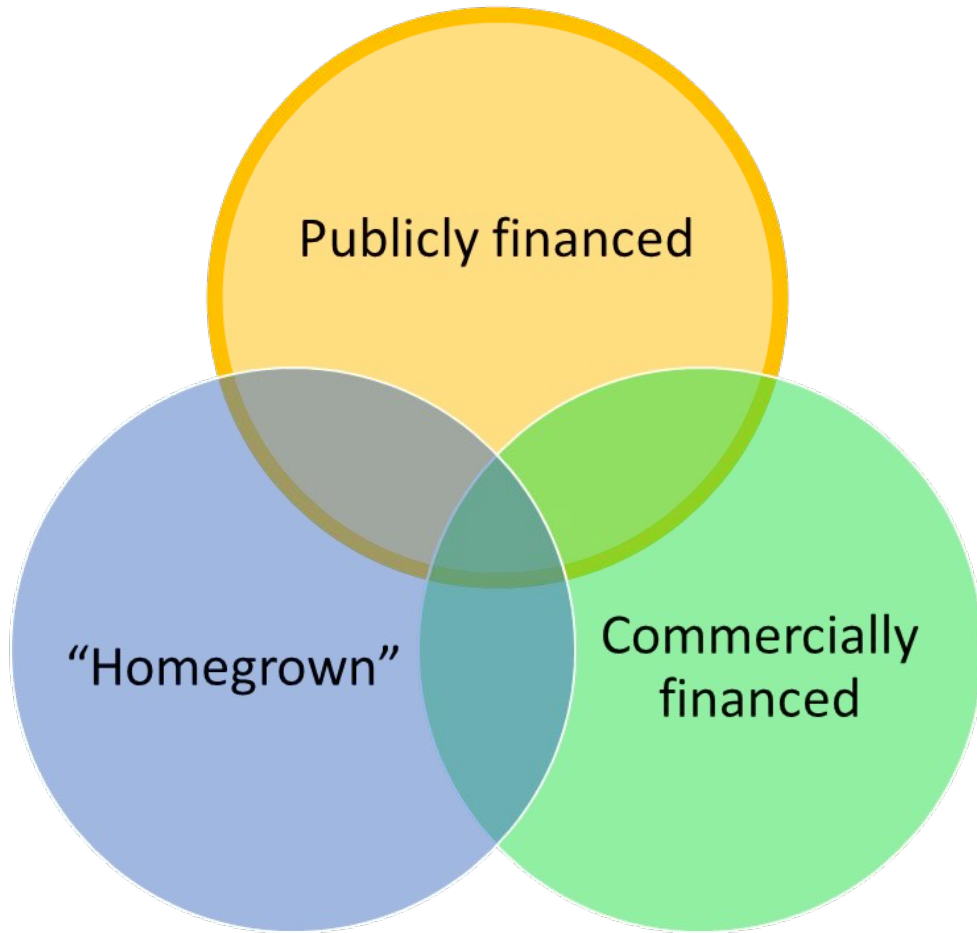
How does the Cultural Sector in the North of the Netherlands navigate the numerous challenges faced by independent entrepreneurs in the cultural sector, and what is their outlook for the future?

Research Design

1. Short interviews with seven performing arts venues and event organisations
 - reasons to hire freelancers (project-based work, cannot afford permanent staff)
 - experiences as freelancers (all but one are freelancers in the sector themselves)
 - current challenges (more projects, rising costs, not sufficient qualified staff)
2. Survey with solo self-employed production staff recruited via organizations
 - 42 respondents (all Dutch nationality)
 - felt they were unsupported during the pandemic
 - training via unofficial buddy-system (dependent on network and kindness of others)
 - emphasize flexibility and freedom, but also negotiate and question this
3. Interviews with solo self-employed creative production staff (on-going)
 - 16 interviews (many multiple job-holders)
 - “There is no work-life balance. My personal life is my work and vice versa”
 - “It is hard work. If you do not want to do it, simply don’t work in the sector.”
 - Loyalty system in the sector (everyone knows each other)
 - Issues with maternity leave
 - Need for better protection
4. Development of policy recommendations (on-going)
 - Confidential advisor for the sector funded by the municipality?



The Institutional Environment

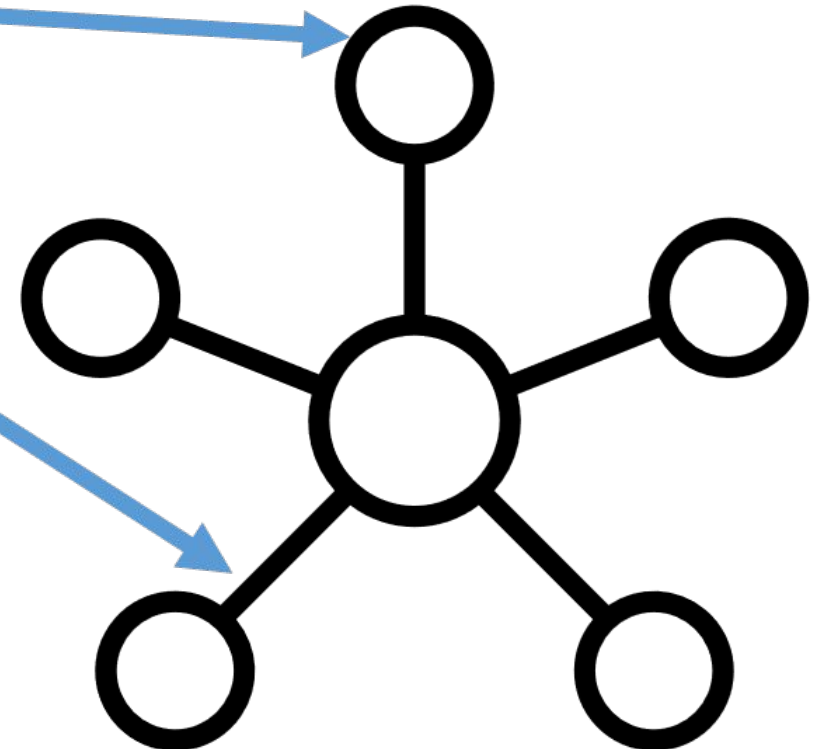


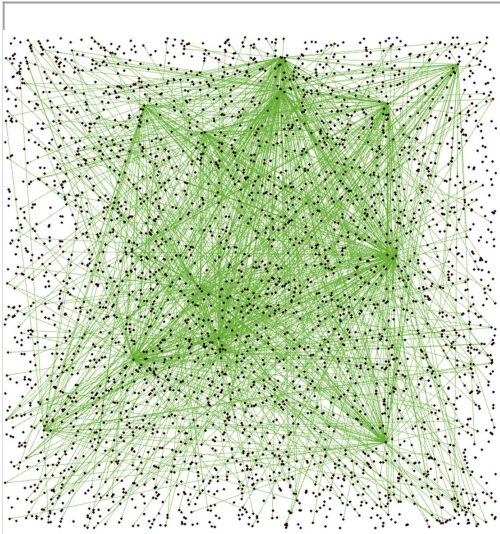
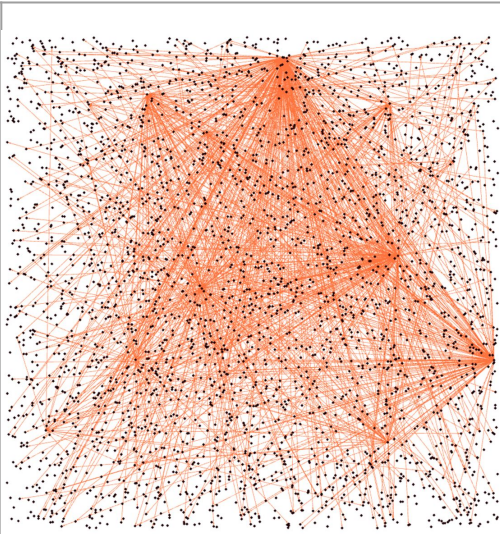
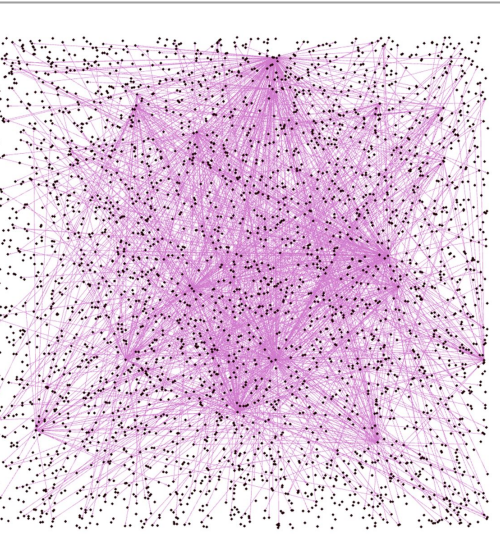
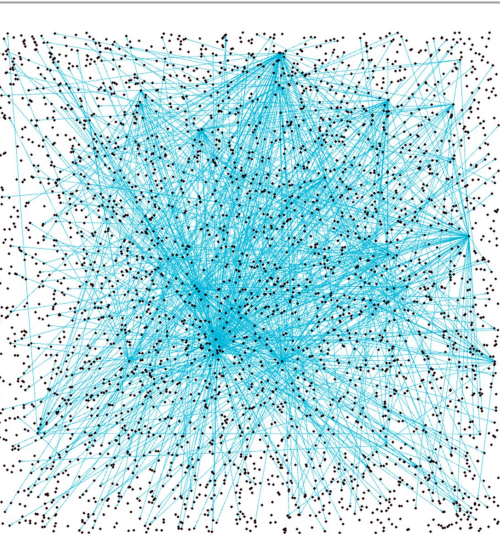
Social Network Analysis (SNA)

Mapping the ecosystem through measuring ties and actors

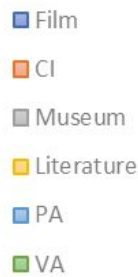
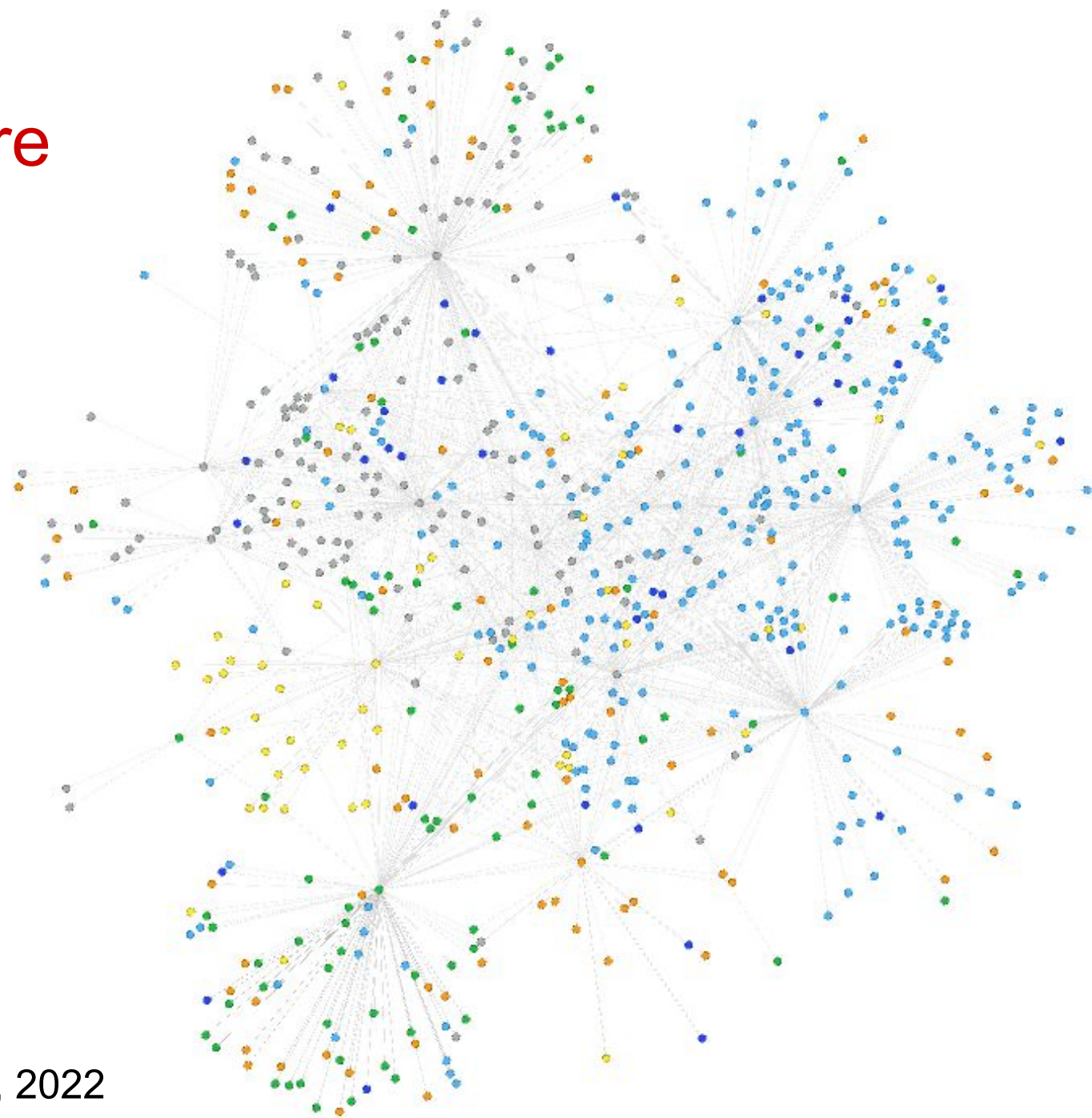
Actors: an organisation or independent

Ties: professional cooperation



			
2017	2018	2019	2020
990 actors	1048 actors	1363 actors	1169 actors
1272 ties	1415 ties	1783 ties	1544 ties
DoS 2.85	DoS 3.15	DoS 2.78	DoS 2.8

A Stable Core

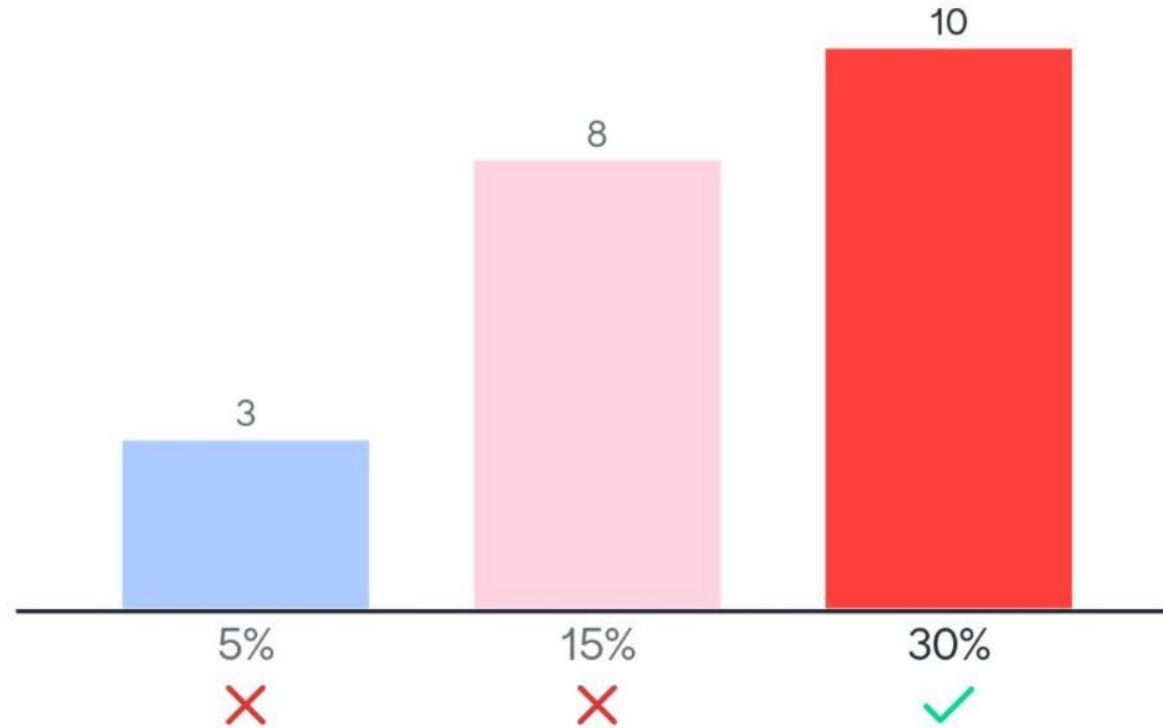


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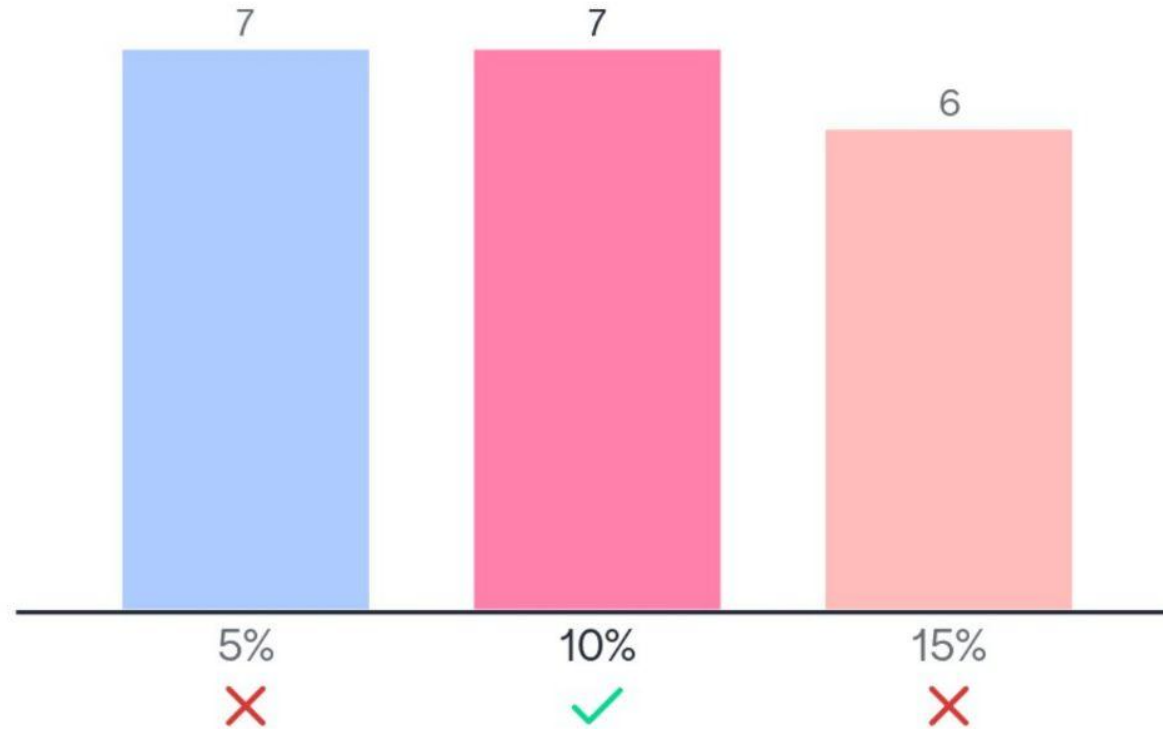
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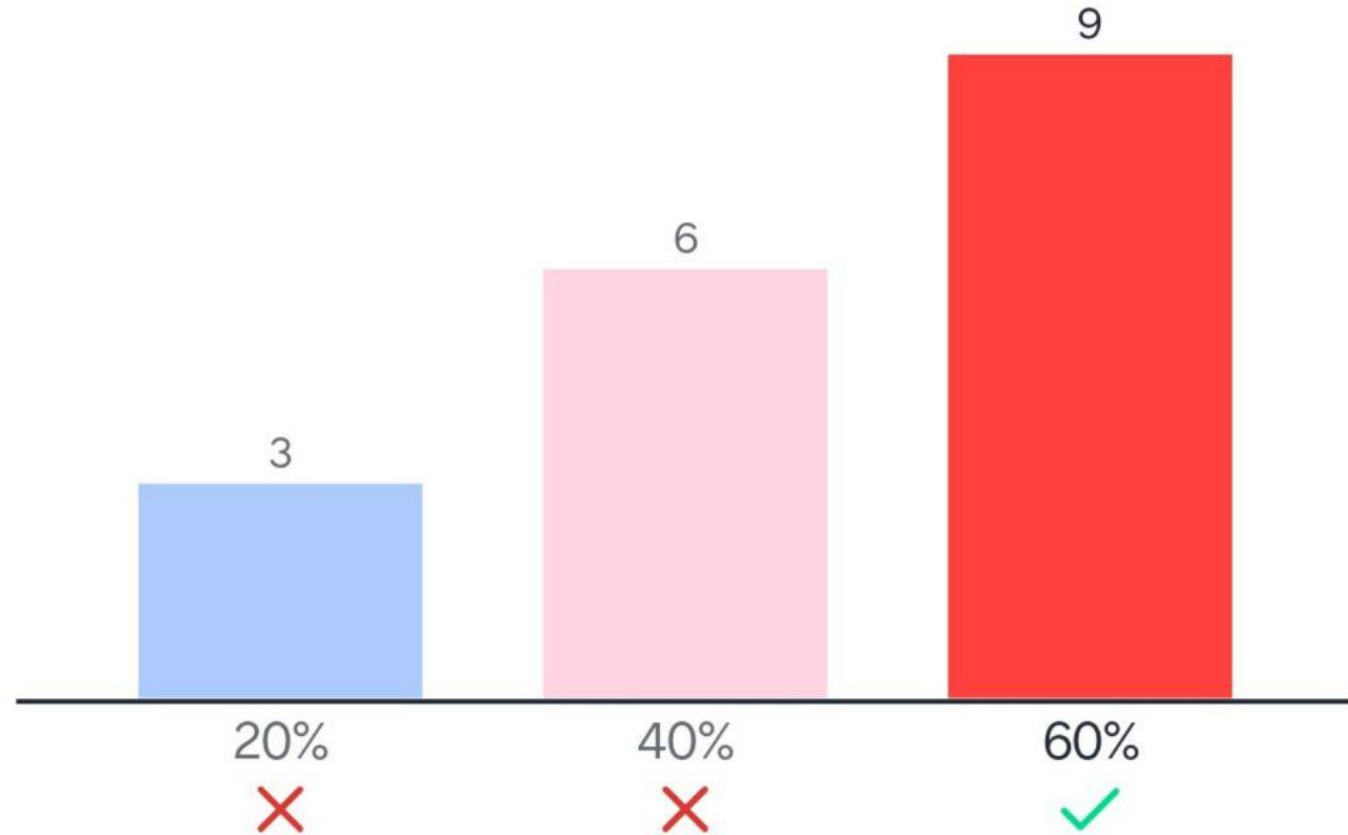
What percentage of the rural CCE spills over to the educational sector?



What percentage of the rural CCE is international?



What percentage of the rural CCE is local?





university of
groningen

Academia

international - national - regional
- local

abstract

reconstruction / outside

VS.

Policy

GEMEENTE



NOORDENVELD

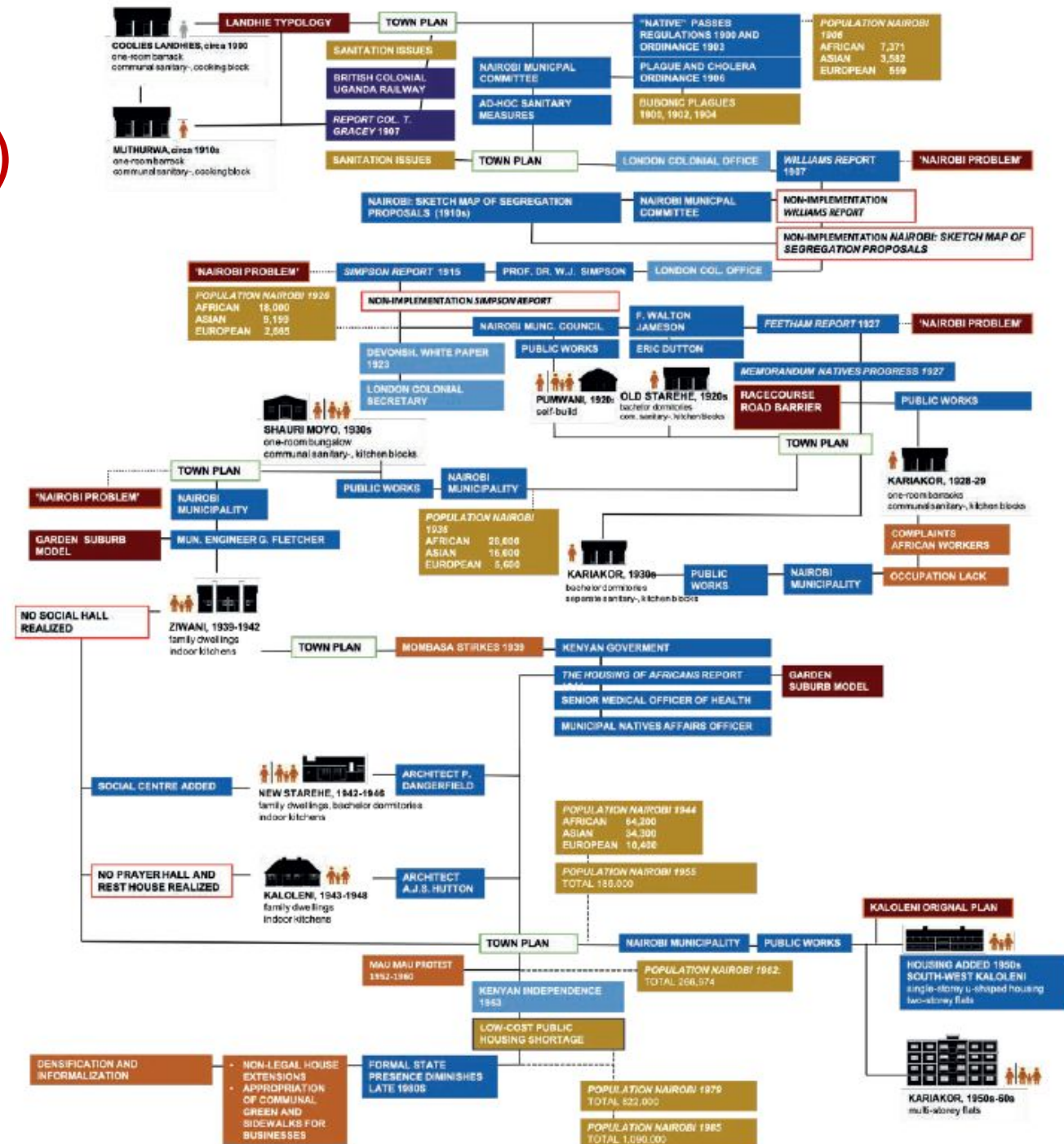
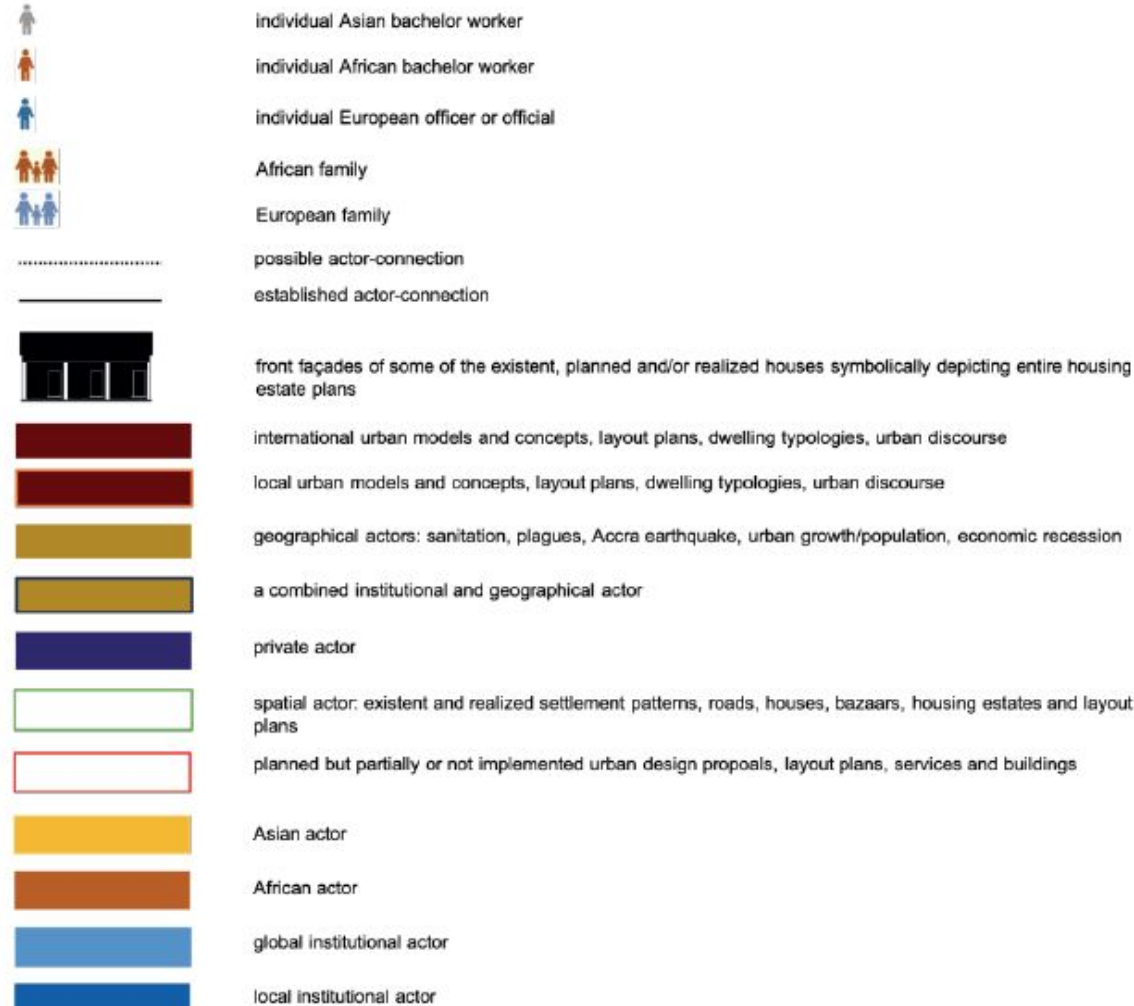
local

concrete / political

constructing / inside

Actor-Network Theory (ANT)

LEGEND



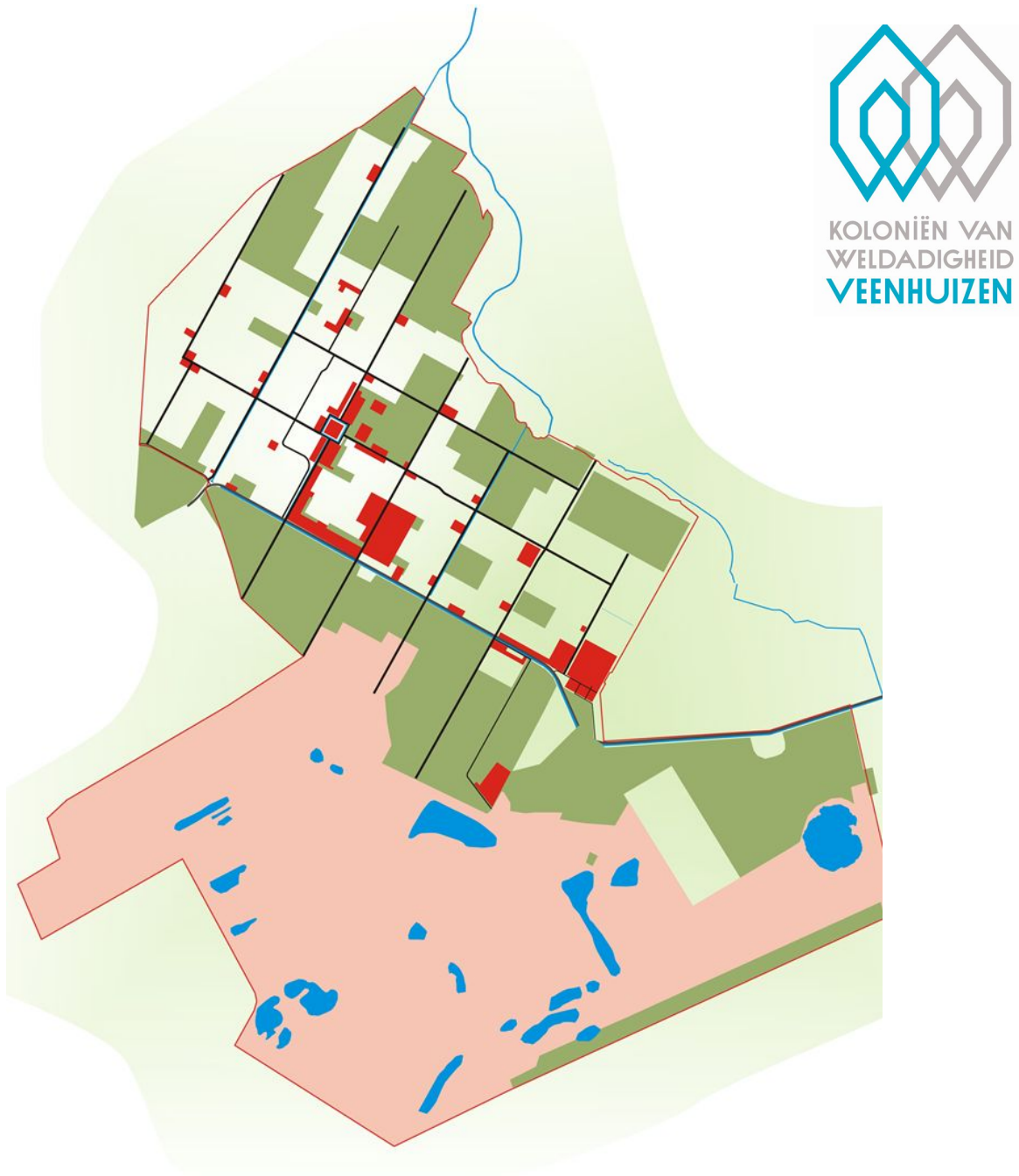
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Where is UNESCO heritage site Veenhuizen?





Veenhuizen - the facts

penal colony - prison village - special status

- 1.000 inhabitants
- 1.300 jobs
- 1.800 ha
- two working prisons
- 50 ha munition storage
- 124 “rijks” monuments + 17 county monuments
- Fochteloërveen - 3.000 ha (Natura 2000)
- **UNESCO World Heritage site since 2021**

Discussion



A man with short brown hair, wearing a yellow jacket over a white shirt and dark tie, is leaning forward with his hands clasped. He has a serious expression. The background is a blurred office or public space with a blue hexagonal sign visible on the right.

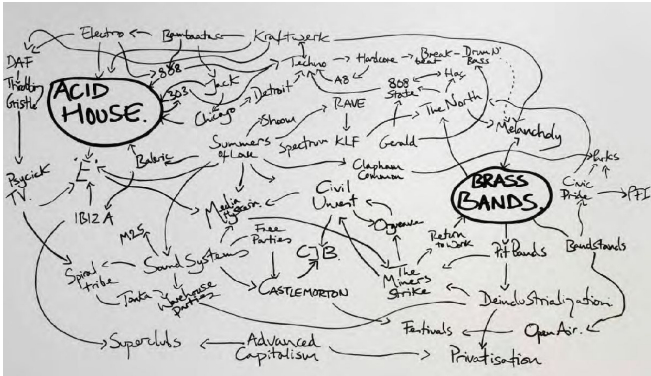
Everything is connected.

Conceptual Questions

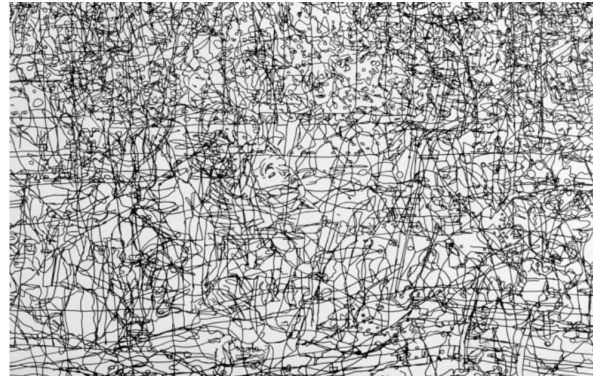
How do home-made, commercial, and not-for-profit cultural production interrelate?

And do these include digital culture and mobility?

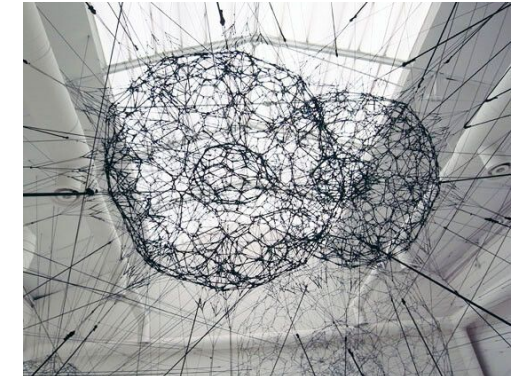
→ More spheres? → Overarching logics?



Jeremy Deller, *The History of the World, 1997* (with thanks to the artist). From Holden 2015.



Mark Ingham, *BoyPoolRhizome, 2000*, used in various Deleuze and Guattari inspired publications.



Tomas Saraceno, *Galaxies Forming along Filaments, Like Droplets along the Strands of a Spider's Web, 2009*. From Latour 2011.

What work is remunerated and what is seen as fun (playbour), or reproductive labour?

- Caring: For communities and the environment
- Attachments: Connections to works and events (social worlds formed around *something*)