

# 2011

Footprints on Snow  
Zvukolzolyatsia  
Residency for Photographers  
Cai Guo-Qiang  
Educational Program  
Eco-IZOLYATSIA







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Platform for Cultural Initiatives

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It goes without saying that what IZOLYATSIA has achieved in 2011 is the direct product of the efforts of all those who have left a part of themselves in this process of construction. What united us was our drive to create a space where new possibilities could emerge. What are these new possibilities and why are they significant? We believe that cultural spaces are essential for social well-being and free thinking. These spaces allow for difference to become something we strive towards because only through difference we may achieve a more just and self-aware society. Contemporary culture is a means of communicating ideas, exchanging information and emotions. In many ways, culture precedes all other considerations, economical, political and strictly sociological, because it speaks directly to the human heart. Supporting contemporary culture means supporting our right to think, speak, act and be. Not only do we owe it to our society, but we owe it first and foremost to ourselves.

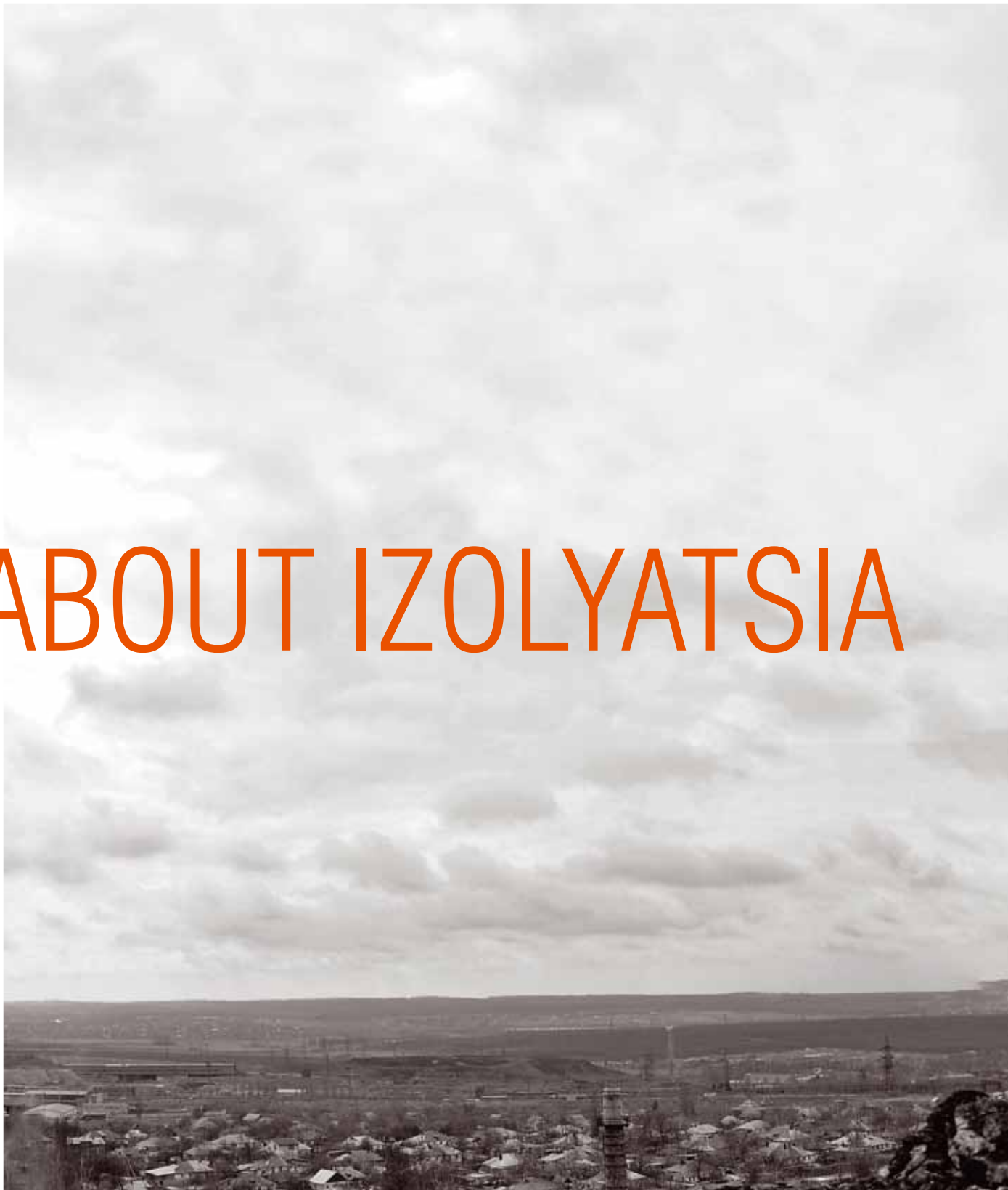
I extend my warmest gratitude to all those who have been part of IZOLYATSIA's life in 2011: artists, volunteers, curators, engineers, construction workers, our community, and of course the brave and fearless IZO-team.

2012 offers us an opportunity to continue learning, creating and inspiring. We hope that the IZO-family will grow in size and in strength.

Lubov Michailova  
Founder

*Lubov Michailova*

# ABOUT IZOLYATSIA











## IZOLYATSIA. PLATFORM FOR CULTURAL INITIATIVES

IZOLYATSIA is a non-governmental non-profit arts foundation located on the territory of a former insulation materials plant in Donetsk, Ukraine.

The idiosyncratic aesthetics of a semi-abandoned factory right in the heart of an industrial conglomerate are in sync with the spirit of our time and offer a source of inspiration for contemporary artists, musicians, architects, writers and philosophers who discover IZOLYATSIA.

IZOLYATSIA is the name inherited from the factory, reflecting the foundation's mission: to preserve the industrial heritage of the region and simultaneously to construct something new, which would inspire social and cultural development.

IZOLYATSIA is a platform for cultural initiatives. It is a multidisciplinary cultural centre open to all genres of creative expression. It is a point of intersection for all those passionate about cultural and social change.

IZOLYATSIA's activity is focused on the realisation of site-specific cultural projects, community-oriented and educational programs.

# IZOLYATSIA PROJECTS IN 2011

Experimental Street-Art Project Footprints on Snow  
Audio-visual Project Zvukolzolyatsia 2011  
Artists-in-Residence Program for Photographers Partly Cloudy  
Project of the Year Cai Guo-Qiang: 1040m Underground  
Lectures at IZOLYATSIA  
Ecological Creative Program Ecolzolyatsia









# ART PROJECTS

CAI GUO-QIANG: 1040M UNDERGROUND  
FOOTPRINTS ON SNOW 2011  
ZVUKOIZOLYATSIA 2011



**CAI GUO-QIANG: 104**



# FROM UNDERGROUND

*CAI GUO-QIANG: 1040M UNDERGROUND*  
MARKS THE ARTIST'S FIRST SOLO  
EXHIBITION IN UKRAINE.



Cai Guo-Qiang was born in 1957 in Quanzhou, Fujian Province, China. He was trained in stage design at the Shanghai Theater Academy; since then the range of his activity in art broadened significantly. While living in Japan from 1986 to 1995, Cai explored the properties of gunpowder in his drawings, an inquiry that eventually led to his experimentation with explosives on a massive scale and the development of his signature «explosion events.» Today the artist lives and works in New York.

## ABOUT CAI GUO-QIANG

In 1995 Cai was awarded Japan Cultural Design Prize, and in 1999 he won the 48th Venice Biennale International Golden Lion Prize. The following years his achievements were supplemented with the following awards: AICA - International Association of Art Critics; New England for Best Installation or Single Work in a Museum (2005); The 7th Hiroshima Art Prize (2007); The 20th Fukuoka Asian Culture Prize (2009) and the first place for the best project in public space from International Association of Art Critics (AICA): *Fallen Blossoms*, 2010.

His solo-exhibitions were showed in The Metropolitan Museum of Art, New York, and Museum of Modern Art, New York. The artist was also a curator of the first Chinese pavilion at the 51st Venice Biennale in 2005 and was the Director of Visual and Special Effects for the opening and closing ceremonies of the 2008 Summer Olympics in Beijing.

Besides the exhibitions in the Guggenheim Museum in New York, in the National Art Museum of China in Beijing, in the Guggenheim Museum in Bilbao, in the Museum of Fine Arts, Houston, and in Museo Universitario Arte Contemporáneo (Museum of Contemporary Art) in Mexico City, in 2011 Cai also opened a solo exhibition in Mathaf-Arab Museum of Modern Art in Doha, Qatar.



*Cai Guo-Qiang: 1040m Underground* features two new site-specific installations, including a new series of gunpowder drawings produced on the IZOLYATSIA campus. For the gunpowder drawings, Cai worked closely with local artists, miners and volunteers to create the new pieces on canvas. The entire process was open and free to the public, and audience members were able to witness an artist at work as well as experience the ignition of the gunpowder drawings firsthand. People worldwide, including local community who missed this rare opportunity, were also able to access the events live online through the exhibition's website.

The exhibition stems from the artist's experience this past May in the coal and salt mines of the industrial Donbass region. During his visit, Cai descended 1040 meters below ground level and trekked more than 1000 meters in the tunnel, mirroring the same route the coal miners take every day. After his "journey to the centre of the earth," a hike to the top of the IZOLYATSIA terrekon, brought Cai to the height of 50 meters, where he could admire the industrial city panorama. *Cai Guo-Qiang: 1040m Underground* chronicles Cai's dialogue with the local community and their history and culture. His work seeks to express the fate of people, specifically the once glorified labourers of the lower class in a rapidly changing time. The exhibition also reveals new possibilities through contemporary art: by transforming waste into treasure, we inherit and practice the "Socialist ideal:" art for the people, and art embedded in life

Cai Guo-Qiang  
2011. Donetsk





## MONUMENTS ON SHOULDERS

Titled *Monuments on Shoulders*, the gunpowder drawing installation depicted a total of 27 miners: 9 salt miners from Artemsol in Soledar, and 18 coal miners from Oktyabrskiy Rudnik. In the lobbies of each site, 18 local Socialist Realist artists—together with Cai himself—sketched the portraits of the miners as they finished their shifts and walked out of the mines. The production then returned to IZOLYATSIA, where the artists enlarged their images and volunteers helped carve the large-scale sketches into stencils. Finally, Cai spread different grades and grains of gunpowder onto the canvases to achieve different visual effects, all the while careful to preserve the essence and style of each artist's sketch and the characteristics and aura of each miner.

The finished gunpowder drawings were mounted on frames identical to the ones used to hold the portraits of Soviet leaders in propaganda parades. They were lit with mining lamps that hung from the ceiling above like stars, with a mound of coal spread across the gallery to the left, and a slope of salt to the right.

Salt, coal and gunpowder are all extracts from nature, yet also simultaneously accomplishments of our civilization. Through the transfiguration of energy, each gunpowder drawing in *Monuments on Shoulders* was born. It represented both the radiance of life, as well as the underlying risk and anxiety in a miner's occupation.















































A new installation by the artist, *Nursery Rhymes* sat in the remnants of a factory building (Warehouse №2) partially destroyed by a fire. Nine used mining carts lined up as if meandering down the track in the tunnel, rocking slowly like cradles. Each "cradle" contained a projection on the canopy, its footage included the invasion of the German troops during WWII, the new life under the Soviet reign during the Great Depression, romance blossoming between working-class individuals, and so on. Along the sides of the canopy hung salvaged objects from the days of the factory, preserved by IZOLYATSIA Founder Luba Michailova's father, Ivan Michailov, the former Director of the Izolyatsia plant during the Soviet era. Objects included old musical instruments from the factory club, toy chess boards from the factory kindergarten, and old worker's tools, all rocking along like a child's mobile.

No matter how much has changed with time, the forward-moving vehicles continue to carry the wistful fantasies and harsh reality of the people.

## NURSERY RHYMES















The Cai Guo-Qiang: 1040m Underground exhibition catalogue was published by MAKOS Studio (New York). The book included project documentation, detailed description of gunpowder drawings creation process in collaboration with local artists, miners and volunteers, as well as contribution texts by Marek Bartelik and Ludmila Bereznitsky.

Marek Bartelik is a poet, art critic and art historian. He teaches modern and contemporary art at The Cooper Union for the Advancement of Science and Art in New York. He has taught art theory at Yale and MIT. He regularly contributes reviews to Artforum. His collection of essays on art and culture entitled *Gentle Rain: Journal of a Nomadic Art Critic* is scheduled to be published in 2012. Dr. Bartelik is the current president of AICA-USA (International Association of Art Critics USA) and AICA International.

Ludmila Bereznitsky is a philosopher, curator, author of publications on cultural studies, aesthetics, ethics and art theory. She previously taught cultural studies at the National Academy of Arts and Architecture in Kyiv, and has been the initiator and author of project *From Red to Yellow-Blue* (2004-2005). In 2005, she co-founded the Eidos Foundation for the support of young Ukrainian artists. At the present time, Dr. Bereznitsky lives and works in Berlin.

## PUBLICATION

An aerial photograph of a snowy, mountainous landscape. Two prominent, parallel tire tracks run diagonally from the top left towards the bottom right. The snow is uneven, with some areas appearing more disturbed than others. A small, dark figure, likely a person, is visible on the right side of the image, near the bottom. The overall scene suggests a winter or high-altitude environment.

FOOTPRINTS ON SN

An aerial photograph of a vast, snow-covered landscape. The terrain is marked with numerous tracks and footprints, suggesting recent travel or activity. The tracks are dark and contrast with the bright white snow. The overall scene is desolate and wintry.

NOW 2011







IZOLYATSIA proposes snow as a possible material, mean, symbol or at least background for artistic activity. In January 2011, IZOLYATSIA invited Apl315, a street artist from Odessa to channel his artistic energy at one of the protruding slopes of the IZO-terrekon, by tattooing on it a big oval rainbow.

Apl315 started his career in street-art and has participated in two IZOLYATSIA projects. Today the artist works both with graffiti and canvas. In 2009-2011 his works were exhibited in solo and group exhibitions at Tretyakov Gallery and Centre for Contemporary Art WINZAVOD in Moscow, Centre for Contemporary Art Mystetsky Arsenal in Kyiv and Matthew Brown Gallery in Berlin.

## FOOTPRINTS ON SNOW 2011



ZVUKOIZOLYATSIA



2011







## ZVUKOIZOLYATSIA 2011

By striking a dialogue with the factory's space, this audio-visual project united some of the key premises prevalent in avant-garde music, the technical possibilities of video-art, a cohesive conceptual dramaturgy and a retrospective of the factory's history. The former giant polystyrene Warehouse №2 served as a platform for this intervention.

Ensemble Nostri Temporis was founded in Kyiv in 2007 by composers Maksym Kolomiets and Alexey Shmurak. In the past four years, the Ensemble made more than a hundred performances in Ukraine and abroad. The Ensembles' activity is tightly connected with monographic concerts (Giacinto Scelsi and Bernd Alois Zimmermann) and modernist anthologies.

## ENSEMBLE CAST:

MARGARYTA KHAKIMOVA / SERGIY VILKA  
flute/piccolo/alto flute

MAKSYM KOLOMIETS  
oboe/english horn, art-director

OLEXII BOIKO / DANYLO PURZHASH  
clarinet B/A/piccolo/bass clarinet

SERGIY LOGINOV  
horn

SVITLANA YEVDOKIMOVA / IGOR BOICHUK  
trumpet

ALEXEY SHMURAK  
piano/keyboard, coordinator

BORYS KONIUKHOV / SONIA SULDINA  
violin

OLGA ZHUKOVA  
cello

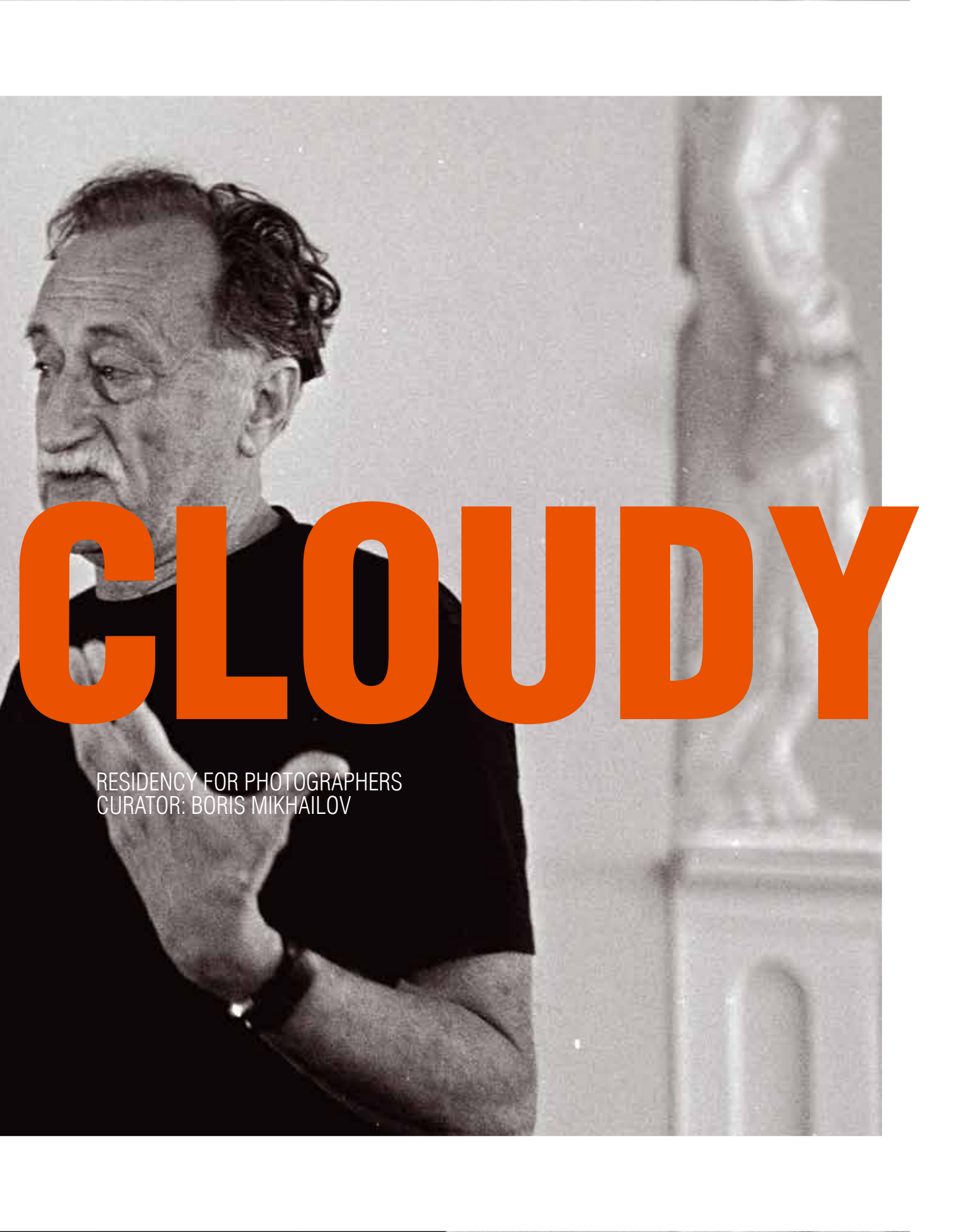
ANTON ZHUKOV  
contrabass

BOHDAN SEHIN  
musical director

MIROSLAV VAJDA  
is an artist working in performance art, installation and land-art. In 2007, he became co-founder and member of the art movement KOMA, and in 2009 received a scholarship from the Gaude Polonia Program (Warsaw, Poland), in the framework of which he realised projects in different cities of Poland. Miroslav lives and works in Lviv

**PARTLY**





# CLOUDY

RESIDENCY FOR PHOTOGRAPHERS  
CURATOR: BORIS MIKHAILOV





## PARTLY CLOUDY

IZOLYATSIA's artists-in-residence program aims to attract the attention of international artists to the Donetsk region as a space for creative initiative. The project offers artists to work on a proposed curatorial theme by immersing themselves in an unfamiliar environment.

In the summer of 2011, a four week residency united in Donetsk eight international photographers. Under the curatorial guidance of Boris Mikhailov, the participants of the program were chosen from 284 applicants from 47 different countries. In the course of the project, each photographer presented a lecture or a master-class to the local audience. Each artist was assisted by a local volunteer. The residency found the support of ten volunteers and the whole photo-community of the Donetsk region.

In the summer of 2012, *Partly Cloudy* will be exhibited at IZOLYATSIA. Project catalogue will also be published.

## PROJECT CURATOR

The project was launched in collaboration with photographer Boris Mikhailov. He is the only Ukrainian and post-Soviet photographer to have received the prestigious Hasselblad Prize; he has made a great contribution to the development of social documentary photography. Boris Mikhailov's works are exhibited in Tate Modern (London), MoMA (Museum of Modern Art (New York)), Berlinische Galerie (Berlin).



MARCO CITRON  
Italy

MARINA BLACK  
Russia-Canada

HOMER  
Ukraine

RICHARD ANSETT  
Great Britain

NATASHA PAVLOVSKAYA  
Russia-Hungary

ALEXANDER STRINADKO  
Ukraine

NUNO BARROSO  
Portugal

FLAVIA JUNQUEIRA  
Brazil

## RESIDENTS 2011





# EDUCATIONAL PROGRAM

COURSE OF LECTURES  
ECOLOGICAL PROGRAM

In 2011, IZOLYATSIA's educational program included lectures, discussions and master-classes, dedicated to contemporary art and culture, political thought, architecture, design, ecology, music and many other topics.







## LECTURES

In 2011 IZOLYATSIA held an extensive course of lectures for the general audience.

Our program involved an active cultural intervention into the urban environment and into different trajectories of Ukraine's contemporary cultural life. Our aim is not only to inform and entertain our visitors but to help them become active participants, initiators and critics of the socio-cultural discourse.

# IZOLYATSIA LECTURES 2011

Lecture by VICTORIA BURLAKA Contemporary Art Today

Lecture by PAVEL MAKOV Discussion on the Phenomenon of Contemporary Art

Lecture by OKSANA BARSHINOVA On Visual Arts: Ukrainian Contemporary Art of 1980's-1990's

Lecture by OLGA BALASHOVA Developing New Lands. Ukrainian Art of the Naughties

Lecture by OLESYA OSTROWSKAYA-LUTAYA Art and the Public Space

Lecture-presentation of ANATOLY BELOV'S projects Balance and Strife

Lecture by MAREK BARTELIK Nomadic Art-Criticism

Presentation of PAVEL MAKOV'S art-book DonRoza

Screening of movie chronicles 1900-2000, dedicated to Donbass history and first Soviet documentary with sound *Enthusiasm (Donbass Symphonic)* directed by Dziga Vertov

Presentation of MICHELLE HANSEN and HANS STAKLBAKE'S E-50 Project

Lecture by KRISTS ERNSTSONS (IZOLYATSIA) Creative Eco-Villages

Lecture by VICTORIA IVANOVA (IZOLYATSIA) Site Specific Art-Projects

Lecture by ANDREJ GOROKHOV David Hockney's Secret Knowledge

Discussion featuring SERGEY JADAN and KIRILL SAVIN (Heinrich Boll Foundation) Dreamers, or Make a City, Citizen!

Donetsk readings: Donetsk authors' poetry at IZOLYATSIA: Masha Pronina, Alexander Fomichev

Lecture by MARTINA KOPPEL-YANG Isles of Autonomy like Rapids within the Flow of Change. Contemporary Art, Official Guidelines and Artistic Strategies in China

Lecture by ANDREI GOROKHOV Kulebaki Project and Clifford Geertz Anthropology

Presentation of ALEXANDER CHEKMENEV'S monograph *Donbass*

OKSANA ZABUZHKO: first visit to Donetsk. Poetry and Discussion

MARIA ANNA POTOCKA: Galleries and Museums of Poland from the 70s until Today









The president of AICA, Marek Bartelik told IZOLYATSIA visitors about his life as a nomadic art critic. In his reviews, Bartelik does not follow the hierarchic conditions of the art world. Instead he uses his intuitive analysis of the artwork or art-project in order to discover some novel parallels and forms of perception.

*«While Cai's journey made one realise that at present, time is standing painfully still in some parts of the world more than in others, it also taught something essential about the world we live in, which the enhanced theatricality of art helps illuminate.»*

Marek Bartelik, October 2011.

## MAREK BARTELIK ON NOMADIC ART-CRITICISM



## PRESENTATION OF PAVEL MAKOV'S MONOGRAPH DONROZA

The author told about the genesis of the project and his research on Donetsk. The book presents a map of the city's centre with its entanglement of streets and avenues reminding one of a maze, but also a rose - one of Donetsk's prototypical symbols. DonRoza continues the *Garden Chronicles* series, on which Makov has been working for more than five years.

## CREATIVE VILLAGES THROUGH CONSTANT URBAN REGENERATION.

Krists Ernstsons (architect, IZOLYATSIA) presented the creative village model as one of the ways for community development. The theme of creative villages is very attractive to architects, professors, ecologists and philosophers, especially in an era when sustainable development and ethical enterprise building have become highly relevant.

## SCREENING OF CHRONICLES 1900-2000

Screening of chronicles 1900-2000, dedicated to Donbass history and first Soviet documentary film with sound, *Enthusiasm* (Donbass Symphony) directed by Dziga Vertov. Screening was followed by a discussion on Donetsk's multiculturalism and ethnical stereotyping. Discussion panel: Evgeny Yassenov (journalist, writer), Igor Todorov (Chair of International Relations and Foreign Affairs professor at the National University of Donetsk), Irina Gambaryan (journalist, 350.org. participant), Petr Antyp (artist), Anton Korablev (IZOLYATSIA).





## LECTURE BY VICTORIA IVANOVA SITE-SPECIFIC ART

The speaker described the history of site-specific art. This direction is unique in placing the locality, the community, its past and present as foregrounds for creative expression. As a result, the artist is thoroughly engaged with the local context and his works become embedded within a particular space in a unique unreproducible manner.

## ALEXANDER CHEKMENEV PRESENTATION OF *DONBASS*

Alexander Chekmenev spoke about his new monograph to the Donetsk audience. Images of miners working in illegal mines, their families, neighbours and friends are presented in the works of the photographer. As the author confessed, his goal was to inscribe the period of 1990-2000 into the history of Donbass and to highlight miners' contribution to it.

## ISLES OF AUTONOMY LIKE RAPIDS WITHIN THE FLOW OF CHANGE. CONTEMPORARY ART, OFFICIAL GUIDELINES AND ARTISTIC STRATEGIES IN CHINA

Independent expert and curator from Paris, Martina Koppel-Yang, told about official Chinese art policy and art-tendencies which differ from official standards.



## OKSANA ZABUZHKO

For Zabuzhko, Donetsk has always been Vasyl Stus's motherland. A lively discussion took place in an overcrowded hall and the audience asked about everything: about political views and first impressions of Donetsk, about attitudes to Donetsk kitsch and advice to young poets.

## POLISH GALLERIES AND MUSEUMS FROM THE 70S UNTIL TODAY

Polish art-critic, curator and MOCAC director Maria Anna Potocka delivered a lecture on the development of the Polish art scene in the last forty years. She also told about the formation and emancipation of modern art galleries and museums. The lecture was supported by the Polish Institute in Kyiv.





# ECO IZOLYATSIA

The interdisciplinary educational module of IZOLYATSIA's ecological program aims to merge environmental responsibility, creativity and sustainability.

For many years, Donbass has been extensively exploited for its resources without any rehabilitation and regeneration efforts. Hyper-production and great capital turnovers have created a predilection for consumption fetish and social apathy.

Eco-IZOLYATSIA Program was supported by the Embassy of the Kingdom of the Netherlands. A series of eco-events, united by the motto *Energy of Change*, included a range of lectures, presentations and creative workshops.

## ECO-EVENTS AT IZOLYATSIA

Eco –subbotniks at IZOLYATSIA supported by Auchan and Amstor;

Bike-action: Donetsk cyclists lay a bike route from the city centre to IZOLYATSIA;

Inna Datsiuk's lecture Green Style in Life and Work;

Andrei Bobrovitskiy's lecture Building an Eco-House, or How to Adapt a Flat to Ecological Standards;

Dr. Josef Smiers's lecture Fragile World of Culture. Protecting Ecological and Cultural Diversity;

Pat van Buij and Karin van der Molen's eco-projects How Art Caught a Rabbit. Ecological Art in Urban Spaces;

GRAFPROM Ilia Pavlov and Maria Naroziyan's eco-projects;

Ecological art-workshop for eco-bags painting, artist Hamlet Zinkovskiy;

Ecological art-workshop for creating adhesive tape mould of different objects by sculptor Karin van der Molen;









# CREATIVE ECO-VILLAGE





## CREATIVE ECO-VILLAGE IZOLYATSIA

Creative village is a city within a city, a space which gathers artists, people of creative professions and active citizens to generate ideas, exchange experiences and strengthen their communities. Our creative village is built around contemporary art (the art-centre) and connected with architecture, ecology, sustainable community development, education and all that is required to motivate creativity.

Spaces of artistic freedom are necessary for the development and conversion of the economical structure of Donbass. Scientists can find such freedom in techno-parks, while artists and creative business are searching for it in ecological settlements and creative villages. Creative Eco-Village IZOLYATSIA is a unique laboratory searching for answers to some key questions: How does one get an idea? Who are artists? Why do we need a vibrant artistic community for social well-being?

IZOLYATSIA has multifunctional spaces for exhibitions, concerts, festivals and conferences. Step by step, friends of the foundation and artists are starting to occupy photo laboratories, film screening halls, spaces for residencies,

all of which are located on the territory of the former factory. IZOLYATSIA plans to create a public space where our guests can be entertained, involved and inspired. Our international architects are in the process of rehabilitating the territory with the help of students and alumni of the Donetsk Academy of Architecture and Construction.

IZOLYATSIA's Creative Village is open to artists, but also to innovative and creative enterprises. In 2011, our village welcomed its first business settler: a bookstore with a unique collection of books on art and culture.







IZOLYATSIA has its own terrekon (slag-heap), which is a symbolic figure for Donbass and its cultural context. IZOLYATSIA aims to preserve the plant, its adjacent territory and the terrekon in a form true to their origins. The foundation plans to set viewpoints at the terrekon's top and terraces with exhibition areas at the terrekon's foot. Experimental illumination will create strong visual effects, which will be viewed from the city centre. Creative Village IZOLYATSIA will be a combination of implementing low and high technologies depending on demands and resources. In order to provide the eco-park with water, IZOLYATSIA plans to install water receiving and water filtering channels around the terrekon's foundation. Water filtration methods are based on natural reed beds systems, that can also be incorporated into sewage treatment, and will purify water flowing through them. Later this water can be used to irrigate plants, while the reed beds can be used as a growing medium.

IZOLYATSIA considers several possibilities of alternative energy use to achieve zero energy. IZOLYATSIA is focused on researching and testing new ways of producing electricity and heat through combined heat and power systems. The CHP units allow the territory to become energy sufficient, and boilers can be run on biomass. The first such system will be installed on a small scale in the gallery building opening this year.

IZOLYATSIA is actively looking into waste management and recycling possibilities, even to recycle its own waste, by using composting.



# INTERNATIONAL COLLABORATION

**TEDx** DONETSK

APRIL 2011

At the first TEDxDonetsk conference IZOLYATSIA was represented by landscape architect Rick Rowbotham. TED (Technology, Entertainment, Design) – is an international non-commercial foundation, directed at spreading ideas that can change lives. Since 1984 the conference has been gathering scientists, politicians, businessmen, artists, musicians, engineers and many others to give inspirational and visionary talks. This is the fourth time that TEDx took place in Ukraine. TEDxDonetsk is the first initiative in east Ukraine.



## 71ST **TEH** MEETING IN TARTU, ESTONIA

APRIL 2011

IZO-team members, Evita Kuzma and Victoria Ivanova, took part in the 71st meeting of the TransEuropeHalles network, which unites over fifty independent cultural centres across Europe, making IZOLYATSIA the first Ukrainian member within the network. TransEuropeHalles (TEH) promotes closer cooperation between European independent cultural centres, and many of the network's programs are supported and funded by the European Commission. A new project Engine Room Europe provides all members with opportunity to participate in programs such as artists and staff exchange initiatives between centres, as well as programs that target capacity building, sustainability and development of online resources.

## A NIGHT OF INDUSTRIAL CULTURE IN ESSEN, GERMANY

JUNE 2011

Invited by German Society for International Cooperation, IZO-representative Alona Karavai attended the annual project, *A Night of Industrial Culture*, which has been taking place in Essen, Germany for 11 years. The experience of the Ruhr region offers an excellent example of how through joint efforts of regional administration, cultural and tourist organisations, cultural conversion can rehabilitate an entire region both socially and economically. Owing to this initiative, the Ruhr region was granted the cultural capital of Europe title in 2010.

## **ERIH** CONFERENCE

SEPTEMBER 2011

IZOLYATSIA has become the first post-Soviet organisation to attend the conference in Katowice, Poland, and to join ERIH (European Route of Industrial Heritage). 850 industrial culture centres from 32 EU-member states have joined ERIH for education and exchange in creating museums, art centres and parks within industrial areas. Considering the oncoming Euro 2012, industrial tourism popularisation in Ukraine will be supported by ERIH and ERIH-member organisations from Poland and Germany.

## ART-KYIV CONTEMPORARY

OCTOBER 2011

IZOLYATSIA's stand was presented the annual international fair ART-KYIV Contemporary.







## INTERNATIONAL INVESTMENT SUMMIT IN DONETSK

OCTOBER 2011

The foundation took part in the fourth International Investment Summit DID 2011. Architect Kristis Ernstsons presented the Investment Project of IZOLYATSIA's Creative Village

## KYIV URBAN DEVELOPMENT STRATEGY CONFERENCE

NOVEMBER 2011

IZOLYATSIA architect Kristis Ernstsons delivered a report on social and economic components in transforming urban spaces for public needs. Kristis described the possibilities of changing and reusing city objects in the same manner IZOLYATSIA is transforming its industrial zone into a contemporary art centre. The architect revealed the foundation's plans to develop the industrial zone into a creative eco-village.

## 72ND **TEH** MEETING IN BORDEAUX

ОКТЯБРЬ 2011

Izolyatsia representatives, Victoria Ivanova and Anya Medvedeva, participated in the 72nd Trans Europe Halles (TEH) meeting in the end of October. This network gathers more than fifty independent cultural centres located in former industrial zones. The participants analysed partnership possibilities in the framework of the European Commission funded Engine Room Europe program. Special attention was paid to exploring collaboration opportunities with the centres' local communities and sustainable development within the cultural sphere.

## CONFERENCE ON THE USE OF SLAG-HEAPS, ORGANISED BY THE CONSULATE GENERAL OF GERMANY IN DONETSK

DECEMBER 11

The conference was conducted by the Consulate General of Germany in Donetsk with the participation of German and Ukrainian experts in mining, geothermal energy, tourism and architecture. IZOLYATSIA presented its vision on the use of the 48-meter-high slag-heap (terrekon) located on the former factory's territory. The conference's guests visited IZOLYATSIA as part of the program.



# END OF YEAR RESULTS

STATISTICS  
NEW INITIATIVES  
GRATITUDE



## STATISTICS

In 2011, **92 volunteers** were involved in our activities; this is the highest level of annual volunteer involvement for any organisation in Donetsk;

About **1200 people** visited this year's main exhibition - *Cai Guo-Qiang: 1040 m Underground* - during the three-months exposition period;

**1300 visitors** came to our lectures in the course of the year;

**370 people** participated in our eco-educational program; it is the highest indicator amongst NGO-supervised educational programs in Donetsk in 2011;

We have collaborated with over **60 artists and lecturers** from **Ukraine** and **16 other countries**;

During 2011, our events were written about in around **150 publications** in Ukrainian and international mass media; IZOLYATSIA was mentioned in over **30 TV** programs and there are more than **600 references** on various internet resources;

Foundation received **UAH 800 300** in private and corporate donations, **UAH 82 694** in grants from international cultural organisations;

Our team grew to **21 people**.

## NEW INITIATIVES

IZOLYATSIA offers a platform for creative and innovative initiatives. First initiative of such kind was the establishment of the architectural studio LAMPA on IZOLYATSIA's territory, which was founded on 20 October, 2011 by young architects with the support of IZOLYATSIA's architect Kristis Ernstsons.

Architectural studio LAMPA is an independent, non-commercial organisation for the advancement of urban architecture and design. The studio also aims to activate exchange within the architectural community of the region. For this purpose, the studio plans to exhibit young architects' projects, organise educational events, and establish relations with international architectural and design organisations.

Results of LAMPA's activity in 2011 will be presented at an exhibition of twelve DonNACEA (Architecture Academy) students' graduation works in 2012. IZOLYATSIA plans to conduct this event annually, providing an opportunity for young architects to present their ideas to the general public, investors and government officials.







## GRATITUDE

IZOLYATSIA. Platform for Cultural Initiatives warmly thanks everyone who supported IZOLYATSIA in 2011.

First of all, IZOLYATSIA would like to thank Ivan Michailov, the former director of the factory for giving us the opportunity to establish our project and for his faith in our endeavours. The entire team also thanks the management and employees of Izolyatsia plant for their hospitality and practical support in our creative activities.

*IZOLYATSIA is glad to have established such close relationships with all the people who have participated in our development. Special thanks extends to our artists and volunteers - IZOLYATSIA hopes to continue on building and strengthening these relationships.*

*We are also very grateful to our friends, visitors and everyone who supported IZOLYATSIA with their positive energy.*

*Sincerely,*

*Your Team*

*Foundation IZOLYATSIA. Platform for Cultural Initiatives.*



# BECOME PART OF IZOLYATSIA!

It has become a common gesture to press LIKE and approve a certain content not only in social networks but in real life as well. Sometimes our sympathy is only enough for a nod of approval or for a brief compliment. However, at other times we are scared (lazy, shy, etc) to leave the position of an observer and to actually join the initiatives that we LIKE. It's a pity because by switching from words to action and by landing a hand in public projects, no matter how little, we can make our city more fun and friendly, and become enriched by new emotions, acquaintances and discoveries.

If you share IZOLYATSIA's philosophy and want to take part in changing our environment, we invite you to become part of our big family of friends and partners in 2012 in one of the following roles:

## IZOLYATSIA FRIEND

By choosing this option, you will support all of our initiatives and projects without ever missing any opening, exhibition or special event – there will always be an invitation reserved just for you. You only have to decide on your contribution as an IZOLYATSIA friend. This option includes a lot of flexible opportunities for individuals and legal entities keen to support IZOLYATSIA. Each opportunity has its own advantages and grants the right to actively participate in IZOLYATSIA activities.

## PROJECT PARTNER, PATRON OR SPONSOR

In 2012, IZOLYATSIA will organise a diverse program of cultural events. By choosing this option you may support the initiative you find most interesting and attractive. This possibility is available for both organisations and individuals. To show gratitude for your support, your name or the name of your organisation will be referenced in various ways and places depending on the sponsorship package conditions.

## VOLUNTEERS/INTERNS

If you want to participate in the various projects organised by IZOLYATSIA, you can apply to become a program participant. Volunteers and interns can take part in foundation's everyday activities, within specific projects or practice their skills in any specialisation (interpreters,

architects, PR-assistants, cultural managers, curators, etc). Your efforts, time and energy make an invaluable contribution to the foundation's activities. Without our volunteers, IZOLYATSIA's projects would have never been realised with the impressive results described in this booklet.

We are also happy to get any informal support outside the existing programs since the most valuable part of any rule is its exception. You'll find all necessary details and answers to your questions at the corresponding section of IZOLYATSIA website. You may contact us with any other questions on [info@izolyatsia.org](mailto:info@izolyatsia.org) or +38 062 388 18 20 Join us!

## BANK ACCOUNT DETAILS

IZOLYATSIA. Platform for Cultural Initiatives

83029, Donetsk, Svetlogo Puti St. 3

Unified State Register of Enterprises and Organisations

Code 37216450

p/s 26007969968726 in PUMB, Donetsk, IFI 335537

Director Pavel Gukov

Non-profit organisation, registered according to art.157.1

Tax Code of Ukraine №2755-VI and added to Non-Profit

Organisations Register on decision №13 from 11.08.2010.

Payment reference:

«Charity Contribution for Statutory Objectives»

## TEAM

LUBA MICHAILOVA	Founder
PAVEL GUKOV	Director
ALEXANDER KALENYAK	Project Manager
RICK ROWBOTHAM	Landscape Architect
KRISTS ERNSTSONS	Architect
DIMA LEONTIEV	Art-Production
ALONA KARAVAI	Project Coordinator
VICTORIA IVANOVA	Strategy Manager
ALINA ERMOLOVA	Project Coordinator
ANYA MEDVEDEVA	Project Coordinator
HANNA AGAFONOVA	Project Coordinator
ANDREI GOROKHOV	Special Projects Coordinator
DIMA SERGEEV	Designer
ANTON KORABLEV	PR-Coordinator
TATYANA FILEVSKAYA	PR-Coordinator
MYKHAILO GLUBOKYI	IT
TATYANA DEREVITSKAYA	Accountant
EVITA KUZMA	Branding Coordinator
LIYA KURNOSOVA	Office Manager
OLGA PRIHODKO	Office Manager
ANASTASIA BUTSKO	Consultant



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**IZOLYATSIA**  
 PLATFORM FOR CULTURAL INITIATIVES

[www.izolyatsia.org](http://www.izolyatsia.org)







