

FLODA31

92278
BOTSMARK
SWEDEN

floda31.com

*"Creativity, which I define as
'the process of having original
ideas that have value', more often
than not, comes about from the
interaction of different disciplinary
ways of seeing things"*

Sir Ken Robinson



Contents

- Philosophy
- Mission statement
- Target audience
- Facilities
- Programme
- Why here
- Network
- Promotion
- Partners
- Calender

*"Floda31 is the future
of art: collaborative,
synergetic and
sustainable."*

Yann Martel



"You cannot solve the problem with the same kind of thinking that has created the problem"
Albert Einstein

Mission

Encourage talented individuals from different disciplines to collaborate and share knowledge in order to redefine problems and create innovative solutions.

Cross-discipline

We provide the opportunity for collaboration between outstanding individuals from different disciplines by enabling them to create, experiment and work together. There is no right or wrong approach to a problem, just different points of view that are open to debate.

Sustainability

Sustainability is the underlying thread for all activities at Floda31. We will solve design problems with a 'cradle to cradle' approach; a circular system where all components that make up a product can be endlessly recycled or upcycled so there is no waste.

Outcomes

Through an extended network of platforms we inspire others to rethink the way they do things and come up with sustainable solutions. Our curated residencies are geared up for outcomes. With small practical solutions we will tackle large problems, one step at a time.



Target audiences

Curated residencies

Twice a year we will host a curated residency. The curated residencies encourage cross-disciplinary interaction. A curator will set a brief, a team will be invited to work on this brief. The aim of the curated residency is to generate an outcome. This outcome won't be prescriptive but will evolve from the experience of the residency.

Corporate residencies

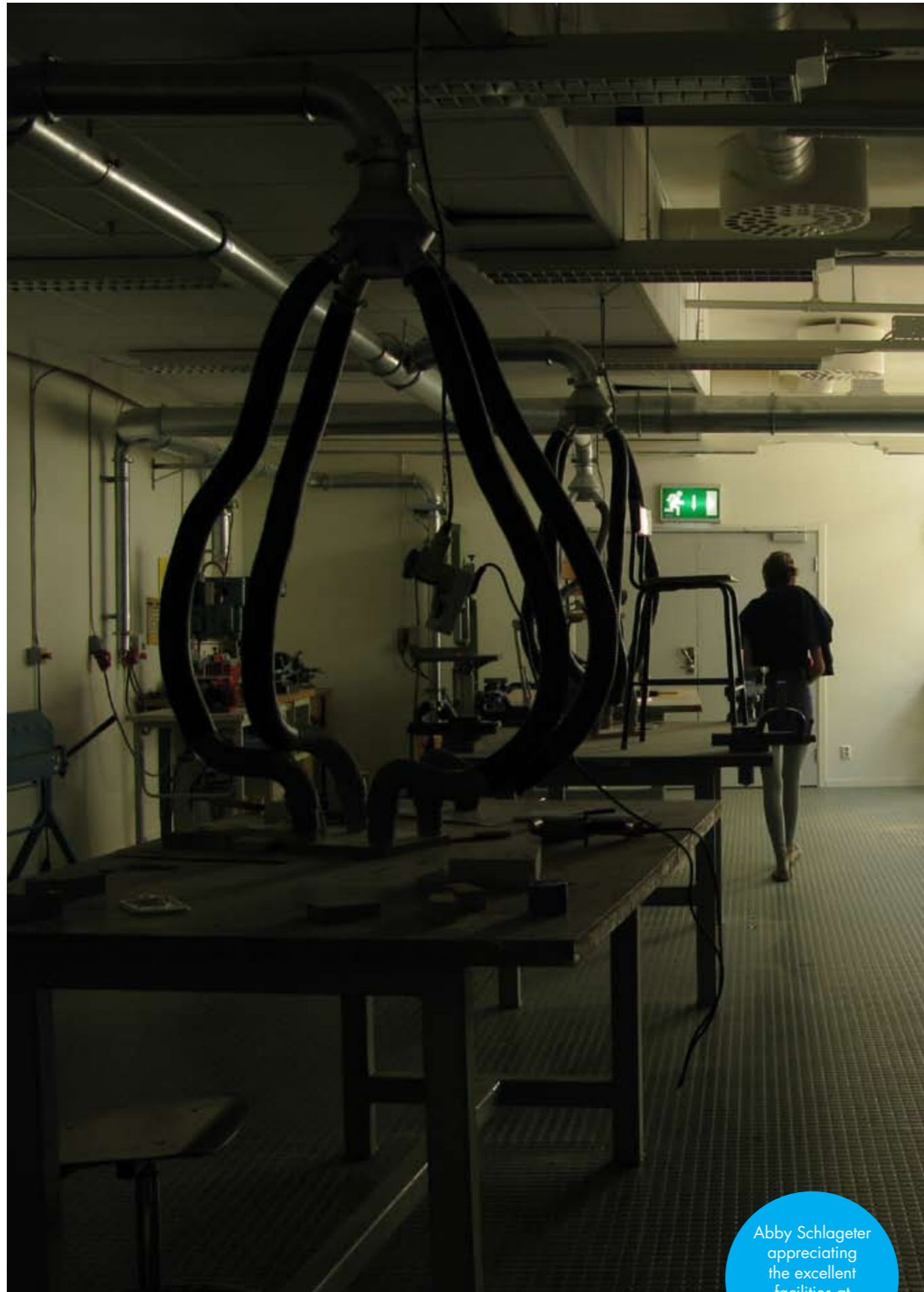
Floda31 will host research and design residencies for companies who would like an injection of creative energy. Over the first few years of operation our facilities will grow and be responsive to the demands of our clients. We can organise workshops, lectures and experiences that will stimulate new ideas.

Individual residencies

Most of the year Floda31 will be open to individual residencies. Individuals can apply to do a residency and work on a personal project. We create a collegiate environment where specialists from different disciplines can meet and inform each other. Residencies will run concurrently, allowing new connections, networks and cross disciplinary encounters.

Workshops

Floda31 will run shorter workshops throughout the year. These bespoke workshops are geared towards specific briefs and target audiences.



Abby Schlageter appreciating the excellent facilities at Umeå Institute of Design



Ben Redford helping us set up the wood workshop.

Facilities

Workshops

The old farmhouse facilities include;

Wood workshop

Featuring a collection of professional standard hand and electrical tools; cordless drills, cordless jigsaws, jigsaws, pillar drill, mitre saw, skill saw, sanders, nail gun, compressed air tools, and a table saw, belt saw, bench grinder, bench sander.

Mechanical workshop

Featuring a collection of professional standard hand and electrical tools; cordless drills, cordless jigsaws, pillar drill, mitre saw, skill saw, compressed air tools, metal bender, welding gear.

Computer suite

Featuring various Apple Mac stations, a DIY LIL CNC machine, a starch milling machine, lasercutter and a large format HP colour printer.

And a black and white dark room and some other 'old school' facilities.

Accommodation

We offer a variety of accommodation;

Summerhouse

The summerhouse can sleep up to four and is completely self-contained.

Bartlett mini houses

From summer 2012 onwards we will have the 'Bartlett mini-houses' as a result of the Bartlett School of Architecture curated residency. Each house will be completely self-sustainable and will sleep two people.

The main house

The main house is reserved for staff and the some individual residents. We will occasionally screen movies and host dinners.

Temporary structures

In summer we offer temporary sleeping structures such as yurts (these can change annually).

Communal facilities

The barn houses communal facilities: showers, toilets, sauna, kitchen and a bar.

And ...

The Dragonlodge curated residency (Oct 2010 to Jan 2011) is to design a bespoke action sports facility on the hill directly below Floda31. This will be a private facility that can be used by all residents for snowboarding, skiing and mountain biking.



Programme 2010 – 2013

Curated residencies

Sustainable living pods

This residency is taking place in spring 2011 and will be curated by the Bartlett School of Architecture, UCL.

Each Unit within the Bartlett will be asked to design a living pod for Floda31. These pods need to be able to house our residents with a sleeping space, kitchen and bathroom, all with a footprint of 15m² or less. The pods need to be able to withstand the harsh climate of north Sweden, and be sustainable.

Students will be asked to put together a team of four individuals, consisting of themselves (the architect), and three other disciplines of their choice.

The teams will be invited to Floda31 to study local resources, the land and location. We will host relevant workshops and lectures with professionals from various disciplines who will inspire and help the team to finalise their design.

Action sports facility

This residency is taking place in summer/autumn 2011 and will be curated by John Basset, director of Dragon Lodge Snowboarding (DLS).

John will put together a team of specialists in the fields of biology, climatology, forestry as well as architecture, engineering, art, design and snowboarding, skiing, mountainbiking to design an action sport facility on the hill directly below Floda31.

The facility should have minimal or even positive impact on the environment and aims to be self-sustainable. The facility should push the boundaries in action sports with its landscaping and architecture whilst fitting in with the surroundings, be nice to look at, interesting to ride, and provide branding opportunities for sponsors.

2050

This residency is taking place in summer 2012 and is curated by the Carbon Disclosure Project (CDP). The CDP Cities program asks the world's largest 40 cities to disclose their greenhouse gas emissions and assess their risk from climate change.

We select artists from these cities to visit Floda31 to engage with members of the CDP team, who will inspire the artists to create art using data collected from the CDP Cities program 2011. The residency is planned to culminate in an exhibition in London.

Greenhouse gas emissions disclosure is a quantitative way of approaching climate change mitigation. This is an essential process, which is often difficult for the general public to understand. The arts & culture sector is uniquely positioned to not only aide in the interpretation of complex scientific, business-oriented, and governance approaches to mitigating climate change, but to be a catalyst for broader cultural change.

Taking urban artists into the wild

This residency is curated by Jeanette Steinsland from Gallery Steinsland Berliner (GSB) and is taking place in winter/spring 2012-13.

GSB will put together a team of renown urban artists and take them to Floda31 to experience the wild. The urbanites will be confronted with a whole new set of boundaries at Floda31.

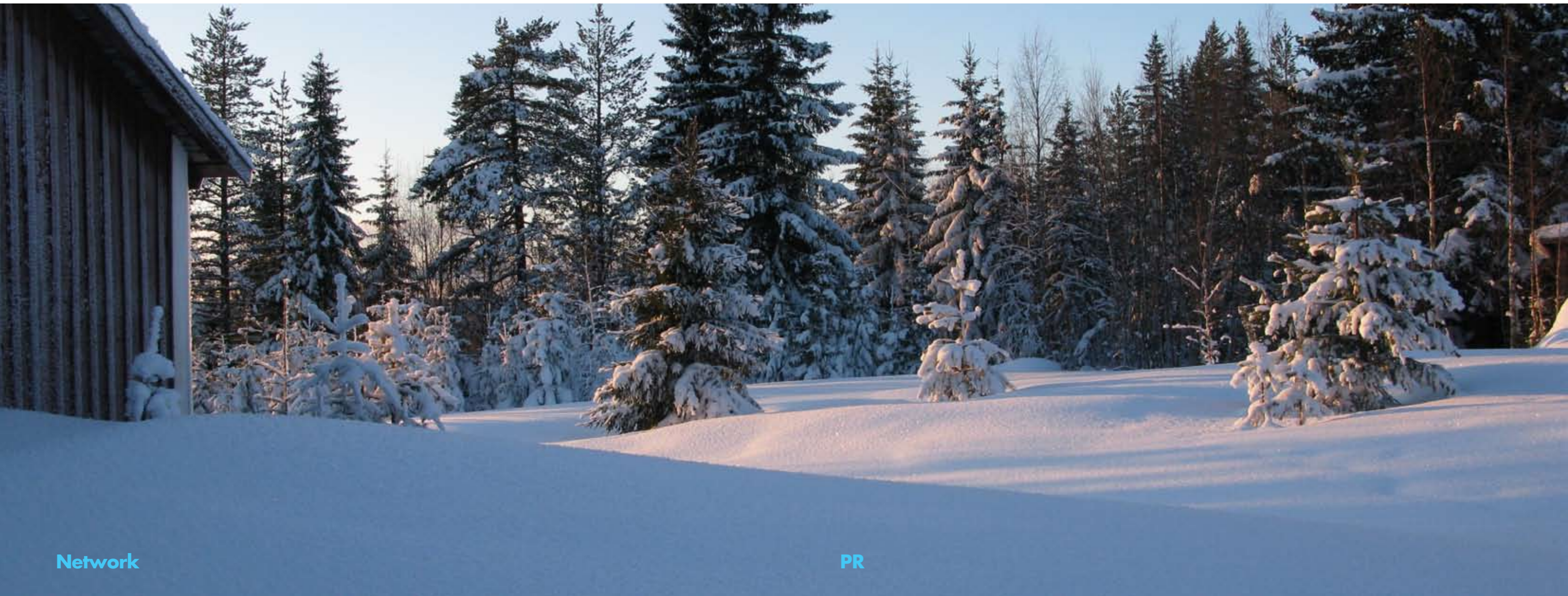
GSB will organise workshops for the artists to be inspired by nature and respond in situ. The work generated will be displayed at Floda31 and will also result in an exhibit at GSB in Stockholm and may travel to our other linked galleries.



Why here?

We are based in the last remaining wilderness of Europe. We benefit from true solitude as well as being conveniently close to all the culture that Europe has to offer.

Getting to Europe's last remaining wilderness is surprisingly easy. You can fly to Umeå from various European airports or take the train. A train connection from Stockholm via the Botniabanan will take \pm 5 hours. Floda is a 45 minute drive from Umeå.



Network

Spending time at Floda31 will enhance your network. We have ever growing connections with amazing people who are keen to share their expertise. Depending on your project we can set up meetings or workshops to fit your need.

We have links with educational institutions such as the Bartlett School of Architecture, UCL (United Kingdom), Central St. Martins (United Kingdom), Falmouth University (United Kingdom), Hyper Island (Sweden), Technical University Delft (Netherlands), Open University (United Kingdom), Oxford University (United Kingdom), Umeå University (Sweden) and the Willem de Kooning Academy (Netherlands).

We have links with corporate institutions such as Arcadis, The Carbon Disclosure Project, Nike, Nikita, DC Footwear, Option, Philips, Skype and Vans.

We have links with charities and non-corporate organisations such as Cape Farewell, Greenpeace, The Royal Academy of Arts, various contemporary dance companies, as well as numerous design agencies around the globe.

We have links with galleries and publishing houses such as Gallery Steinsland Berliner (Sweden), The Idea Generation (United Kingdom), 1975 Gallery (United States), California Academy of Sciences (United States), Harper Collins Publishing, Future Publishing.

Plus, we are lucky to work with a bunch of amazing individuals within a wide range of skillsets.

PR

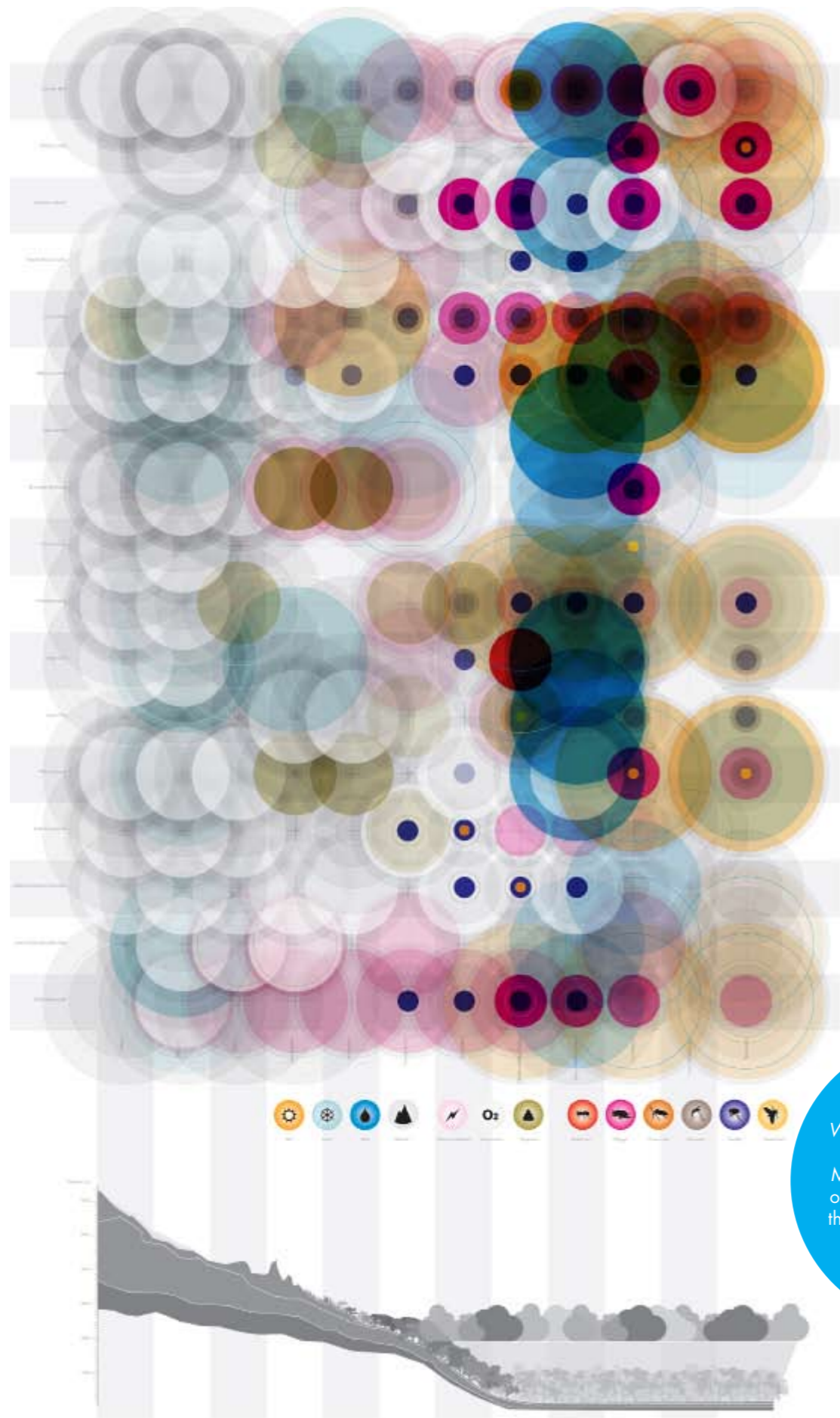
We will communicate the results of all our residencies to as many people as possible through a variety of channels: the internet, the cloud, consumer products, lectures, exhibitions, lifestyle magazines, art and design magazines, science publications, press and press supplements, tv and film. We have been asked to be filmed for TV4 (National Swedish tv).

The primary means of communication will be through our website featuring writing, images, video and interactive applications. We will send out regular newsletters to our extensive database of contacts (5,000+).

We are very excited about the far reaching potential of various media, however we do still very much value one-to-one contact and will also endeavour to get the work generated at curated residencies at Floda31 out into the real world via exhibitions and products.

We have established links with galleries in Stockholm, Sweden (Steinsland/Berliner), London, England (The Idea Generation) and Rochester, United States (1975 Gallery) and are growing this list of associates.

The work generated at Floda31 will naturally carry the message far and wide in itself, and lets also not forget word-of-mouth. We assume that Floda31 visitors will be inspired to spread the word through all their personal channels, blogs, twitter, facebook, youtube, friends, and lectures.



Wellness over Time, a piece of information design by Marije de Haas, as a result of her Cape Farewell trip to the Peruvian Andes in 2009



Aalto, a skatable sculpture designed by Rich Holland featured at the 'At first we take museums' show in Kiasma, Museum of Modern Art in Helsinki, Finland

About us

About us
 We are the founding members of successful all media company Bullet Creative founded in 1999. Bullet's strength is creative solutions – it uses any media necessary to communicate the right message. Bullet was awarded a Bafta for interactive learning in 2001, a World e-science award in 2005 and was a honoree for a Webby award in 2009.

We believe creativity comes in many forms, there is no set way to give shape to an idea. Rich and Marije are initiating Floda31 to create ideas for a greater good. We feel that we need to change the way we do things. We have pushed our biological and economical boundaries to a breaking point and have left ourselves no choice but to respond. We don't need to do less, we need to do different.

Rich Holland
 Rich is a talented artist, designer and builder. Apart from his involvement in Bullet, he has designed and built interactive sculptures and installations (tseou.com) around the globe which have been commissioned by the British Council, the Architecture Foundation and various private and corporate sponsorships. Rich wants to put his many skills into Floda31 to help inspire and facilitate other talented people to create new ideas.

Marije de Haas
 Marije is a talented designer and typographer. Besides running Bullet, Marije likes to create information design pieces such as her expanding series 'pictolution'. Inspired after her recent trek through the Andes and Amazon rainforest with Cape Farewell Marije decided that it was time to put her efforts into collaborations between knowledgeable people from various fields to design and create solutions to climate change.



Partners

Petter Warnsberg

Master Class leader and Content Director UK at Hyper Island

We are working closely with Petter Warnsberg who will be in charge of setting up learning methods at Floda31. Based on his experience at Hyper Island Petter is interested in applying his knowledge to cross-disciplinary groups.

Craig Smith

Interface development Skype & Apple

Visiting lecturer and advisor on interactive communications.

Lindsay Irving

Visualization & outreach program manager, California Academy of Sciences

Visiting lecturer and advisor on visualisation, mapping and communication of ideas generated at Floda31.



Calendar

Phase 1

May 2010 – October 2010

Complete refurbishment of main residence.
Installing sustainable technologies.

Phase 2

November 2010 – March 2011

Refurbishment of the barn. Set up wood workshop, mechanical workshop, computer suite and barn-bar.

Phase 3

April 2011 – June 2011

Set up communal facilities in the barn. Set up mechanical workshop, darkroom and screen printing facility.

Phase 4

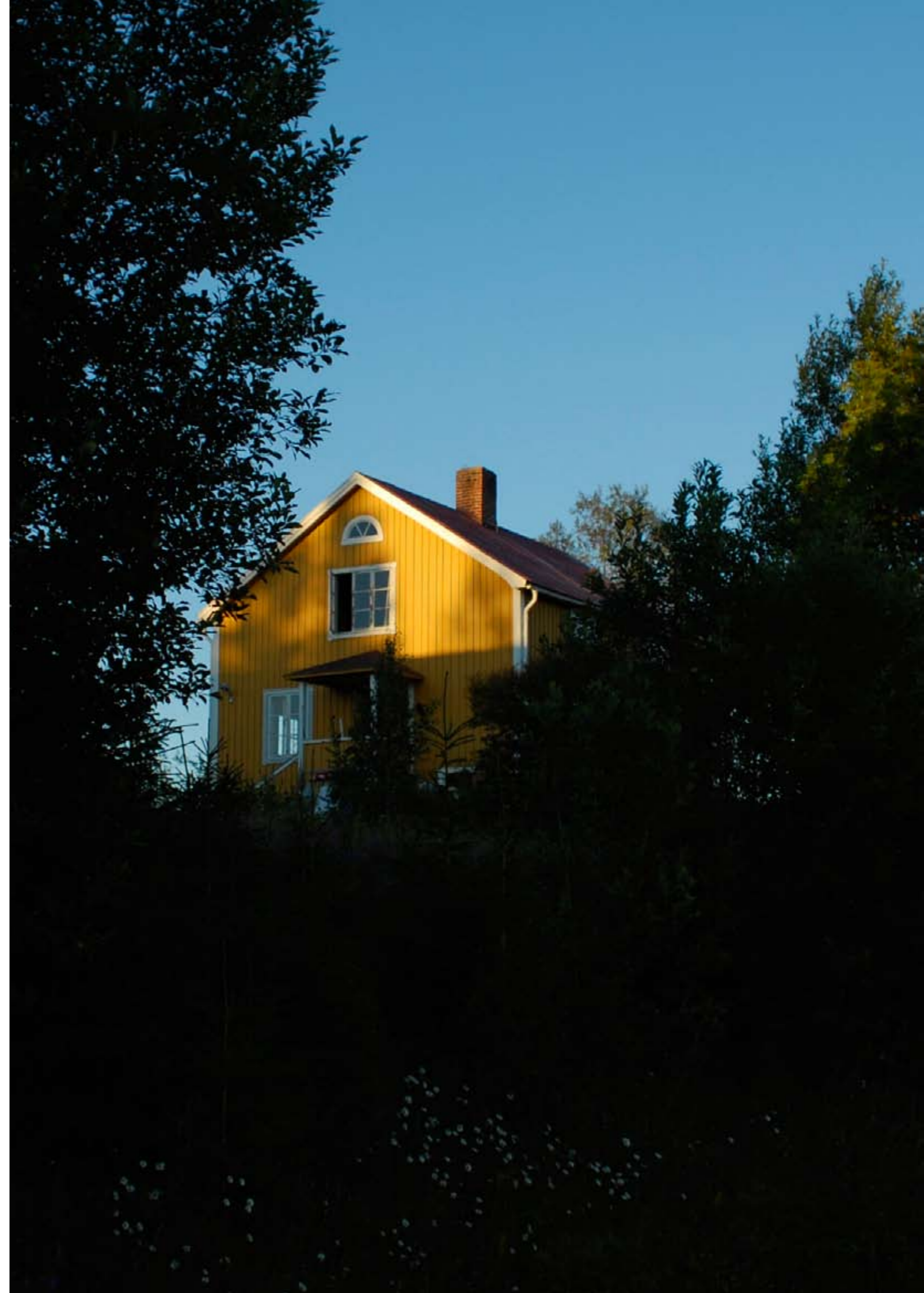
July 2011 – September 2011

Build of Bartlett mini-houses.

Phase 5

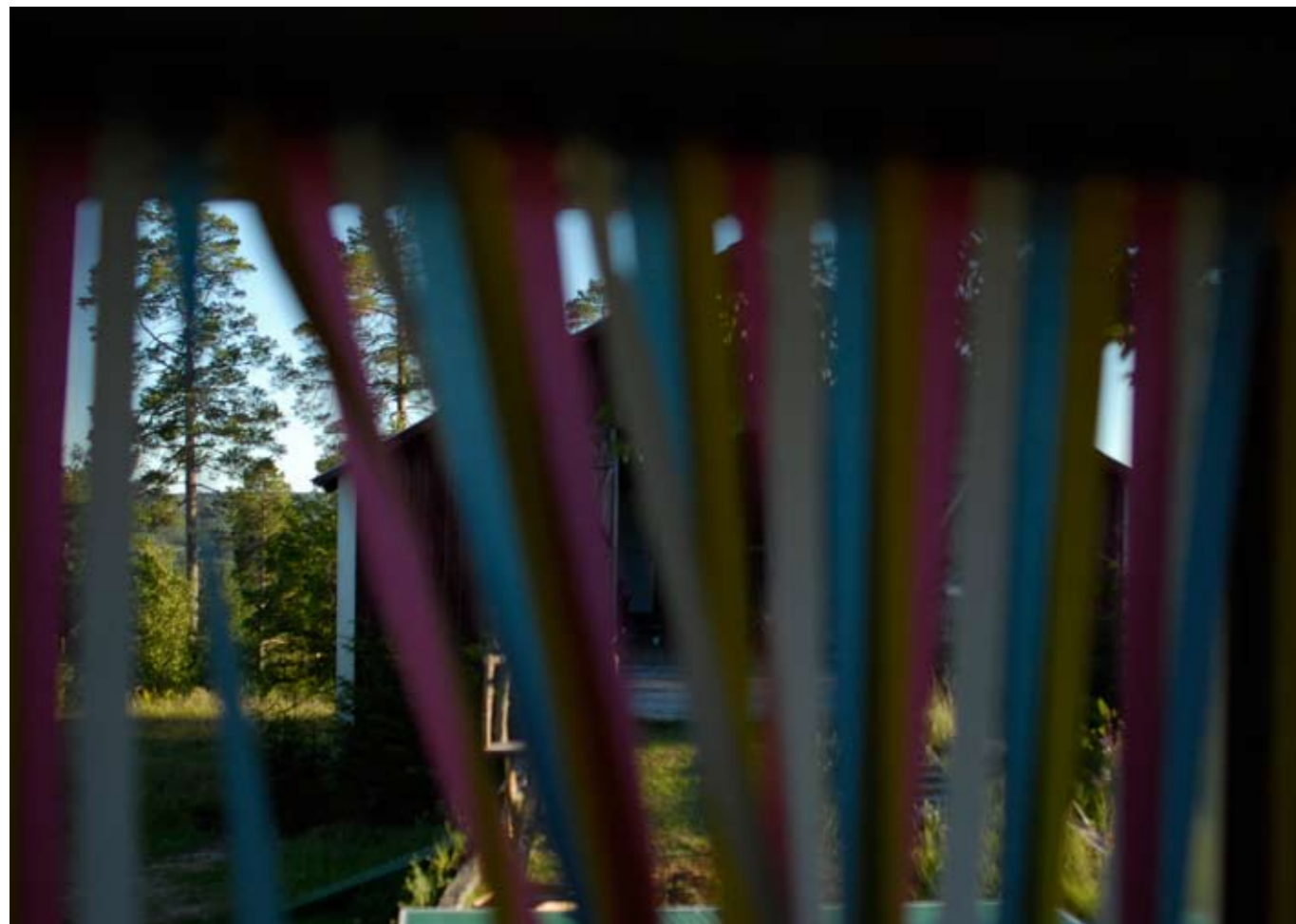
October 2011 – onwards

All facilities complete





Everything we do at Floda31
will be sustainable with a
'cradle-to-cradle' approach.



Visitor statements

Jody Barton
Illustrator

"I've admired Rich and Marije for a long time, they are good friends of mine and they have a talent for making big projects become reality. I wanted to see what was going on at Floda31, their new idea. There's so much to do – planning a big project like this and making everything work is a huge undertaking. I have no doubt they can do it though. Floda31 is like an island apart from the busyness of the greater Europe. A great place to think, a beautiful landscape, and the beginnings of a seriously cool place to do a residency. I spent my recent visit there thinking about the complicated ideas surrounding sustainability and the role of wilderness. And also taking many photographs for the Floda31 blog and for this proposal."

Abigail Schlageter
Student

"Floda31 created a unique conversation where physics met design, skateboarding, building, PR and fishing... and they all combined to form a new flow of creativity and ideas in my life – after just finishing a Masters in Physics I am now going on to study art and design. I left feeling invigorated and excited about the possibilities that cross-disciplinary discussions create for innovation and a sustainable future. I can't wait to return to Floda and be part of the inspiring experience that Rich and Marije have created."

Benjamin Redford
Student

"It is nigh on impossible to explain my experience of Floda31. As soon as I passed the blockades of routine, raging ex-girlfriends and airports, it became very difficult for me to establish exactly where I was because things just worked. I didn't need a routine, my phone was switched off and my luggage arrived unscathed on time. As an Englishman, I had nothing to complain about. This is an exceptional occurrence, and once this happened I felt I had no other choice but to think about the things that actually mattered. It seems ridiculous that it is so difficult to achieve such a thing, but if there is one place and a group of people that can doubtlessly and selflessly create this effect in others, it is Floda31. And its impossible to explain, because like all innovative and groundbreaking ideas, there is nothing to relate it to, no context, and nothing quite like it."



Partners

1975 Gallery, Bullet Creative Ltd, the Bartlett School of Architecture, Hyper Island, The Idea Generation Gallery, Oxford ECI, Skype, Gallery Steinsland Berliner.

Supporters

Iain Borden (Vice-Dean for Communications for the Bartlett Faculty of the Built Environment), Jody Barton (artist), Peter J. Evans (artist), Josh Fisher (climate scientist, NASA), Peter Hampel (creative director, Eden Project), Alex Hartley (artist), Robyn Hitchcock (musician), Lindsay Irving (visualization & outreach program manager, California Academy of Sciences), Charlie Kronick (chief advisor, Greenpeace), Yann Martel (author), Michèle Noach (artist), Rhian Salmon (polar science educator), Virve Sutinen (artistic director of Dansens hus).

Get in touch

Rich Holland
rich@floda31.com
+44(0)79 7180 8853

Marije de Haas
m@floda31.com
+46(0)70 2174 104