

## Legal status Cargo in Context

Cargo in Context is a foundation, registered at de Kamer van Koophandel Amsterdam under number 52096939

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**Board:** Paul 't Hart, professor of Public Administration Utrecht University (chair), Marjolijn Bronkhuyzen, department manager Marketing, Communicatie and Events, EYE Film Museum Amsterdam (member), Arno van Roosmalen, director STROOM Den Haag (member), Lia Gieling, founder and producer (secretary).

**Aim:** about 4 times a year Cargo in Context invites artists uit to develop an artproject somehow witnessing responsibility towards the state of the city, the country and/or the world. With such projects Cargo aims to contribute to the social debate and the role of art and artists in it. While the artistic results are on display durin 6-8 weeks, Cargo also organizes a public program, which can vary from a performance, a lecture, a film up to an excursion

**Day-to-day management:** founder and producer Lia Gieling, is charged with the day to day management and is completely unsalaried. She is assisted by one or 2 interns at the time who are paid according to a statutory regulation for interns.

**Opening hours:** Wednesdays - Fridays noon - 5 pm | Saturdays - Sundays: 1.30 -5.30 pm

## Policy Plan

**1. Cargo in Context** is the successor of Cargo, a non-project space , that was founded in 2001 on de Realiteit in new town Almere. After having made quite a detour via Rwanda, since January 1017 Cargo has landed in de Houthaven in Amsterdam. With an attractive project space that is based in De Bonte Zwaan (the multi coloured swan), a former ship for the shipper's exchange, which in the last 10 years has become a vital new area for artists and creatives to nurture and launch their projects.

De houthaven is a typical pioneer's area, perfectly fitting to the expertise of founder and producer Lia Gieling with all of her history carrying forth in *new towns like* Almere (Museum De Paviljoens), Nieuwegein (intendant new city center) and as a curator in The National Art Gallery in Rwanda. Only recently De Houthaven has been reinvented as a residential and a (creative) industrial area: its history as a huge front at the waterfront makes it an inspring neighbourhood. At a place where once ships were coming and going for trade, gradually a new area has been constructed., where people from (almost) all walks of life will be able to live on or near the waterfront. De Bonte Zwaan is located at the border of Het IJ and the North sea Channel, which can be seen as a significant metaphor for a site where cargo from all over the world easily can be unloaded.

Cargo in Context has only site specific projects on display. For this goal four times a year one or more artists at the time will be invited, based on their existing body of works, who witness a kind of responsibility towards society, to what is going on in the city, the country and in the world. Cargo aims to contribute to the social debate and the role of art and artists in it. The res ults will be on display during 6 to 7 weeks and will be accessible for free. During this period Cargo also organizes a 'public program', which can vary from a performance, a lecture, a film, up to an excursion.

## 3. Finances

Foundation CiC has started with a working capital, gained by private donations and some crowd funding. So we were able to adapt the project space, to develop the graphic design, web site et cetera. But this capital also enables Cargo to guarantee a modest buget to the artists to realise their projects and presentations.

If an artist has accepted an invitation and Cargo comes to terms with him/her both parties start to fundraise on behalf of the project. Of all the apportioned sums one third will find its way back to Cargo. Cargo also asks invited artists to develop an artwork that can be sold at Cargo in a limited edition during and/or after the presentation. In case parts of the editions are sold 40% of it will find its way back to Cargo.

**Third flow of sums** Cargo aims to interest institutes, companies and private persons for her activities. By them she will be able to gain an extra source of revenues f.i. special guidances, workshops and rental of the project space to art related initiators.

To guarantee a pert public programme **Club Cargo** has been set up, of which one ca be member for € 25 a year.

Since Januariy1st 2016 Cargo has obtained the so called ANBI-status, so for donators and Club Cargo members donations i.c. memberships will be tax-deductible.

**About founder + producer Lia Gieling** Since 1982 Lia Gieling plays along with the Dutch art world. Her academic background includes theatre sciences (MA) and art history (BA). During her entire career she has focussed at a interdisciplinary approach. Beauty certainly is an important condition for the projects she has realised so far in collaboration with as many as various artists, but is not the quintessence according to her. Her point of departure is determined by well reflected and research based art projects, which concern closely to relevant social issues.

Gieling's most important achievements so far are her work at De Appel in Amsterdam as a project leader, as managing director of the Cultural Center of Twente University and Museum De Paviljoens in Almere, besides during 4 years she was teaching at the Rietveld Academy, founder and curator of Cargo in Almere, advisor and intendant of various Dutch cities (Almere, Apeldoorn, Enschede and Nieuwegein) focussed in particular on art in public space. Recently she worked about 4 years as a curator at the National Art Gallery in Rwanda. Since her come back from 2014-2017 she was advisor of the Mondriaan Foundation.

During her career Gieling always has stressed on the specific characteristics of the spot she was working for originally inspired by the artistic policy with site specific project of De Appel in former days. At twente University the combination of art, (technical) science sand and society seemed a fruitful source for her, while new towns like Almere (and later on Nieuwegein) had her focussed at urbanism, public domain and new nature. Recently the post-conflict- and post-colonial situation in Rwanda has embraced her a lot. In the project space of Cargo in Context in Amsterdam Gieling wants to converge her expertise on all these fields as much as possible.

#### **Cargo's Activities since January 2017:**

31.01 - 19.03.2017 presentation *DUSK*, a cinematographic triptych by Annaleen Louwes

**Public programma rond *DUSK*:** 12.02 Doorkijken met Merel Bem naar Louwes (lezing); 26.02 Zef Hemel en de toekomst van de stad (lezing); 12.03 De Gebouwendigs (architectuurwandeling door de Houthaven)

31.03 - 19.05.2017 presentatie *Une histoire: le miel aux lèvres* van Thierry Oussou

**Publiek programma rond 'Une histoire':** 09.04 Thierry Oussou in gesprek met Bart Luirink (openbaar interview); 21.04 Ronde tafel gesprek met Pauline Burmann (Thami Mnyele Fdt), Emmelie Koster (No Man's Art Gallery) and Priscilla Macintosh (Studio Macintosh) about the role of art and artists in development of historical awareness); moderator: Jelle Bouwhuis (Stedelijk Museum Amsterdam); 21.05: Screening documentary *Mi a no mi Ik ben niet ik Trefossa* (2015) by Ida Does + introduction.

April 4th, 5th, 11th en 13th Thierry Oussou supervised workshops with pupils of de Spaarndammerhoutschool.