

EuroFabrique Camps
Cluj Napoca 2023

Label Guide EuroFabrique



Co-funded by the
Creative Europe Programme
of the European Union

The EuroFabrique ThinkCamp took place in Cluj-Napoca, Romania, from 6 to 8 December 2023 to work collectively on redefining the EuroFabrique concept, exploring its possible formats and transmission methods, while 170 students and teachers from 19 art schools in 9 European countries experienced the second edition of EuroFabrique.

The outcome of this first Camp is this:

Label Guide EuroFabrique

EuroFabrique Camps is co-founded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Ground & Glitch

our brief

Define EuroFabrique in a way that **doesn't limit**, doesn't put this endeavour in a box.
Define EuroFabrique in a way that **feeds, nourishes** the growth of the endeavour.

EuroFabrique, the last time we saw each other:

empowers the creative youth to understand the issues of today's Europe and imagine a better tomorrow

or

art meets politics for building the future of Europe with the help of youth

Some *copywriting* taken from the discussions in the think camp

Never-ending experiment

An evolving future of Europe

Then the borders disappeared

The prize is working together

Artwork in progress

Creating time and space

The center is everywhere / A moving center / A moving point of view

Likemindedly different

Europe in progress

Empowered hippies in Hermes suits

Chameleon cat octopus

So how do we build anything?

scaffolding

firstly, the support students & teachers need to figure the future out

Why

Purpose

How

Process

What

Rules

Host city

Come from the project

Comes from European Union

Why

Purpose



How

Process

What

Rules



Fixed points in time



Host city

Moving point in time

Why

Purpose

How

Process

What

Rules

Host city
Cluj-Napoca

Fixed points in time

Moving point in time

Why

Purpose



How

Process



Host city
(next one)

What

Rules



Fixed points in time

Moving point in time

Why

Purpose

How

Process

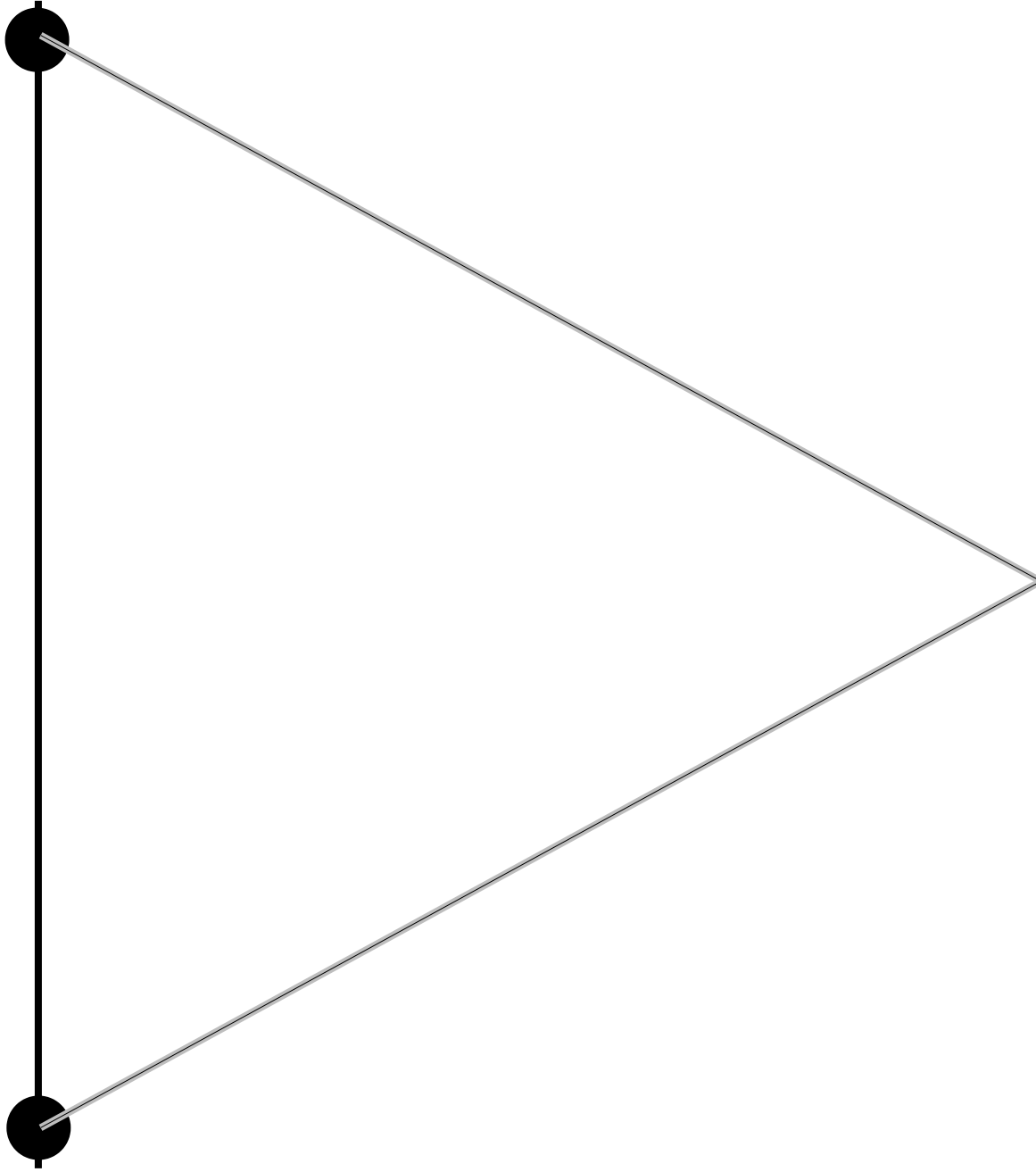
What

Rules

Host city
(next one)

Fixed points in time

Moving point in time



Let's define the adaptable structure, the fixed points & the moving one.

structure

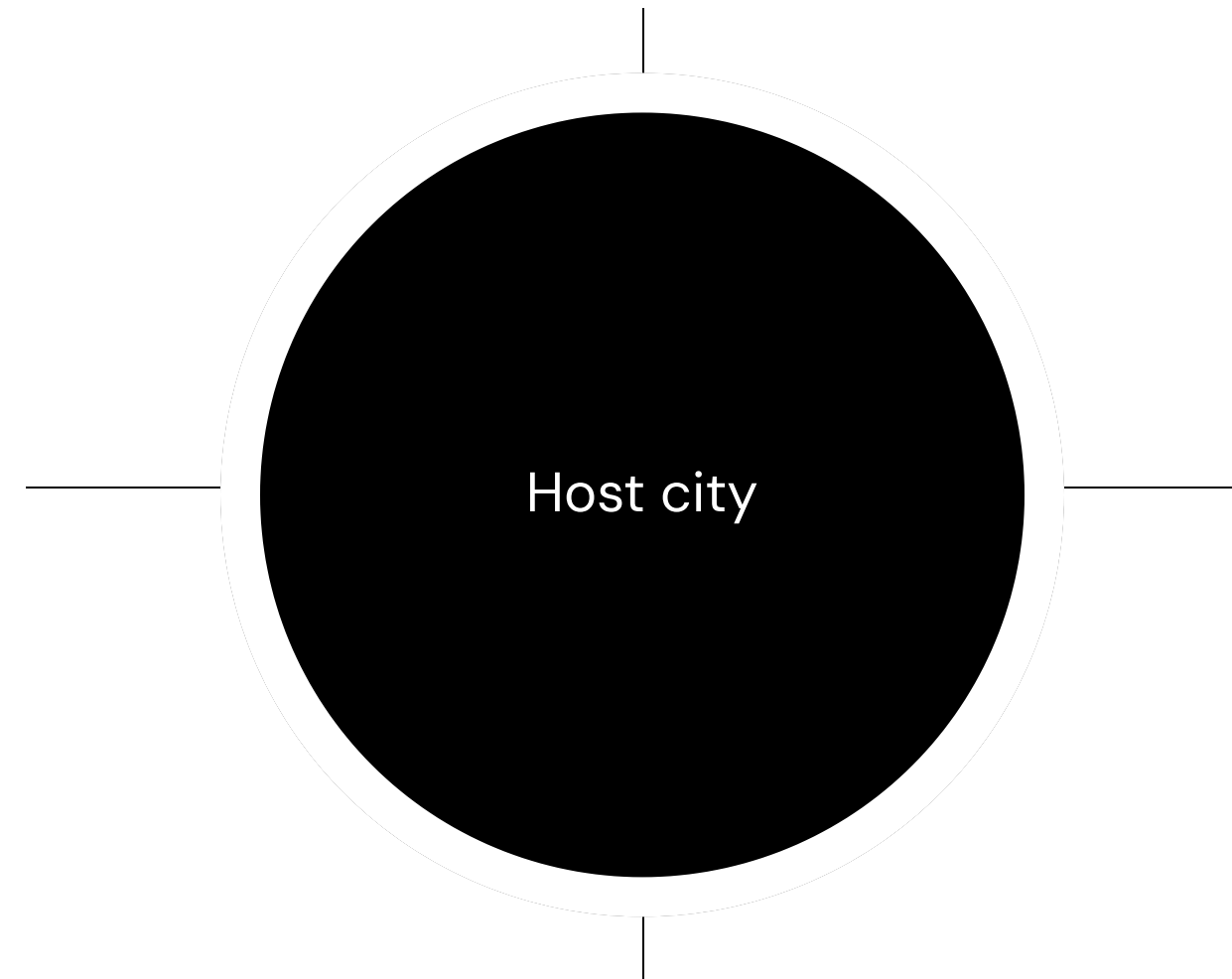
Host city

Set of rules

Purpose

It depends on the presidency of Council
We know it years in advance & we take it into account every step of the way in organising future EF.

Provides specific kit & journey
The artists' journey towards the location and the things they work with are closely related to the location.



Brings the angle of view towards EU
The gathering's location provides the point in EU where the participants gather and experience the days together.

Holds space for the theme
The theme of EF and place of presidency stay close together as both try to grasp current and future issues of EU.

The (un)set of EuroFabrique rules

- **Creators = beneficiaries:** EF empowers the youth, the ones that are most impacted by the future, to imagine this future.
- **Artist as human antennas:** EF targets international art/design teachers and students as the ones with the most further impact in their communities.
- **Focus on collaborative work:** At EF process is always out in the open – the goal is not the finished art, but the communication and collaboration.
- **IRL gathering:** the most impactful type of gathering & networking between teachers and between students is the one face to face that hones the full human experience & a full range of emotions.
- **Walk the talk:** in every action visible or invisible of EuroFabrique, we follow the same rules as the participants – where they get structure, EF as a label gets structure. where they play, EF plays.
-

Purpose of EuroFabrique

To reflect the present and reshape the future of Europe and the world (while reshaping the world of arts, of education, of collaboration).

EuroFabrique, as a space,

is a mobile art atelier. A moving atelier.

building

secondly, the unfolding potential of the future designed
by creative, international students & teachers

But how do we build the future – an ungraspable, unpredictable, continuously work-in-progress idea?

THE PROCESS

One step at a time.
The road, not the destination.
The atelier, not the exhibition.
The process, not the end result.

We enjoy the process by letting it become the main space for creativity, for transformation.

play

Process

Try Pitch

Why

Purpose



How

Process

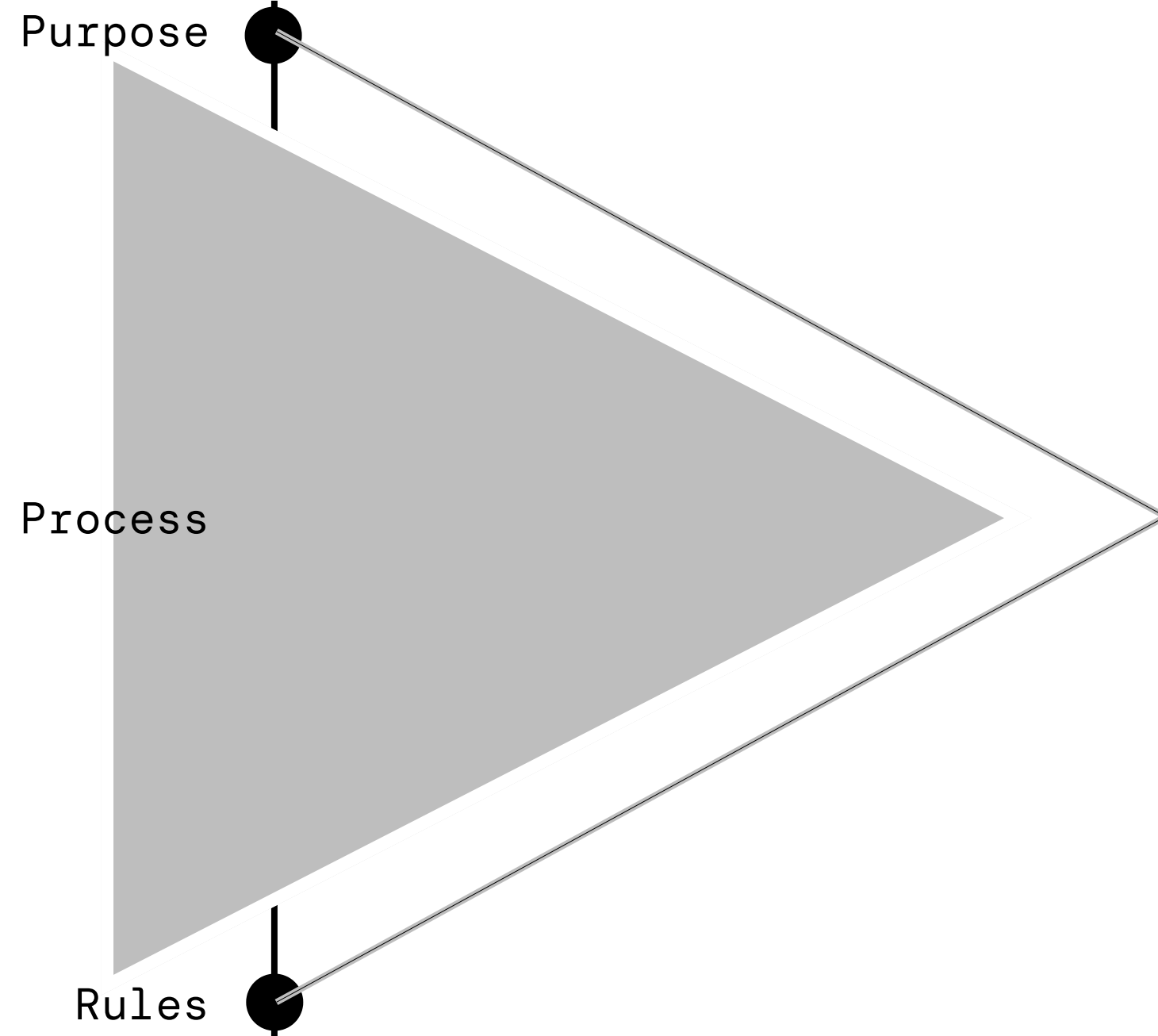
What

Rules



Host city

The adaptable, fluid space



EuroFabrique is all about the (artistic) collective process.

Emotions of the process:

involved
empowered

stressed/fearful
outside of confort zone
curious/inquisitive
energetic

unpredictable
surprised
proud

POV of the process:

zoom in
zoom out
zoom in
zoom out
zoom in
...

Images of the process:

mosaic
ecosystem
experiment
efemere
unplugged
chameleon

But a collective process:
Agora
network
village
(bio)diversity, equality

Outcomes of the process:

openness
presence
awareness
empathy, kindness
belonging
hope
drive
change/solutions

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EuroFabrique is collaborative work in progress.

EuroFabrique, as a concept,

is collaborative work in ~~progress~~ process.

definitions

EuroFabrique in short pieces & key words.

EuroFabrique, the event,

is a collaborative work in process atelier where international youth are guided to reimagine the future of Europe.

EuroFabrique, the label,

is a mark of the participants in reshaping (imagine + act) the future of Europe (the work on reshaping the future is rooted in these institutions & creative brains)

EuroFabrique, the project,

is a union of political & artistic forces that hones opportunities for creative, international youth to impact their future.

Zooming in and out

The project

EuroFabrique is a union of political & artistic forces that hones opportunities for creative, international youth to impact their future.

The space

EuroFabrique is a moving atelier.

The concept

EuroFabrique is collaborative work in process.



EuroFabrique
The Europe's Moving Atelier
Of The Future

The label

EuroFabrique is a mark of the creative people & institutions that work on reshaping the future.

The event

EuroFabrique is a collaborative work in process youth atelier on reimagining future.

key words

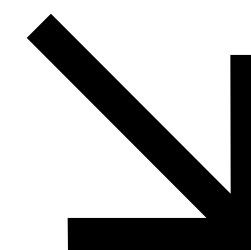
What we suggest is the EuroFabrique visual universe could underline **the duality** between the elements of structure – fixed or moving & the elements of play – constantly changing in every visual aspect (type, grid, colors, patterns).

Specificities of EuroFabrique that can be translated into visual language:

1. Focus on process / artistic proces;
2. Moving, kinetic;
3. Art Atelier / Art School;
4. Changing POV;
5. Reimagining/ reshaping;
6. Efemere/ IRL;
7. Experiment/ play;
8. Open, openness/ adapt/ elastic;
9. Collaboration, dialogue, additive diversity;
10. Action/ Art as action/ Trigger of action;

Ground & Glitch

End





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