



# CATCH STRATEGI

## 2017 - 2018

### Introduction to CATCH

CATCH is an educational environment, which can realise a great potential for creating new, innovative and viable constellations within the area of tension between art and technology.

CATCH is both a methodical and a physical space within the area of tension between art, technology, education and business. CATCH establishes partnerships with a range of various business and education partners - always with concrete challenges and creative processes at the core.

The partners include cultural institutions, public authorities, educational institutions as well as small and large businesses.

The following are the overall stated objectives for CATCH 2017-18:

1. Every year, 100 students, businesses and artists take educational courses organised by CATCH
2. Credit-giving ETCS courses in connection with higher and further education
3. Useable, commercial solutions for businesses and cultural institutions that come with tasks/ cases
4. More collaboration with international businesses
5. Research-related courses of development
6. Courses for upper secondary/ high school education
7. Incubator with 30 entrepreneurs and small businesses
8. Elsinore as the centre for vision and development of the art-tech cluster within the capital region

### Spring 2017

In spring 2017, CATCH organised teaching courses and projects in association with the University of Copenhagen, Metropol, the IT University of Copenhagen, the School of Design and Malmö University for roughly 50 students. A summer school was also held in August in association with the Technical University of Denmark. And furthermore, a seminar and exhibition was curated and held in connection with Click Festival. Partnerships have been developed with the Danish Museum of Science & Technology, the Maritime Museum of Denmark and the Museums of Helsingør.



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The activities in spring were designed to test different courses and opportunities for collaboration between CATCH and further education. The strategy for the coming year has been developed on the basis of the experience gained over these first months.

Therefore, there will be five main focus areas in the coming year:

1. Continued development of further education
2. Development of talent management courses
3. Physical framework for activities
4. Development of partnerships with upper secondary schools/ high schools
5. Communication

These five points and their relation to the overall objectives are discussed below.

### 1. Continued development of further education

The goal is to develop business models for the development of further education. This will continue until summer 2018 in collaboration with external partners, such as the School of Design and other potential actors. The Culture Yard is the primary internal development partner within the municipality.

Moreover, courses will be held at both the University of Copenhagen and the School of Design in autumn 2017.

The activities relate to the following overall objectives:

1. Every year, 100 students, businesses and artists take educational courses organised by CATCH
2. Credit-giving ETCS courses in connection with higher and further education
3. Useable, commercial solutions for businesses and cultural institutions that come with tasks/ cases

### 2. Development of talent management courses

The goal is to enable partnerships between businesses, educational and cultural institutions as well as artists through the development of a talent development course for younger artists. Each course is planned in collaboration with the individual artist, and each collaboration includes at least one business, a cultural institution and an educational institution. The goal is to create new ideas/ works/ solutions while simultaneously allowing artists to expand their network and skills. In addition, the goal is to establish an environment, which could be



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developed into an incubator. Three trial courses will be established in autumn 2017 and there will be focus on developing a business network, which can finance the activities.

In partnership with the Danish Museum of Science & Technology, an application will be sent to the Nordic Culture Fund with a view to establishing a Nordic collaboration.

The activities relate to the following overall objectives:

3. Useable, commercial solutions for businesses and cultural institutions that come with tasks/ cases
4. More collaboration with international businesses
5. Research-related courses of development
7. Incubator with 30 entrepreneurs and small businesses

### 3. Framework for activities

As of yet, CATCH has no teaching or workshop facilities. This creates logistical difficulties and contributes to a lack of identification. Areas of Hal 16 at The Culture Yard have been made available to CATCH for workshop activity and work is underway to establish a workshop in collaboration with several actors.

There will be focus on establishing showrooms and teaching venues in partnership with local business partners as well as investigating how we can establish accommodation (residency) for artists and students in the city.

Furthermore, we work around existing cultural institutions within the city. In collaboration with the Maritime Museum of Denmark, an event is being developed with students for autumn/

winter 2017, and in partnership with the Museums of Helsingør, an exhibition with students will be developed for spring/ summer 2018. An exhibition will also be created for Click Festival in spring 2018.

In association with Idemo Lab, opportunities are being sought to apply for EU funding in order to establish a common incubator.

In association with the University of Copenhagen, opportunities are being sought to apply for funding from Realdania.

In association with Copenhagen Business School, opportunities are being sought to apply for funds from Interreg for the establishment of workshops with a focus on micro-production.



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The activities relate to the following overall objectives:

5. Research-related courses of development
7. Incubator with 30 entrepreneurs and small businesses
8. Helsingør as the centre for vision and development of the art-tech cluster within the capital region



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## 4. Development of partnerships with upper secondary schools/ high schools

In order to establish a food chain and create a correlation in relation to initiatives in the municipality, for example in Billedskolen [Visual Arts] and at Boost within the fields of art and technology, a partnership has been established with Erhvervsskolen [Business School] in Helsingør where we will carry out a trial course in autumn 2017 with IT/ Design students. The objective is to explore the opportunities for establishing an art and technology BGK (visual arts course) or similar model in collaboration with upper secondary schools/ high schools in the Municipality of Helsingør. Espergærde and Helsingør Gymnasie [Upper Secondary Schools] are participating as an advisory group and we wish to establish a joint platform in cooperation with the three institutions.

The activities relate to the following overall objectives:

6. Courses for upper secondary/ high school education

## 5. Communication

In 2017, CATCH developed a website as well as a Facebook group for students. In autumn 2017, we will prepare a communication and press plan in association with the Municipality's Communication Department.

The communication plan will focus on the website, social media, events and the press.

The target audiences are citizens, businesses, artists, cultural institutions, educational institutions and other possible collaborators. There will be a special focus on local dissemination and rooting in the community.

The activities relate to the following overall objectives:

8. Helsingør as the centre for vision and development of the art-tech cluster within the capital region for vision

## 6. Organisation

Organisation within CATCH is continuously developing. CATCH is a platform under development, and there will be focus on creating an agile organisation, which can be adapted to the needs that arise as the various endeavours grow. Thus, the individual endeavours will be organised and implemented in collaboration with relevant partners and we will continuously investigate the need to establish a self-governing organisation or association. The latter is in cooperation with lawyers from the municipality.