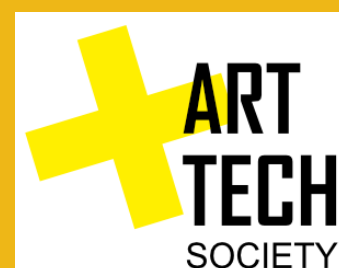


# Annual Report

Nov 2020 – Dec 2021

## Art + Tech Society

Time to rethink our direction  
January 2022



# Foreword

All life is transformation, even though some times are more transformative than others. Without any doubt, we are now in the midst of a profound recalibration of the relationships between humans, technology and art. The pandemic changed body-politics, favoring distance over proximity, digitizing emotions, instrumentalizing fears. But of course, a human's need for closeness and intimacy cannot be put to zero. But it can be reshaped, at least partially, and find new expressions. And this is where creativity comes in, slowly experimenting towards a "new normal". Sure, our brains need to rewire, the zoom fatigues are intense, but new digital tools were fostering new ways of being together, and a lot of these will stick and have already brought diverse approaches and innovation into digital exchange. Also digital performances by artists created new spaces to be added to what we already had, without killing all one's darlings. My role, however, is not to moralize the pandemic, what I want to point out is that we do need spaces, think-tanks, communities that bring together knowledge on art, tech, human societies but above all, a curiosity for what lies beyond that knowledge. In little and not-so-little workshops or interventions, Art + Tech Society was actively engaging with the evermore unstable foundations of what we believed established. It has become a place of highly professional speculation, giving the opportunity to work within unclarity and opaqueness with open end, since only the future will tell what was right and what was wrong. Stirring this soup of uncertainty takes a lot of courage, which general director Mayra Ortega Maldonado incessantly brought to the table. We do invite you to taste from the stew by reading this report, elaborating on why there is a need to let the stew simmer a bit more before adding new ingredients. The core of this fresh organization remains a nourishing, humane approach to problem-solving, fueled by art and tech as the tools of choice.

Daniel Neugebauer,

Chairman of ATS Board and Head of Communications & Cultural Education at the Haus der Kulturen der Welt, Berlin.

# Time to rethink our direction

## This is the second annual report of Art + Tech Society (ATS)

We, the ATS core team, are proud to publish our second annual report which shows our best effort to run ATS' programs and activities in spite of the challenges that these pandemic years have brought.

The following pages contain a review of ATS performance during the reporting period November 2020 to December 2021. This report starts by summarizing the progress of our three programs, corporate activities and financials. After that, it describes a reflection of our activities in the last three years, our learnings along this time and the need to rethink our direction. Finally, it ends up acknowledging people and organizations who greatly supported us in this year.

*Art + Tech Society is a foundation, established in Eindhoven, committed to contribute to the creation of a better world by using art, technology and entrepreneurship as enablers of a human and nature-centric prosperity. We do and will activate and empower people, organizations and communities to collaborate.*

## Our Progress

During this reporting period we run three programs: **Cultural Expeditions** that is a series of presentations, open discussions and workshops to make people aware of the need to think differently and start envisioning a different future. **Transition Lab** is a cultural incubator that supports the creation and realization of new ideas generated by a multidisciplinary and multicultural community of 30 creative minds. For a few months, we run a **Sense Making tank** where different organizations and institutions of the city gathered to find new ways to make Eindhoven a more socially inclusive city.



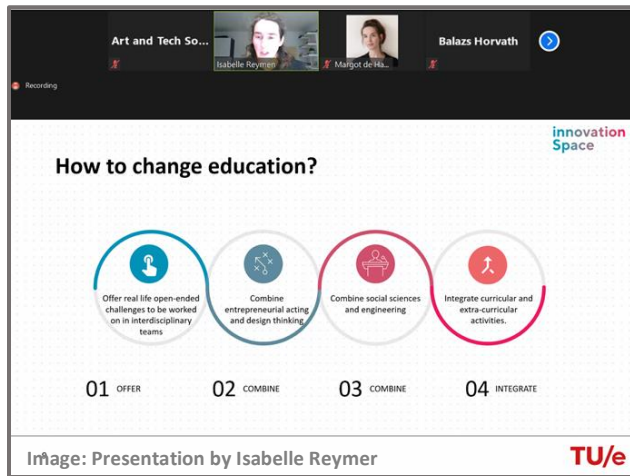
### Cultural Expeditions

**Virtual and interactive presentations and open discussions.**

As described in the first annual report, at the end of 2020, we ran 5 virtual and interactive events as part of the theme "Technology and Smart Societies". In collaboration with Kazerne, on November 2020 we run the presentation "Assessing fairness of algorithms"<sup>1</sup> given by Himanshi Allahabadi, MSc.

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<sup>1</sup> <https://art-and-technology.org/events-november-2020/>



This presentation was followed by the Equal Table open discussion “Robots – Trick or Treat?”<sup>2</sup> facilitated by Fanfei Kim, MSc. This event triggered participants to think about how in the near future humans will interact with robots found on public spaces. The last presentation of this theme was “Co-creating Alternative Futures” given by Hugo Pilate on December 2020, where he showed how using high tech gaming like Minecraft, Fornite and Miro (design application) can help us to envision a better future.

The first quarter of 2021 aimed to make people reflect on the need to create new paradigms in

order to solve our most critical societal problems. For this we run four virtual and interactive presentations. On January, Mayra Ortega Maldonado and Hugo Pilate gave a presentation and workshop about “Paradigm shifts, we do it together”<sup>3</sup>. It was intended to motivate people to become active citizens. On February, Isabelle Reymer, Scientific Director of TU/e Innovation Center, gave a presentation about “Solving grand challenges in interdisciplinary teams, lessons from TU/e”<sup>4</sup>. On March, Sarah Durston, Professor at the UMC Utrecht gave the presentation “Co-creating Reality: the need of a new perspective to build a better world”<sup>5</sup>. And on April, we ran the presentation: “Talk about the rights for animals, plants, and other beings”<sup>6</sup> by Erno Eskens, PhD in Philosophy. These four presentations gathered an audience of more than 20 virtual participants per event.



The presentation by Erno Eskens was also the starting point for ATS programs to be more “nature-oriented”.

During May and June 2021, together with Tretpunt Groen Eindhoven<sup>7</sup> and De Bibliotheek Eindhoven<sup>8</sup>, we organized two webinars about “Urban Farming”<sup>9</sup> where participants were encouraged to join existing initiatives. We have more than 110 registrations and 60 attending participations per event. We were satisfied with the outcome. The last event co-organized with these two organizations was “Community Forest & Treehouse Event” which was initially planned on the last quarter of 2021 but postponed to 2022.

<sup>2</sup> <https://art-and-technology.org/events-december-2020/>

<sup>3</sup> <https://art-and-technology.org/events-january-2021/>

<sup>4</sup> <https://art-and-technology.org/events-february-2021/>

<sup>5</sup> <https://art-and-technology.org/events-march-2021/>

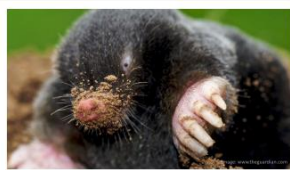
<sup>6</sup> <https://art-and-technology.org/Events-April-2021/>

<sup>7</sup> <https://www.tretpuntgroeneindhoven.nl/>

<sup>8</sup> <https://www.bibliotheekeindhoven.nl/>

<sup>9</sup> <https://art-and-technology.org/events-mayandjune-2021/>

## Creative workshops about storytelling and posting images with triggering questions



### The Dig Manifesto

Authors: Siebren de Vos, Dhyani Parekh, Ernst Galutschek

Dear Natalie,

For 60 years I've been plowing. I enjoy the monotony, taking the soil sample, sending the data, making 20 cm and repeating the

Image: One story created during the workshops

As part of “Connected” (see next page) and in collaboration with Futurs Proches<sup>10</sup>, a Swiss organization which had developed a storytelling workshop to envision a different future, we ran 4 workshops on November’20, December’20, February’21 and April’21. These had an average of 6 participants per workshop with people joining from other provinces of the Netherlands and countries like Germany, Turkey, USA, France and Spain. These workshops focused on two themes: Alternative sustainable energy sources to build a more resilient future; and Regenerative food systems to provide us with healthy food and enhance the local biodiversity. In our website, you can take a look at the creative stories of participants<sup>11</sup>.

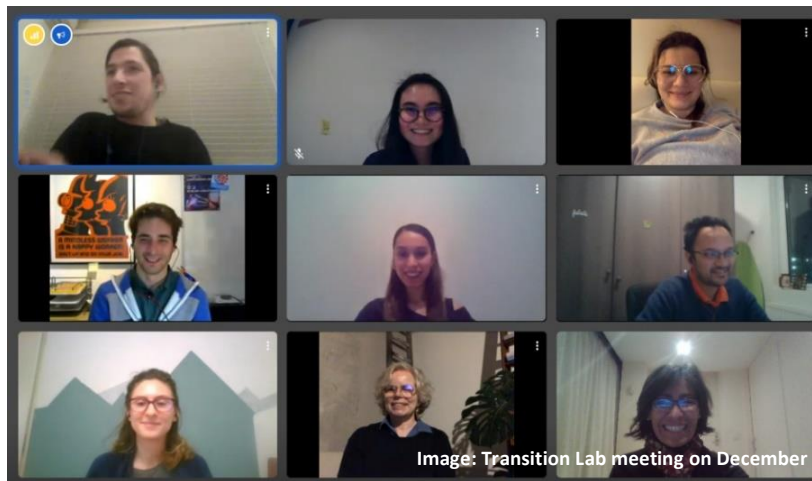
In the second quarter of 2021, as a way to trigger the mind and imagination of our audience, we asked artist Aurko Dev Roy Pranto and designer Krisztina Wagner to create and post some images about the advantages for society if all of us develop our emotional intelligence. Our audience has reacted to these images by giving some "likes". The images created can be seen in ATS Instagram account<sup>12</sup>.



## Transition Lab (previously called Future Making Lab)

At the beginning of 2021, we renamed this program to differentiate it from one MAD Emergent Art Center’s project. This Lab is an organization with a creative thinking and working that aims to activate and empower a team of citizens to make, in an impactful way, a contribution to the local community.

**Our progress.** From November 2020 to October 2021 the team held 5 meetings with around 6-8



members. These meetings had two main purposes: a) To get to know the status of the existing and established projects and support its strategy and performance; b) To give feedback, advise or extra support to the starting new concepts or projects. Additionally, as a way to bring new and fresh ideas to our closest society, during the first quarter of 2021, we encouraged new members to propose new concepts which were

in the cross link between art & design, technology, society and nature. We decided to focus our attention on projects where people were interested to start and develop.

<sup>10</sup> <https://futuresproches.com/>

<sup>11</sup> <https://art-and-technology.org/connected/>

<sup>12</sup> [https://www.instagram.com/art\\_and\\_tech\\_society/?hl=nl](https://www.instagram.com/art_and_tech_society/?hl=nl)



The following lines contain a short description of the projects (note: due to the pandemics most of them stopped or became “standstill”).

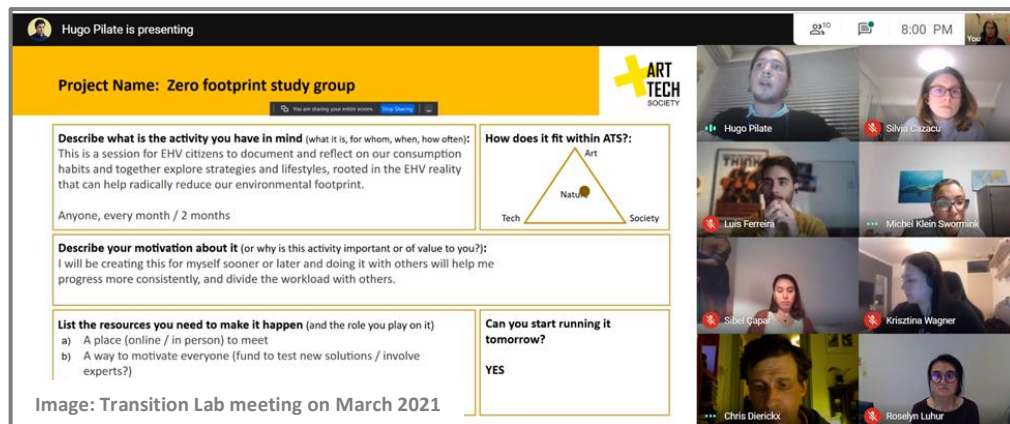
### Project in development:

**Connected, the city game**<sup>13</sup>. This project uses gamification to make participants of its events to get to know the city, other people and have fun. In the last quarter of 2020 and 2021, it ran storytelling events via Cultural Expeditions. The project team was proud to get very good feedback from participants, but they were discouraged to have difficulties to gather new and enough audience and to adapt to the new virtual and changing situation.

### New concepts on the crosslink between art/design, technology, nature & society:

**ATS Expert Team** (art, design & technology) was founded at the end of 2020 by Luis Ferreira, Himanshi Allahabadi and Fanfei Liu. They are experts on human technology interaction, creative coding and artificial intelligence and interested in apply their expertise to support artists and designers on the realization of their cultural projects. Through 2021, they were busy identifying their project proposition but could not complete it up.

**Zero environmental footprint** (nature & society) founded and led by Hugo Pilate as a research project to identify ways to promote new habits and lifestyles among citizens in order to reduce their environmental footprint.



**Green basket** (nature & society). It was a practical project led by Sibel Çapar and Roselyn Luhur to encourage citizens to grown own vegetables and fruits at their home and work spaces.

**Design4DiverCity** and **Civic Participation** (society & design). Design4DiverCity was founded at the end of 2020 by Silvia Cazacu and Delaram Ashtari to develop a research project to make the city more socially inclusive. At the beginning of 2021 Ms. Ashatri stepped out but the project continued, with a slightly different touch, as “Civic Participation”. During 2021, Silvia and other team members met the municipality of Eindhoven and interviewed representatives of local urban areas to look for more specific opportunities.

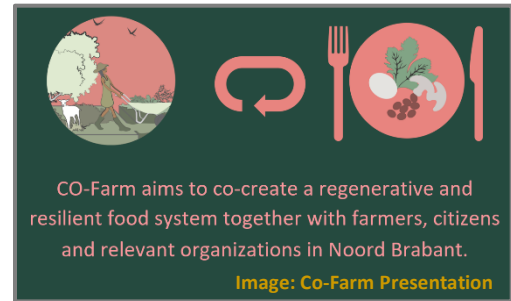
### Supporting external projects

This Lab supported external projects which fit with ATS mission statement. These projects were:

<sup>13</sup> <https://art-and-technology.org/connected/>

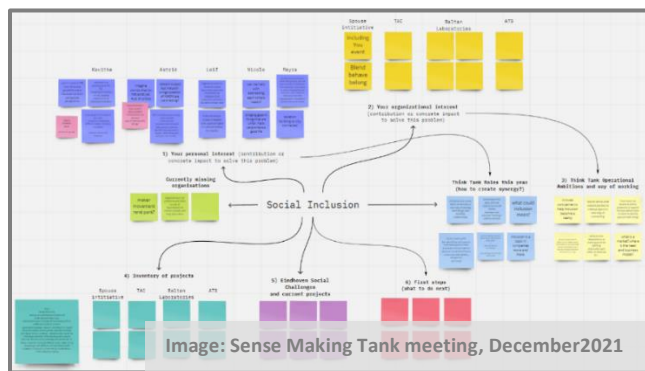
**R-Energy**<sup>14</sup> is a project led by Hans Vullers who develops a small urban renewable energy wind-mill. Since 2020 and until the first half of 2021, Transition Lab members provided him managerial advice or helped him to look for additional resources. This project became standstill.

**Co-Farm**<sup>15</sup>. Project founded by Ceren Bagatar (Kode21) and co-developed with ATS members. It aims to support local farmers to implement regenerative practices and connect them to urban citizens who can support them in this transition. These two organizations have worked on making its concept more concrete, finding partners and financial means to support its development. This initiative is in progress.



## Sense-Making Tank

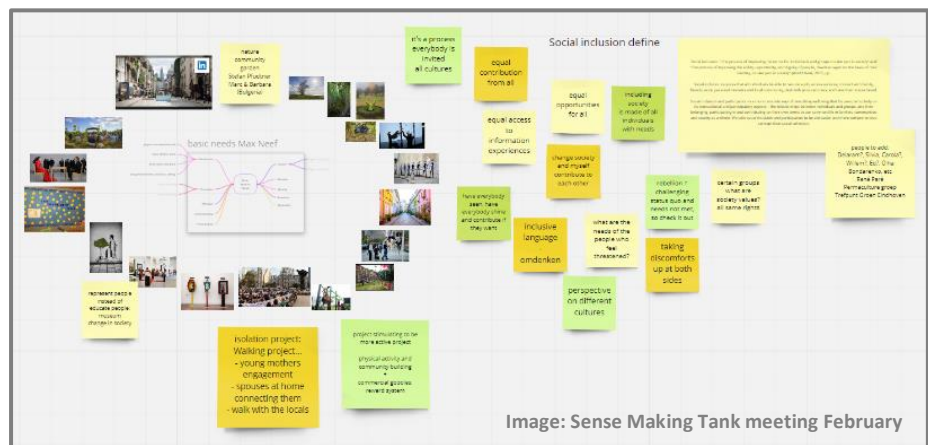
This initiative has the intention to gather a team of institutional leaders (from cultural, academic, research and governmental sectors) and community leaders (representing different social segments) to join forces and competences to tackle a local societal problem.



As it was described in the first annual report, on October 2020, the first meeting took place with representatives of the Temporary Art Center (TAC), Baltan Laboratories (Baltan), Fontys, The Expat Spouse Initiative (ESI), TinT Eindhoven and ATS whom all of them showed interest to support this city initiative. Unfortunately on November 2020 Tint Eindhoven and Fontys stepped out as active team members and Baltan became active only as an advisor.

The second meeting was held on December 2020 with representatives of ATS, TAC and ESI and Baltan. During this meeting the team members discussed the target market of a possible project which could focus on social inclusion. Some relevant questions around “inclusion” were posted like its definition, its meaning for society and its relationship with other values like empathy.

The busy months at the beginning of 2021 delayed the third meeting which was held at the end of February with representatives of ATS and ESI. During this meeting, the concept of “inclusion” and the needs of “not completely included” citizens (like expats) were further talked about. It was also discussed about the



<sup>14</sup> <https://r-energy.biz/>

<sup>15</sup> <https://www.ehvinnovationcafe.org/2020/12/10/eic-17-dec-2020/>

requirements of a common project and the possibility to involve other organizations which could support it.

The uncertain external conditions due to the pandemics, the difficulties to match the agendas of the three team members (ATS, ESI and TAC) and the long time that took to plan a fourth meeting, demotivated its members, whom at the end decided to stop and ended up this initiative.

# Corporate reporting

**First steps to develop a new strategy (in progress).** At the end of 2020 and beginning of 2021, new young talents joined as core team members. Silvia Cazacu, MSc was the last member to join the team. This new team with diverse expertise and fresh ideas were the fuel to start creating a new strategy which were developed during the first two quarters of 2021. For this, some surveys and brainstorm sessions were performed to identify the needs and expectations of our audience. The outcome of this exercise was used for the definition of a new strategy which ended up with the following two main conclusions: a) the new proposed direction of ATS made the organization less cultural and more sustainability oriented; and b) The Transition Lab became a research-oriented institution which can identify and solve local societal problems.

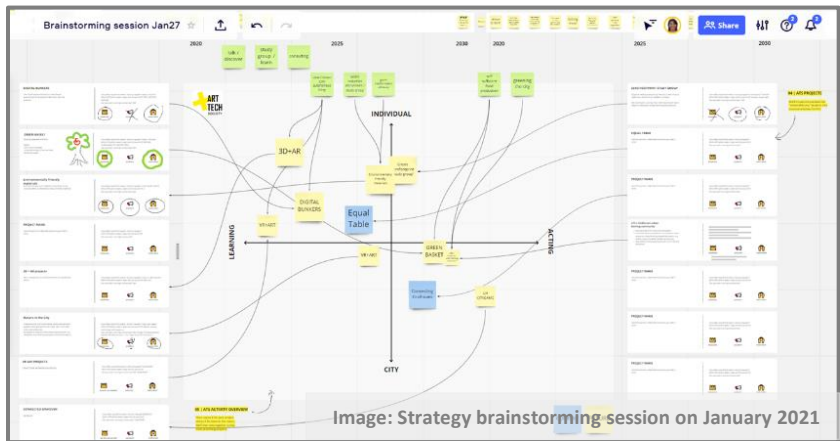


Image: Strategy brainstorming session on January 2021

Other relevant corporate activities and results are:

**Marketing and Communication.** During 2021, donations of 5, 10 and 15 euros per event were promoted by encouraging participants of our free events to "pay as you like". In return, we got 50 euros per events and a direct donation of 100 euros. Besides, as way to communicate and involve the local community, before the summer 2021, a one page website in Dutch were published<sup>16</sup>.

**Communication with the ATS board.** During this reporting period, the ATS director and board met twice. Besides, every quarter, the board became informed about the progress of the organization.

**Our partnerships and collaborations.** Having worked, on previous years with Kazerne and Baltan Laboratories in a supportive way, during 2021 we could renew our partnership agreement. Besides, as described above, we created new collaborations with Tretpunt Groen Eindhoven and De Bibliotheek Eindhoven. And since January 2021, ATS became an active member of the KlimaatNetwerk Eindhoven, an initiative of the municipality which on October 2021 run the first Climate Festival in the city.

**Subsidy applications.** At the end of 2020, we got to know that our organizations was not granted by the two subsidy funds we applied for (Stimuleringsfonds and KunstLoc Brabant Impulse gelden).

<sup>16</sup> <https://art-and-technology.org/homepagenl/>



The reasons differ per cultural agencies but the three main and common remarks were about: a) Not clear differentiation from ATS within the local cultural sector; b) the lack of a robust business model which could rely on different sources of income; and c) the lack of strong partners which can be part of our concept and programs. Some of these remarks are useful and are being considered for the definition of our new strategy. On the other hand, both of these organizations commented on the same positive feedback: The potential significance of a social innovation program involving professionals, residents, expats, businesses, governments and cultural organizations. Besides, at the end of 2020, our advisor within the KunstLoc Brabant let us know that we have an attractive program but it is too ambitious for a starting organization; that maybe we should start smaller and thus, with more concrete steps and less resources.

**Financial reporting.** At the end of 2020, ATS got a ANBI status provided by the Dutch Taxes Agency. With this status people and organizations can provide tax deductible donations. Until now, this organization has been running with the support of volunteers. Though, the most important transactions during this reporting period are:

**Financial statement Nov 2020-Dec 2021**

	Type of transaction	Euros*
<b>Income</b>	Donation via tickets	50
	Main sponsors**	280
	Unique direct donation	100
	<b>Total income</b>	<b>430</b>
<b>Expenses</b>	Website costs per year	70
	Zoom account cost per year	170
	Bank charges per year***	190
	<b>Total expenses</b>	<b>430</b>

Explanatory notes:

\*Round numbers

\*\* Financial support given by the ATS core team

\*\*\*Every year Triodos bank charges 150 euro for having the account and 40 euros for the two ATS cards.

The above results were done with great effort of the core team. Unfortunately, the pandemic challenged our motivation and made the ATS board and director to temporary stop operations at the end of 2021. This decision was the perfect moment to start reflecting about our past, present and future and recharge direction. Some reflections are presented as following...

## Rethinking our direction

Along the last three years, ATS has been an attractive concept that has inspired innovation and has motivated young talents from different disciplines and cultures to join. The most motivated became core team members who have brought new ideas, have used their talents to create “unique” events and/or have started new projects to improve ATS concept and operations. Their enthusiasm and the distinctiveness of some ATS events have also motivated other young talents who became invaluable supporters as Transition Lab project leaders or active participants of our events. By now, ATS has a close network of 30 good fellows.

But no everything went as smooth and easy. ATS, as any other small cultural organizations with limited (financial) resources, was hardly challenged by the pandemics to run all events and meetings in a virtual way without the same “inspiring” outcome. As a result, not only our local audience decreased to a third but also the motivation of our closest network (e.g project leaders) and the involvement of core team members declined as well, since this team was also busy looking for alternative sources of personal income.

The period of reflection has just started. This will help us to rethink our new direction and make us more alert about the external conditions and its consequences for the organization. Our main conclusion so far is that we should restart with a concrete and small research project which could reflect what ATS is capable of doing (impact at local level) and look for financial resources that support it. And if possible, we should look for a partner which matches ATS ambitions. But, this is just the beginning of our “looking back and forth” journey. We are expecting to come back by the summer of 2022 with a new concept where you can also be part of.

**Hoping to see you soon!!**

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# Acknowledgement

Art + Tech Society wants to thank all our great supporters:

**ATS core team members:** Sibel Çapar, Luis Ferreira, Hugo Pilate, Silvia Cazacu, Roselyn Luhur and Mayra Ortega Maldonado whom brought a lot of energy, time and enthusiasm to the organization and without their support the realization and performance of the programs, projects, events and corporate activities could not happen.

**Extra ATS Corporate supporters:** We like to thank Malgorzata Morzevic, Valery Moon, Kirzstina Wagner, Aurko Dev Roy Pranto and Linas Gabrielaitis who support important marketing and other corporate activities and brought new ideas to the organization.

**ATS Project team members:** We also like to thank Delaram Ashtari, Dora Popella, Ewa Kasperkiewicz, Himanshi Allahabadi, Fanfei Liu and Linda Rubino who were leading or supporting the different projects of the Transition Lab.

**ATS Sense-Making Think Tank Moderator:** Art + Tech Society appreciates the invaluable support of Nicole Segers whom created the right path for discussion among the Think Tank members.

**Supporters within the municipality of Eindhoven.** We greatly appreciate the support given by Henk Kok and Olha Bondharenko, both internal strategy advisors of the municipality of Eindhoven. They have suggested us new ideas, contacts within the municipality and sharing relevant info with us.

**Special appreciation** to Anneke Moors from KunstLoc Brabant for believing in us and giving us useful advice; to Henk Kok for their continuous and invaluable supporting connecting us with different initiatives of the city, and to our unique direct donator (Mr. E. Galutschek) for his valuable support.