

TaikaBox ry

CREATING NEW WAYS TO EXPERIENCE DANCE Action plan 2018



TaikaBox ry is a not-for-profit dance and technology organisation based in Oulu. The organization was founded by choreographer/dancer Tanja Råman and digital artist/designer John Collingswood in Wales in 2010 to enhance the symbiosis between dance and technology. The organization was registered as an association in Finland in Summer 2015.

TaikaBox ry's values

Collaboration and research: integration of dance and technology, creative solutions and new ideas are born when differently-thinking people are brought together to work in the same space at the same time.

High quality art and community: we are aiming for high quality through deep artistic process which includes working with the community as an integral part of the process. Through interaction with communities we aim to provide them with meaningful artistic experiences and to enhance the artistic process.

Mission

TaikaBox ry supports and enhances the symbiosis between physical expression and technology; researches new performance and production channels, working methods and processes, which can lead new people to dance and create new ways for people to experience dance.

TaikaBox ry:

- 1) explores, produces, presents and organises high quality projects that combine physical expression and technology - locally, nationally and internationally;
- 2) actively opens up its creative processes and offers residences, intensives and workshops to different community groups;
- 3) develops diverse partnership networks, new operational models and working methods.

Vision

The Association is a dynamic organisation, which is able to work flexibly within the arts sector and with technology businesses. At the heart of the work is the moving body and increasing the awareness and access of dance through technology. TaikaBox ry aims to boldly integrate specialists from different fields and encourage innovation and artistic risk-taking.

TaikaBox ry's longer-term vision is to create a unique and internationally-recognised dance/technology hub, which aims to enhance and facilitate the development of dance/tech locally,

nationally and internationally through innovative partnerships with businesses and through developing new working models and infrastructures for the arts.

Content and aims for 2018

TaikaBox ry is an agile organization that can quickly respond to new opportunities and challenges. Underneath this can be found strategic planning for building a solid base for the organization and for steering its long-term development with a clear emphasis on dance/tech. The aims of TaikaBox ry for 2018 are:

- to continue establishing local projects;
- to widen the focus from Oulu to include other parts of Finland - especially through workshops;
- to continue raising profile in Finland;
- to continue developing existing partnerships with Wales-based organizations and expanding networks to other Nordic and Baltic countries.

Challenges and Opportunities in 2018

The main challenge for the association in 2018 is still gaining awareness amongst Finnish arts funding bodies. There are already signs of some Finnish funders opening up to TaikaBox ry's projects but this still needs systematic work. Challenges lead the association to explore new fundraising possibilities outside of the arts, as well as to develop new partnerships. In 2018, the association aims to widen its partnerships around Finland. TaikaBox ry is also developing a programme of high quality productions, workshops and creative processes that it will market to schools, businesses and international festivals. The more TaikaBox ry's operations are getting established in Oulu and in Finland, the more it can shift its focus towards international markets. One of the exports is expected to be an English version of *Born Old – Tietäjä länikuinen* - (our new production for children aged 4 to 10 years old) that is based on the Finnish epic story: Kalevala.

Operational Focal Points and Activities

The operation of the association is guided by the ethos that 'dance belongs to everybody'. The operations have different focal points, each with short and long-term targets. The focal points for 2018 will be:

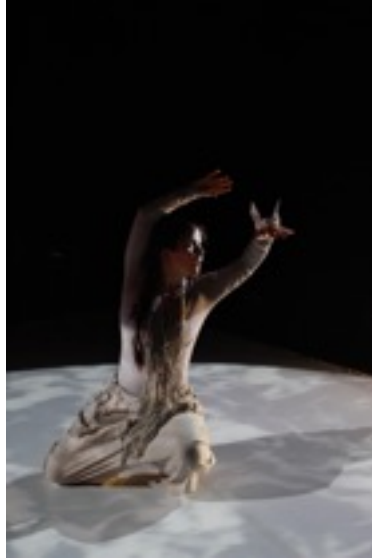
- a) organisational development of TaikaBox ry;
- b) establishing local operations in Oulu;
- c) widening and developing its operations nationwide;
- d) development of international work.

The main aim of the association in the past couple of years has been to initiate several new projects in Oulu in partnership with different organisations. In 2018, TaikaBox ry will continue consolidating its projects and, through these, finding its place in the local and national dance scenes. It has been important for the association to establish good relations with different sections of the society in order to grow deep roots in its new home, Oulu. TaikaBox ry will continue developing its operations through working with community groups. The operations of the association are introduced through a variety of activities that include 1) artistic research and work, 2) performance, 3) residencies, 4) workshops, 5) mentoring and 6) audience development.

ARTISTIC RESEARCH AND WORK

Born Old – Tietäjä länikuinen

TaikaBox ry has recently produced a new work for children based on the Finnish epic story, Kalevala, together with JoJo – Oulu Dance Centre. The production features dance, storytelling, songs and a projected digital environment. The work is performed by Marjo Kiukaanniemi and John Collingswood. *Born Old* premiered in Oulu City theatre on 27th-29th March 2018 and it will be presented at Oulu City theatre again on 5th May as part of the annual Children and Young Peoples' Theatre Festival. TaikaBox ry is planning for a residency in Wales in partnership with Creu Cymru during 2018 to develop an English version of the production suitable for international touring.



Born Old
kuvat: TaikaBox ry

Warjakan tarina – lisätty todellisuus kokemus

In 2018 TaikaBox ry starts a new augmented reality research project called Warjakan Tarina ('the story of Warjakka') in Varjakka, Oulunsalo. The aim of the project is to re-create the workers' quarter that existed as part of the early 20th Century sawmill and to build a new kind of platform for arts and history. The project is being developed in partnership with Oulu University, Museum and Science Centre Luuppi, Culture House Valve, BusinessOulu, Oulu City and the local community. The aim is to collect stories and pilot the project during 2018. The project is planned to be produced in 2019-2020.

PERFORMANCE

TaikaBox ry's productions include works for stage, public spaces and screen. The works of the association are increasingly more immersive and interactive. The association has currently three touring works: **Please Switch On**, **Between Coil and Recoil** and **Born Old – Tietäjä länikuinen** and other shorter/lighter works that can be presented in various contexts. The association is currently looking for funding for touring Born Old – Tietäjä länikuinen in Finnish schools.



PSO

Kuva: Christoph Schumacher

RESIDENCIES

Oulu Dance Hack

Oulu Dance Hack is an annual international dance/tech event that takes place in August. The event brings together dance and media artists and students and technology specialists. Oulu Dance Hack is an idea incubator that is created in partnership with OAMK EduLab Oulu and performing arts department, BusinessOulu, JoJo – Oulu Dance Centre and Voimala1889.



Oulu Dance Hack
Kuva: TaikaBox ry

Varjakka artist residency

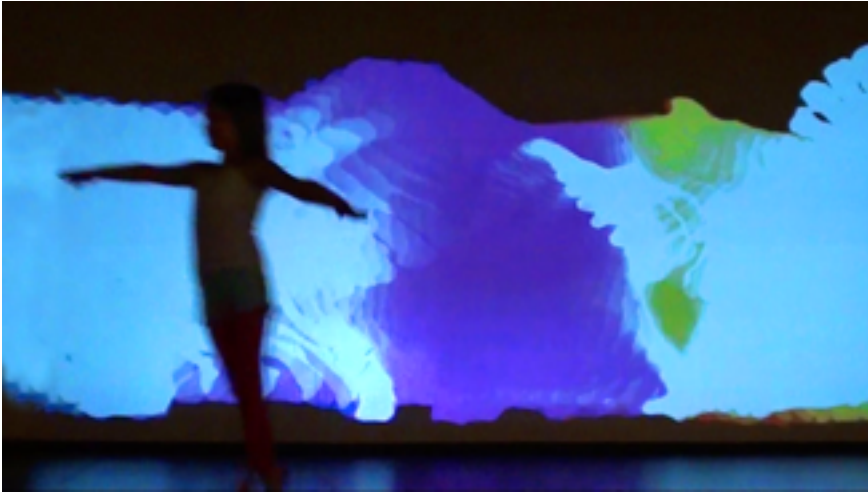
TaikaBox ry organises an annual artist residency in the beautiful and historically rich harbour of Varjakka in partnership with the local viillage association. The residency provides an artist time and space for research and process-led artistic work for two weeks. The residency also aims to enhance dialogue between the chosen artist and the local community. The next residency takes place in July-August 2018.



Kuva: TaikaBox ry

WORKSHOPS

In 2018, TaikaBox ry will continue providing **DigiDance** workshops to children, young people, different community groups and professionals. The association will offer more workshops outside Oulu.



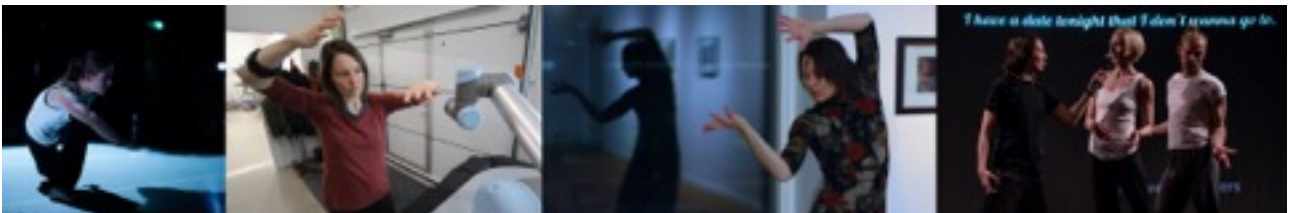
Kuva: TaikaBox ry

MENTORING

The association is planning to provide summer jobs for 2-4 young people (immigrants and local young people) as part of Plan International Finland's scheme. TaikaBox ry is also occasionally offering young artists an opportunity to work as assistants in its projects. During 2018 the association is planning to train a young dance artist, Elina Tähtelä to lead DigiDance workshops with children.

AUDIENCE DEVELOPMENT

Developing new audiences for dance is an important and integral part of the association's artistic work. TaikaBox ry creates opportunities for audiences to explore the artistic work through open creative process. The idea behind TaikaBox ry's audience development practice is to activate people and create multi-directional dialogue. It has to be equally useful for artists and audiences.



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