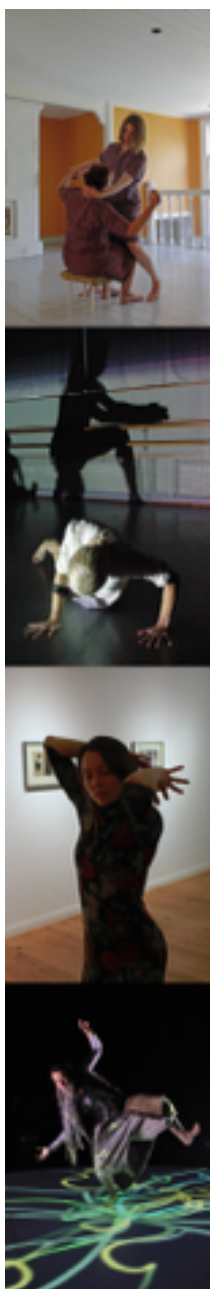


TaikaBox ry

CREATING NEW WAYS TO EXPERIENCE DANCE
operational report 2019

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1. GENERAL

TaikaBox was founded in Wales in 2010 and registered in Finland in 2015 as a not-for-profit association. The aim of the organisation is to create new ways for people to experience dance.

TaikaBox ry's long-term ambition is to create an internationally recognised dance/tech hub in Oulu, the operation of which is based on unique partnerships between arts and businesses.

At the heart of the dance/tech hub is:

- a) developing physical expression, dance through new technology,
- b) accelerate technology businesses innovation power through artistic risk taking.

The association works holistically and flexibly with the professional sector as well as with various community groups. TaikaBox ry supports dance/tech research and production; enhances the professional development and employability of artists; fosters a new generation of professionals and actively develops new audiences for dance using new technology.

2. ORGANISATION

2.1. Staff and office

TaikaBox ry has two artistic directors: choreographer/dancer Tanja Råman and digital artist/designer John Collingswood, who both work part-time. They share responsibility for the artistic planning, development and realization of productions, events and projects. Tanja Råman manages the finances, plans, develops and co-ordinates projects and acts as chairperson for the association. John Collingswood is responsible for the technical planning, development and co-ordination of the projects, branding, marketing and communications of the association.

In 2018 TaikaBox ry employed nine artists in total in different projects.

The office of the association is located at: Varjakantie 69, 90470 Varjakka, which also includes a small studio space.

2.2. Management

The association is managed by a board. During the beginning of 2018, Tanja Råman acted as chairperson and the association's secretary John Collingswood acted as vice chair. Other board members were lecturer Tomi Knuutila from University of Lapland and Simon Harris, theatre director from Wales.

A new board was elected in accordance to the constitution of the association during the AGM on 20th April 2018. Tanja Råman continued as chairperson and John Collingswood as secretary. Tom Knuutila continued as a board member and Simon Harris continued as a vice member. The board met twice during the year.

The number of members increased to 55 during 2018. The membership consisted of: free members (39), silver members (16) and gold members (0). Silver membership costs 1€/year and gold membership a one-off fee of 500€.

A. Karppinen Oy provided the end of year financial statement for the association and Piia Pengerkoski acted as an operations' monitor.

3. MAKING OULU AN INTERNATIONALLY-RECOGNISED DANCE/TECH HUB

During 2018 the association continued laying the foundation for the internationally-recognised dance/tech hub in Oulu by linking its activity more closely with Oulu City's European Capital of Culture 2026. TaikaBox ry continued to develop networks with cultural organizations and businesses. The association aimed to increase awareness and visibility of dance/tech locally, nationwide and internationally through workshops, performances, partnerships and dissemination. TaikaBox ry joined Barents Dance Council and created strong partnerships with the smARTplaces network. New international connections were built by visiting Linz in October and Paris in November as part of Oulu2026. The association introduced its Born Old performance for children at the largest Nordic dance platform ICE HOT in Reykjavik in December.

The main emphasis throughout 2018 was on developing operations locally and initiating new partnerships and projects nationwide. TaikaBox ry work in Vaasa, Tampere and Muonio. In 2018, the association performed in front of 1127 people and 1543 people watched TaikaBox ry live stream. 1614 people in total attended TaikaBox ry's workshops and master classes. In 2019 the association aims to build its capacity and train new young artists to work within dance/tech context.

3.1. Oulu Dance Hack 18

TaikaBox ry and Oulu University of Applied Sciences OAMK (EduLab Oulu and dance teaching departments) organised their third international Oulu Dance Hack event at OAMK on 21st-24th Aug 2018 in partnership with BusinessOulu, Museum Centre Luuppi with the support from Berlin-based Isadora. In 2018, for the first time, TaikaBox ry worked in collaboration with the smARTplaces network and with Spanish art and technology centre eTOPIA. The association streamed live parts of the public event organised at Oulu Museum of Art at the end of Oulu Dance Hack. The streaming was arranged through the smARTplaces network as part of their Work of Art discussions. Oulu Dance Hack 18 brought together artists from USA, UK, Spain, Germany, Poland, Russia and Italy to work alongside Finnish artists. The aim of the event was to create networks between the art sector and technology businesses, encourage creative risk-taking amongst the participants, develop new partnerships and inspire participants to start new projects and hence contribute to the development of the local and national dance sector. Oulu Dance Hack 18 has led to one new partnership and a project to be developed between a local musician and a media artist from Poland, as well as helped a local artist to gain employment at OAMK. Oulu Dance Hack is an annual, unique and international event for professionals. Oulu Dance Hack 19 will be strengthened further by creating shorter mini hacks for technology businesses through Spring 2019 and by connecting the event with Oulu City's Lumo festival and potentially with the ArTech Forum and LUCI - City Under the Microscope in November 2019.

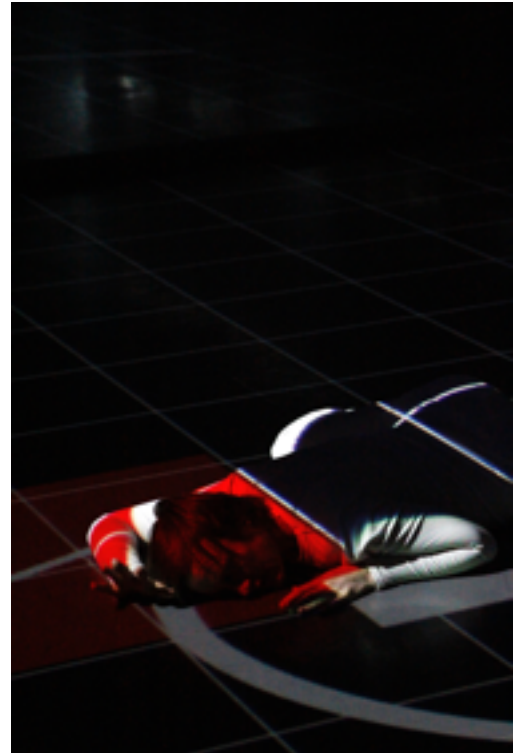


image: TaikaBox ry



3.2. Warjakka artist residency

In July 2018, TaikaBox ry organised its second artist residency in beautiful Warjakka island in Oulunsalo together with the local village association. Eight dance/circus/performance artists from Keho group participated in the residency. The aim of the residency is to give artists an opportunity to explorative artist-led research during one or two weeks. The aim is also enhance artistic activity in the area and create dialogue between artists, local people and people visiting the area. The residency in 2018 culminated in immersive performance as part of an event with a meal called Illallinen Konttorilla organized by the local village association. The event was fully booked. The next Warjakka artist residency is planned to take place in July 2019. TaikaBox ry is looking to offer three places for artists from different backgrounds to engage in collaborative research. The residency will be developed further in connection with Warjakan tarinat project and with the development of the area's cultural tourism.

image: TaikaBox ry

3.3. Warjakan tarinat (Warjakka stories)

TaikaBox ry started a new project in Varjakka, Oulunsalo through which it is collecting local stories relating to the varied history of the area. The aim of the project is to collect a large pool of local stories and create an extensive augmented reality experience and gallery based on them. The augmented reality experience and gallery is planned to be located on Varjakka road on the way to Varjakka harbour. The project will re-create the early 20th century sawmill workers' housing estate, as well as a new platform for creating, exhibiting and experiencing art. During the first stage of the project contained building a website: warjakka.com and publishing the first edition of stories on DVD. The documentary was created in partnership with Kulttuurivoimala – Culture Power Station ry and with support from Finnish Heritage Agency. TaikaBox ry will continue developing the project in partnership with Oulu University, Museum and Science Centre Luuppi, Oulu City, Culture House Valve, BusinessOulu and local community.



image: National archives – Uleå oy home office | archive

3.4. Born Old – Tietäjä länikuinen – Født Gammel

In March 2018 TaikaBox ry created a new interdisciplinary performance for children. The piece is based on the Finnish epic stories of Kalevala. It was created in co-production with JoJo – Oulu Dance Centre. The piece features dance, storytelling, old Kalevala-style songs, live looping and interactive floor projection. It is performed by dancer/singer Marjo Kiukaanniemi together with digital artist/designer John Collingswood. It premiered at Oulu Theatre on 27th March 2018 and it was programmed again at Oulu Theatre as part of Children and Young People's Theatre Festival on 5th May. In November 2018, TaikaBox ry created a Norwegian version called Født Gammel in partnership with DanseFestival Barents, Mylingen kindergarten and with a local performer Gro

Skanke Raattamaa. The Norwegian version was performed at the festival six times. Born Old was introduced to international delegates at the biggest Nordic dance platform called ICE HOT in Reykjavik on 13th December 2018. TaikaBox ry is now planning to create a Swedish version in partnership with the regional dance centre and Children's Culture Network BARK in Ostrobothnia and a Danish version with The Nordic House in the Faroe Islands. The association is also hoping to create a tour in Northern parts of Nordic countries in the coming years.



images: TaikaBox ry

3.5. TaikaBox and community

Working with community is an important part of TaikaBox ry's operations and its future vision. The association works regularly with various groups of community, such as children, young people, elderly, immigrants and with people with disabilities. TaikaBox ry offers workshops and longer projects in partnership with other organisations.

3.5.1. DigiDance workshops

TaikaBox ry led 17 DigiDance workshop days in different parts of Finland. Five workshops out of these took place in Oulu and the rest in its surrounding regions, as well as in Ostrobothnia and Lapland. The association led also a four-hour DigiDance Open Space event as part of Young Arts Night at VanAbbe Art Museum in Eindhoven in the Netherlands. In 2018, TaikaBox ry's DigiDance workshops gained over 1614 participants. The workshops combine creative movement and interactive projection. Due to an increasing demand TaikaBox ry is aiming to train two young artists to lead workshops in 2019.



images: Petri Haanpää (DigiDance workshops in Kirkonkylän koulu in Oulunsalo)

3.5.2. Mentoring

In 2018 TaikaBox ry explored collaboration with a local young artist Elina Tähtelä and employed her for one week. Elina's jobs included leading DigiDance workshops in schools, updating and writing Finnish translations of TaikaBox ry's website and social media marketing. In 2019 TaikaBox ry aims to train and mentor two new young artists to lead DigiDance workshops and to work as part of the team during Oulu Dance Hack.

4. COMMUNICATIONS

TaikaBox ry's communications focused on disseminating information of projects and events, as well as raising profile locally and nationwide. Dissemination of information was realized in partnership with BusinessOulu, JoJo – Oulu Dance Centre, Kulttuurivoimama – Culture Power Station ry, OAMK and Dance Info Finland (depending on the project.) TaikaBox ry also utilised its international networks to widen its reach for Oulu Dance Hack. The journal called PEDANSSI published by OAMK wrote an article about the event. Kaleva (30.11.2018) and Rantalakeus (28.11.2018) both wrote about TaikaBox ry's Warjakan tarinat project in relation to the launch of the project in December.

Communications were targeted to local and national dance sectors, international dance/tech genre and local technology businesses.

The association sent five newsletters in total to its members to inform about its operations and projects.

5. FINANCIES

5.1. Income

The total income of the association in 2018 was 37 278,94 euros. It gained 21 614,64 euros as earned income, of which the most derived from performance fees, DigiDance workshop fees and co-production money. TaikaBox ry gained 64,30 euros as donations.

5.2. Grants

TaikaBox ry gained grants in total of 15 600 euros: Arts Promotion Centre 5 000 euros for DigiDance workshops, Arts Promotion Centre 6 000 euros for the production of Born Old – Tietäjä länikuinen, Oulu City Valistustalo Fund 3 000 euros for two performances of Please Switch On in Oulu, Oulu City 100 euros for Warjakka artist residency and Finnish Heritage Agency 1 500 euros for Warjakan tarinat.

5.3. Expenditure

The total expenditure of the association in 2018 was 38 319,31 euros, of which the biggest cost was staffing entailed to 26 817,74 euros. The association paid part-time wages to two people and occasional wages to nine people. Other expenditure totaled 11 501,57 euros, of which the biggest costs were from purchased services, equipment (for Born Old), per diems and mileage allowance.

