

# Sampad Exchange Lab

## Leonardo Mobility case study evaluation

Destination: Medialab-Prado, Madrid  
January - November 2011





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# Preface



sampad Mid-day Mantra Event

sampad is a dynamic development agency for South Asian Arts based in Birmingham. It plays a significant role regionally, nationally and beyond, in promoting the appreciation and practice of the diverse artforms originating from India, Pakistan, Bangladesh and Sri Lanka. Through its work sampad serves, supports and initiates British South Asian arts in all its forms working with youth, community, education and professional artists.

Over the past 21 years sampad has been responsible for contributing to the development of the South Asian arts sector in the UK, and also in part, internationally. We feel that for South Asian arts and artists to thrive within national and international markets, that they need to remain relevant to the way people access and engage with new work. However there is always a need to consider the national and international contexts in which we are working, and we are fully aware of the developments being made in other sectors, particularly that of digital technology. It is imperative that sampad can empower the artists within the South Asian arts sector to better understand and experience the changing global environment in

order to find their place, the people they can connect with, and the direction their work will take in the future.

To that end, sampad initiated a Leonardo Mobility programme to first enable some of the organisation's staff and a small number of artists (maximum 15 participants) to attend a series of 2 week placements at a Medialab Prado, Madrid, a leading organisation in the field of research, production, and the dissemination of digital culture. The Exchange Lab programme has been a real success with real learning outcomes gained.

# Introduction



Workshop at Medialab Prado

Exchange Lab was a programme of placements organised by sampad. Throughout 2011, 15 members of sampad staff and external artists working in the field of South Asian arts carried out two-week placements with Medialab Prado, in order to broaden how sampad works digitally across its artistic programme, and also in relation to education and outreach, audience engagement and development, and how it works operationally.

Medialab Prado is an organisation funded by the Department of Arts of the City Council of Madrid, aimed at the production, research, and dissemination of digital culture and of the area where art, science, technology, and society intersect.

The project was funded by the Leonardo da Vinci Mobility Programme which supports the development of skills and training. It funds work placements for trainees, workers and staff, and supports European projects to discuss common issues or develop training materials, courses and frameworks.

This report is an evaluation, both quantitative and qualitative, focused upon the learning gained by the participants, as well as by the sending and host organisations. There are a number of case studies by the participants, results from the skills development model which we called a Development Needs Analysis (DNA), and general results in relation to the programme overall.



The new Medialab building under construction

# The partnership

## How was the partnership established?

The partnership was established following an existing, though initially loose, relationship and understanding of each other's work. The partnership was formalised in advance of putting the project in motion to ensure viability of the project.

## What were the partners' roles?

The sending and host organisations jointly undertook to:

- negotiate a tailor-made training programme for each participant
- agree monitoring and mentoring arrangements
- implement agreed validation procedures to ensure recognition of skills and competencies acquired
- establish appropriate communication channels for all parties including participants
- evaluate the progress of the project on an on-going basis and take appropriate action if required

## How effective was the partnership?

Despite minor alterations to the programme based upon the effect of the economic crisis in Spain, both organisations were able to put in place appropriate plans to enable significant learning amongst the participants.

## What new needs did we have to address?

Medialab Prado was in the process of moving to a new building, a delay affected by financial constraints related to the global economic crisis, which disrupted the programme activities. However both the sending and host organisations revised and reworked a slightly altered programme that did not present a reduced experience for the participants.

## How appropriate were the placements to the needs of Medialab Prado / what were the benefits to them?

The placements were appropriate to the needs of Medialab Prado in that:

- Medialab Prado discovered a new way to work; working with different artistic languages of South Asian background and artform differences was new to them
- Medialab Prado is encouraged with the type of work that sampad is involved with, particularly in terms of working with different communities and publics
- The Midland Art Centre (mac, birmingham) and sampad building renovation is similar to the situation of Medialab Prado so there was much to learn between both organisations understanding a different model of cultural management and patronage

## What were the benefits to the sending organisation?

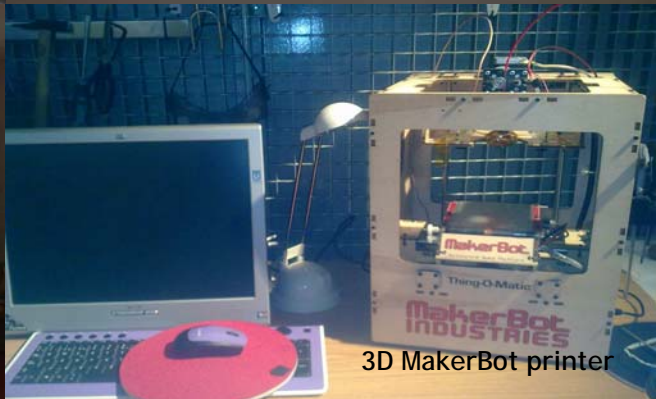
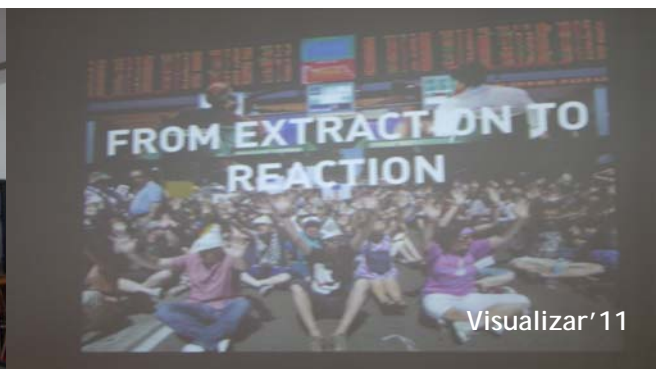
The objectives were all achieved in terms of:

- Increasing the skills and knowledge capacity of sampad
- All participants gained a strong understanding of the potential of incorporating digital technology into artistic practices, as identified via the results of the DNA
- Developing an understanding of the possibilities for devising programmes and activities. There are a number of new partnerships developing and increased networks found as a result

## Were the placements appropriate to the participants?

There were some good connections and collaborations, for example:

- Marketing and communication officers working together to discover new communication methods
- Staff from sampad providing understanding to Medialab Prado about how the organisations work with young people
- Technical staff from each organisation learning about challenges and solutions to new building projects
- All staff and artists from both organisations learnt more about models of practice in the institutions and how they're supported
- All artists have made new connections with programmers to look at new methods of artistic practice, including using wearable technology in dance, digital projections in performance, and digital modelling of South Asian hand gestures, or mudras

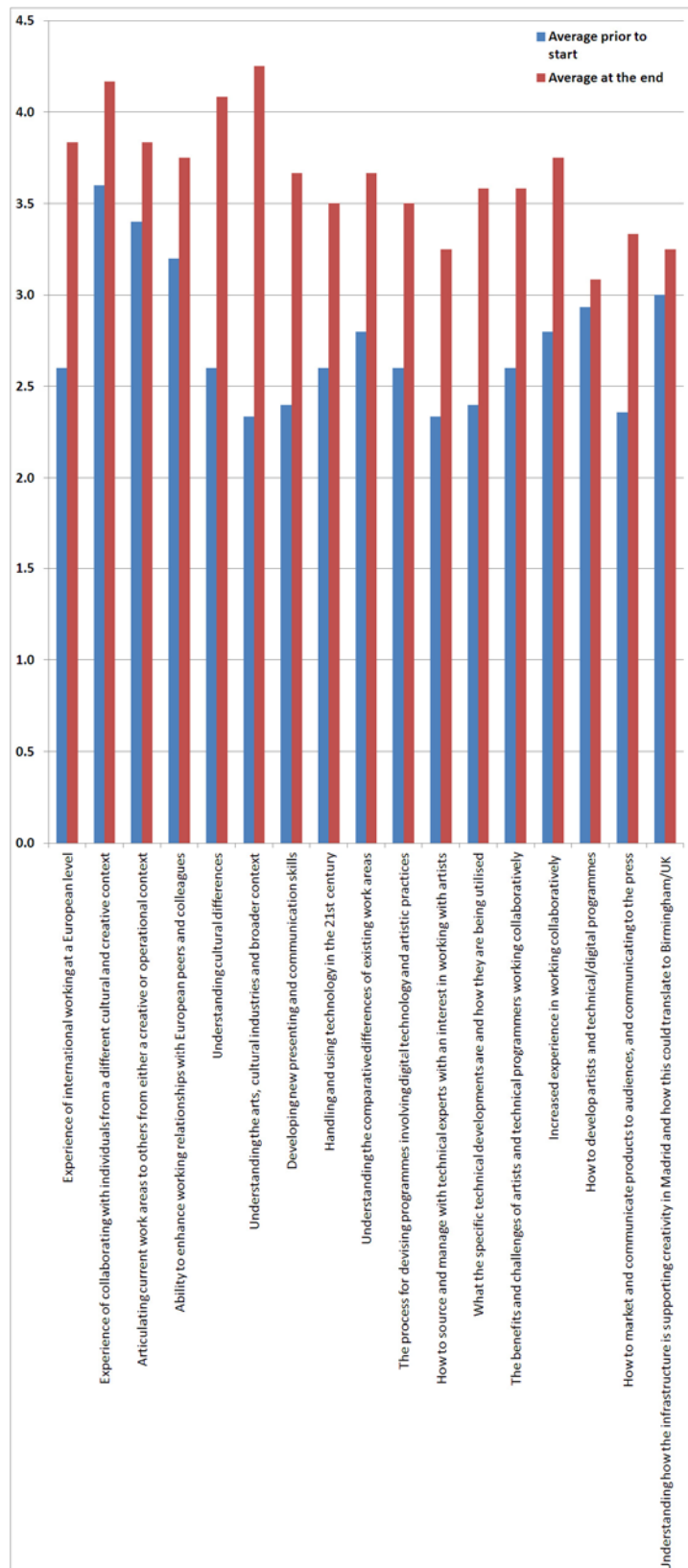


# Skills development

The table shows the combined average scores of where the participants felt their skills, knowledge and experience levels were on a scale of 0 to 5 with a measurement taken before and after the placements.

The widest margins of progress are with understanding the broader context of the arts and cultural industries, better awareness of cultural differences, and greater understanding of technological developments are being utilised. The lowest margins of progress shown are in relation to understanding how programmes can be developed using arts and digital technology, possibly as a result of the short time scale of the placements; and how to market and communicate products to staff, perhaps a result of only a small number of people required to engage with this particular aspect.

Overall, the table clearly demonstrates the benefits of the Exchange Lab project upon the personal and professional development needs of the participants.



# Project activity



## Aims of the project

- To broaden how artists and freelancers in the same field can incorporate digital technology into their work in order for them to maintain market relevance in an international environment
- To enable us to achieve this there were three main objectives:
  - to develop the skills and knowledge capacity of a small number of sampad staff from the disciplines of direction, programming, operational management, professional development, marketing, education programming, and administration.
  - to develop an understanding of the potential of incorporating digital technology into artistic practices from an artist's perspective as well as an arts development perspective.
  - to develop an understanding of the possibilities for devising programmes of activity and cultural projects from a curatorial context.

## Advertising, recruitment and selection

sampad put out a call to staff and external participants. Each individual had to complete a short application form explaining their reasons for wanting to be part of the project. External participants were interviewed as part of the shortlisting and selection process. In total there were 10 members of staff and 5 artists and curators.

## Planning and scheduling the flows, booking flights and hotels

The 'flows', the term used by Leonardo Mobility to describe each group visit, were managed following a number of discussions between sampad and Medialab Prado regarding the areas of programme activity over the period of a year. The flows were then attached to a number of programme activities based upon the relevance and match of the participant to the programme.





## Linguistic and cultural preparation

In advance of attending the placements, the participants were provided with 6 Spanish language sessions as part of the preparation process. This enabled the participants to at least learn some basics in communication and finding their way around an office environment, as well as understanding some of the technical terms used in the arts and digital sectors, and being able to explain who they are and what they do. Included was a session of cultural preparation where the participants learned about Spanish culture, the difference in working hours, traditions, and other areas of work.

Of particular relevance to the cultural preparation of the participants was a recorded presentation called *Introduction to the Visual Arts and cultural field in Spain: Politics, Crisis and Opportunities* by Eva Moraga focusing on the difference in cultural policy between the UK and Spain, within the context of the economic crisis. This two hour long presentation was produced by Medialab Prado for the benefit of all of the participants and is a valuable and informative resource available on the Medialab Prado website

[http://medialab-prado.es/article/sesion\\_marco\\_cultural](http://medialab-prado.es/article/sesion_marco_cultural)



# Case studies

What some of  
the participants  
say about their  
experiences  
with  
Leonardo  
Mobility



**Why were you keen to go, what were your expectations and to what extent were they met?**

**Buzby Bywater:** The areas I wanted to enhance with greater digital technology knowledge were: 1. the operations and admin side of sampad 2. knowledge of how digital technologies can be integrated into the creative work of artists 3. The delivery of sampad's work through presentations and live streaming.

**Divya Kasturi:** My whole intention of applying to this program was the opportunity to explore my ideas with technology and technologically inclined 'techy' experts.

**Lorna Hirst:** I was keen to undertake a placement at Medialab Prado as I had never worked outside of the UK before, so I wanted to experience working in a different culture. As Medialab Prado is a specialist in the area of digital technology within the arts, I expected to be able to learn about new developments in digital technology and social media,

particularly in relation to marketing and communications.

**Tasawar Bashir:** I wanted to learn as much as I could about the new and exciting field of data visualisation in arts practice both from the perspective of a producer and as an artist. The opportunity to work and learn at the Media Lab in Madrid filled me with very high expectations since many of the events and workshops they run attract participation from some of the world's leading practitioners and thinkers in digital arts, technology, and political activism. To a large extent my expectations were met. I worked with many people and I made some great contacts who I will be working with in the near future.

**Tiffany Adams:** I was keen to visit Medialab Prado because I thought it was important to gain the experience of working within a different country. I was not quite sure what to expect as my area of work is education and they do not have a department that paid particular focus to this. I was hoping that some of their practice would be adaptable for the kinds of projects that I coordinate. I also



expected to experience a different way of working and gain some knowledge in working in a digital capacity. The experience was completely different to what I had expected, and although I did not learn a great deal about their methods of educational projects, I had the opportunity to see a great deal and experience different methods of working in comparison to here.

**Clayton Shaw:** I was interested in exploring more about the organisation, how it works with digital technology, how this can be applied to UK South Asian artists, and how the cultural policy model differs from that of the UK and the positives and negatives of this.

**Urmala Jassal:** I was keen to go to Medialab Prado because I wanted to experience working in another city and an organisation whose programme of work is as diverse as Medialab Prado's. I wanted to acquire knowledge around the use of digital technology and develop my confidence and skills base in integrating such hardware in the work that I do with sampad artists. I was excited at the prospect of being in a lab environment where there is space to conceptualise, develop and realise projects in a collaborative on a global scale. My expectations were realistic in relation to the duration of my stay at Medialab Prado. I expected to

experience the core of the work that they develop, programme and deliver within a two week time frame and that is what I did. I expected to learn a little about Spanish culture and way of living which I did, and the workings of Media Lab Prado. I expected to source other companies and artists to collaborate with sampad artists and potential for future choreolab opportunities to create city to city links. This was successful in that the artists that undertook their placement after me were able to develop the links that I had established further.

**Anne Cockitt:** The use of technology might be something that sampad and mac, birmingham can look at using in a similar community project in the UK. The set up included two screens/projectors/computers: one screen showing prerecorded images and scenes, the other using Skype (pre-recorded and live) plus dialogue and action with the actors (non-professionals from Colombia, Senegal, Bangladesh, Dominican Republic who are all now resident in the local community) on stage, using dialogue with their families and contacts. This might be a way of involving communities from around the world on the stage and enabling a wider audience to view it. The aims of attending were: To find out about digital technology and the arts – how it



might be used effectively by sampad and artists, and in education and community settings; to gain experience of working in another European country and culture and broaden my knowledge of international arts.

### What new thing/s did you discover?

**Buzby:** I learnt that Medialab Prado documents activities using wiki and live streaming which can be viewed again, and for *Visualizar'11* I was able to see a translation booth in operation. I was surprised to discover the use of multiple operating systems (Ubuntu and Windows) and use of open source within organisations. At sampad, if a document arrives that is not MS office it is frustrating for staff to spend time trying to open it. At the organisation CAMON, staff even had separate networks - one internal, another to the head office. The reasons for using open source was cost - updates are free or low cost donation, no licences for multiple PCs on the network - and in some cases it was to support libre software [http://en.wikipedia.org/wiki/Free\\_software](http://en.wikipedia.org/wiki/Free_software)

**Lorna:** One new tool I discovered was wikis, and how it is used very effectively for both internal and external communications. They have a private site which all staff regularly update so everyone can see what each other is working on and what stage projects are at, as well as sharing notes from external meetings or presentations. They also have a public wiki for documenting projects which all participants and collaborators are encouraged to add to. The aim is to make all the research public, so anybody can take up the ideas started in labs here and develop it further.

**Tasawar:** I learned about data visualisation, the practice, the methodology, the philosophical underpinnings, and possible uses for this quite far-reaching new field in art and communication.

**Tiffany:** The biggest eye opener for me was how different the cultural sector is to here. I was surprised to learn that they do not have an equivalent to our Arts Council. I also got to see the Maker-Bot in action which is a 3D printer. This was very interesting as it gave physicality to a design created on the computer, a method I think would be extremely beneficial to school students.

**Clayton:** I found that despite the financial crisis, Madrid is continuing to support cultural activity. It's reassuring to see, that although city has huge budgetary pressures, that culture appears to remain firmly on the map. It'll be interesting to see what the future may bring. Also the Maker-Bot 3D printer was a major highlight.

**Urmala:** I discovered a lot around digital technology and demystifying the uses of some of these technologies for sampad - particularly Medialab floss manuals; wiki's can be used for documenting projects onto one internal shared system; streaming work in more than one language - Giss.tv a streaming server - Ustream - funded by the US Military; the use of open source particularly around the data visualization conference - *Visualizar'11* the War Table particularly caught my eye based on Reactable.

**Anne:** From a programming and venue overview it was interesting to see other organisations, spaces, how they operate and to



find out about funding issues, what they programme, and to experience performances and audiences. I was impressed by the number of arts venues and spaces around Madrid, and how they seemed to be well funded, used, and visited by a range of people.

**Explain the activities that you were involved with and visits you went on.**

**Buzby:** I spent a lot of time at the host organisation, MediaLab Prado which was running a collaboration project called *Visualizar'11*, and I also visited and spoke to staff at the creative venues of CAMON and Matedero. I also had an informative tour of La Tabacalera. In my own time I visited exhibitions at Reina Sofia, Del Prado and Caixa Forum. When at Medialab Prado, I spent my time learning about the projects and the skills and programming processes being used (processing.org, impure, JSON) to create some of the visualisations, and taking notes from the staff about the organisation itself, the communities that get involved, and the open source movement.

**Divya:** In collaboration with people there, I tried a sample trial session with KINECT

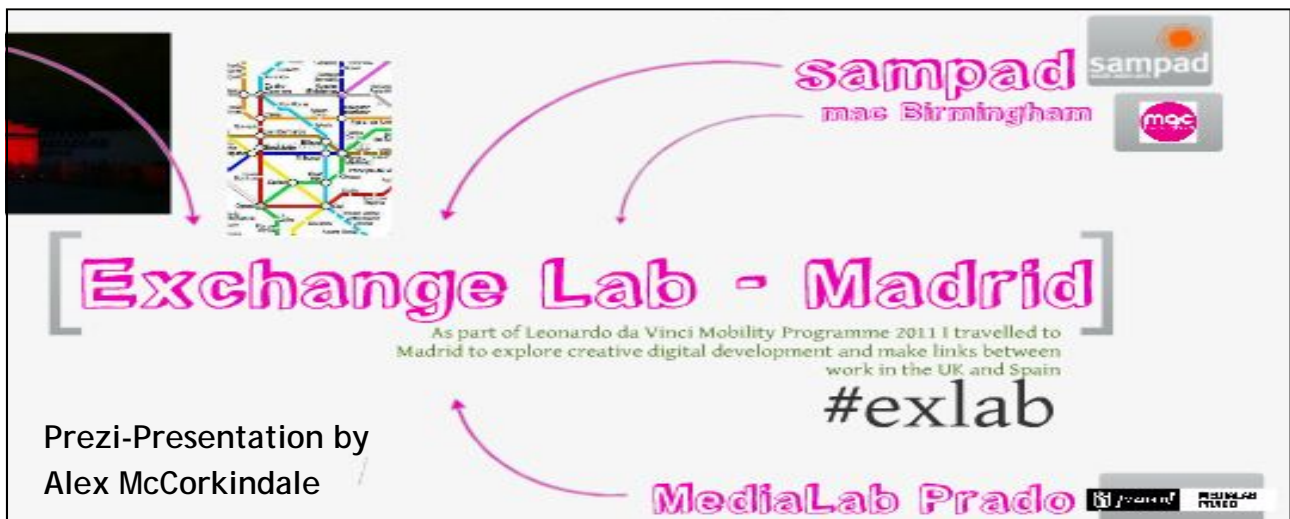
machine. It led to various dialogues and new thoughts that I hope to be able to push further

on my forthcoming work. At Centro Centro, an old post-office refurbished and designed into a new state-of-art city council building, we had an interesting meeting that aroused numerous possibilities for future performances and activities. They have a great space there that could be used for a site-specific production. This is also something that I wish to explore in the future.

Casa de la India, a vital point of contact for exploring activities along the Indian as well the Spanish government perspectives, has a sprawling space in Valladolid, north of Madrid. We met with the director and his wife who is a Bharatanatyam performer trained in India. With their vantage position of operation from two major countries as well as local corporate sponsors, they can be a major collaborative force in the organisation of any South Asian artistic events. They expressed a desire to welcome new ideas and initiatives, possessing their own space and an amazing gallery showcasing Tagore's paintings.

**Lorna:** Most of my time was spent observing the *Playing with Numbers* workshops. I also visited other cultural organisations such as





Matedero, Camon, Centro Centro, Reina Sofia and the Caixa Forum and I learnt a lot about the different ways they function, particularly the council funded organisation compared to those run by banks.

Tasawar: I experienced *Visualizar '11*, an annual conference about Data Visualisation that was organised by my host organisation Prado Medialab in Madrid. Additionally, I participated in many of the workshops and events that ran over the two week period. I also visited many other cultural organisations based in Madrid.

Tiffany: Most of the projects took place over the weekend so that was the busy period in the lab. There was plenty to observe but was restricted as to what you could get involved with as the teams of people had already been working together on specific projects. They were in the final process of a collaborative project *Jugando Con Numeros* (Playing with Numbers). We had the opportunity to support the final stages of their work, attended the seminars that were held in the lab, and gave a brief overview of our work at sampad. We also attended a lecture at the university. As the week days were quiet we had time to visit other cultural establishments; Materdero Madrid, Camon and many more.

Clayton: I supported a project evaluation and was involved with some of the workshops. I also visited a number of cultural institutions and events such as *Danza Madrid*, an international dance festival, and *AccionMad*, a live art festival at the Matadero venue.

Urmala: I was involved in *Visualizar '11*. I visited Off Limits, Centro Centro, Matadero, Intermedia, La Tabacalera and all the major Madrid Landmarks.

Anne: Visits to various venues in Madrid and beyond as part of the programme, including:

- Centro Centro, a new space in which to experience the city of Madrid as an intercultural meeting & participatory space
- Tabacalera - social space in a former tobacco factory
- La Casa Encendida - a social and cultural centre of Obra Social Caja Madrid (Madrid Savings Bank Friendly Society)
- Medialab Prado- meetings with staff and opportunities to see some of their open workshops.
- Casa de la India, Valladolid - to discuss potential future projects with this organisation - artist projects and a similar Inspired by Tagore writing competition
- Circulo de Bellas Artes - exhibition spaces
- Performances: two contemporary dance performances at different venues, part of En Danza Festival.
- At Matadero: *Accion Madrid* - student performances. Also Kashmir Project - film shown as part of Madrid experimental film week
- Performance of *Lazaro* at one of Europe's oldest theatre in Alcala de Henares
- *Open Lab* performance art at Off Limits in Lavapies



## To what extent were the activities appropriate to your learning/ area of work?

**Lorna:** The observation of the *Playing with Numbers* workshops was interesting to see. To see people from such a diverse of fields working together - artists, dancers, maths teachers, jugglers, computer programmes and technicians. I attended some talks, which were more relevant to my work, on increasing visibility using social media, how journalists use twitter and cultural policies in Spain.

**Tasawar:** Very relevant to my requirements because I have just completed a project in Manchester 2011 that I could not have completed had I not attended.

**Tiffany:** The activities showed the positive ways in which a diverse group can work together, regardless of language barriers and age.

**Clayton:** sampad is keen to look at the potential of how the organisation can encourage artists and programmers to work together to research, develop, and produce to products that connect artistic forms and digital technology.

**Anne:** From the placement I learned about and experienced a new project incorporating live art with digital technology. I also saw some of the work that Medialab Prado is involved with, and other projects such as the

Lummo interactive morphing video at Centro Centro. I felt these gave me an indication of what might be available, but that there is much more to explore. The visits to venues and organisations were very relevant to my work and gave me an understanding of how the arts are funded and operate in Madrid and beyond.

## How did you manage the language aspect?

**Buzby:** Learning Spanish has been fun and I plan to work on this. I used as much Spanish as I could when out and about and a collaborator at Medialab Prado was very helpful with tips and explanations of the language.

**Divya:** Of course one of the main things to bear in mind would be to improve my Spanish, especially in the event of facilitating any activity. This trip has increased my confidence in handling unknown language barriers although the Spanish classes at sampad proved extremely useful.

**Lorna:** I found the language aspect quite difficult as I had only learnt very basic Spanish before going, and most people spoke such good English I didn't have much opportunity to put it into practice. I was able to assist them however, by proofreading and editing some of their online English communications.

**Tasawar:** My sending organisation organised weekly basic Spanish classes and I was also



given a Spanish Language home learning kit to practice. We were well prepared and felt quite comfortable when people spoke, also, many people spoke English and could translate if needed.

**Tiffany:** I found the language aspect of the projects very difficult at first. Although we had lessons prior to the visit, it only scratched the surface of language needed.

**Clayton:** I had the opportunity to expand my current knowledge of Castilian Spanish by translating between English and Argentinian Spanish, and learning new South American words like the Venezuelan Arrechisimo!

**Urmala:** I was able to speak the basic greetings in Spanish and Medialab staff spoke in English also, so communication wasn't an issue.

**Anne:** The Artistic Director spoke little English but the two BiNeural colleagues helped us as their English was good, and we managed to build up a dialogue with them at lunches each project day, and assisted with setting up and taking down sets, documenting the process,

getting scripts printed, and making sure the thermos of mate tea was filled up - essential!

### For you, what were the added benefits of doing the placement in a different European city?

**Buzby:** Being in Madrid was important. I could immerse myself in the Medialab Prado environment and continue the conversations into the evenings with people at Medialab Prado or my colleagues, and there was an added edge of excitement with discovery and learning because I was away from home ] commitments and in such an enjoyable city!

**Lorna:** For me, the added benefits of doing a placement in a different European city was experiencing a very different pace of life. Madrid is a buzzing, lively place, but at the same time very relaxed, and socialising is an important part of working. The typical working day starts later, but goes on much later into the evening, with long siesta lunch breaks and regular after work socialising, which provide a great opportunity for colleagues to get together, talk and share ideas. When there are







workshops going on with participants visiting from all over the world this really helps people get to know each other and work better together.

**Tasawar:** Being in another city, a place where the culture is different is a learning experience in itself. The way Spanish arts organisations work is quite distinct from the UK model. It was very interesting to see different approaches to arts delivery and presentation. It was also great to be in a new place with lots of opportunities to learn new things and make new friends and contacts. I hope that quite a few rather informal introductions will open doors for the possibility of UK wide and pan Europe partnerships in Digital Art.

**Tiffany:** The benefits of doing the placement abroad was that it is completely different to working in the UK, the experience has given me the incentive to pursue possible work abroad in the future. The social aspect to the way they work really gave me a sense of dedication to their team which led to creative and successful projects.

**Clayton:** It expands my current network to new people and organisations with high levels of expertise. In the future I hope to work and collaborate with many of them.

**Urmala:** Learning about a new culture and learning new techniques in digital technology that I haven't seen in the UK.

## What were the highlights and low points?

**Buzby:** The trip has enlightened me to a new world, a kind of digital 'do-it-yourself' where hackers and people with ideas can get things made such as apps, visualisations, interactive projection, and fabrication. These points were definitely highlights for me. I am now a self appointed unofficial ambassador for the city of Madrid and Medialab and have spoken to friends about the Leonardo scheme. The only downside to Madrid was a personal issue - I don't like very hot weather!

**Divya:** One of my most profound moments was visiting Matadero. I met with the project leaders and workshop facilitator who was extremely receptive to some of the ideas that we proposed in order to create events and activities for people with special needs. Meeting some of them, specifically one lady called Alicia, proved an emotional experience for me. They shared some of their art works with me while, I shared my emotions through Tamil poetry that I sang for them. It was one of my most cherished moments that I shall retain in my memory forever. One of the best times for me was learning Flamenco. This happened at The Nataraya dance school. Although I have seen it before, I had never tried it and it was an interesting experience to try it in reality along with experienced students and was one of my most enjoyable dance classes ever.

**Tasawar:** Lots of highlights, new faces, new ideas, so much energy you bring back when you return. Seeing innovation, hearing world-leaders talk about personal experiences



and seeing great work being created in a short space of time. Low points: too short, could have stayed another couple of weeks, easily.

**Tiffany:** People at Medialab Prado invest a lot of time in each other which I think is something that I think the UK could learn a lot from. Seeing this was definitely a highlight for me and seeing how so many different activities can take place in the same area without it being a nuisance to the others. The low point for me was the daily working pattern of the siesta; it was not something I could get used to in the time I was there. I found it hard to get back into work after such a long break.

**Clayton:** The people in Madrid are very generous, friendly and welcoming and made my stay enjoyable. There wasn't anything I didn't like.

**Urmala:** Highlight was the final presentations of *Visualizar 11* and seeing all that work culminate into finished workable projects.

**Anne:** The low point was trying to communicate with Puctum's Artistic Director - due to language difficulties. However by the end of the project she was welcoming and the project was one of the highlights. Other highlights

were the people I met at Medialab and at Matadero, visiting the venues, the fabulous flamenco production of Carmen and having two weeks in which to experience Madrid.

### What did you learn and how will you put your learning into practice?

**Buzby:** Because of this trip I am interested in seeing if sampad could adopt open source software including the network, seeing if a wiki would be useful, I will be checking online for other digital activity and events.

**Lorna:** The one thing I will take away with me is how beneficial it is to make time to sit down and talk with colleagues regularly, as Medialab Prado had such a friendly, open, collaborative atmosphere, and as a result they worked very well together and would go out of their way to help each other and the team.

**Tasawar:** I've already put my learning into practice by realising an art installation that uses radio data in an unusual way. In the next few months I shall be working collaboratively with a number of individuals I met in Madrid. If I went again I would spend more time with



the organisation based at the Tobacco factory.

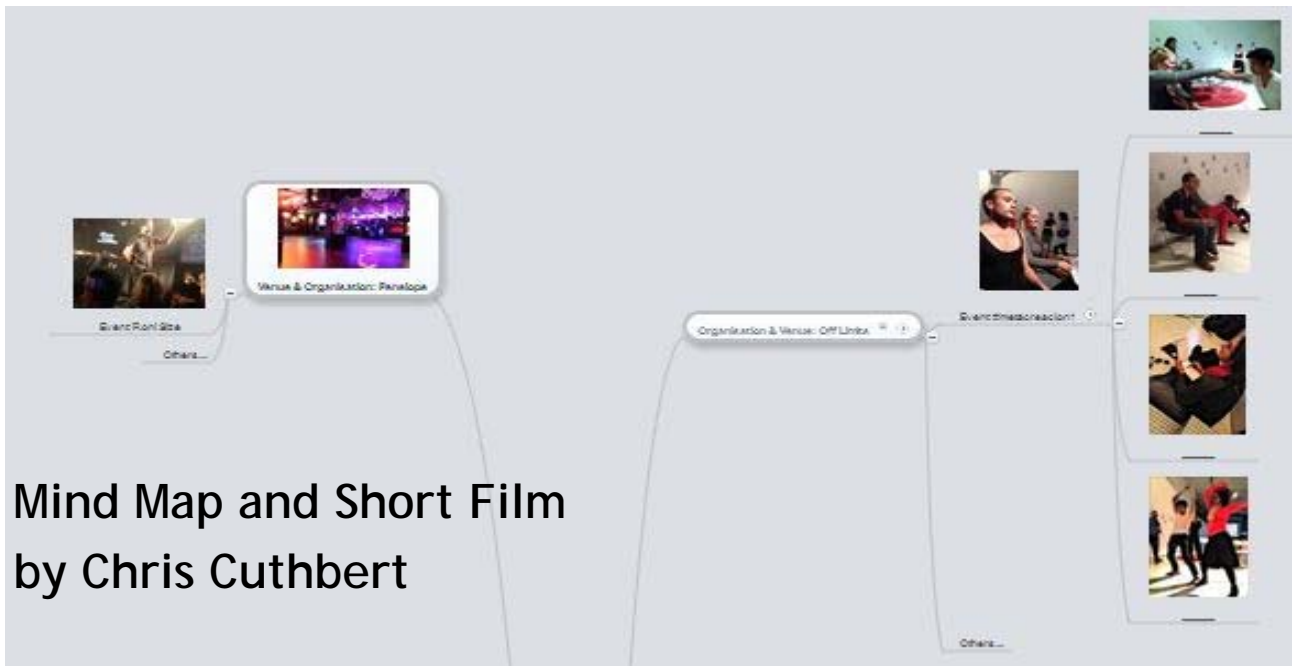
**Tiffany:** Investing more time in each other.

**Clayton:** I really enjoyed learning about motion tracking and gesture recognition and how this could be used in an artistic context. I hope to develop these ideas further with artists and communities in Birmingham.

**Urmala:** The one thing I will do differently is try to incorporate the digital technologies and digital projects into the sampad programme and in the development of the work carried out by sampad artists.

**Anne:** Possibly look into a potential theatre/ skype project with mac, birmingham and sampad, and make use of new overseas contacts. Things to note from the placement are to learn as much Spanish as you can beforehand. I could manage at a basic level but my conversational Spanish was limited. Additionally, to socialise with colleagues & contacts - this is a very important part of culture in Spain -including taking time for lunch with colleagues.





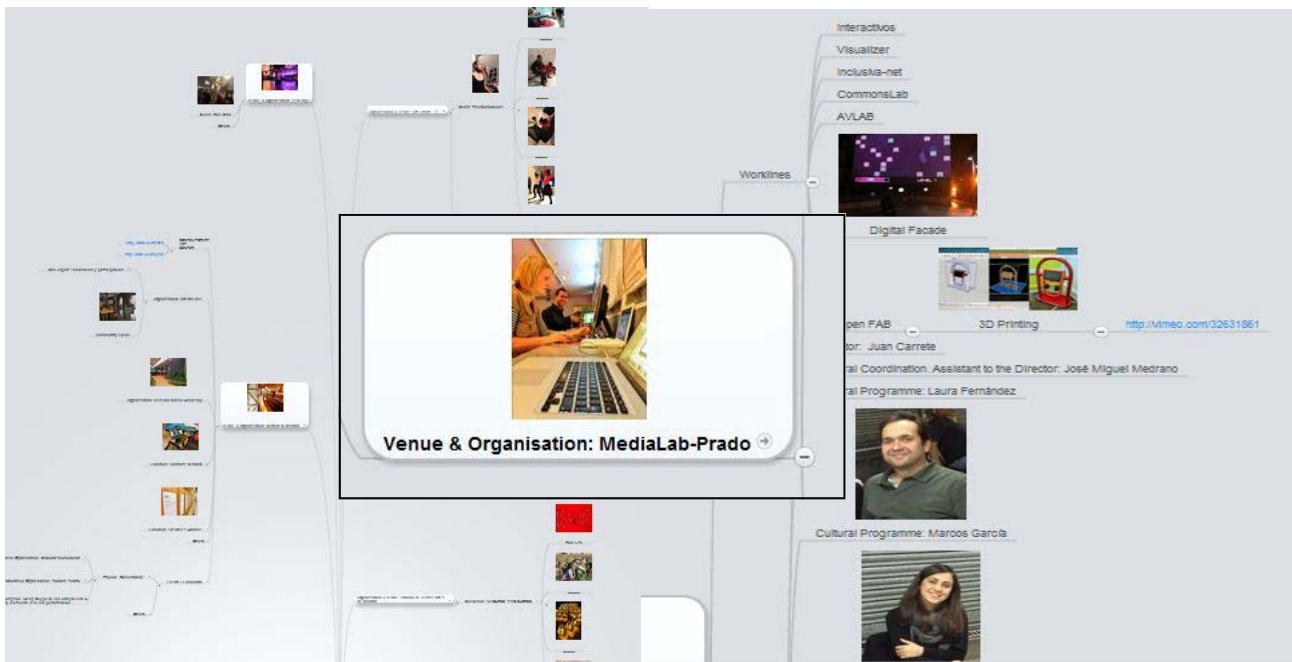
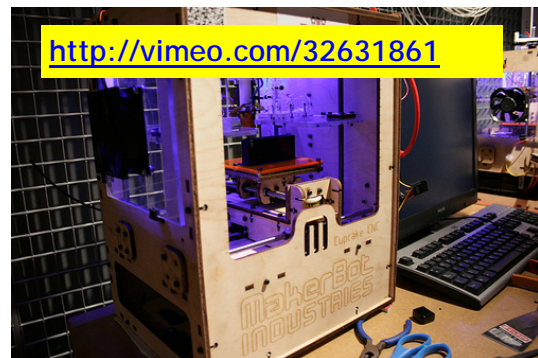
## Mind Map and Short Film by Chris Cuthbert

One of the participants, Chris Cuthbert, created an interactive mind map showing all his experiences of the exchange programme. Find it online under the following link:

<http://www.mindmeister.com/124126115>



## Demonstration of the 3D MakerBot printer by Chris Cuthbert



# Conclusions

To conclude, based on the feedback from the participants, the host organisation, and from data collected from the DNA and Multipass evaluations, it is evident that Exchange Lab has been a real success. There were very few negative aspects to the project, largely down to the generosity and warm hospitality of the host organisation and the day to day organisation by sampad staff.

In general the participants' perception of how South Asian arts engages with digital technology were that there were relatively few instances where digital technology connected with any of the artforms, and that the South Asian arts sector was behind other arts sub-sectors in terms of how it could be applied. On the other hand they saw great potential for connecting with digital technology, and that they could see how the sector could develop through incorporating digital technology into its practices and processes. As a result of the placements, all participants could see new opportunities such as the use of data-visualisation to better understand audiences, using social media and communication tools such as Skype as part of theatrical productions, using wikis to document and evaluate projects, and developing apps or projections using touch screen technology.

A significant benefit of the project includes the connection of disparate networks to bring new thinking, fresh ideas and potential partnerships and collaborations together. Working in a different European city enabled this to happen much more so than would have been possible working only in the UK. Furthermore the participants really valued the lab experience provided by Medialab Prado and could see this working here in the UK, resources permitting. From the experience, the participants would like to see how we can build a network of collaborators similar to that of Medialab Prado as a way to share ideas and create new product, ideally in collaboration with Medialab Prado and its users, and to develop artists' skills to create innovate opportunities for audience engagement.

Top tips from participants include:

- Be flexible, proactive and keep an open mind
- Have fun, concentrate, and make new contacts
- Learn the language as best you can
- Ask lots of questions

Overall the project has been successful in understanding the intersection and potential benefits of arts and digital technology, it has expanded networks and contacts across two cities, and will hopefully lead to new innovations in practices for the South Asian arts sector.



# Recommendations & acknowledgements

## Recommendations for participants: Acknowledgements

1. Take the time to learn the host country language better
2. Be open to work with people from different backgrounds, and from within a non-hierarchical organisation, like Medialab Prado
3. The participants need to ensure they are proactive at all times
4. Carry out research about the organisation
5. To come with an understanding of the programme activity - and being proactive in researching this
6. Artists need to come with open minds and on an equal basis to other collaborators - everyone is an expert.

## Recommendations for improving the programme in the future:

1. Try to limit any programme changes
2. To have more people come at one time - as it is easier to manage and supervise participants than in smaller flows

sampad would like to thank the following people and organisations:

Medialab Prado  
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mac, birmingham  
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All of the participants

## Participants:

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Independent Curator and Artist  
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Operations Manager, sampad  
Saranjit Singh Birdi  
Artist  
Anusha Subramanyam  
Artist



## Further links

Leonardo Mobility, UK

<http://www.leonardo.org.uk/>

Sampad Exchange Lab

[http://medialab-prado.es/article/sampad\\_exchangelab](http://medialab-prado.es/article/sampad_exchangelab)

Medialab Prado

<http://medialab-prado.es/>

A brief introduction to Medialab Prado by Marcos García

[http://medialab-prado.es/article/breve\\_presentacion\\_de\\_medialab-prado](http://medialab-prado.es/article/breve_presentacion_de_medialab-prado)

Introduction to the Visual Arts and cultural Field in Spain: Politics, Crisis and Opportunities by Eva Moraga

[http://medialab-prado.es/article/sesion\\_marco\\_cultural](http://medialab-prado.es/article/sesion_marco_cultural)

Playing with Numbers

[http://medialab-prado.es/article/jugando\\_con\\_numeros\\_muestra](http://medialab-prado.es/article/jugando_con_numeros_muestra)

Visualizar

[http://medialab-prado.es/article/visualizar11\\_muestra\\_proyectos](http://medialab-prado.es/article/visualizar11_muestra_proyectos)

MACsa

<http://www.madridarteycultura.es/>

Matadero

<http://www.mataderomadrid.org/>

Conectados

<http://www.mataderomadrid.org/ficha/1196/conectados:-puctumbineural-monokultur.html>

Intermediae

<http://intermediae.es/>

Tina Paterson Blog

<http://tinapaterson.blogspot.com/>

mac, birmingham

<http://www.macarts.co.uk/>

La Tabacalera

<http://latabacalera.net/>

CAMON Madrid

<http://www.tucamon.es/>

La Casa Encendida

<http://www.lacasaencendida.es/>

Casa de la India

<http://www.casadelaindia.org>

teatron

<http://www.tea-tron.com>





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