## CONTEXT

StreetArt for RIGHTS is an urban art event that fights discrimination and raises awareness of sustainable development through workshops, graffiti frescoes and innovative participatory performances. The project takes place in Italy, Greece and France over a three-year cycle, contributing to the resilience of the cultural sector in the context of the pandemic.

6 creative workshops in Italy, Greece and France involve citizens and artists in a participatory and inclusive process. Each creative workshop focuses on issues related to social inclusion and/or environmental sustainability, leading to the design of artworks and performances by street culture artists, fed by citizens' contributions, concerns, solutions, questions and considerations.

Best practices are identified, documented and shared by the partners during the cross-fertilization seminar.

The artistic creations resulting from the workshops are exhibited at three StreetArt for RIGHTS events, which welcome audiences and artists from European countries to give visibility to citizens' creations. The events feature artists from a variety of street art disciplines. A call for proposals welcomes contributions from citizens and artists.

# BLOCK PARTY AT ROSA PARKS MIDDLE SCHOOL

Pick Up Production organized its festival at the end of the 3-year Street Art For Rights project, with the intention of combining the different issues addressed by the project.

The event was held on Saturday September 14 at the Collège Rosa Parks in Nantes, and featured:

• Fresco and graffiti workshop as part of the Street Art For Rights project, with artists Lady Bug and the 100pression collective.



- Di set to set the pace of the afternoon and get you revisiting your classics
- Dance show by The Rookies collective, who came to present their new creation
- Open mic and beatbox
- Games for the little ones, so the whole family can enjoy this neighborhood party
- All-style hip hop battle
- Exclusive concert by New York rapper and founding member of Gangstarr: Jeru The Damaja

#### THE CHOICE OF VENUE

The event took place in the courtyard of the Rosa Parks secondary school. The site has been closed since the start of the school year, and is in transition, awaiting renovation to accommodate other uses (community premises, etc.).

This space makes sense for the development of the project because:

- it's a place that is highly identified and appropriated by young people in particular
- it is located in the heart of a priority district of the city of Nantes
- Rosa Parks is a figure in the fight against discrimination
- Rosa Parks is the name of the park in the Bronx, New York, where the block party took place on August 11, 1973, considered to be the birth date of the hip hop movement. As Pick Up Production is an association inspired by the hip hop movement, this location also makes sense for the latter reason.

#### THE PROPOSITIONS

To make the event as popular as possible, Pick Up Production also teamed up with the City of Nantes to organize the block party at the same location and in parallel with the neighborhood's community forum.

To make the event as family-friendly as possible, Pick Up Production set up a face-painting area for children, and wooden games were available for free access under the school's covered playground.

A dubble dutsh demonstration was also given by a local association.



A refreshment bar offering soft drinks was set up in the courtyard.

An important part of the project was devoted to street art and graffiti:

- Graffiti workshop with artists from the 100pression collective
- Creation of a large (permanent) fresco on the school gable, depicting Rosa Parks, by the artist Lady Bug.
- Creation of permanent frescoes on the project's discrimination themes (racism in particular) on the school's exterior walls, by artists from the 100pression collective.
- Upstream workshop with local residents and collage of their photos on the facades and windows of the school by Quebec artist Wartin Pantois, who was in residence in Nantes for the occasion.

Pick Up Production offered beatboxing workshops to local middle-school students in the week leading up to the block party. This was an opportunity for them to perform on stage, in the presence of the artists who had accompanied them and the public.

#### THE DISCRIMINATIONS

The project was conceived as the closing event of the Street Art for Rights project. The challenge was to draw on all the best practices from the various workshops and festivals already organized by Pick Up Production and its Greek and Italian partners. The challenge was also to take on board as many of the discriminations addressed by the project as possible. The discriminations addressed throughout the life of the project were taken into account in various ways:

- Disability: PMR accessibility on the event site, presence of people trained to welcome blind and visually impaired people, and deaf people.
- Social background: the project took place in the heart of a "priority" district of the city of Nantes, in a place highly identified by young people, in order to make the block party as accessible as possible to all those who might consider themselves distant from this type of cultural offering. With the same objective in mind, access to the event was free of charge.
- Sex/gender: attention was paid to programming, and parity was notably proposed with the dance battle event, which brought together both male and female dancers.



# **RENDERING**

- See the aftermovie of the project: <a href="https://www.youtube.com/watch?v=Xp8HUet93H4">https://www.youtube.com/watch?v=Xp8HUet93H4</a>







### **PORTFOLIO**

















































































































































































































































































































































































































































































































































































































































































































































































































































































































































