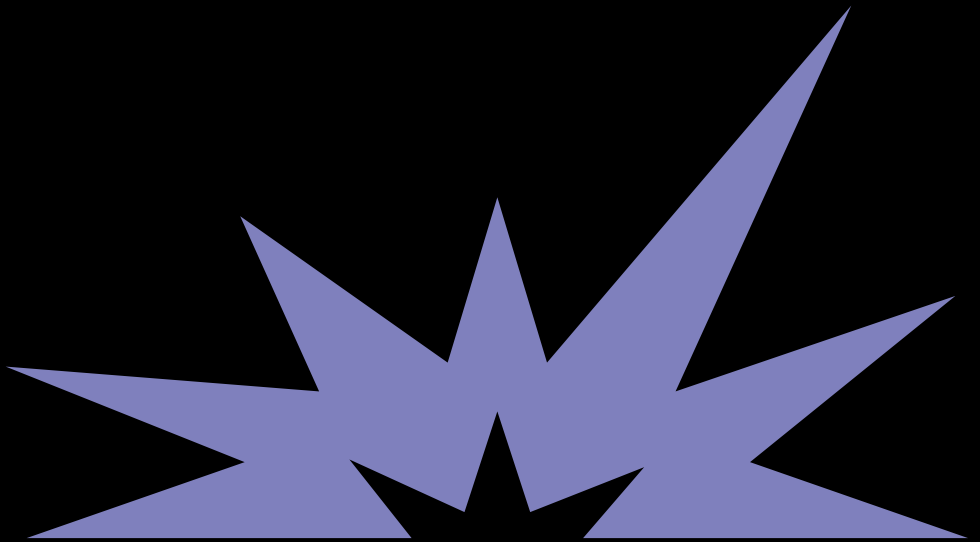


ARCTIVATE

101

HOW TO ARCTIVATE IN 10 DAYS



Iceland
Liechtenstein
Norway

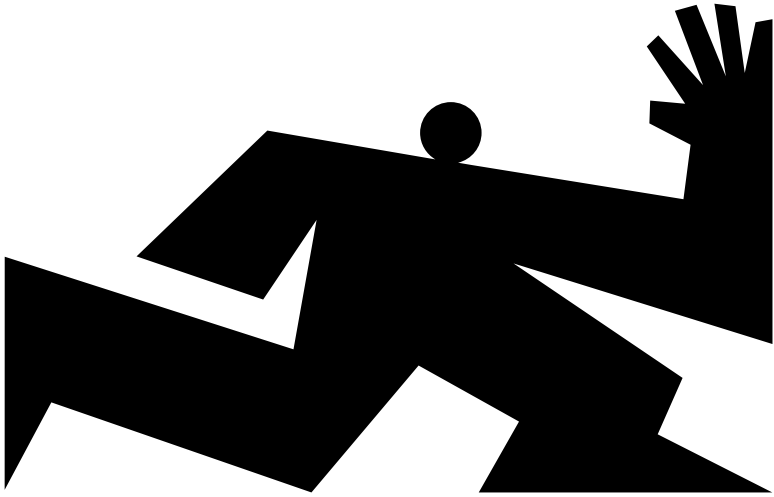


**Active
citizens fund**



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ABOUT THIS MANUAL | ART.ACT.DISRUPT

ARCTIVATE 101: A Comprehensive Manual on Artistic Activism

Welcome to ARCTIVATE 101, your comprehensive guide to public interventions and socially engaged practices through the power of art as a method of activism. In an era of growing social consciousness and the need for positive change, this manual serves as an invaluable resource for civic organizations, dedicated youth workers, passionate artists, and the general public alike. ARCTIVATE 101 equips you with the essential knowledge and practical tools necessary to initiate and support socially engaged activities that make a meaningful impact.

The Essence of ARCTIVATE 101

This manual is not just a compilation of information; it's a culmination of a dedicated research study conducted in response to the pressing needs of Civil Society Organizations (CSOs). Our mission is to empower you with insights, strategies, and guidelines for harnessing the transformative potential of artistic activism. At the heart of ARCTIVATE 101 is the idea that art has the power to be a catalyst for change, in-

spiring dialogue, and fostering a sense of unity within diverse communities.

Key Areas of Focus

ARCTIVATE 101 delves into several key areas that are fundamental to the success of any artistic activism endeavor:

Legal Framework for Public Interventions: Gain a comprehensive understanding of the legal landscape surrounding public interventions. This manual will guide you through the intricacies of legal regulations, ensuring that your initiatives comply with the law.

Provoking Meaningful Discussions:

Learn the art of sparking thought-provoking conversations that inspire change. We will share strategies for initiating dialogue and driving meaningful discourse within your communities.

Showcasing Good Practices: Discover exemplary artistic activism initiatives from around the world that demonstrate the incredible impact that can be achieved through socially engaged art.

Emphasizing Peaceful Protests: Explore the essence of protest and its various theoretical dimensions. This manual will elucidate different perspectives on protest and guide you in organizing peaceful, impactful demonstrations.

Challenges Artists Face: Acknowledge the hurdles and obstacles faced by artists in their mission for social change. ARCTIVATE 101 will shed light on these challenges and offer strategies for overcoming them.

ARCTIVATE 101 is your go-to resource for embarking on a journey of artistic activism, enabling you to make a positive impact on society while adhering to legal guidelines and fostering constructive dialogue. We invite you to explore each section of this manual, empowering yourself with the knowledge and tools needed to drive positive change in your community and beyond. Together, we can ARCTIVATE change through art and activism.

THE PROJECT

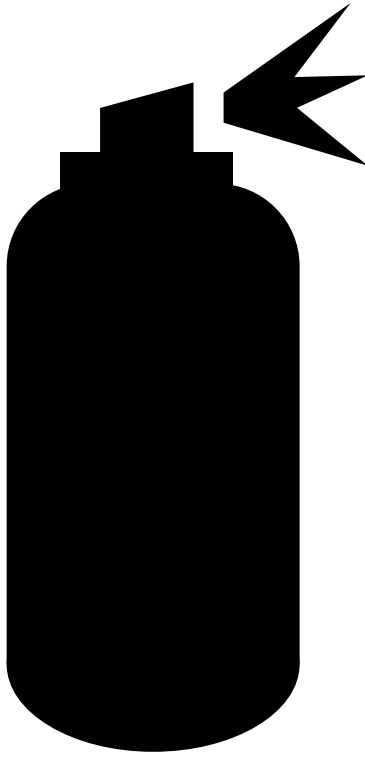
ARCTIVATE 101 is a manual created as part of the project ART.ACT.DISRUPT

ART ACT DISRUPT is a project aiming to bridge the gap between Civic Social Organisations and the Artistic Community, in order to create disruptive and effective public interventions that initiate conversation about social issues.

This is a project targeting civic society organizations in their process for social impact. There is a gap between civic society organizations and the artistic community, something that results in medium to small impact initiatives by the CSOs. Aiming for the organizations to evolve their creative capacities, and present artists with opportunities to address their relevance in society, the project will bridge the sectors to advance their skills and therefore their impact through establishing a common framework on public interventions, capacity building, socially engaged initiatives and providing the space for their interaction with the result of promoting active citizenship through grassroots initiatives.

YEU Cyprus, in collaboration with ABR-Alternative Brain Rules, aims to bridge the gap between the artistic community and CSOs, endeavoring to establish a symbiotic relationship through an innovative approach to socially artistic practices. The project will unfold in four distinct phases: the creation of a manual, training, public interventions, and a conference. We have devised a narrative that commences with knowledge acquisition and culminates in practical implementation—a methodology reminiscent of Research and Development

The Art.Act.Disrupt project benefits from a grant under the Active Citizens Fund Cyprus program, funded by Iceland, Liechtenstein and Norway, through the EEA and Norway Grants 2014-2021.



GOOD PRACTI CES

The ArtShift conference held on the 10th of June, 2023, served as a dynamic platform that fostered a closer connection between local initiatives and showcased instances of Artivism prevalent in various European nations. This event facilitated an insightful exploration into the realm of potential avenues for social and public interventions.

Within this section of the manual, a diverse array of exemplary socially engaged artistic interventions are meticulously detailed, as these were performed in Cyprus. Subsequent pages delve into an in-depth examination and presentation of commendable instances from Cyprus, shedding light on their role as effective conduits for fostering social interaction within communities and among individuals.



The ArtSHIFT conference, held at the French Institute in Nicosia on June 10, 2023, was a vibrant exploration of the interplay between art and social change. Organized by the Art.Act.Disrupt project, a collaborative initiative involving YEU Cyprus and ABR, the event aimed to cultivate a space for dialogue and inspiration by assembling a diverse community of artists, activists, change agents, and civil society organizations. Serving as a melting pot of creativity and activism, ArtSHIFT transcended geographical and cultural boundaries, fostering an environment where collective energy and innovative ideas converged. With a lineup of 8 speakers, including 5 local and 3 international artists, the conference showcased the power of art to communicate, challenge, and provoke thought across various mediums, from paintings to digital art. Participants immersed themselves in a rich tapestry of expressions, discovering art as a potent catalyst for change.

DIGITAL ARCTIVISM

It explores methods and approaches to advocacy and mobilization carried out through digital platforms and technologies. It delves into utilizing online spaces, social media, and digital tools to amplify messages, raise awareness, and engage communities in promoting social and political change.

WE ALL NEED THERAPY



***“The things I create are reactions to the situations I’m in.
They speak about the spaces we live in,
memories we hold on to and the absence of our rights.
They emerge from the need for collective healing.”***

Nurtane Karagil studied Fine Arts at Hacettepe University and has an MA from the University of Brighton. Since returning to her divided homeland in 2013, she has been engaged with the island’s socio-political environment on various levels which in turn set the tone of the majority of her work. Using a wide range of artistic mediums such as painting, illustration, sculpture, video and photography, her art conceptualises the power of memory, dreams and surreal fantasies in juxtaposition with everyday life situations. Through this contrast, she invites the viewer to an uncanny zone where the edges of reality are somewhat sharper.

She exhibited her work in various exhibitions in the Czech Republic, the UK, Northern Ireland, Greece, Turkey and Cyprus; collaborates with local and international NGOs to create workshops or curricula with a focus on ecology and human rights; and is currently working as an art lecturer at the Eastern Mediterranean University in Famagusta, Cyprus.

[@nurtane](#) (Instagram)

COAST LINE(S) WANING: ALL FOR A FEW EXTRA SUNBEDS

2023

with Visual Voices

<https://visual-voices.org/allforafewextrasunbeds>

Billboard design for COAST LINE(S) WANING:

All for a few extra sunbeds



photo credit : Nikolas Karatzas

COLOR THE COURT- WOMEN IN PEACEBUILDING

2021

with Visual Voices and PeacePlayers Cyprus
<https://visual-voices.org/Community-Projects>



photos: Giorgos Stylianou

STREET ACTIVISM

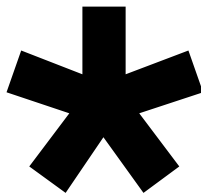


Street art challenges power structures and disrupts the traditional dynamics of public spaces. By reclaiming walls, buildings, and public infrastructure, artists challenge the notion that public spaces are solely for commercial or governmental purposes. Street art transforms these spaces into vibrant galleries of creativity, making art accessible to everyone. It empowers individuals by allowing them to occupy and reshape their environments, reclaiming their right to the city. In this way, street art becomes a form of peaceful resistance against oppressive systems and an assertion of the people's presence and voice.

Street art has emerged as a powerful force in social activism, using artistic expression to confront social issues, amplify marginalized voices, and foster community engagement. By raising awareness, fostering empathy, encouraging action, challenging power structures, and shaping public spaces, street art becomes a catalyst for positive social change. Its ability to reach a wide audience and provoke meaningful conversations positions street art as an invaluable tool for those seeking to challenge the status quo, inspire activism, and build a more just and equitable society.

GRAFFITI

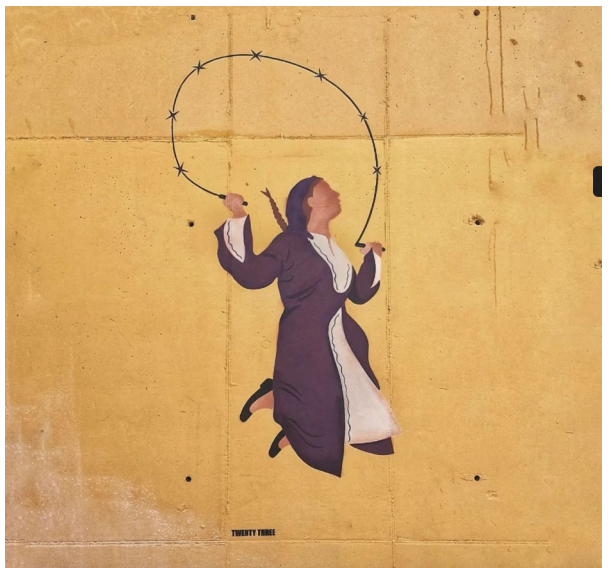
“GRAFFITI IS ONE OF THE FEW TOOLS YOU HAVE IF YOU HAVE ALMOST NOTHING. AND EVEN IF YOU DON’T COME UP WITH A PICTURE TO CURE WORLD POVERTY YOU CAN MAKE SOMEONE SMILE WHILE THEY’RE HAVING A PISS.” - BANKSY





Artist: Blind

References: <https://www.facebook.com/blind204/>



Artist: Twenty-Three

References: <https://www.facebook.com/twentythreeartist>

PROTESTS



RECLAIM THE NIGHT

Artist-Initiative: Kores Ksapolites -
Sispirosi Atakton

Featured artists: Ermina Emmanouel |
Anna C. Art & Tattoos | baroque.rococo |
Renay Roussou art | Danae Laou | Brain
FKR | Simone Philippou

Theme-topic: Women's Rights
Means: Protesting
Year: n.d.

Conversation: According to the initiative:
March 8 is not a celebration to accept
roses and gifts. It is another reminder of
the need for the feminist movement to
actively challenge the individualism of
the neoliberal societies in which we live.

We take to the streets reclaiming the right to walk at night without fear.

We take to the streets reclaiming the public space because it belongs to us.
We take to the streets to stand next to every oppressed person, to every gender identity
that does not fit into the heteronormative norm. Every femininity, every immigrant, every
sex worker, every homeless, every drug addict who does not have the social or class
privileges to be heard loudly. We take to the streets trying to change the way society
still views women, and even the way we see ourselves. We take to the streets
because we feel the need to create collective structures and to practice solidarity
and togetherness every single day.

Reference: <https://www.facebook.com/profile.php?id=100076511821444>
<https://www.facebook.com/syspirosi>

ΩΣ ΔΑΜΕ



**Photo taken from Facebook cover.*

Artist-Initiative: Ως Δαμέ

Theme-topic: Human rights & Governmental Irrationalities

Means: Protest

Year: Since 2020 (Recurring)

Conversation: Since 2020, the Ως Δαμέ movement has been protesting against human rights violations and various injustices perpetuated by governmental authorities. These actions often go beyond explicit legal boundaries and display irrationality. The inaugural march primarily addressed the illogical choices made by governments to enforce COVID-19 lockdowns, which have resulted in ongoing infringements upon human rights. The focal point of Ως Δαμέ demonstrations adapts in response to developments within the political and public domains of Cyprus, highlighting irrational actions imposed upon civilians.

Reference: <https://www.facebook.com/ws.dame.1302/>

KERDOS VS NEES GENIES [PROFIT VS NEW GENERATIONS]



**Screenshot from the YouTube video.*

Artist-Initiative: A collaboration between initiatives | Aerikó sta vouná tou Troódous, AKTI Kéntro Meletón kai Érevnas, Kínisi Save Akamas / Save Cyprus, Neolaía Fíloi tis Gis Kýprou Oikologikí Kinisi, Omospondía Perivallontikón kai Oikologikón Organóseon, Protovoulía gia ti Diásosi ton Fysikón Aktón, Fíloi tis Gis Kýprou, 300000 Déntra stin Lefkosía, Make Cyprus Green, Mothers Rise Up Cyprus, Tesura, Youth for Climate Cyprus |

Theme-topic: Corruption in Cyprus/ Exploitation of land and natural resources.

Means: Parody in front of the Prime Court of Cyprus after protest.

Year: 2019, September.

Conversation: During the climate march in 2019, a group of initiatives gathered outside the Prime Court of Cyprus. Young activists put on a scripted parody about how Cyprus uses too many of its natural resources and sacrifices land, especially areas protected as Natura 2000, all for the sake of making money. The Prime Court of Cyprus symbolized corruption in this context.

Reference: https://www.youtube.com/watch?v=4_ROWQV6v-U

SAVE AKAMAS



**Photo taken from Facebook cover.*

Artist-Initiative: Save Akamas

Theme-topic: Corruption in Cyprus/ Exploitation of land and natural resources.

Means: Marching

Year: Since 2018 (Recurring)

Conversation: Since 2018, Save Akamas is an initiative that aims to provoke conversations about the rights of Akamas Peninsula and younger generations, to quality and sustainable futures. The protest followed, plans for the expansion of provisions advocate for scattered urbanization and unchecked development, including isolated housing and agrotourist farms that extend beyond established development boundaries. These provisions, have spurred concern. Multiple authoritative sources, along with environmental organizations, have unequivocally highlighted the anticipated severe, cumulative, and irreversible repercussions on the natural environment and distinctive terrain of the Akamas Peninsula. Critics assert that the Revised Akamas Local Plan is fundamentally misaligned with the goals of conserving the region's shared natural and cultural heritage, as well as fostering sustainable development within local communities. In response, a collective demand has arisen for the outright dismissal of the Revised Akamas Local Plan. This call is directed towards the Town Planning Council and the Town Planning and Housing Department, urging them to promptly initiate a comprehensive revision and substantial amendment of crucial proposed provisions, policy measures, and planning zones outlined in the plan.

Reference: <https://www.facebook.com/saveakamas/>

Instagram: [@saveakamas](https://www.instagram.com/saveakamas)

HIP HOP ACTIVISM

The role of hip hop culture as a powerful medium for activism. It delves into how hip hop, encompassing music, dance, and visual arts, serves as a platform for expressing social and political messages. This section explores how hip hop artists leverage their craft to address issues such as inequality, injustice, and societal challenges, fostering a sense of empowerment and social change within communities. Overall, hip hop culture's effectiveness as a vehicle for social activism lies in its ability to reach diverse audiences through various artistic mediums. (Attract with elements - Show the culture).

By addressing systemic issues and encouraging dialogue, hip hop fosters a sense of empowerment, solidarity, and activism within communities around the world.

Hip hop has consistently been a source of activism since its inception in the Bronx, New York, during the 1970s. Over the decades, hip hop has evolved as both a reflection of social realities and a force that shapes and influences them.

JULIO

JULIO (Julio Komboloi) is a Cypriot rapper from Limassol, who exclusively writes his lyrics in the Cypriot dialect. His verse is straightforward and caustic, emerging from personal experiences and life events. Julio's music could be described as coexisting and balancing between two opposite traits: aggression and sensitivity.

With 5 albums, numerous singles, and countless appearances at live shows, festivals, and self-organized events, Julio represents socio-political rap with Cypriot lyrics. He is a founding member of the “Barco Pirata Collective” and the island's first rock/rap band, “Anemourio”. Among other appearances, Julio has performed in Berlin at the “Rap For Revolution” festival and in Athens for the anniversary live “Anser - 15 Years in Action”. In December 2022, Julio concluded the year with his own anniversary live show “10 Years Julio Lives” at a sold-out event in Larnaca.

Selected JULIO video clips

<https://www.youtube.com/watch?v=lx909GxLI5s>

<https://www.youtube.com/watch?v=-sLrJHDz9Tk>

<https://www.youtube.com/watch?v=r9vxsZUjp->

<https://www.youtube.com/watch?v=y0hbbkXI8vU&t> (English Subs)

JULIO Κομπολόι Youtube Channel

<https://www.youtube.com/user/warbab11>

Facebook:

<https://www.facebook.com/JulioKompoloi/>

<https://www.facebook.com/julio.j.lio.5/>

Instagram:

https://www.instagram.com/julio_kompoloi/

Barco Pirata Youtube Channel

<https://www.youtube.com/c/BarcoPirata>

Anemourio Youtube Channel

<https://www.youtube.com/@anemourio4001>



Ways in which hip hop has served as a source of activism:

- Expressing Social Realities - Lyricism as Social Commentary
- Political Protest and Resistance - Protest Anthems
- Empowerment and Identity - Community Empowerment
- Educational Value - Storytelling and Education
- Global Solidarity: Hip hop has transcended geographical boundaries, becoming a global movement for change. Artists from different countries use the genre to address local and global issues, creating a sense of solidarity among diverse communities.
- Youth Engagement.

THE CASE OF HIP HOP THEATRE:

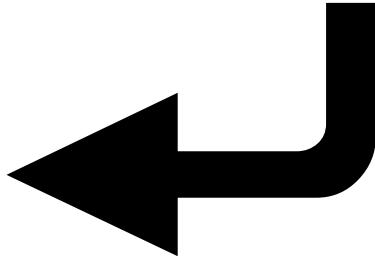
The intersection of hip hop and theater as a dynamic form of activism is further example. It examines how hip hop theatre blends the expressive elements of hip hop culture with the narrative power of theatrical performances to convey messages of social and political significance. It highlights how artists use the stage to address issues, spark dialogue, and inspire change, showcasing the unique fusion of artistic expression and activism within the realm of hip hop theatre.

CREATIVE PROTEST / ARTISTIC RESISTANCE

The realm of creative protest as a distinctive form of activism. It explores how individuals and groups utilize innovative and artistic means to voice dissent and advocate for social change. From visual arts and performance to unconventional expressions of resistance, this practise showcases how creativity becomes a potent tool for challenging established norms, provoking thought, and fostering dialogue within the broader context of activism. It involves employing imaginative and expressive means to challenge prevailing norms, question authority, and advocate for social and political change by harnessing the power of creativity to provoke thought within society.

PUBLIC INTERVENTION

Η ΤΑΒΕΡΝΑ «ΤΟ ΜΕΓΑΡΟ»/ “KÜLLIYE” MEYHANESİ



Artist-Initiative:

[@Avli @team_hiphop_collective_centre](#)

Theme-topic: Corruption in Cyprus

Means: Public Intervention/Parody of Cyprus' Political scene

Year: 2022, February

Conversation: Both administrations in Cyprus care only to extract and consume, destroying our cultural and natural landscape. Building the whole island for their own profit and selling “plots” of our sea to corporations to pollute, therefore exacerbating ecosystem collapse, catastrophic climate change, and social inequality.

The collective dressed up as mascots of politicians, asks the audience: “Things are heating up for Cyprus, will you let Niko, Ersin and all they represent, continue cooking us on the mangal/φουκού?”.

Reference: https://www.instagram.com/tv/CZerZw9pRfB/?utm_source=ig_web_copy_link

DIMOSIA ERGA [CONSTRUCTION WORK]



Artist-Initiative: Αριστερή Κίνηση - Θέλουμεν Ομοσπονδία

Theme-topic: Corruption in Cyprus/Exploitation of Cyprus

Means: Public Intervention/Parody of construction work

Year: 2021, March

Conversation: With the use of a well known visual object – the construction work CAUTION/DANGER signs – the initiative creates conversations around the racist and xenophobic policies of the right wing government in Cyprus. These policies are pointed as policies that divide the island and its people.

Reference: <https://www.facebook.com/watch/?v=460663838691083>

UPROOT THE SYSTEM



**Photo taken by George Galatis*

Artist-Initiative: A collaboration between initiatives
| [@avli_org](#) | [@saveakamas](#) | [@foecyprus](#) | [@mothersriseupcy](#) | Aeriko and Cyprus
Natural Coastline | [@team_hiphop_collective_centre](#)

Theme-topic: Corruption in Cyprus/Exploitation of Land

Means: Public Intervention/Parody in front of the Prime Court of Cyprus.

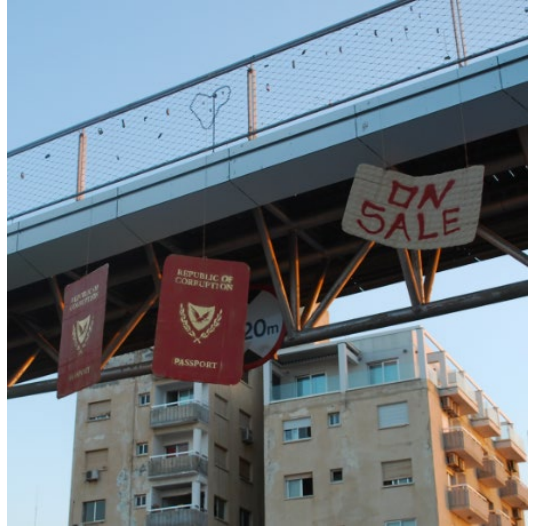
Year: 2021, September

Conversation:

A coalition of initiatives came together and staged a thought-provoking parody, urging for several critical climate actions. They emphasized the need for climate action geared towards adopting clean energy sources and attaining energy autonomy. Their message also resonated with a call for climate action that prioritizes justice and fairness in dealing with climate-related challenges. Furthermore, they highlighted the importance of climate action that safeguards health equity, ensuring that the impacts of climate change are not disproportionately felt by certain communities. This was a call for climate action that fosters social justice, aiming to create a more just and inclusive response to climate issues. Their performance was an advocacy for a balanced and equitable approach to protecting our planet.

Reference: The Social Media of the initiatives

GOLDEN PASSPORTS



Artist-Initiative: Franc.

Theme-topic: Corruption in Cyprus/The golden Passports
Means: Public Intervention in Limassol, Cyprus, related with the topic.

Year: 2020, October

Conversation:

According to the artist:

The Cyprus Republic has a Passport program for non-European investors. There are a lot of accusations about giving passports to criminals. The program came into a lot of critics after the involvement of the speaker of the Cyprus Parliament. Passports are called “golden” and this is an art intervention as a protest against corruption.-Franc.

Limassol is considered to be a city emerged through ‘Golden passports’ investment program, which switched the economy of a middle class city to a millionaires hub.

Reference: <https://thefranc.art/golden-papers>

FOOD FOR THOUGHT



Artist-Initiative: [@team hiphop collective centre](#)

Theme-topic: Corruption in Cyprus

Means: Theater

Year: 2019, December

Conversation: FOOD FOR THOUGHT, a hip hop theater play by True Enforcers of Advance Movement, aimed to challenge the idea that meaning ascribed to objects is permanently fixed. TEAMS HipHop collective presented a hip hop theater play using the art of mixing both literally and symbolically to produce versions of social reality. The play reinvents cooking as an approach to construct social realities and to break down how certain human behavior affects the big picture. (Disaster recipes)

Reference: https://www.facebook.com/events/2448475912054013/?locale=zh_CN

BECOME AN ART GUERRILLA

AN EFFECTIVE FORM OF ARTIVISM

Using the principles of guerrilla marketing campaigns for activism can be a highly effective and innovative way to promote social causes, raise awareness, and drive positive change. By harnessing the creativity, cost-effectiveness, and audience engagement strategies of guerrilla marketing, activists can effectively communicate their messages and provoke thought in unconventional ways. Here's how you can apply guerrilla marketing principles to activism:

1. Unconventional Approach:

Artivists can break away from traditional forms of protest or art exhibitions and take their messages to unexpected places. This might involve staging artistic interventions in public spaces not typically associated with art.

2. Creativity and Innovation:

Artivism thrives on creativity and innovation. Artists can use their imagination to design visually striking and thought-provoking installations, performances, or exhibits that capture the public's attention and communicate their message effectively.

3. Limited Budget:

Artivists often operate with limited resources. Guerrilla marketing principles align with this constraint, allowing activists to create impactful campaigns without a significant financial burden.

4. Viral Potential:

Leverage the power of social media to amplify your activist message. Create content or experiences that are shareable, visually compelling, and emotionally resonant, increasing the likelihood of your message going viral.

5. Audience Engagement:

Engage the public directly through interactive art experiences. Encourage participation, dialogue, and reflection. Make your audience an integral part of the message you're conveying.

6. Street-Level Marketing:

Take your activism to the streets, parks, and public gatherings. Engage with people in their everyday environments, where they least expect it, to maximize the impact of your message.

EXAMPLES OF ARTIVIST GUERRILLA CAMPAIGNS:

Public Space Transformations: Artists can transform neglected urban spaces into vibrant and thought-provoking art installations that draw attention to issues like environmental degradation, social justice, or community empowerment.

Flash Protests: Similar to flash mobs, organize sudden and unexpected public protests or performances that use art as a medium to convey a powerful message.

Graffiti Activism: Street art, murals, and graffiti can be powerful tools for activism, allowing artists to express their views on social and political issues in a public and unfiltered manner.

Interactive Exhibitions: Create pop-up art exhibitions or installations that invite the public to participate, share their thoughts, and engage with the activist message.

Social Media Challenges: Launch art-based challenges on social media platforms to encourage users to create and share content that highlights specific issues or calls to action.

Artistic Demonstrations: Combine artistic performances with protest marches to create a visually compelling and emotionally resonant experience that captures media attention.

Incorporating guerrilla marketing principles into activism can help activists break through the noise of traditional advocacy methods, provoke discussions, and inspire meaningful change. By engaging the public in unexpected and creative ways, activists can leverage the power of art to drive social and political transformation.

IN ART WE TRUST

THE TRANSFORMATIVE POWER OF ARTISTIC ACTIVISM - ARTIVISM

Art has always been a vessel for human expression, a mirror reflecting society's hopes, dreams, and struggles. It is a medium that transcends language and borders, capable of uniting people in a shared emotional experience. Activism, on the other hand, embodies the spirit of resistance, pushing against the tides of injustice, inequality, and oppression. When art and activism converge, a dynamic and compelling force emerges—a force that we call “Artivism.”

Artivism is more than just the juxtaposition of art and activism; it's a fusion that challenges the conventional norms of both. What sets artivism apart is its unique ability to surprise us, to manifest in unexpected places and forms. It defies the traditional boundaries of art confined to gallery walls or protests restricted to city streets. Artivism has the power to disrupt our preconceived notions, to shatter our expectations, and to redefine the messages we aim to convey. The element of surprise is artivism's secret weapon. It catches us off guard, awakening our hearts and engaging our minds in a way that traditional activism

often cannot. When we encounter activism, we find ourselves on unfamiliar terrain, compelled to reevaluate our beliefs, question our assumptions, and rethink our cognitive patterns. It is in these moments of surprise that profound change can occur.

Activism possesses the unique capability to bypass the seemingly fixed political ideologies and moral dogmas that often divide us. It offers an alternative path to understanding and empathy, transcending the barriers of language and ideology. In a world inundated with information and saturated with polarizing narratives, activism cuts through the noise and reaches the core of our humanity.

Through a creative and imaginative process, activism provides a platform for urgent issues that demand our attention. It enables artists and activists to collaborate in crafting powerful, evocative messages that resonate deeply with the public. Art has an unparalleled ability to stir emotions, and activism harnesses that emotional energy to mobilize individuals towards protesting injustice, safeguarding human rights, and confronting the complex challenges of our socio-economic and political landscape.

Activism transforms the way we perceive and engage with protest. It challenges the traditional modes of activism, inviting us to question the status quo and reimagine our role as agents of change. In turn, it transforms how our messages are received and, ultimately, how they influence meaningful change.

In a world that sometimes feels polarized and divided, activism is a unifying force. It brings together artists, activists, and audiences from diverse backgrounds, forging connections and building bridges. It reminds us that, in art, we trust—a trust that transcends borders, languages, and cultural divides. Activism reaffirms our shared humanity and our capacity to envision a better world—a world where the transformative power of art and activism continues to inspire, surprise, and change us for the better.

NON-VIOLENT ACTION

<https://canvasopedia.org/publications/https://canvasopedia.org/2022/12/08/toolbox-for-successful-movement/https://c4aa.org/2018/04/why-artistic-activismhttps://theyesmen.org/learn/bookoftrickshttps://actipedia.org/projects/most-effective>

INTRO:

For a considerable period, activism was closely associated with violence. However, it became soon evident that violence, on numerous occasions, extracted a cost far greater than the benefits activists strived to achieve. It is true that violent movements exacted a toll in terms of lives and resources. Regardless, 21st century guided by our present circumstances, the need arises for fresh avenues and expressions of change that frequently find fruition in peaceful dialogues and friction created through non-violent performativities.

Throughout the centuries gone by, activists have adeptly showcased revolutionary changes in our world and within societies. They have employed a diverse array of non-violent methods and initiatives, demonstrating the formidable potential of non-violent activism as a catalyst for democratic transformation.

Commonly referred to as artistic or social activism, non-violent action deploys a myriad of tactics to generate friction without resorting to violence. In their book *Why Artistic Activism: Nine Reasons*, Duncombe and Lambert assert that artistic activism represents a dynamic fusion of the arts' emotive creativity and the strategic planning inherent in activism, both essential components in effecting social change. Consequently, when engaging in this form of activism, the amalgamation of creativity with a lucid comprehension of the required changes can yield compelling and influential employment of artistic mediums, such as graffiti, performances, interventions, and more. This, in turn, fosters meaningful and emotional connections with the audience, further solidifying its potency.

MEANS AND METHODS:

According to Center for Applied Nonviolent Actions and Strategies at Canvas (2023) means and methods for Artistic, Social and Non-Violent Actions include a variety of means such as Artistic interventions, protests, performances, street art and others. Regardless of the variety of means, each method becomes relevant and effective by following the context and the realities in which is taking place. A non-violent action is relatively effective, in its historical and contextual realities. The action can be reproduced, mimicked or used as a reference; but adaptations are essential for its success. Adaptations as these are driven by the experiences and needs of each action group or artist(s).

The authors in their report suggest among others, two important methods of adaptation of Artistic and Social Action (Canvas, 2007, adapted and paraphrased):

Method 1: Listening/Observing/Understanding

Through listening the activist understands the significance of engaging with various societal groups, allowing each group's members to express their principles and aspirations. The optimal starting point involves educating the movement's members to attentively hear the voices of their local communities.

Initiating a movement doesn't involve imposing personal opinions on people. Therefore, organizers and planners of nonviolent movements should initiate by attentively listening to diverse segments of society, examining their input, and identifying commonalities between the movement's objectives and the people's aspirations. Additionally, these planners must grasp the origins of disparities or inconsistencies among different visions or desires within the populace.

This listening process is crucial because for people to embrace and propagate a movement's vision, they must first be able to articulate and

perceive their own vision. There should be an alignment between their vision and the movement's objectives. Only when people perceive elements of their vision within yours, will they be more inclined to accept and champion your movement's cause.

Method 2: Communication/Relativity

Successful nonviolent movements need the ability to convey their messages to a broader public. This is why authoritarian regimes in numerous nations try to restrict or withhold access to this crucial form of backing. They often allocate significant resources to control state-controlled media. Consequently, nonviolent movements occasionally have to establish inventive and autonomous media platforms and communication networks. They also opt at times to initiate campaigns centered on enhancing media liberties and combating censorship.

IMPACTING AUDIENCES & COMMU- NICATING MESSAGES

What is artistic activism: Source: <https://westportlibrary.libguides.com/>

ArtActivism

how art advances activism: Source: <https://adhomecreative.com/vibe/our-blog/activism-art/>

Art as communication:

https://academicworks.cuny.edu/cgi/viewcontent.cgi?article=1921&context=gc_etds
<https://www.researchgate.net/publication/307768875> Art as Communication

Art, in its diverse forms, constitutes a distinctive means of communication, allowing for dialogues in formal, informal and culturally plural contexts within society. Art opens windows to understanding social interactions. It provides an historical record of social evolution.

because art, if it is any good, doesn't translate easily into words — it evokes rather than explains. This is one of the powers of art.

Source: <https://kc.cgpub.net/assets/downloads/arts/A19FinalProgram-compressed.pdf>

“TELL ME, AND I WILL FORGET. SHOW ME, AND I MAY REMEMBER. INVOLVE ME, AND I WILL UNDERSTAND.”
CONFUCIUS, 450 B.C.

What is Art as Communication?

Art has been a form of communication through various mediums. Whether it be music, paintings, sculpture, or architecture, art has the ability to communicate complex ideas and feelings, including some that some struggle to put into words.

Art teaches communication by providing another way of portraying feelings, ideas, and arguments to an audience besides words. Also, it asks viewers to relate symbols and other abstract connections together to interpret a meaning from imagery.

Source: <https://study.com/learn/lesson/how-is-art-communication.html#:~:text=How%20does%20art%20teach%20communication,interpret%20a%20meaning%20from%20imagery>

In order to communicate messages, you need to decide whom you want to impact (the target), what needs to be said (the message) and how to communicate things that need to be said (the messenger). You also need to know the effect that your message and messenger are having, so you can adjust accordingly (feedback). For the purposes of strategic nonviolent struggle, you need to review your strategic estimate and plans to identify your targets and to determine possible messages and messengers.

DO YOU KNOW YOUR AUDIENCE? WHO IS YOUR TARGET AUDIENCE? THESE QUESTIONS SHOULD BE ANSWERED SOONER THAN LATER.

Example: Banksy: His target audience at that time was simple enough: Banksy reached out to young men and women who were not interested in visiting art galleries... BUT loved art – specifically art with a social message aligned to their views. He made art collecting ‘cool’ for young people who likely viewed the prestigious circles of the art world as part of the ‘Establishment’.

Strive to tap into YOUR audience. In order to do that you must first recognize your audience. You can start by asking yourself who you create artwork for (‘myself’ is not the answer in this context)

Often when asked to identify a target audience for their project, artists intuitively reply that their work is intended for everyone. **Yet the more specific you can get the better.** This will enable you to more effectively engage the gatekeepers in your field, quantify your reach, and measure impact.

Source:<https://fineartviews.com/blog/60956/artists-do-you-know-your-target-audience-part-1>

Utilize Both Online and Offline Media:

Go beyond social media. In our Facebook-and-Twitter-consumed world, it’s easy to rely on online platforms as the cornerstone of your campaign. **Yet the most successful projects encourage both online and offline engagement, as well as an exchange between the two.**

Use Videos:

Videos can be a great way to tell your story. **They are particularly effective when they integrate a call-to-action, are displayed in an unlikely venue,** and target a specific audience.

Employ Emotions, Not Petitions:

People make decisions based on emotions. The care about a cause comes through a personal experience or emotional interaction. The facts and justifications come later. The good news is that artists are excellent at storytelling, at engaging audiences through surprise, strangeness, and ingenuity. Use these skills to capture people in inventive and compelling ways. This social outreach can be an extension of your artistic practice, and just as creative.

Source: <https://creative-capital.org/2016/06/01/5-best-practices-launching-socially-engaged-art-campaign/>

Phrasing that evokes collective identities can also help people feel encouraged to join in. One study looked at this concept in the context of voting. They found that messaging strategies that emphasized a personal identity by asking people to “be a voter” were more effective at increasing turnout than phrasing that evoked a behavior by asking people to vote.[22] Similarly, asking people if “we can count on you,” or to “please help” can boost donations and participation.[23]

On the whole, **messaging that preemptively makes the reader or listener feel included and impactful is more likely to be effective in recruiting.** Remember that successful movements use a variety of tactics strategically to ensure success. Your organization will probably need to use different messaging strategies to recruit participants than when you’re talking to policymakers, negotiating with corporations, or testifying at city council.

Source: <https://effectiveactivist.com/movements/recruitment/>

“Pre-communication can be defined as the analysis of the target audience, followed by tailored messages that prepare a target audience to be receptive to major communication campaigns, thereby maximizing the impact of the movement’s messages.”

- Jacques Ellul in his book Propaganda

“ With propaganda, there is less room for interpretation,” Snyder explains. “Propaganda tells you exactly what to think, feel, and do, whereas good activism should inspire critical thinking and empathy.”

Source: <https://activisthandbook.org/communication/audiences>

First, identify a project (exhibit, performance, installation, screening, publication) you will be presenting.

1. Analyze the project by defining the following:

Form: What media does your project employ? Where is it presented, or how will it be distributed?

Content: What is the subject matter of your project?

Your Approach: What is distinctive about this work? What makes it yours (style, references, interdisciplinary strategies)?

Given your analysis from the above, answer the following questions.

Who is this event for?

Are there individuals or groups outside your traditional audience who might be interested in either the specific content or your particular approach to the material?

How do you ACCESS/COMMUNICATE with the individuals or groups you identified above? What organizations do they belong to? What do they read? Are there publications in which you can advertise, get listings or try to get features? Are there journalists or professionals in your field who have supported you in past projects and might help with this one? How can you use blogs, email lists, etc. to help facilitate communication about your event?

Source: <https://creative-capital.org/2014/10/03/reaching-constituencies-brainstorming-targeted-marketing/>

Other : <https://www.filmsforaction.org>

Human Rights Watch: Art + Activism Initiative



WORK SHEET

In this final section we give you a series of exercises in order to design your own artistic action. Follow each step carefully in the order specified so as to reach a proposal efficiently.

DESIGN AN ACTION IN 5 STEPS

STEP 1. Think of the Social Topic you want to address (20mins)

It might be difficult to decide on which topic but the closer the topic is to you the easiest it is to be more creative with it. For that reason first note down 3 current topics you are the most sensitive and passionate about. Then for each topic take 5 minutes to write a short paragraph about how to relate to the topic and why you feel so strongly about it. The closer the topic is to you the easier it will be to write and then the topic with the most personal story would be the ideal one for you to work with. So follow these steps and based on the Parameters choose your topic and put it aside.

STEP 2: Choose the Artistic Format you want to work with. (10mins)

At first don't use your chosen topic as a parameter for this decision; initially these two elements should remain separate.

Write down 5-6 creative methods you like/want to work with.

Then Consider the following questions to make your decision:

1. Which is the art form that feels more natural to you?
2. Which is the art form that holds the capacity for higher engagement?
3. Which art form will be the easiest to apply based on your given resources?
4. Could you combine any of these art forms together?
5. If you could combine any what would it be and what would be the aesthetic/process.

Allow these questions to guide you into visualizing the artistic process independent of the TOPIC you chose but guided through the artistic process you want to explore and the aesthetic result.

STEP 3: Envision your Ideal Audience Member (20mins)

1. Write down 3 specific objectives you want to achieve by acting on your chosen topic.
2. Write down specific demographic data:
 - a. Age: What is the age range of the audience you want to address?
 - b. Gender: What is their gender?
 - c. Location: Where are your audience members located geographically?
 - d. Education: What is their educational level?
 - e. Income: What is their income range?
 - f. Occupation: What types of job or career are they following?
 - g. Marital Status: Are they typically single, married, or in a specific life stage?

3. Then write down their Psychographics. Psychographics delve deeper into the psychology, lifestyle, and behavior of your ideal audience.

Consider the following factors:

A. Interests/Hobbies: What are their interests and hobbies?

B. Values: What values are important to them? (e.g., environmentalism, family, adventure)

C. Personality Traits: Are they introverted or extroverted? Optimistic or pessimistic?

D. Lifestyle: How do they spend their free time? What is their daily routine?

E. Challenges/Pain Points: What problems or challenges do they face that your content can help solve?

4. Identify Communication Preferences

I. Media Preferences: Do they prefer blogs, videos, podcasts, or social media?

II. Platforms: Which social media platforms do they frequent?

III. Language/Tone: What language and tone resonate with them?

IV. Content Length: Do they prefer short, concise content, or in-depth, long-form content?

V. Visual Preferences: Do they like visuals like images, infographics, or videos?

5. Now that you have gathered all the information, create a detailed persona that represents your ideal audience member. Give your persona a name, a face (you can use a stock image), and a brief backstory that summarizes their demographics, psychographics, and communication preferences.

The more specific and niche you are with your persona the easiest will be to take decisions when designing your Action. Be as specific as possible.

STEP 4: Design your action (30mins)

Gather the Elements from the previous exercises

1. Topic

2. ART FORM

3. Audience Persona

Think about how to effectively merge your topic and chosen art form to best connect with and influence your target audience.

STEP 5: Choose Location of the Action

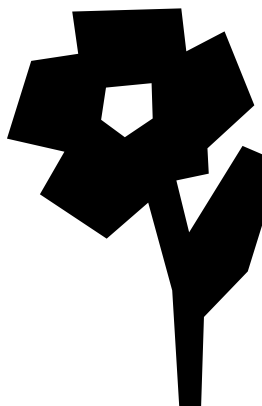
To determine the ideal location for your action or event, consider the following questions:

- 1. What Fits Your Purpose?** What location aligns with the goals and objectives of your action or event? Does it support the message or theme you want to convey? - Consider all the previous steps
- 2. Where Is Your Audience?** Where are your target audience members typically found or likely to attend? Is there a specific geographical area or platform they prefer? - Consider the Persona you created
- 3. Accessibility:** Is the chosen location easily accessible to your audience? Does it accommodate any special needs or requirements your audience may have?
- 4. Atmosphere and Ambiance:** Does the locations ambiance match the mood or tone you want to create for your action or event? Is it conducive to the type of experience you want your audience to have?
- 5. Logistics:** Can the location accommodate the logistical needs of your action or event, such as seating, equipment, and facilities? Are there any limitations or restrictions you need to be aware of?
- 6. Budget:** Does the location fit within your budget constraints? Are there additional costs associated with using this location?
- 7. Competing Events:** Are there any competing events or distractions at the chosen location or nearby that could affect attendance or attention?
- 8. Local Partnerships:** Are there local businesses or organizations you can partner with for your event to leverage their resources or customer base?
- 9. Safety and Security:** Is the location safe and secure for your audience? Are there any safety concerns you need to address?
- 10. Permits and Regulations:** Are there any permits or regulations you need to comply with when using this location? How will you handle these requirements?
- 11. Scalability:** Can the location accommodate the expected number of attendees, and is it scalable if your event grows unexpectedly?
- 12. Feedback and History:** Have you researched or received feedback about the location from past events or actions? What can you learn from previous experiences?

THE END OF CONCEPTUALIZATION NOW TIME TO ACT

Upon concluding this worksheet don't let yourself relax, it would be better if you seek feedback from any other party involved or someone you highly trust. Revisit your proposal at least twice before implementation always with a clear mind. You can also contact us at projects@alternativebrainsrule.com for feedback on an action.

** Highly recommended to review the Legal Framework Chapter to avoid any surprises



LEGAL IMPLI CATIONS OF PUBLIC INTERVEN TIONS

WHAT TO KEEP IN MIND

Public interventions, particularly those carried out as part of artistic activism or activism, can have various legal implications. It's essential to be aware of these legal considerations to ensure that your activities remain within the boundaries of the law and to minimize the risk of legal issues. Here are some of the key legal implications of public interventions:

Permits and Permissions:

Many public interventions require permits or permissions from local authorities. These permits might be needed for activities such as street performances, public art installations, or gatherings in public spaces. Failing to obtain the necessary permits can result in fines or legal actions.

Property Rights:

Using public or private property for activist purposes may raise issues related to property rights. Be mindful of intellectual property rights, as well as the rights of property owners and land use regulations.

Vandalism and Damage:

Public art interventions should not cause damage to public or private property. Actions that result in damage may lead to criminal charges or civil lawsuits.

Public Safety:

Public interventions must prioritize the safety of participants and bystanders. Any actions that endanger public safety may result in legal consequences.

Free Speech and First Amendment Rights:

In some countries, public interventions can be protected under freedom of expression laws. However, the extent of this protection can vary widely by jurisdiction. Understanding your rights and limitations concerning free speech is crucial.

Public Nuisance Laws:

Public interventions that disrupt the peace or create a public nuisance can lead to legal repercussions. Local laws and ordinances may address issues related to noise, obstruction, or public disturbance.

Defamation and Privacy:

Be cautious about making statements that could be considered defamatory or invade someone's privacy during public interventions. False accusations or privacy violations may result in legal actions.

Copyright and Trademarks:

Using copyrighted materials or trademarks without proper authorization can lead to intellectual property disputes. Be mindful of the use of third-party materials in your activist work.

Trespassing:

Public interventions may involve entering private property or restricted areas. Unauthorized access to these areas can result in trespassing charges.

Public Order and Assemblies:

Protests or gatherings in public spaces may be subject to specific regulations governing public order and assemblies. Familiarize yourself with local laws related to demonstrations and gatherings.

Counter-Protest or Opposition:

Be prepared for counter-protests or opposition to your activist actions. Conflicts between opposing groups can escalate, and law enforcement may become involved to maintain order.

Recording and Surveillance:

In some cases, your activities may be recorded by law enforcement or surveillance cameras. Understand the legal implications of being recorded during public interventions. It's crucial to research and understand the specific laws and regulations in your jurisdiction and the locations where you plan to conduct public interventions. Consulting with legal experts or organizations that specialize in civil liberties and free expression can provide guidance on navigating the legal landscape while engaging in activist activities. Additionally, maintaining a peaceful and respectful approach during public interventions can help minimize the risk of legal issues and foster productive dialogue around the issues you are advocating for.

We strongly encourage artists to engage in open dialogue with local authorities, seek necessary permits, and abide by all relevant laws and regulations to ensure their activities are conducted within the framework of the law. By doing so, artists can promote their causes effectively while minimizing legal risks and maintaining the integrity of their messages.

Activism is a powerful tool for social change, and its impact is amplified when practiced within legal boundaries. We encourage all individuals and groups engaging in activist activities to prioritize compliance with local laws and regulations as an essential part of their advocacy efforts.

ADVICE ON THE FIRST LEGAL STEPS:

To reduce the possibility of fines or legal actions when conducting public interventions that require permits or permissions from local authorities, it's essential to follow the appropriate legal steps and procedures. Here are some key actions you can take:

Research Local Regulations: Start by researching the local regulations and ordinances that govern the activity you plan to undertake. Each municipality may have its own rules and requirements, so it's crucial to understand what is specifically required in your area.

Contact Local Authorities: Reach out to the relevant local government departments or agencies responsible for issuing permits. They can provide you with information on the specific permits or permissions you need and guide you through the application process.

Plan in Advance: Plan your public intervention well in advance to allow sufficient time for the permit application process. Some permits may take weeks or even months to process, so it's crucial to start early.

Complete Application Forms: Carefully fill out all required application forms and provide any necessary documentation or information requested by the authorities. Be thorough and accurate in your submissions to avoid delays or complications.

Pay Fees: Many permits come with associated fees. Ensure you pay all required fees promptly and keep copies of payment receipts as proof.

Liability Insurance: Depending on the nature of your public intervention, you may be required to obtain liability insurance to cover potential damages or injuries. Make sure you have the appropriate coverage.

Community Engagement: Engage with the local community and relevant stakeholders. Sometimes, obtaining community support or endorsements can smooth the permitting process and reduce the likelihood of objections or legal challenges.

Safety Measures: Incorporate safety measures and contingency plans into your intervention. This demonstrates your commitment to public safety and can help alleviate concerns from local authorities.

Compliance with Conditions: If your permit is granted, be sure to adhere to all the conditions and restrictions outlined in the permit. Failure to do so can result in fines or legal actions.

Documentation: Keep detailed records of all communication with local authorities, including emails, phone calls, and in-person meetings. Document the entire process, from permit application to approval.

Legal Consultation: If you're uncertain about any aspect of the permitting process or the legal requirements, consider consulting with an attorney who specializes in local regulations. They can provide guidance and ensure you're in full compliance.

Appeal Process: Familiarize yourself with the appeal process in case your permit application is denied or if you encounter legal challenges. You may have the right to appeal or seek a reconsideration.

Proper Notification: If your intervention involves public spaces, ensure that you notify nearby residents, businesses, or stakeholders well in advance to mitigate potential complaints.

Post-Event Evaluation: After the event or intervention, evaluate its impact and address any concerns or issues raised by the community or authorities. Demonstrating a willingness to improve and adapt can build goodwill for future endeavors.

By diligently following these legal steps and demonstrating your commitment to compliance and safety, you can reduce the possibility of fines or legal actions when conducting public interventions that require permits or permissions. Remember that local regulations may vary, so always consult with the relevant local authorities for specific guidance.



The Manual ARCTIVATE 101 stands as a source of inspiration for all those seeking to make a positive impact on society through the transformative power of art and activism. We have embarked on a comprehensive journey through the realms of public interventions and socially engaged practices, with a particular emphasis on harnessing art as a method of activism.

This manual has been created to serve civic organizations, dedicated youth workers, passionate artists, and the broader public, equipping them with the essential insights and tools to initiate meaningful change in their communities. Our endeavor has been guided by a commitment to address the diverse needs of civil society organizations, recognizing their vital role in driving social progress.

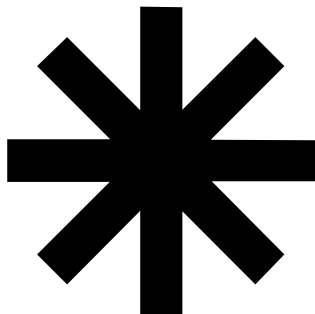
Throughout this manual, we embarked on a research study of the identified topics in collaboration with CSOs. This research journey culminated in the creation of a practical toolkit, designed to empower you in the pursuit of your activist goals. We've delved into the intricate nuances of various forms of activism, with a particular focus on artistic practices as a vehicle for social change.

We've also explored the critical aspects of safety guidelines and legal frameworks surrounding public interventions, ensuring that your initiatives are both impactful and responsible. By shedding light on these crucial dimensions, we aim to provoke meaningful discussions and showcase exemplary practices that exemplify the power of peaceful protests and artistic activism.

Furthermore, we've delved into the very essence of protest itself, exploring different theories and perspectives that enrich our understanding of this powerful medium of social expression. Drawing from a wealth of journals, articles, and theses contributed by passionate students, we've sought to deepen our collective knowledge and provide you with a well-rounded perspective. But it doesn't stop there; we've also examined the challenges that activists often face on their journeys. By acknowledging these hurdles, we hope to empower you to overcome them with resilience and creativity.

Aesthetics have played a significant role throughout this manual, as we believe that the visual and sensory aspects of activism hold immense potential for engagement and impact. We've also recognized the importance of local practices, and we've actively sought examples from your own contexts, inviting you to contribute further and enrich the collective knowledge base.

In essence, Manual ARCTIVATE 101 is not just a book; it's a call to action. It's a roadmap for those who wish to channel their passion and creativity into making a positive difference in the world. As you embark on your own journeys of artful activism, may you find inspiration, guidance, and the courage to push boundaries, provoke change, and leave a lasting impact on the world around you.



The ARCTIVATE 101 Manual is designed with the primary purpose of promoting and facilitating activism (artistic activism) within the bounds of legal frameworks and established procedures. We firmly advocate for the responsible and lawful expression of activism as a powerful means of advocating for positive social change.

However, it is crucial to understand that while the ARCTIVATE Manual provides guidance and insights into activist practices, it does not endorse or condone any form of public intervention that takes place outside of designated local legal procedures. This manual is intended to serve as an informative and educational resource, emphasizing the importance of respecting the laws and regulations governing public interventions.

Artivists, organizers, and participants are expected to exercise due diligence and adhere to all applicable laws, permits, and regulations when planning and executing public interventions. **The ARCTIVATE project and manual do not assume any liability or responsibility for actions taken by individuals or groups that contravene local legal procedures, resulting in legal implications or consequences.**

Iceland  _____
Liechtenstein **Active**
Norway **citizens fund**



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