

Jane's Walk seminar 2019

Jane's Walk #2:

„Play the City Game, it's never the same!”

**Trešnjevka Cultural Centre,
„Trešnjevka Mapping” project**

Zagreb, Croatia

October 18th – 20th, 2019



austrijski kulturni forum^{zag}





Welcome

- Trešnjevka is one of three Zagreb's „worker's suburbs” that were partly urbanized between two World wars and partly integrated in Zagreb's life after 2nd World war
- Until First World War Zagreb was not that big place with 80 000 inhabitants, but afterwards it increased rapidly becoming the major industrial and administrative centre of Croatia. In year 2017 it had 809 000 inhabitants.



About



- Today Trešnjevka is covered by two administrative City units (Gradska četvrt/City district) out of 17 in whole Zagreb.
- It makes 15% of Zagreb's population (120 000 inhabitants) on 2% of Zagreb's surface (15 km²)



More about

- It is sometimes referred to be a Red District because of:
 - cherries [inherent in its name]
 - worker's resistance
- Now it consists of:
 - older urban blocks from 1930s,
 - planned social lodging from 1930s and 1940s,
 - new housing blocks of all ages, from 1950s onwards, and some family houses
 - and, finally, here is a handful of factories, some abandoned, some still running, and a certain amount of railway infrastructure



Even more about

- It is known as a district of:
 - Samoborček (local train, disappeared in 1970s)
 - Catastrophal flooding in the year 1964
 - Trams (Trešnjevka has the oldest and most famous tram garage, „Remiza”)
 - Local Trešnjevački plac market (second biggest in Zagreb)
 - Sport (majority of Zagreb’s sport premises are here)
 - Recreational lake Jarun (biggest and most famous of all Zagreb’s lakes)



Finally...

- Trešnjevka does have:
 - Only 2 museums (Technical museum and Museum of Dražen Petrović, a Croatian basketball star)
 - 2 theater venues
 - Not a single cinema
 - Not a single major shopping center
 - Several major Croatian companies comes from this district:
 - T-com, Končar, Ericsson Nikola Tesla, Agrokor (once the biggest one, today cut into pieces ...)
 - Trešnjevka is slightly oriented towards socialdemocrats and local liberal parties







Jane's Walk seminar 2019

About

The seminar is organised by ...

Centar za kulturu (Cultural Centre) Trešnjevka –
abbreviated as **CeKaTe**, part of the network of cultural centres
founded by City of Zagreb, one of the biggest and most active in
areas of culture (theater, gallery, dance), children activities, social
engagement, and education

Trešnjevka Mapping

Beginnings

- This is one of the projects of Cultural centre Trešnjevka, founded in 2013 by two volunteers, Vanja Radovanović and Goran Pinter, and Saša Martinović Kunović from the Centre
- The project has its roots in several previous projects / actions made by other activists and centres (Centar za kulturu Dubrava, Projekt Trnsko, Kontraakcija) in years 2010-2012 as well as in personal blogs of co-founders of Trešnjevka Mapping („GP-Zagrebancije” by Goran and „Unknown Zagreb” by Vanja)
- But, the above mentioned projects were one-season events, without leaving much of the results behind and Trešnjevka Mapping was created more ambitiously, with extensive web page and plans for more years in advance

Beginnings

- One of the most important goals: Everything should be reachable by everyone, always and for free (very similar to the postulates of Jane's Walk, at that time unknown by us)
- More goals: Increase awareness of district's life, encourage activity of local citizens, collect info on district's past, present and future, discover tiny puzzles of mosaic of everyday life of Trešnjevka, support artistic interventions in public space







Beginnings – Season #1 (2013)

- Walks, 4 of them
- Web page, with more than hundred different texts about Trešnjevka, and Facebook profile with new contents almost every day
- City Council (Department of Culture) gave certain amount of money, used mostly for preparation of web page

Growth – Season #2 (2014)

- Walks, 5 of them
- Cooperation with different educational institutions, mostly faculties (Architecture, Geography, Sociology ...)
- Pedestrian-oriented action „Down with curbs!” tested the cooperation of citizens and local politicians with moderate results
- City Council (Department of Culture) gave again certain amount of money, but less than the year before
- Jane’s Walk came by chance to us ... and we were delighted with the idea!

Growth – Season #3 (2015)

- The first Jane's Walk season!
- 8 non-JW walks and 5 JW walks (average participation: 35 walkers), with moderate media coverage
- Our name is getting more and more famous – almost everybody involved with urban activism, journalism etc knows our name... but politicians haven't heard for us.
- We applied again for financial support by Department of Culture, but were rejected. We were too exotic for the Tourist Organisation as well... So, the budget was 0 kuna.

Growth – Season #4 (2016)

- 8 non-JW walks and 9 JW walks; more walks, but with less media coverage
- Increased cooperation with elementary schools and volunteers from local gymnasium
- More effort put into investigation of local history (shops, crafts, infrastructure, local organisations ...)
- We are THE place for information about Trešnjevka: Journalists, students, pupils, activists ...
- Budget: More applications, but the result was again 0

Growth – Season #5 (2017)

- 7 non-JW walks and 8 JW walks
- Cooperation with Museum of City of Zagreb on exhibition dedicated to Trešnjevka – lot of enthusiasm, but poor results ...
- ... but, we spread our activities toward the district of Trnje as well (on a smaller scale)
- Budget: Guess what were the figures!







Consolidation – Season #6 (2018)

- 9 non-JW walks and 9 JW walks organized
- JW seminar #1, „A City from a Walking Perspective: Examples of Good Practise”, with 23 participants from 12 countries, we were very satisfied with the results!
- Cooperation with Technical Museum: Electric Trešnjevka walk submitted to City’s Tourist Board. Result: Not passed
- Budget: 0 kn (except seminar support by Austrian cultural forum)
- Plans: There’s no lack of ideas, but lack of activists (the majority of actions is prepared and performed by three of us) and lack of financial support

Consolidation – Season #7 (2019)

- 17 JW walks and 6 non-JW walks organized up to now (2 more to come before the end of the year)
- New ideas, Trešnjevka round-up and Alternative guide to Trešnjevka, submitted for a financial support to Ministry of Culture. Result: Not passed
- However, JW seminar #2 got the support by Tourist board of City of Zagreb, Ministry of Culture and City Council (Department of Culture) with additional help by Austrian cultural forum and Hungarian cultural institute!
- Plans: Still struggling with lot of ideas and lack of (wo)men power.

Now

- 96 walks (48, exactly half of them, within Jane's Walk) with stable average participation of 36 walkers
- Web page consists of 380 texts about Trešnjevka and Trnje (Trnje takes part with about 5%) and 2626 pictures (cca 95% originally made for this page), with 200-500 visits daily (no ads!)
- Facebook profile Trešnjevka Mapping has 3622 likes (new contents is added daily), Trnje Mapping has 379 likes, new profile Jane's Walk Zagreb (started at the beginning of 2019) with 545 likes
- 3 public space interventions were accepted very well among the citizens of Trešnjevka
- Media: JW seminar gave us more time, especially on radio
- NGO contacts: Always present, we are working on improvements
- Local officials (especially on lower layers): Hardly know that we exist (although we are inviting them regularly), no cooperation

Future – Season #8 (2020) - Ideas

- JW seminar #3, main topic: How to make unattractive areas for living (distant provincial towns, city slums etc) more attractive? We'll try to get Jane's Walk leaders/lecturers from completely different unattractive places, from Parisian immigrant ghettos to Rumanian backwater towns !
- Beginning of 2020: Croatia is the leading EU country, JW events in English?
- Digitalization of local/district history – project is submitted to Ministry of Culture
- Opening of Virtual district museum: Old street signs, for the beginning ... With more to come.















Future – Season #8 (2019) - Ideas

- Helping other places in Croatia to establish JW teams – Split and Pula already started, Karlovac and Daruvar are considering it ... (our neighbour, Slovenia, half-size of Croatia, has 14 JW cities and towns – why not to follow them?)
- International connections (visiting other countries' walks, exchange of experiences, organising/participating seminars like this one...)
- More ideas?

„Play the City game, it's never the same!”

- Why is playing so important?
Old phrase, but always actual, says: It is a spice for life ...
- Playing is not only for children ... and it could be performed in public space in many different ways: by encouraging creative expressions, by creating surprise effects, by triggering smiles and laughter, by offering possibilities for having fun ... with help of art („official”, but also „unofficial” – street art, for example) of all kinds – landscape art, performance, installations
- On the other hand, we want to stress importance of the creative energy of playing that can make things better – it is a proces in which old patterns and neuralgic points of cities and society in general can be recognized, healed and shaped in better ways

Play the city game! – City of Zagreb

- „Zagreb before Zagreb, prior to 1094” – replicas of the findings (older than the year 1094 when Zagreb is mentioned for the very first time) are shown on the places where they were found
- „Nine views” by Davor Preis – art installation grouped around „Grounded sun”, sculpture representing Sun by Ivan Kožarić, famous croatian sculptor, which represents the planets of the Solar system scattered (scaled) around Zagreb
- „Pimp my Pump” by Trešnjevka independent artists – old public water pump, many derelict, were painted with reference to local cultural iconas

Play the city game! – City of Zagreb



Play the city game! – Trešnjevka cultural centre

- The Centre takes care about all aspects of the local culture – so it does participate in unusual art performances
- Old derelict playing pool for children was filled with water and paper boats making contest is held
- Music and art performances are held in markets, underground passages, parks ... Fashion show was held in a tram for regular passengers ... Silk dance, didgeridoo concerts, painting of benches in unusual patterns, flash mob singing sessions are some of the examples made in last 20 years.

Play the city game! – Trešnjevka cultural centre



Play the city game! – Trešnjevka Mapping

- We like to surprise our citizens!
- One of our favourite „sports:” Walks into the unknown ... with little bit of „official information” and history ... and more of discovering what is behind the facades: outsider stories, bizzare facts, chats with local people ...
- Games: Get to know the neighbourhood ... and your fellow game colleagues! (you will play such a one at Sunday! ☺)
- Public space interventions (fun and nostalgic, but with additional relevant social context topics)
 - „Rugs to the streets!”
 - „Bake it and say it!”
 - „Broken pots”

Play the city game! – Trešnjevka Mapping

Game for the citizens: We play
and walk along the Rockets!
(with 33 participants)



Play the city game! – Trešnjevka Mapping

„Rugs to the streets”, on
9 locations along the
busiest road in Zagreb



Play the city game! – Trešnjevka Mapping



„Bake it and say it!”,
on 22 locations
throughout of
Trešnjevka

Play the city game! – Trešnjevka Mapping



„Broken pots”, on 7
locations in central
Trešnjevka

Play the city game! – Worldwide

- There are lot of possibilities for making play as a part of life, not only for having fun and relax, but for searching answers on a more complex social and other topics as well – for us and for all of the citizens ... let's talk about it during discussions!
- Some examples:
 - Street art of all kinds
 - Permanent breakfast (from Vienna, 1996)
 - Park(ing) (from SanFrancisco, 2005)
 - Papergirl (from Berlin, 2006)
 - Dancing traffic light (Lisabon 2014)
 -

Greetings from...



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