

Argyro Toumazou

**Independent
Cultural
Producer**

Project collaborations and art-initiatives in visual and performing arts in Cyprus since 2003 with :

- Cypriot and European artists and art-organizations, bodies and communities
- Creative Europe program CONTESTED DESIRES, 2019 – 2021, Local Partner & Cyprus Coordinator
- European Project CONFRONTATION THROUGH ART, 2014 - 2017 Coordinator in bi-communal collaboration
- UNDP Art – exhibitions for Leaders in peace talks
- Cultural Projects for the Cultural Services of the Cyprus Ministry of Education and Culture
- Group Exhibitions and other projects with the Cyprus Chamber of Fine Arts
- Co-founder and project manager of Multi-Arts Crossings (MAX) NGO, 2013

- **Trends in Cultural Tourism**
- **Overview Nicosia Cultural activities**
- **Challenges of Artists and Creatives**
- **Opportunities for Creative Tourism**
- **Proposals for developing Creative Tourism in Nicosia**

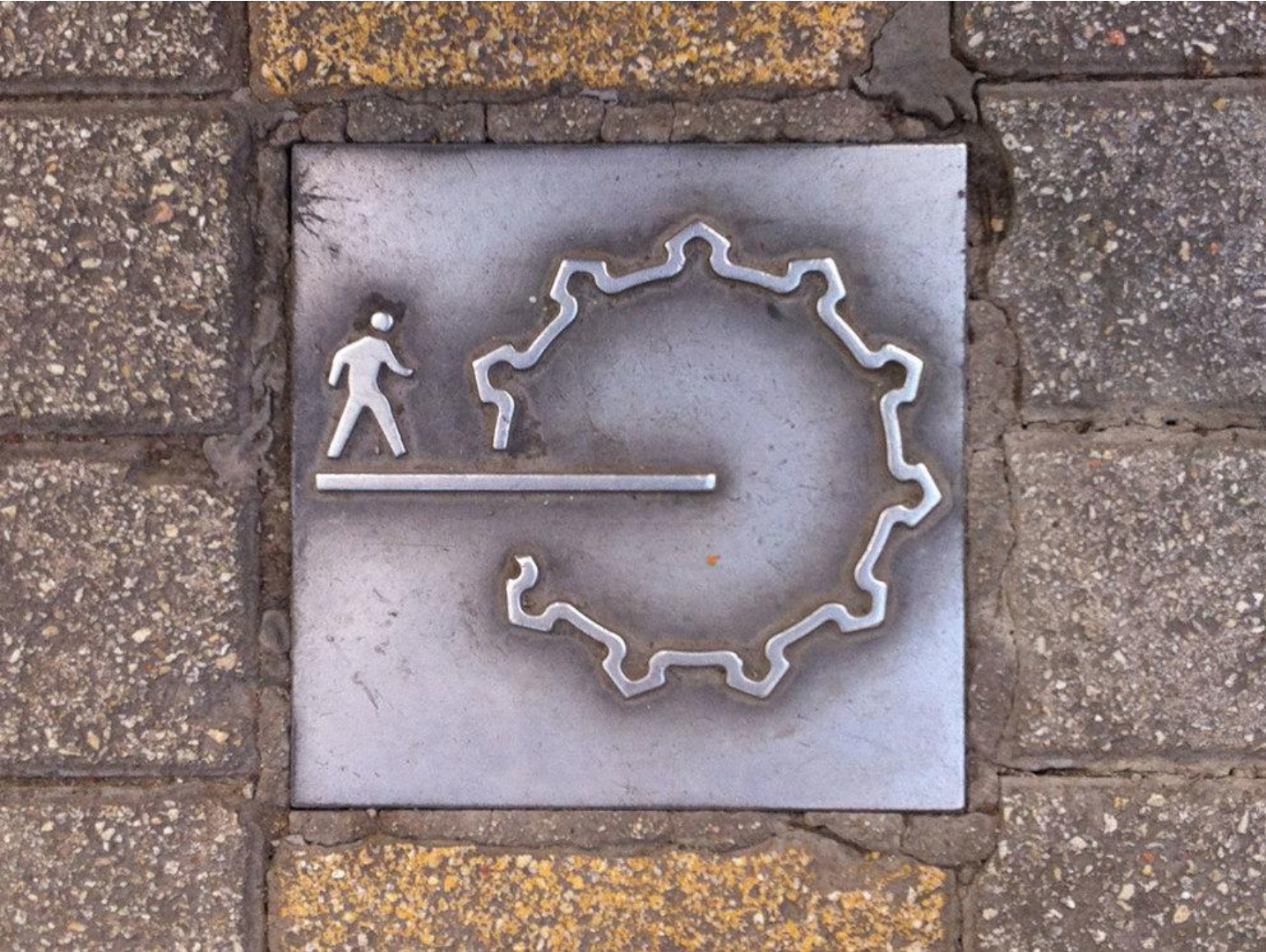


Trends in Cultural Tourism

- **40% of travelers classify themselves as Cultural Travelers**
(2018 UNWTO - United Nations World Tourism Organization)
- **Travelers' fastest growing experiences categories:**
 - ❖ **Historical and heritage tours + 125%**
 - ❖ **Museum tickets & Passes + 57%**
(2017 Trip-advisor indications)



NICOSIA OVERVIEW



Most common forms of Cultural Tourism

- ❖ Guided walks in historic center, heritage / archaeological interest
- ❖ Museum visits: 20 + museums of specific interest
- ❖ Guided walks for local produce: open food market / handicraft centers / small town shops
- ❖ Established Festivals in music, drama, dance et.c.

... ignoring the growing and dynamic sector of contemporary art practices and young creatives' activity around the city and in the rural areas of Nicosia



Dynamics of young local Artists & contemporary Creatives :

- Growing number of new artists and art-groups, emerging from 3 private universities in Nicosia, many art-schools, and many more graduating from abroad.
- Multiple contemporary art exhibitions and performances in new, smaller contemporary art-spaces.

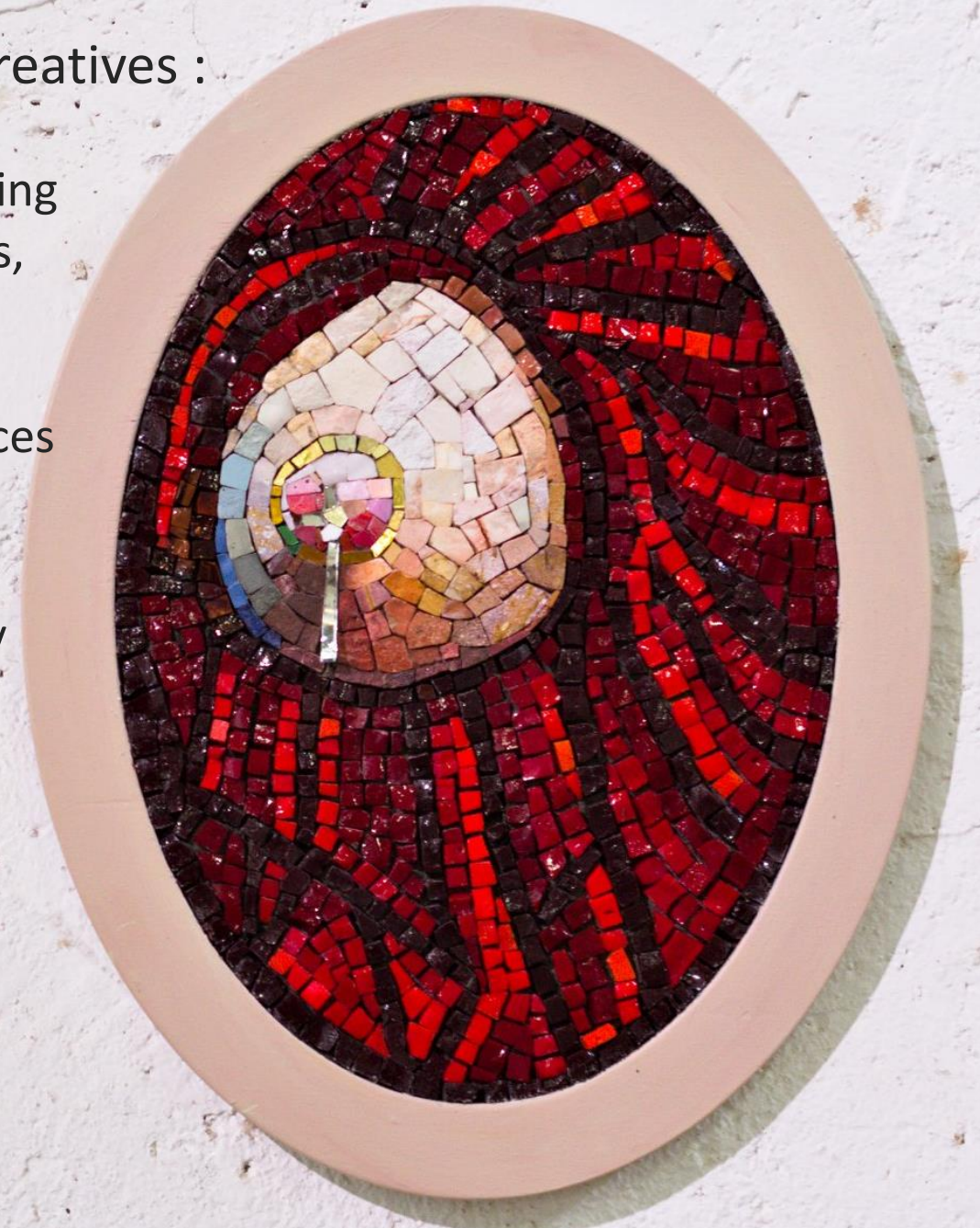
Examples:

Garage art space / Thkio Palies / Korai / Point Center / Is not Gallery / Kat Oikon Gallery / To Phytorio

- Small shops of arts & crafts, fashion and other.

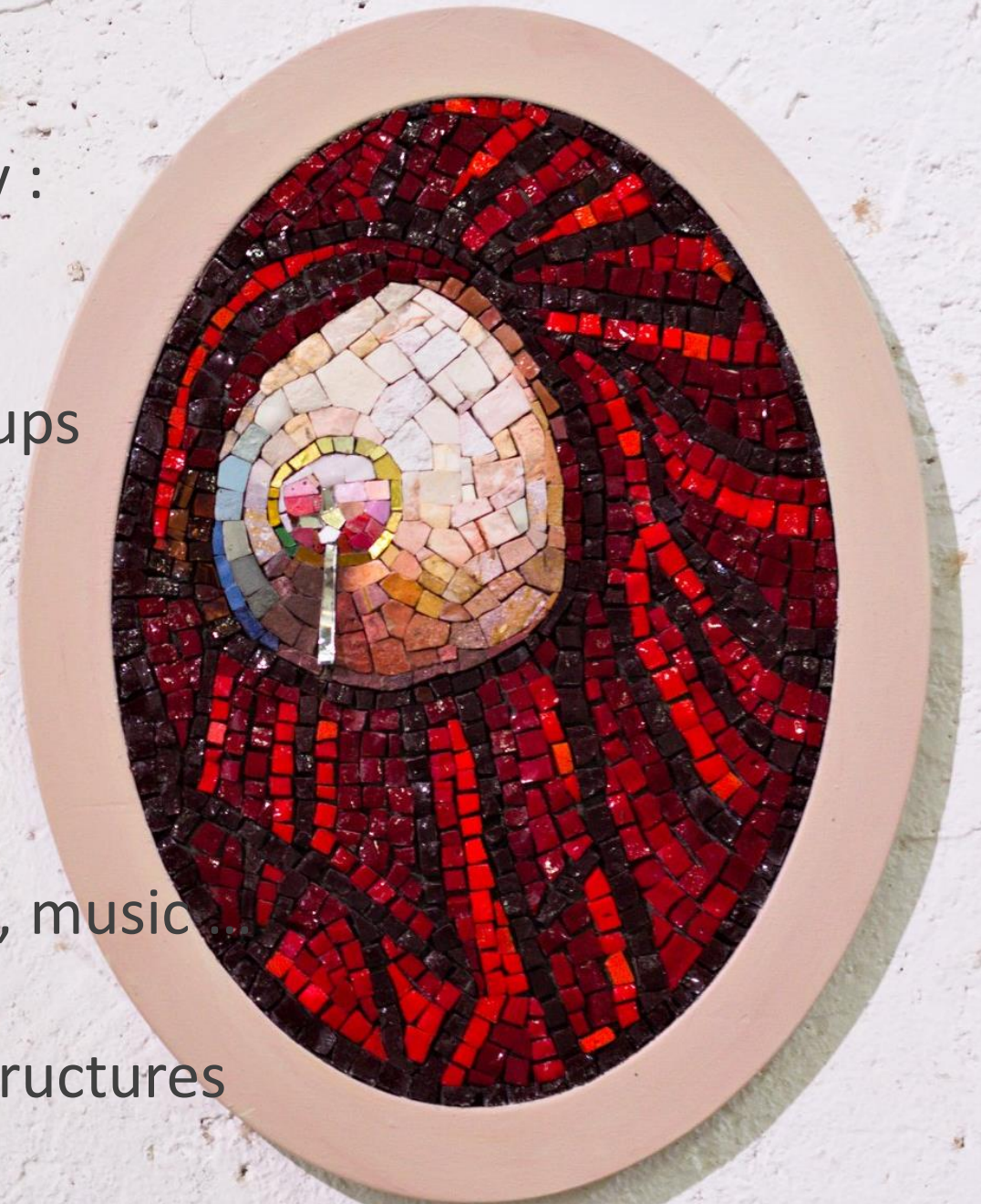
Examples:

Faneromeni 70 / Kalliroi Workshop / Souzana Petri Ceramics / Etsi ki alios handicrafts ...



"Chrysorogiatissa" by Loucia Serghiou, 2019

- New Creatives' Festivals characterized by :
 - ❖ Independent organization by artists groups
 - ❖ Young and diverse audiences
 - ❖ Low-budget and low funding
 - ❖ Variation of themes, arts, performances, music
 - ❖ Relying on volunteerism & communal structures



"Chrysorogiatissa" by Loucia Serghiou, 2019

NICOSIA POP UP FESTIVAL – since 2014

• Profile

- ❖ pop-up shops combined with cultural activity in unexploited spaces
- ❖ temporary low – cost venue access
- ❖ social events attracting the young local scene of creatives and the wider public.
- ❖ AGORA Project 2018 – old municipal market hosting young creatives

• Innovation

- ❖ Enabling alternative creatives and activities under one roof
- ❖ Creating community spirit and synergies
- ❖ Reviving underused spaces with new ideas and creative products and experiences.



AGORA
PROJECT



BUFFER FRINGE PERFORMING ARTS FESTIVAL – since 2014

- **Profile**

- ❖ by Home for Cooperation in the Ledra Palace dead zone
- ❖ new experimental works by local and international guest artists
- ❖ spirit of multiculturalism and peaceful coexistence



- **Innovation**

- ❖ Location is one of a kind in Cyprus and the world, provides unique audience experience
- ❖ The division of Nicosia becomes a theme of discourse
- ❖ Opportunities for artists exchange and experimentation

XARKIS FESTIVAL – since 2014

- **Profile**

- ❖ nomadic festival traveling to rural villages of Cyprus
- ❖ collaborative & community based projects ./ social design practices by
- ❖ embracing local culture / heritage within contemporary art practices by local and international artists



- **Innovation**

- ❖ Revitalization / promotion of rural Cyprus
- ❖ Community economic and cultural cohesion & empowerment
- ❖ Socially responsible design-led innovation
- ❖ Inclusive & and public participation cultural experience

WINDCRAFT MUSIC FESTIVAL - since 2014

- **Profile**

- ❖ Katydata village's picturesque squares, yards, orchards, an old inn
- ❖ music concerts, workshops, walks and parallel activities, with emphasis on wind instruments
- ❖ Cypriot and international artists

- **Innovation**

- ❖ Visitors' participation in the process of music creation
- ❖ Original music projects combining music traditions of the world
- ❖ Creating community cohesion and synergies



Challenges of Creatives and Cultural Tourism

- Contemporary art – practices are low in public demand
- Creative Tourism is not part of the local Cultural Tourism vision
- Inadequate funding schemes to sustain new forms of Creative Industries
- Artists lack entrepreneurial expertise
- Lack of overall strategy & policies to develop Creative Tourism



Opportunities for Creatives and Cultural Tourism

- Increase of contemporary-art audiences through Cultural and Creative Tourism
- Offer unique visitors experience through dialogue and interaction with local Creatives
- Enrich tourist product with artists' personalities and perspectives
- Support Artists & Creatives to become self-sustainable in flourishing activities
- Create Creatives' synergies with other stakeholders, e.g. museums, galleries, universities, municipalities



Proposal a

Culture walks in Nicosia

Creative workshops

- Easy to implement in short term
- Authentic, interactive experience opens up mutually beneficial dialogue
- Both visitors and locals are introduced to the world of contemporary art by Creatives themselves / facilitated
- Creatives benefit from honest evaluations, perceptions, and conversations with the audience



Entrepreneurial Clinic for Creatives

A series of trainings and capacity building sessions

- Ideation
- Business planning
- Execution
- Mentoring
- Long term trainings spread over 8 - 10 months
- Generate Creatives' ideas bottom-up
- Build resilience for entrepreneurial continuity
- Innovation in Cultural & Creative Tourism



Thank you !



Argyro Toumazou – November 2019
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