LAYER HOUSE DURING THE COVID-19 PANDEMIC
Best digitalization practices

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LAYER HOUSE & CARNICA INSTITUTE

- Layer House is old building located in Kranj, Slovenia. It's a birth place of Slovenian painter **Leopold Layer** (1752-1828) and is protected as cultural heritage.

- **Carnica Institute** (cultural NGO) manages Layer House since 2010.

- Today Layer House is the **crossroads of cultural and social events** in the capital of Gorenjska region throughout the year. Art, music, creativity, education and a cosy café live the house every day of the year.

- The Carnica Institute is initiating **urban changes** in Kranj and its old town center and is participating in numerous **cultural, civil and urban renovation projects**. Carnica, together with partners, artists and cultural workers, is co-creating **the international cultural center and the artistic community**. It has developed a sustainable and repeatable business model for the management of cultural heritage sites, which was also acknowledged by research conducted as part of the Interreg Forget Heritage project (2016-2019).

→ We are one of the largest non-governmental organizations in the field of culture in Gorenjska region. In addition to managing cultural heritage facilities, we also deal with **urban renewal**, **heritage interpretation**, **music**, **art**, **film** and **literary projects**, participate in European **volunteer projects** and manage an **art residency center**.

→ Besides **Layer House**, Carnica manages also **Pungert Tower** (since 2019) , children cultural center in the Old Town. With public institute Prešeren Theatre Kranj Carnica co-manages the programme of the **Škrlovec Tower**. Carnica has 9 employees and more than 20 external collaborators.

→ Carnica is a producer of many art and music **projects and festivals**:
> Textile Art Biennial **BIEN**
> Contemporary Collage Festival **KAOS**
> Piano Music Festival **Pianopolis**
> Musicians-in-Residence Cycle **Dvocikel**
> **Artists-in-Residence** Layer
> **Art Exhibitions** Program
> **Layer Publishing House** and Writers-in-Residence

Opening of KAOS
Festival of Contemporary Collage, 2019

Exhibition Programme of BIEN 2021, Textile Art Biennial

CAVE_ME, artist-in-residency programme, пr kvadrat x BIEN 2021

Films on Vovk Garden, summer 2021 (in cooperation with ZTKK)
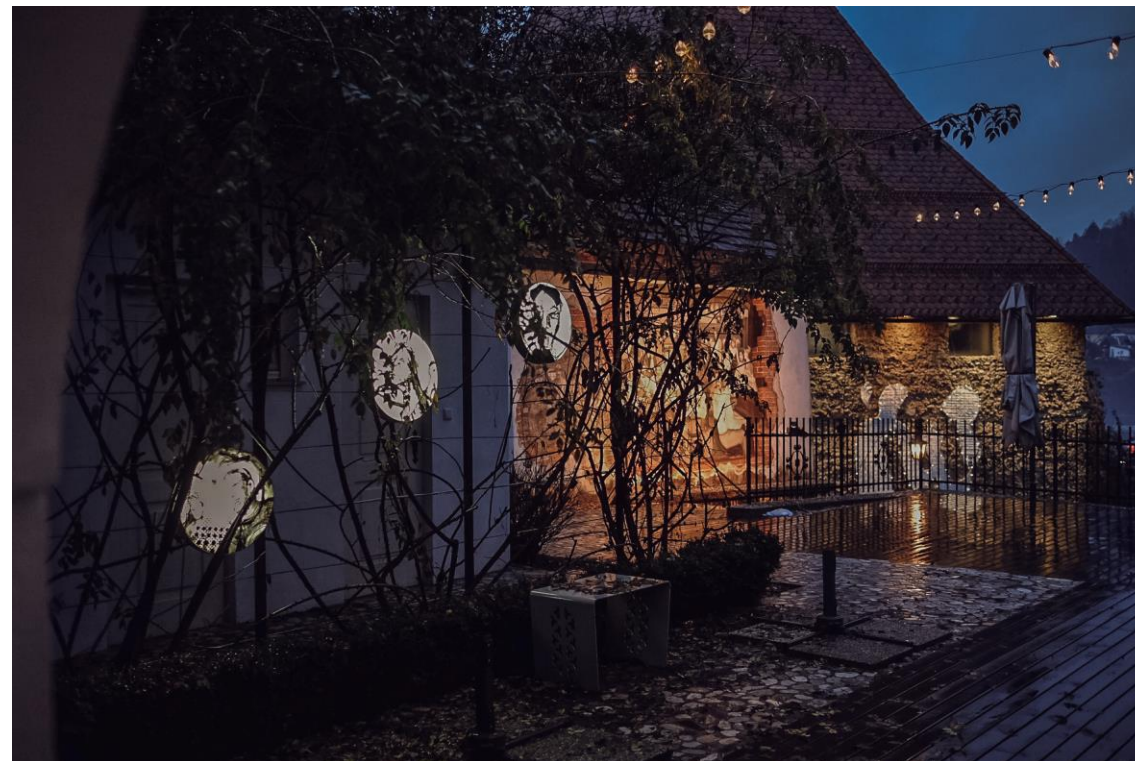
BIEN 2021, Textile Art Biennial

DIGITALIZATION PRACTICES

- For Carnica Institute Covid Pandemic was a positive challenge how to give our existing events and projects a **surplus value** – **digital form**. We haven't stopped doing our events, we have transformed physical events in digital ones.

- <u>Very important</u> >> the capability of fast organization and transformation in digital form, the knowledge, skills & open mind of the team to do such process

- <u>Digitalization of</u>:

concerts >> **live stream** on Facebook
exhibitions >> **virtual exhibitions** + **video presentation of artists** (Facebook, Instagram, YouTube, web page)
symposiums >> **online symposiums** via zoom, streamed on Facebook event
artist talks >> **IGTv**, **Facebook**
guided tours >> **IGTv**, **Facebook**

- <u>Hybrid Events</u>: physical + online (Dvocikel 2021, Prešeren Day 2021, BIEN 2021, KAOS 2022…)

Pliš, Pre-Christmas Concert, 2020 (live stream)

Andreja Eržen, exhibition on Prešeren Day, 2021

Andreja Eržen, exhibition, 2021

Dvocikel (2021): Mateja Fi x Sašo Vollmaier, live stream

Umetnost na čakanju / Art on Hold project, 2020 and 2021

Impresije iz osame / Impressions from isolation, 2021

KRA KRA PROJECT
PODCASTS AND VIDEOS ABOUT KRANJ CULTURAL AND NATURAL HERITAGE

layer.si/krakra/krakra-en/

- Layer House together with BSC Kranj in 2021 started to organize KRA KRA project within EU Erasmus+ project **O-City**.

- KRA KRA is a **creative tool for the education of the young generations** about cultural and natural heritage and the usage of multimedia.

- We've created a website for presentation of video podcasts and prepared webinars for teachers with video tutorials on creation of podcasts, information gathering, production of videos etc..

- Collaboration with Primary Schools > We've invited more than 100 teachers > 20 teachers responded

- We've organized 2 online events for teachers to watch educational videos and also participate with questions, doubts, opinions.. Teachers started mentoring their pupils in the last triad about video podcast production in the classrooms + with practical work - they went on the terrain, in the old city center where they have recorded video and photo content. We've collaborated with cultural institutions - Gorenjska Museum, Prešeren Theater and Kranj City Library. After 1 month > first results > 7 video podcasts about Kranj cultural heritage.

- 2nd phase of the project followed in autumn 2021 > podcasts about natural heritage > ongoing project.

- KRA KRA **project encourages active learning about cultural professions** and Carniola's **cultural and natural heritage**. Students themselves become **creators of multimedia content** (video and podcasts), with which their classmates and lower grade students acquire knowledge about culture in Kranj in a way that is today closer to children and adolescents.

- We are adapting to the **new reality** and encouraging young people to actively create even in pandemic time, despite the limitations. We want to further develop the content and technical materials in the future and include new student products in the project. The goal is to make the online platform **a modern tool** in cultural education in the long run.

- The project is supported by the Municipality of Kranj, on the same hand the cooperation of public (and private) institutions in the field of culture and education is being strengthened.

Thank you!

Visit layer.si or write to info@layer.si for more information.