

ANYBODY - ESSENTIAL - KNOWLEDGE



'hidden values' workshop

short description / what?

Multilayered workshops that bring the focus on the city plants and encourage inhabitants to engage with them.

Goals / what for?

- 1) show the knowledge and explain the work of the green-workers to inhabitants
- 2) highlight the individuality of the green-workers
- 3) give the green-workers a place to share but also to develop his or her knowledge on the plants, with the opportunity to approach them from another point of view, thanks to the expertise of the creative.
- 4) help the inhabitants connect with, and use the greenery in their streets
- 5) trigger more respect for the greenery, and for the green-workers
- 6) allow the workers to get direct feedbacks (and gratifications) from the participants

constraints / be careful that:

The knowledge that is needed to guide those workshops is different from what green-workers are currently asked to do. 1) they need some botanical knowledge to be able to recognize the plants and tell stories about them. 2) they need to be able to talk to a group (social skills). That is more difficult than only having to recognize what plant is the “official” plant (removing all the others), which is what they are asked for currently.

However, I argue that this extra knowledge is precisely what gives the workers motivation. Most of the team-leaders have a botanical background, and they exchange questions about certain plants they have seen at work. I suggest that giving them more space to develop knowledge about the plants (the core of their work) and also opportunities to share this knowledge with their workers would reinforce the motivation and cohesion of the team.

Regarding the social skills, being able to talk to people and adapt to the public, I think that is very good skills to train the workers with, in order to help them integrate another “regular” job. However that it is not so easy, and the presence of another person to co-lead and animate the workshop is necessary, at least for the first editions.

Reasons / why?

I think that a lot of the clichés and misunderstandings come from the fact that inhabitants and green-workers hardly meet. Most of the time they only see each other's trace, or exchange information indirectly (via buiten-beter app for example, or via the phone number of Ergon) and when they do, it is mainly regarding conflicts. Thus in a not-so-open situation, that does not really give the space for real dialogue.

I am persuaded that a "real" meeting is a very good tool to make clichés fall and build people's respect for the green-workers.

The format of workshop is in that sense very interesting. First, it is something pleasant that people do in their leisure time to develop knowledge about something that interests them. It is something that people can talk proudly about to their social circles. Second, it happens over a longer period of time (usually a day, at minima several hours) and therefore it allows for more details and narration, really bringing participants into the green-worker's reality. Then, because it is meant for a smaller amount of people and since it often includes informal moments such as lunch or coffee break, workshop format gives participants and workshop leaders a lot of occasion to get to know each other, and it is the right format to be more personal and highlight the individuality of the green-worker. Last, workshops make it possible to address all senses of the participants, making direct (bodily) contact, which is a good complement to the somewhat distant texts and images. It also gives the green-workers direct feedback that might motivate him or her, and give meaning to his or her work.

Partnering with other organisations offering workshops allows Ergon to address a wider public and grow its network. It also allows the green-workers to look at the core of their work (the plants) in another angle, and grow in their work.

How to?

*Hidden values,
a multiple workshop
to create (or find?)
satisfaction from
what lies around us*

FLAT FRIDAY

TU/e SUMMER UNIVERSITY

Ergon

Program of the day:

10:00 - 10:30	10:00 - 10:30 welcoming group + explaining printing technique and showing example
10:30 - 11:30	10:30 - 11:30 a walk in the neighbourhood (with a green expert) looking/learning at the plants and collecting some.
11:30 - 11:45	11:30 - 11:45 break
11:45 - 12:00	11:45 - 12:00 preparing spread/drinks with the wild plants
12:00 - 13:00	12:00 - 13:00 eating all together
13:00 - 14:00	13:00 - 14:00 break
14:00 - 17:00	14:00 - 17:00 printing monotypes with the plants collected

->General :

I have developed a workshop format (together with Sixtine Blandin, under the identity of our collective, Flat_Friday) that can be reused. This workshop was created for the summer-school of the TUE and addressed to the students and eventual staff, but it could easily be adapted to other contexts. We successfully held the workshop in July 2020 with Chantal Bosalie representing the green-workers.

I am also developing another series of workshops with designer Leif Czakai (he is also community manager of the cultural institution Baltan Laboratories, in Natlab) and Hugo Pilate. We will be partnering with Drents Dorps hoofkwartiers, a social buurthuis in Strijp. These workshops are yet to be funded and tested. They present the novelty of linking green in our cities and in our digital worlds : how do we create, perceive and use plants online and offline? The ambition is to address inhabitants that are more tech affine and/or younger.

You can see the content of the two workshops in the “research” part. Here I would like to draw general characteristics of the workshops :

- >The workshops are done in partnership with another public organization that can host and sometimes co-fund the workshop. It is indeed important to hold the workshop in a space that is recognizable (university, cultural space, social space...) and to have access to a network of potential participants that follow this organization’s news and events.
- >The workshops are multi-layered and have a hands-on component. They bring together the green-expertise with a craft, a technique, another field of reflection, anything that makes the workshop more attractive and that make sure that there is something tangible that the participants can get satisfaction from, and in most cases, bring home.
- >Therefore the workshops also need the collaboration with a “creative leader”, artist, craftman or thinker who can link the expertise of the green-workers with something else and make the workshop a complex, interesting program. The creative leader takes the lead in term of organization and help the green-worker with the social part (animating, guiding the participants). In some case, the creative leader can be someone from the public organization.
- >The catering part is done with at least some plants that can be found in the public greenery.

contact / recommendations:

Green expert, amongst Ergon :

-Chantal Bosalie (Woensel zuid) led the tour with the TUE students, and she also gave a pruning workshop last DDW. She has a lot of knowledge and likes to take that leading position.

-Erik Donders (Gestel) presented my graduation project during my graduation and at the DDW. I think that he likes that teaching position as well.

-Bram (Tongelre) is quite close to the nature and has a lot of knowledge, but I don't know if he likes to speak to a public.

-Ton (Tongelre) has a lot of knowledge, but does not like to lead a group. He could participate in the preparation, or maybe record his voice for a podcast.

In general, I think it would be possible (and good) to create a core group of green-workers (mainly voorman) who are interested in engaging with the city plants and building knowledge.

Creative leader :

-I would be more than happy to take that role, and I already have knowledge and experience. I could do it with my collective Flat-Friday when it comes to cooking and/or printing; or with other designers/artists when we look for other expertise (such as the digital input of Leif and Hugo).

-Leif Czakai is community manager at Baltan and he also is experimented with workshops giving. Moreover he can speak dutch.

Organization that could host/co-organize and co-finance the event :

- TUE Eindhoven appreciated the “hidden values” workshop. We could propose to do more of those, and maybe have deeper sessions for the ones that participated already. We were in contact with Marcel Schneiderberg , his mail : marcel@msproducties.eu

- MU just started a program called “play and learn” they could be interested in the workshops that lead to digital world. Their contact : +3140 296 1663 ; mu@mu.nl

- We were told after our workshop that Sietske Aussems from Braintours would be interested as well. She indeed does tours and workshops about typical Eindhoven matter, so that fits well. Her contact : 06-41 88 08 88 ; info@braintours.nl

- other schools might be interested to do workshop with Ergon greenworkers, to teach students about some ecology points and that could be linked with their art program.

- buurthuizen might have some budget for such activities that would highlight the neighbourhood and bring people together. Drents Dorp hoofdkwartier might be an example.

-in terms of co-funding : we should try the BuurtCultuurfond <https://www.cultuurfonds.nl/fonds/buurtcultuurfonds-provincie-noord-brabant> and Cultuur Eindhoven might have some money available as well.

research

This is a proposal for the workshop linking up green maintenance to the digital world. This workshop did not happen yet and still needs to be funded.

Our team of designers and curators intends to organize a series of public events comparing the use of green spaces in the city of Eindhoven and in video games. The hope is to engage a wider public across age groups and professional profiles, to explore the relationship they have with their green environments (online and offline) and discover how much these are being shaped by a diversity of actors who put a tremendous amount of work into designing, bringing them to life and maintaining them.

The sessions will be held in the wider Strijp neighbourhood in partnership with several local organizations including Baltan Laboratories, Drents Dorp hoofdkwartier, Ergon and Gamerroom240. We will host talks, workshops, and create a gaming exhibit, showcasing the many overlaps between the role and use of vegetation in the digital and physical spheres.

In each session we will make use of the parallels between the urban vegetation and vegetation in video games. Each session will consist of a practical workshop with real vegetation, hands-on in the city, and a practical workshop using video game formats.

We will look at the process of designing urban landscapes and the plants within them. This laborious process, in both disciplines, is mostly hidden in plain sight. Calling attention to the creativity, communal expertise, and effort that goes into caring for the vegetation in both virtual and digital spaces can give valuable insights on their importance in both of these worlds.

The formats will create a platform for Eindhoven residents to come together and learn about the hidden work that goes into keeping their city green and healthy. It will also shed light on the many forms innovation can take especially in creative industries like video gaming.

Description of the workshop “ hidden values” held with the TUE.

Chantal Bosalie (green worker) helping students of the TUE to find « hidden values » in the city !

About 7 students of the TUE parked their bikes in Amazonelaan 1A, one of the Ergon green workers' location, on a Thursday morning (the 23rd of July). They came from all backgrounds and were curious to discover some of the hidden values of Eindhoven (the plants!!), and look at their street with new eyes. Chantal Bosalie was there for them! She welcomed them and quickly told them about the Kwaliteit Catalogus and all the maintenance work it requires. Then everybody followed her in the neighbourhood, and started to look at -but also smell and sometimes taste! -the trees, the grass, the plantsoen... Chantal is very knowledgeable and had a lot of stories to tell, and the students had a lot of questions for her. We had to stop after 1:30 hours to have lunch! We all met again in the Zwarte Doos (TUE site) for a lekkere lunch prepared with Cécile Espinasse and Sixtine Blandin with ingredients they had collected in the streets : hondstraf quiche, melganzevoet-feta pie, duizenblad couscous salad, zevenblad gaspacho... why go to the supermarket ?

In the afternoon we made artistic prints from collected plants, because those wild plants and herbs are often not only delicious, they are also beautiful! Using the technique of monotype, under the direction of Sixtine and Cécile, we could reveal their smallest graphical details. The day finished around 17:00 around pancakes with aroniabes syrup and bramen. Everybody was enthusiastic, and we talked about doing more workshops like this one. Would you be interested to join? Then contact Cécile Espinasse (0624508504) or Thijs Franssen.

This workshop was organised by Cécile Espinasse and Sixtine Blandin (artist-designers), in collaboration with Ergon (thank you Chantal!) and facilitated by TUE.

Some pages of the booklet that was given to TUE students during the workshop :

Introduction

This workshop is done in collaboration with the TUE and with the green service of Ergon. Ergon is a company that helps people finding a job and also that provides work for those who have difficulties getting employed (if they have an handicap, for example). Interestingly, they are omnipresent in the « back stage » of Eindhoven : they work on what is necessary for a city to function on the practical level.



Cecile spent time as artist in residence within their Green Service, and that was the main inspiration for this workshop. She and Sixtine were amazed at all the rules that applies on the public greenery, at all the maintenance work that it implies, but also simply, at how green Eindhoven actually is, even if it does not really feel so. They spent much more time looking at the plants and became quite fascinated by the variety of shapes, smells and tastes that those living organisms create.

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Public Green

We rarely think about it, but everything around us has been designed. Not only buildings, roads, signs, plant... but also their maintenance.

There is a incredible amount of work to keep the city going and that is the reason why we pay local taxes (so we don't have to bother about it too much). However « bothering » about it some times can be very valuable :

- 1) one might get a pleasant feeling of gratefulness for all the workers that makes it possible to walk or cycle without machete and hiking shoes
- 2) getting acquainted with those workers gives one many more opportunity to say hi and chitchat in the neighbourhood and be up to date with what is happening
- 3) one might disagree with the design of his or her neighbourhood and want to participate in the construction of his or her surroundings, in order to feel involve and owner of his or her street.

Verrekenen op beeld via RAW-werkcategorie 51

Verharding		onkruid rondom obstakels		
A ⁺	A	B	C	D
				
Er is geen onkruid rondom de obstakels.	Er is weinig onkruid rondom de obstakels.	Er is in beperkte mate onkruid rondom de obstakels.	Er is redelijk veel onkruid rondom de obstakels.	Er is veel onkruid rondom de obstakels.
bedekking binnen een afstand van 0,50 m van obstakel 0% per m ²	bedekking binnen een afstand van 0,50 m van obstakel ≤ 10% per m ²	bedekking binnen een afstand van 0,50 m van obstakel ≤ 30% per m ²	bedekking binnen een afstand van 0,50 m van obstakel ≤ 40% per m ²	bedekking binnen een afstand van 0,50 m van obstakel > 40% per m ²
maximale hoogte onkruid 0 cm	maximale hoogte onkruid ≤ 10 cm	maximale hoogte onkruid ≤ 20 cm	maximale hoogte onkruid ≤ 30 cm	maximale hoogte onkruid > 30 cm
Meetinstructie: Onkruid rondom obstakels				

There is an impressive book, called the « quality catalog » that shows how everything should look like in the public space. It is a national document, produced by C.R.O.W., that municipalities can decide to use or not when designing the maintenance of their city and setting up contracts with the companies that will do the job (such as Ergon). Eindhoven uses this quality catalog.

Money, of course, plays a big role in the decision of the maintenance level. In the quality catalog, there are 5 levels of quality, ranking from A+ to D. A+ is the most expensive, because it asks for more work (most often, work against the natural cycle). D is cheaper and a bit wilder. The municipality chooses a quality for each neighbourhood and the companies (like Ergon) have to make the public space look always like the picture. Every month another company comes and checks it up.

As you can see, nothing is just left to be!

Chantal Boselie works in the green service of Ergon; she can tell you everything about this catalog and the different tasks that her team carries out in the neighbourhood. She will also be our precious guide in recognising plants. Don't hesitate to ask her questions, she has knowledge to share!



Collecting the plants



Eating :

Plants are impressive living organisms that produce, amongst others, our oxygen and most of our food and drugs. They are sort of chemists by nature, and the molecule they produce can do much good but also be poisonous to our metabolism. So please be careful and never eat a plant that you are not hundred percent sure to recognise (don't do like Cecile) and if you have found something on the internet, check it from other sources aswell.

Luckily today we have our expert Chantal! Also wait for us to wash them

Printing :

When collecting plants for printing there are 4 things to keep in mind :

- our press is only that big ... don't take a plant bigger than this piece of paper (or think that you will have to trim it
- don't look for pretty colours but focus on interesting shape
- try to avoid plants that are too watery, they might not resist under the press
- try to avoid stems or branches that are too thick.

Some images of the workshop :













Proposal of workshop sent to TUE organizers:

Value is something we create. Being able to look at things differently and find values around oneself makes one less dependent and less object to consumerism. Let's help the student find (hidden) value in their direct surrounding: the public space and especially the public green.

1) developing knowledge and awareness (of the maintenance that is done everyday > gratitude, on the plants that grow in their streets)

2) revealing beauty through pressure (under the etching press, the smallest piece of paper can be important)

3) eating/drinking together (conviviality is key)

Communication/advertisement towards TUE students:

What: Hidden values, a multiple-workshop to create (or find?) satisfaction from what lies around us: public plants.

How: We start by a tour with Chantal Boselie, who is a green worker at Ergon. She tells us everything about the plants that grow behind the TUE and all the invisible maintenance work behind them. On our way we collect several plants, some for their aesthetics qualities, other for their taste. When we are back you will learn how to transform those plants into delicious spreads and we enjoy a nutritious 100percent home-made lunch together. And then the real fun begins: you will learn printing techniques that will allow you to create striking images out of the plants you had collected.

Who: Flat Friday in collaboration with Ergon. See bottom for flat-friday info

Where: Meeting point in TUE, then 1 hour walk behind the campus and we go back to location.

Here is the quotation we sent to Tue organizers :

LABOR COSTS			
Starting Costs	Description	Hours (h/50€)	Costs (€)
Preparation Before	Explanation booklet content making	8	400
	Contact with green-worker and tour preparation.	5	250
Set up	Build up/down	20	1000
	TOTAL	33	1650
Variable Costs			
Starting Costs	Description	Hours (h/50€)	Costs (€)
(Depending on the days worked)			
Preparation During	Food preparation per day.	2	100
	Animation (7h/per person)	14	700
	TOTAL	16	800
MATERIAL COSTS			
Starting Costs	Description	Quantity	Costs (€)
Printing material	paper + ink	25	50
	lino	5	100
	Basic tools (scissors, pens, tape, clamps, yarns)	1	25
Cooking material	Rasps, knives, grinder, knives... + plates and cutlery	1	50
Build up/down	Car renting costs	1	50
Preparation Before	Explanation booklet printing (copy)	100	25
	TOTAL	-	300
	TOTAL incl Contingency (10%)		330
Variable Costs			
Starting Costs	Description	Quantity	Costs (€)
(Depending on the days worked)			
Food	Lunch, snacks, drinks	10	50
	TOTAL	-	50
	TOTAL incl Contingency (10%)		55