

FREED MARKET:
HOW DO WE FEED
OURSELVES?



ABERDEEN
CITY COUNCIL



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FEED MARKET: HOW DO WE FEED OURSELVES?

a durational project curated by Rachel Grant in association with the Scottish Sculpture Workshop Aberdeenshire and in partnership with Seventeen Creative hub Aberdeen, making links with the Belmont Street market.

The project asked the citizens of Aberdeen about how they feed themselves: culturally, socially and through food over a period of six months. Through the **Picnic Series** facilitated by curator Rachel Grant and local hosts, and our commissioned artists Norma D Hunter and Elena Mary Harris created a series of **Participatory Events** from August to November 2015. This culminated in a final exhibition and event 'All hands in the pot' taking place in November 2015.

We're using the following pages as an open access resource. We will share the project with you, the concepts, the methods and the events so that you might take it away and ask the question for yourself, evolving it in your own community and city and become part of the collective question: How do we feed ourselves?



Seventeen Creative hub and the monthly Belmont Street Saturday market in Aberdeen, were the locations where our artists generated public interventions and events over a period of four months. The activity encouraged dialogue between artists and citizens who inhabit the city centre to ask questions about how we feed ourselves.

Markets are a natural framework in which comparisons between food and art as commodities can be made; the producers, as artists, the buyers as audience. Markets not only exist for the purpose and value of economic transactions but can act as a place for citizens to meet and build relationships with one another.

The Freed Market aimed to open up a dialogue in which we would explore the nature of exchange within a market creating situations outside of economic structures, where our currency could become an exchange in knowledge, skills and dialogue.

SUPPORT AN EMERGING GROUP OF ENTREPRENEURS.

SEASONAL - PREPERATION - SERVICE - CONTRIBUTIE - INSTRUMENT.

INSTITUTE MCKENZIE GRIFFIN - SOCIOLOGIST
DAVE SWIMMERS
FOOD BANK
YEAR OF FOOD + DRINK

A VISIBLE OCCUPATION OF A PUBLIC BUILDING OUTWITH THE PROGRAM...

of view - politics, vegansim, rituals community GENERATED + INDUSTRY

CATERERS - POP UP BISTRO - SOPHIE & CORRIALL

ANNUAL EVENT 28th - DANCE DISCUSSION + CLOSING.

SHOWCASE - 14th - 28th NOVEMBER

PICNIC SERIES EVERY 3 WEEKS - CURATOR + HOSTS TO CONTRIBUTE EQUALLY.

ARTISTS EVENTS [TEMPORARY - POWER]

BRITISH SCULPTURE WORKSHOP

FREEED MARKET

EAT OR HEAT. NOT ABLE TO FEED OURSELVES?

TEMPORARY + PARTICIPATORY. DISCUSSION - SOCIAL PROPS - VISIBILITY

THE PICNIC SERIES

'Freed Market' is a term to describe an idealized economic structure in which markets themselves are 'a space not only for profit – driven commerce, but also spaces for social experimentation and grassroots activism...under this ideology market processes can – and ought to – include conscious, coordinated efforts to raise consciousness, change economic behavior and address issues of economic equality and social justice'.¹

In the form of a picnic, each participant was invited to bring along a food dish to share. The picnics ran every third week of the month at Seventeen Creative hub.

The format for this group looked at the idea of the importance of self-organised networks; through discussion, sharing skills and knowledge we can be empowered to be active within our own environments.

On a localized level it also takes on the question of how we, as a community might occupy a publicly funded building like Seventeen outside of their regular program, with an opportunity to curate our own questions to explore in a shared environment.

Under this question of How we feed ourselves? Each picnic took an emerging point of view with invited local picnic hosts.

¹ Editors: Gary Chartier & Charles W. Johnson. Selected essays 'Markets not capitalism: Individualist anarchism against bosses, inequality, corporate power, and structural poverty'. P.15

FRESH MARKET: HOW DO WE FEED OURSELVES?

PICNIC MANIFESTO

We will engage in the question "How do we feed ourselves?", through culture, social relationships and food. This will be our common ground, our framework to expand on.

We will each bring one dish of food to share with each other.

Each picnic will take on an emerging point of view, generated by its own members.

We will work as a self-organised community. There will be no hierarchy. Members are facilitated to contribute equally, to share and receive, to learn and to teach, to talk and to listen.

We will maintain a friendly, open and honest environment where people can talk - there is never a wrong answer.

New participants are always welcome, existing members are encouraged to invite others along.

We will occupy the space of Seventeen culture hub, Belmont Street, Aberdeen. Meeting every three weeks.

The picnics will be used as a research tool, looking at the possibility of generating fresh associations and gaining new knowledge when uncommon people share the same table.

The picnics will be documented with a focus on conversation, the community and the occupation of Seventeen, physical outcomes are not a necessity.

PICNIC CONSULTANT

NAME :

TOPIC / THEME :
(CAN BE POSED AS A QUESTION)

FOOD SERVED :

ARTISTS INTERVENTIONS

Two artists were commissioned to facilitate a series of temporary events running from August to November 2015, and produce a final showcase of work. They were encouraged to support and collaborate with one another, creating situations where they can learn from one another. As part of the program it was specified that one of the artists should be in their early career stage.

Norma D Hunter

For *Freed Market: how do we feed ourselves?* Norma made and lead performative walks, and hosted participatory events both in the local farmers' market and inside Seventeen creating situations where discussion and reflection with the people of Aberdeen was made possible around many of the key concerns for us all in the 21st century in regard to our consumption, food was used as a metaphor for all things consumed.

Elena Mary Harris

In the *Freed Market: How do we feed ourselves?* project Elena's focus was in building a relationship with the wider community of Aberdeen, and specifically the Belmont Street Market, she developed a series of workshops and events that relate to the historical and contemporary context of food sharing within the city. This activity had a focus on the use and development of a tandoor oven built from recycled plant pots, whilst developing collaborative recipes with the market stall holders of Belmont Street.





PRODUCTION, CONSUMPTION AND BEYOND

A performative walk with Norma's 'Food Safe' highlighted the already established journey of surplus food between two Aberdeen organisations, The Allotment Market Stall (TAMS) and Community Food Initiatives North East (CFINE). Both organisations support each other through an initiative where volunteers transport surplus, locally grown food from the allotments to CFINE a leading foodbank social enterprise.

In the beginning stages of building her own tandoor oven from recycled material, Elena visited the market stall holders on Belmont Street collaborating with them on recipes for the tandoor that use their own produce. She invited participants to also experiment with Lithography printing using a pasta maker. A method she had been using in her own studio development



WELL FUNCTIONING MARKETS?

Stemming from the knowledge that traditionally Aberdeen's markets have had a strong relationship with access to water, Norma ran performative walking tours around the center of the city. She asked participants to discover where in the past these public wells were, sharing facts, fictions and creative ideas along the way. The tours were also an open question to look at where (if anywhere) we can access free public water in the city today.

Developing the narrative of the tandoor, Elena took the opportunity at his event to cook with it on Belmont Street. Using the market stallholders produce and recipes she provided tasters of the food prepared throughout the day and shared her methods and recipes. Participants also contributed their own recipes to the project.





KNOWLEDGE AND CHOICE

For this event, Norma had her own stall amongst the regular stallholders at the Belmont Street market. She invited participants to forage for unmarked and unbranded food by literally having to detect it and dig it up. Those brave enough to eat it were rewarded with a wrist band with the message 'Always your choice'. To highlight how we are influenced by the food industry to impose our own food controls.

Having developed the tandoor for herself, Elena ran workshops in which participants could make their own tandoor oven passing on this knowledge to others. Elena shared the collaborative recipes and relationships she has been developing with the market stallholders. Participants could take away their own ovens as a functional object to be used in the future



MEET, MAKE, SHARE

For this event the artists invited a more relaxed, and intimate form of engagement. They used the site of the Freed Market: How do we feed ourselves? exhibition to hold drop-in workshops that focused on participatory making activities using accessible, and domestic materials.

Elena used the process of kitchen lithography, pressed within a pasta machine that was within the exhibition itself. The visual print grew in length as more people contributed to it. Norma used salt dough as a material for sculpture. Participants outcomes were baked instantly in the Seventeen microwave, and taken away with them.



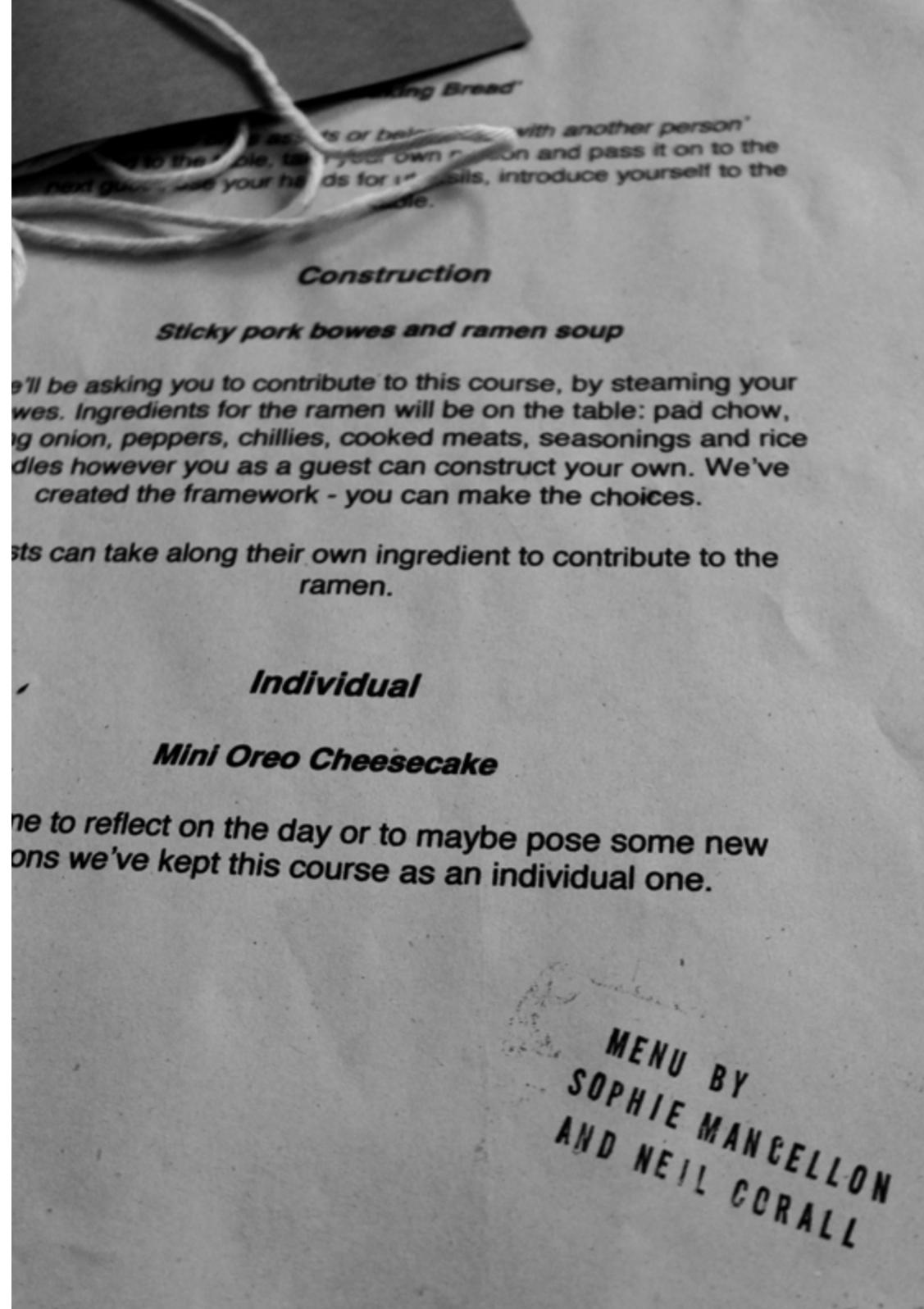
ALL HANDS IN THE POT (DAYTIME DISCUSSION)

At this final event, *All hands in the pot* the project members and associates came together to look at the question and the events from their own emerging points of view.

It was an opportunity to gather those associates who were intrinsic to the project into a shared space, through the common ground of the Freed Market project.

We aimed to create an open environment, facilitating a discussion in the middle of the exhibition space, sharing tables, food and conversation. Participants were mixed with project members to create a situation where people were facilitated to contribute equally.

In supporting our local cultural economy the thematic food served was created by local entrepreneurs and food lovers Sophie Mancellon and Neil Corall.





HOW DO I FEED MYSELF?

As an artist, community worker or activist you can facilitate your own Freed Market. Take this away, use it as an opportunity to raise these questions in your own community, city or country.

If you would like to have a further conversation about facilitating your own project, or aspects of the project please contact the curator:
rachelagrants1@hotmail.co.uk

- EMPOWERMENT
- COMMUNITY
- ACTIVISM.

LOCAL HOSTS

EMERGING POINTS OF VIEW - RITUALS, VEGANISM, POLITICS.

FINAL EVENT DISCUSSION.

(BEYOND THE PROJECT)

HOW DO WE FACILITATE OTHERS TO BECOME MORE ACTIVE? ACROSS CITIES AND COUNTRIES.

PICNIC SERIES (EVERY 3 WEEKS)

AN EXHIBITION

ARTISTS EVENTS (TEMPORARY)

PRODUCTION IN THE EXHIBITION

- ORGANISATIONS
- CFINE
 - TAMS
 - ROWETT INSTITUTE
 - MARKET STALL HOLDERS

SEVEN NEW CREATIVE HUBS

- OCCUPATION OF A PUBLIC BUILDING
- CURATING YOUR OWN QUESTIONS

SCOTTISH SCULPTURE WORKSHOP

MEET, MAKE, SHARE

PRODUCTION, CONSUMPTION, AND BEYOND THE SPECTACLE...

KNOWLEDGE + CHOICE WELL FUNCTIONING MARKETS

EAT OR HEAT?

MARKETS AS A SIGN OF CULTURAL HEALTH?

FOOD

CULTURALLY

THE BELMONT STREET MARKET

SOCIALLY

COLLABORATIVE

ARTIST
- ELENA MARY HARRIS
[EARLY CAREER]

ARTIST
NORMA D HUNTER

CURATOR
RACHEL GRANT

EXERCISE IN SWAPPING PRACTICE
- HOW DO WE BUILD EMPATHY FOR EACH OTHER

DISCUSSION

- TEMPORARY INTERVENTIONS
- OBJECTS VERSUS WALKING
- ART AS SOCIAL PROPS?

PROCESS OF EXCHANGE?

