



Nordland  
COUNTY COUNCIL

# CULTURE STRATEGY 2018 - 2021



## Introduction

Culture Strategy Nordland 2018-2021 aims to make the cultural scene an important aspect of social development. It is an initiative which highlights certain **selected priority areas** which will lay the foundations for the main initiative over the coming years.

The objective of the culture strategy is for:

*Art and culture in the county to play a bigger role and make a stronger contribution to social development in Nordland. Cultural life in the county safeguards diversity and leads more people to consider being in Nordland both exciting and enjoyable.*

The strategy has **children and young people** and **provision for all** as consistent perspectives. These are pillars on which the development of Nordland society must be built and which must form the basis for all work relating to cultural offerings aimed at the population.

Every child and young person has a right to a secure childhood where they can be heard and have opportunities to learn and enjoy good experiences. Experiences which are based on quality are essential for good and healthy development.



*Photo: Ernst Furuhatt*

## Initiative areas

### Cultural focal points

Nordland has built up and is contributing to many institutions around the county. Examples of this are regional and local culture centres, the Hamsun Centre, the Adde Zetterquist art gallery, the Nordland Visual Theatre, Music in Nordland and Nordland theatre and festivals. This has made art and culture accessible to the masses.

The museums play a pivotal role in the management of our shared knowledge. In partnership with other museums and institutions, their role as key social stakeholders can be developed further.

Nordland has a number of national parks, as well as the Vega Archipelago World Heritage Area. Green tourism is becoming increasingly popular and a closer collaboration between the national parks within profiling and other areas will help to boost this type of tourism further.

**Strategy:** *A closer collaboration across institutions, disciplines and stakeholders shall help to boost the provision of culture in Nordland.*

### European Capital of Culture 2024

Bodø aims to become European Capital of Culture in 2024. It is anticipated that the application process itself will have benefits for the whole of Nordland and really put Bodø and Nordland on the European map.

Nordland County Council is an important collaboration partner in this work and will contribute both expertise and resources. The county council's role will also involve contributing to and ensuring that initiatives take place throughout the county.

**Strategy:** *Strive to ensure that Bodø is awarded the status of European Capital of Culture and ensure that the whole county receives a cultural boost through the project.*

## Diversity, breadth and recruitment

In Nordland, the intention behind the culture policy is a cultural life which is adapted to a diverse population and which reaches new groups of people. We must also ensure that more young artists in and from Northern Norway work and establish themselves in the region, something which will give us increased competence. The opportunities that stem from participating in regional political arenas must be exploited to a greater extent in order to increase competence and establish a large contact surface.

**Strategy:** *An increase in all types of productions shall contribute to greater breadth and offer everyone better opportunities to participate in and experience art and culture.*

## Interaction and cooperation

Continuing participation in international networks is helping to raise awareness and is vital in order to achieve the goals of a closer and better collaboration between the various cultural institutions of Nordland. An active and broad international collaboration contributes both to the development of art and culture and to good co-existence across national borders.

Many groups and organisations make vital and wide-ranging contributions to society. The conscious use of and partnerships with local groups and organisations is important in order to develop society and increase activity, security and sustainability.

**Strategy:** *Collaboration shall be used as a tool to build new relationships, new knowledge and new opportunities. External financing opportunities shall be utilised to a greater extent. Volunteerism shall be safeguarded in order to raise the level of activity, security and sustainability. Joint productions shall be stimulated between the cultural institutions and between the professional and independent scenes.*

## Culture and quality of life

Vital work is being done by the county council within the field of public health. We know that physical activity, mental health and nutrition are important, but participation in cultural life is equally important. A conscious initiative relating to art and culture, from both a public health perspective and other perspectives, is vital for the development of society in Nordland.

Within sport, the work and activities of many organisations are based on volunteerism. The task of the county council is to stimulate and support aspects of sport which promote better public health and general social development. Sport is also an important social arena.

**Strategy:** *We shall strive to improve wellbeing, living conditions, physical and mental health for the entire population of Nordland. The county council shall be a driving force behind the creation of arenas where people can take part, either on their own or together with others.*

## Multicultural culture

Culture has always developed through impulses from external sources through international contact and through inward migration. Nordland society needs a cultural diversity with impulses from many cultures. The professional cultural scene must reflect the cultural diversity that exists in the region. Multicultural meetings and a higher profile of different cultural communities must be stimulated. Voluntary groups and organisations will be important in order to ensure good integration and participation in social life.

**Strategy:** *Strengthen schemes specifically aimed at those who do not normally seek out art and culture. The development of a diverse range of art and culture, both locally and regionally, must be facilitated.*

## Sami culture

Sami cultural organisations and language and culture centres are important arenas for strengthening Sami culture and Sami art and cultural expression. Sami language and culture in Nordland must be strengthened through a good and close collaboration between the cultural institutions and Sami cultural environments. The professional cultural institutions must take responsibility for producing and disseminating Sami art and culture. Every child and young person in Nordland must have access to Sami history and culture as a key part of our common cultural heritage.

**Strategy:** *Strengthen Sami identity through targeted initiatives aimed at children and young people. Contribute to greater awareness of Sami language and culture through a targeted initiative aimed at disseminating and improving access to Sami art and culture in the county.*

## Agenda-setting art

Art and culture can play an effective and concrete role, viewed from the perspective of democracy. It can set the agenda, make important statements in public debate and contribute to opinion-forming and development in every single individual. There must be room for expression and productions which push the boundaries, which dare to be different and which challenge people in unexpected ways. This type of offering and production is dependent on the public and private sectors having the courage to be open to what is perceived to be different.

**Strategy:** *The production of culture and artistic expression which is experimental, playful and challenging shall be encouraged and stimulated. This also applies to productions and activities which reach out to new groups.*

## Arenas and exhibition and performance centres

To increase artistic and cultural production, good and better arenas are needed where art can be produced and presented and which enable the population to participate. A good framework is essential in order to develop new talent and thereby help to increase the number of productive artists active in the county. The municipal and county authorities must play an active role in the development of the necessary infrastructure such as studios, joint workshops and arenas which can also be a virtual meeting place.

The libraries should have a central role in the further development of cultural life in Nordland. There is a need for partnerships between the municipal and county authorities in order to boost art and culture.

**Strategy:** *Work is under way to establish a more diverse range of centres for activities, production and arenas for dissemination, and a stronger public sector engagement for Nordland Visual Theatre. The municipal and county authorities use the libraries to give art and culture a boost. A feasibility project shall be initiated to assess the basis for establishing an institute for visual art in Nordland.*

## Culture and commerce

In the years to come, it will be vital to facilitate greater value creation based on Nordland culture, art, cultural heritage, history and traditions.

Arctic architecture emerges from the ability to adapt and draw on a knowledge of the region's nature and climate. Good architecture is based on expertise within

other fields such as crafts, technology and art. The county's unique coastal landscape and culture are resources which should be given a bigger role in architecture. Together with Artscape Nordland, architecture must be used as a resource.

**Strategy:** *A stronger interaction between nature, art, architecture and local culinary traditions shall be promoted which can offer memorable experiences. This is a key factor in the development of tourism and the experience economy.*

*Greater value creation in the creative industries based on culture, art, history and traditions from Nordland shall be promoted. The development of digital tools and solutions for use in the experience industries, film, plays, artistic expression and the dissemination of cultural heritage and archive material shall be facilitated.*

## Literature and Film

The North Norwegian Culture Agreement 2018 – 2021 targets literature and films as thematic areas. Good literature offers an excellent starting point for film scripts. Initiatives in these two areas must therefore be viewed in context. Strengthening of the production and dissemination of North Norwegian literature is pivotal in the North Norwegian agreement. Initiatives must also result in a boost for literature for children and young people.

Film can be a strategic industry in itself, but it must also be viewed in the context of a general initiative regarding other creative professions which develop digital media. Productions are based on diverse knowledge and creativity. Initiatives relating to film will therefore also help to develop other disciplines and can form part of a general strategic commercial initiative.

**Strategy:** *Strive to ensure that the increased production and dissemination of literature from the region is widely known. Literature for and by children and young people is included in the initiative.*

*Efforts shall be made both to ensure that more films are produced in the region and to develop a stronger film environment in the county.*

## Cultural heritage

Cultural heritage and cultural environments represent environmental, cultural, social and economic values. They are vital for the identity, wellbeing and self-understanding of individual people. They give places their special characteristics and uniqueness. The aim of the cultural heritage policy is to manage cultural-historical values in the long term as a cultural and environmental resource base for tomorrow's society. In such a context, older buildings and the conservation thereof will be an absolutely pivotal element, both as historical objects and as an arena for the training of restoration craftsmen and women.

Intangible cultural heritage is also vital.

***Strategy:*** Reinforce and publicise, both nationally and internationally, the work relating to Nordland's tangible and intangible cultural heritage.

