



ANNUAL REPORT

January 1 - December 31, 2007

Submitted by:
Violeta Simjanovska
Executive manager

FOREWORD

I am pleased to present the Annual Report for the Performing Arts Center MULTIMEDIA. This report provides a summary of the many activities carried out by team for the period January 1 – December 2007. The report records that we met all of our programme goals and targets.

Our major challenge for 2007 was setting the vision for development of the organization. The Strategic plan set the priority programmes, the resources and needs of the organization and 2007 was a test for a new and more improved leadership and programming. The paper accepted by the team members lead to more participatory and systematically lead organization.

I believe that PAC Multimedia was successful in 2007 through the sincere involvement and personal contributions made by its team.

Enjoy reading!

Violeta Simjanovska

Executive manager of PAC Multimedia

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THE VISION:

PAC Multimedia vision is to become a center of excellence, in the community well integrated and internationally widely recognized as such, an initiating force in creating and developing new standards of living in a wider cultural and social context in Macedonia and in the region (Balkan).

THE MISSION:

All we do is to focus to the values that society is gaining through arts and culture, thus performing in practice the values of a democratic society. PAC Multimedia is engaged in performing higher professional standards in transfer of knowledge and experience, bringing together innovative art, public debate, research, education, life-long learning and socially engaged work.

PROGRAMMES:

In 2007 we revised the Strategic Plan for Development of the Organisation and set the following programme priorities for the period 2007-2010 are the following:

CULTURAL POLICY AND RESEARCH

ART AND COMMUNITY

ART AND GENDER

OUR WORK IN 2007:

In 2007, PAC Multimedia mainly worked on the Art and Gender Programme. The Programme was supported by European Commission Programme and other European and International bodies.

The activities for the Culture Policy and Research Programme were programmed to start in September 2007 and in the first half of the year a fund-raising activities took place.

PAC Multimedia was also involved in research activities as part of regional research on virtual culture and cultural tourism presenting the case of Macedonia.

During the year, the team was involved in several regional and international trainings as part of their capacity-building.

2. Activities by Programmes

2.1 CULTURAL POLICY AND RESEARCH PROGRAMME

2.1.1 Project: Local cultural policy; strategies for local cultural development)

Duration: September 2007/ February 2009

Funding: European Cultural Foundation, US Embassy in Skopje, contribution by the involved municipalities, private companies and the organizer.

General goal of this project was to define an efficient system of mechanisms in the area of culture that would lead to a systematic cultural development of the municipalities that are chosen, namely Resen, Debar, Probishtip, Negotino and Strumica i.e., to define the local cultural policy of the municipalities.

The project was designed in order to promote discussion, identify challenges, exchange best practices and disseminate knowledge concerning the current role of culture urban governance, from city objectives (policy making and programs) to the methodologies (research methodologies or strategic planning).

As part of the project, the following training modules were implemented in 2007:

Workshop 1: “Legislative framework and proposed directions for local cultural development in Republic of Macedonia”, 28- 30.09. 2007, Debar

Workshop 2: “Mapping Cultural Resources”, 08- 10.11.2007, Probishtip

The project continues in 2008.

2. Activities by Programmes

2.1 CULTURAL POLICY AND RESEARCH PROGRAMME

As part of the programme, PAC Multimedia took part in the **International symposium Virtual Culture and Its Impact on Cultural Tourism: Experiences from South-East Europe** organized by the Culturelink Network/Institute for International Relations took place on 14-15 June 2007 in Zagreb, at the Lisinski Concert Hall. It was supported by the UNESCO Office in Venice, with help of the Ministry of Culture; Ministry of Science, Education and Sports; City of Zagreb Office for Education, Culture and Sports; and sponsored by the Lisinski Concert Hall, DEKOD Telekom Ltd., Zagreb Tourist Board and Event Ltd.

Thematically, the Symposium focused on measurable methods of cultural institutions'/ organizations' virtual presence impact on cultural tourism development. The aim was to offer exact data on usage of those websites by the tourists using the on-line sales technology of tickets/souvenirs/venue rentals/downloads etc. Therefore, the Symposium presented best practice examples from Albania, Bulgaria, Croatia, Macedonia, Montenegro, Romania, Slovenia and Serbia as to map the situation in South-East Europe which would serve as the basis for future comparative research in the related countries.

The presentation by PAC Multimedia was focused on the Macedonian context of ICT use among cultural organizations.

2. Activities by Programmes

2.2 ART AND GENDER PROGRAMME

2.2.1 Project: “Thought woman’s eyes: debates on the quality of life of women in Macedonia”

Duration: February 2007/ May 2008

Funding: European Commission, OSI Network (Ease-East Regional Programme) and the organizer, Embassy of Democratic Republic of Germany in Skopje and the Embassy of the Kingdom of Nederland in Skopje

Through women's eyes was a process oriented project that promotes non-formal education and intercultural cross-border communication for **young women**, by using art as a tool for social integration. It intended to create a **platform** where young women with fewer opportunities from **Greece, Macedonia, Serbia and Montenegro, Albania, Germany and Slovenia** as well as young artists engaged in social issues, can work together with international experts in few phases in order to assess, discuss and develop new knowledge, skills and qualifications for their future work. In addition, this project opened the question of empowerment of women in general and particularly in the Balkan, so that they are able to make a contribution and determination of the gender policy in their countries.

Activities implemented in 2007:

- **“Through Women’s Eyes”**, International exchange project, program ”Art and Gender” , organized by PAC Multimedia, included young artists from Artens, Greece, Akcija, Bosnia and Hercegovina, NGBK, Germany, Debalie, Holland, City of women, Slovenia, Culture and Community, Albania, Ministry of Labor and Social policy of the Republic of Macedonia and Multimedia Center Mala Stanica, Skopje, 31.01-04.02.2007 Mala Stanica, Skopje
- **8th of March Street Action, Subversive interventions in the Public space**, part of the project “Through Women’s Eyes”, 07-08.2007, Skopje
- **National Debate: Development, Labour and Gender**, part of the project “Through Women’s Eyes”, **23-24.04.2007**, Stip
- **National Debate: Women, Ethnicity and the Labour Market: the cultural observation of labour and challenges for young woman**, part of the project “Through Women’s Eyes”, 23.05.2007, Tetovo

- **Regional Debate: Women, work and media representation**, 26.06.2007, Tetovo
- **National Debate: Women, religion and development**, 26.09.2007, Bitola
- **National Debates: Women and science; Women and the media transfer of the knowledge**, 16.11.2007, Skopje
- **National Debates: Women, reproduction and sexual rights**, 23.11.2007, Veles
- **International Conference: Gender, Policy and Labour: perspectives and challengers for the Balkan region and EU**, 06-09.12.2007, Skopje

The project activities continue in 2008.

2.2.2 Project: Debating Gender Stereotypes, 06.06-07.06, Mala Stanica, Skopje (www.rodvood.blog.com.mk)

Duration: April 2007/ June 2007

Funding: OSCE Spillover Mission in Skopje

“Debating gender stereotypes in Macedonia” is four months process-oriented action that promotes and stimulates public dialogue, programme collaboration and revision of the existing EU and national documents that deals with the issue of gender mainstreaming and gender stereotyping in Macedonia, Balkan region and European Union. The project will use art as a tool for social change and public discussion as a tool for stimulation and emancipation of the public opinion. It aims to opening public dialogue about gender stereotyping in Macedonia, to raise awareness and to stimulate discussion on women’s perception and role in the Macedonian society and culture.

The following results were achieved:

- **One advisory team of experts, artists and representatives** from the governmental, non-governmental and civil sector recruited with the aim to contextualize the European perspective regarding gender equality on a Macedonian national level by April 2007;
- **Organized and realized two days interactive public debate in May 2007;**
- **1 artistic programme prepared, organized and realized** consisted of artists (video, performance, visual installation, music, and etc) in order to address gender stereotyping and its social, political and economical implications the project sets an overall theme of establishment of third option or alternative. This makes the project a socially oriented process, "project of art in social context";
- **1 web blog developed, published and promoted by June 2007** that will serve as a transparent base where the national, regional and EU cultural, gender and youth policy initiatives and dialogues is published;
- **50 active direct beneficiaries and 3.000 indirect beneficiaries** of the project during its planning, realization and publication much more after the project is finished.

2. Activities by Programmes

2.3 ART AND COMMUNITY PROGRAMME

2.3.1 Project: Art Generator: Festival of Urban Arts”

Duration: 26.04- 30.04.2007, Stip

Funding: CEI - Central European Initiative, Pro Helvetia –Swiss Cultural Programme Macedonia, Agency for Youth and Sport - Republic of Macedonia, Local Community Development Foundation, Stip, Institute for Preserving Cultural Monuments and Museums, Stip and the Municipality of Stip

The project is continuation of the idea to improve the cultural life in Stip giving young artists from the country to perform, promote and influence policy making on local level. This year's theme is Manifesto on Wheel: Art-Mobility Chiasma. The theme incirculates desire and passion of artists and youth for traveling and cultural dialogue, that becomes an agenda in the Balkan region because of the political, economic and social isolation of the countries. The artist perception and notion of the concept of mobility will be the element for building the Manifesto on Wheel, anticipating the cross-overs where everybody meet and share.

During 4 days (26-29 April 2007) in Stip, with variety of daily events and wide range of venues, the Platform incorporated film, performance, music, open public installations, workshops and lectures addressing the issue of regional mobility.

2.3.1 Project: Creativity Encourages Active Participation (implementation of third and fourth phase of the project)

Duration: June 2006 - August 2007

Funding: European Commission through the Youth Programme

The project was based on Street animation as a tool for social inclusion for young people, active citizenship and participation in society. Attractive animation methods are friendly and effective approach to the youth. In South East Europe this kind of work is practically unknown, so the objective is for participants to use and multiply skills and knowledge in their countries beside using and implementing methods in their daily work and activities. Every exchange, in the form of training, especially for the youth workers, will be impressive event in every town. Big and active group of youngsters from the different countries in the region will be the best promotion of the youth activity on local level for the whole local community and at the same time also encouragement and example how people from different countries can work together.

PAC Multimedia was partner of POVOD, Slovenia, main organizer of the project.

Other partners: Loesje, Serbia and Gajba, Croatia

3rd phase: YETIS: Altercity. Youth Experiment in Theatrical Interaction on Street, Novi Sad, Serbia, 30/06-07/07/07, implemented by Loesje

4th phase: Creativity Encourages Active participation, Varazdin, Croatia, 12-20/08/07, implemented by Gajba

3. State of the Unit

3.1 Human resources

Name	Profession	Function	Country of Nationality	On the board since
Ms. Violeta Simjanovska	B.Sc. Electro technical engineer MA Cultural policy and management	Executive director	Macedonian	2000
Ms. Krisi Naumovska	Screen writer	Project manager	Macedonian	2000
Mr. Aleksandar Corbevski	B.SC. Electro technical engineer	Technical support	Macedonian	2001
Ms. Radmila Zivanovic	B.Sc. Psychologist	Project manager	Macedonian	2003
Ms. Mojancevska Katerina	B.Sc. Psychologist	Programme coordinator	Macedonian	2005

4. List of Donors

Main donors in 2007 have been:

1. European Cultural Foundation
2. European Commission
3. Embassy of USA in Skopje
4. Embassy of Germany in Skopje
5. Embassy of Nederland in Skopje
6. European Youth Foundation
7. OSI Network in Macedonia
8. Private companies sponsorships
9. Local municipalities in the Republic of Macedonia

Expenditures in 2007 have been soundly made in accordance with the proposed budget applications and a sound bookkeeping have been made. The balance sheet and income statement are part of this report.

5. Contact

PERFORMING ARTS CENTER MULTIMEDIA

Address: Dame Gruev 5/6-6

1000 Skopje

The Republic of Macedonia

tel.: + 389 (0)2 3 111 570

fax: + 389 (0)2 3 109 303,

e-mail: info@multimedia.org.mk

<http://www.multimedia.org.mk>

Contact person:

Ms. Violeta Simjanovska

Executive manager

e-mail: vsimjan@multimedia.org.mk