



FESTIVALEN SOM
PROTOTYPE

CODESIGN AF
EN GEOPARK

Summary

This public industrial PhD develops and examines the use of a festival as a platform for citizen involvement in the construction of a UNESCO Global Geopark in Odsherred.

An ethnographic survey showed that Odsherred Kommune tried to establish a Geopark primarily through the establishment of dissemination signs, designation of Geopark sites, and through a strictly coordinated visual and oral narrative –

without an active involvement of citizens as co-designers.

Based on an experimental and creative design approach, the thesis shows how a festival can be used as a platform for the involvement of citizens in the construction of a Geopark.

The primary development effort was to make space for citizens to develop their own events as a part of the festival. With Geopark Festival as a design experiment, the suggestion was that the citizens should find themselves in new

positions and influence a project that addressed themselves – in order to change the construction of Geopark Odsherred. At the same time, the festival should challenge a democratic ideal of conversation as the key to citizen involvement, and in contrast, put the people's everyday practice and creative urge into focus.

The festival thus acts as a practice-based contribution to promoting sensible participation of many and very different stakeholders, based on the participants' own resources, everyday experiences, aspirations and local context.

Within the constructive design research, proposals often take place through the creation of prototypes. In that connection, the thesis argues that there is a productive aspect with regards to understanding the festival as an analytical

prototype on Geopark Odsherred. The argument is explored by examining how the small events in the festival are used in a prototypical search of the boundaries of Geopark Odsherred as a field of possibilities, as well as possible prototypes of

Geopark Odsherred are identified with concrete examples.

The design experiment is analyzed on the basis of a praxiographic approach, primarily theoretically grounded in the ontological turn in STS, as well as traditions in performance studies, anthropology, and constructive design research.

Finally, the use of the festival as a prototype is reflected as a more general methodological approach addressed to other public institutions working with citizens involvement in the development of rural as well as urban landscapes.

Resumé

Denne offentlige erhvervs ph.d. afhandling udvikler og undersøger brugen af en festival som platform for borgerinddragelse i konstruktionen af en UNESCO Global Geopark i Odsherred.

En etnografisk undersøgelse viste, at Odsherred Kommune søgte at skabe en geopark primært gennem opsætning af formidlingsskilte, udpegning af geopark- sites, samt via en stramt koordineret visuel og mundtlig fortælling – uden aktiv inddragelse af borgere som medskabere.

Ud fra en eksperimentel og skabende designtilgang, viser afhandlingen, hvordan en festival kunne benyttes som platform for inddragelse af borgere i konstruktionen af en geopark. Det primære udviklingsgreb var at skabe plads til, at borgere kunne producere deres egne arrangementer som en del af festivalen. Med Geopark Festival som designeksperiment var forslaget, at borgerne skulle indtræde i nye positioner og få indflydelse på et projekt, der omhandlede dem selv - med henblik på at forandre konstruktionen af Geopark Odsherred.

Samtidig skulle festivalen udfordre et demokratisk ideal om samtalen som det centrale for borgerinvolvering, og i modsætning hertil sætte almindelige menneskers hverdagspraksis og skabertrang i fokus.

Festivalen fungerer dermed som et praksisbaseret bidrag til fremme af sanselig deltagelse af mange og meget forskellige interessenter, med udgangspunkt i deltagerens egne ressourcer, hverdags erfaringer, aspirationer og lokale kontekst.

Inden for den skabende designforskning foregår forslagsstilling ofte igennem skabelsen af prototyper. Med baggrund heri, argumenterer afhandlingen for det produktive i at forstå festivalen som en analytisk prototype på Geopark Odsherred. Argumentet udfoldes ved at undersøge hvordan delbegivenhederne i festivalen anvendes i en prototypisk afsøgning af grænserne for Geopark Odsherred som mulighedsrum, ligesom mulige prototyper af Geopark Odsherred identificeres med konkrete eksempler.

Designeksperimentet analyseres ud fra en praxiografisk tilgang, hvor der teoretisk primært trækkes på det ontologiske turn i STS, samt på traditioner inden for performancestudier, antropologi og den skabende designforskning.

Afslutningsvis reflekteres der over anvendelsen af festivalen som prototype som et mere generelt metodologisk greb, adresseret til andre offentlige institutioner, der arbejder med borgerinddragelse i udviklingen af rurale, såvel som urbane landskaber.