

Programme Friday 24.11

Lantaren/Venster, Gouvernestraat 133, Rotterdam

10.00 - 11.30 SESSION 1: Opening session

Welcoming words and goals for the workshop Introduction of participants and their newspapers.
Moderated by Media Programme Officer Tommi Laitio, The European Cultural Foundation.

11.30 - 12.00 Coffee break

12.00 - 15.30 SESSION 2: Recognition of urban youth cultures - What is the motivation behind the interest?

Breakdancing: Dancer-choreographer Kwikstep (US)

Hip hop dancer/choreographer Gabriel 'Kwikstep' Dionisio was born and raised in New York. His first tour was with the 'New York Express' around China at the age of nineteen which took him on a 12-city trip. By 1991 he had won the Bessie award for choreography. Today he is best known for his versatility and for his signature headspins. He has been in several dance companies such as Rhythm Technicians, GhettoOriginal, with whom he toured the world in 'Jam on the Groove', Nike Culture Shock, and New Power Generation. He has done commercial work for Dr. Pepper, Levi's, and a Spike Lee commercial for IAM.com. He recently appeared in 'the Daily Show' with Jon Stewart. Will Smith called on him to represent the break dance aspect of the century in the millennium performance for Bill Clinton. Some video work includes Mariah Carey, Will Smith, KRS-One, Lords of the Underground and Fabolous. More information: www.fullcirclesoul.com

Fashion and lifestyle: Designer Niko Stumpo (Hanazuki/Streetlab) (NOR-IT)

Niko Stumpo (Hanazuki) is a graphic designer and owner of a street fashion shop on Vijzelstraat in Amsterdam. Stumpo designs for his own brand Aiko and also does commissioned work for brands like MTV, EA Games, Nokia, Heineken and Sony PS2. Stumpo is Norwegian-Italian but lives in Amsterdam. See his work: www.hanazuki.com/hanazuki.html

Streetlab is a festival focusing on young people, street fashion and identity in Amsterdam 8-13 May 2007. A container village will be built to the very centre of the city giving visibility for the creativity of Dutch and foreign youth. The village will present videos, fashion shows, photo exhibitions, music, designer ateliers, second-hand shops and give master classes. The European Cultural Foundation supports the initiative by presenting street fashion from eight European cities and exhibiting theoneminutesjr videos. More information: www.streetlab.nl

13.00 - 14.00 Lunch break

Independent print media: Editor-in-Chief David Quiles Guilló (Rojo) (ES)

ROJO® magazine is a quarterly printed magazine made completely out of contributions by worldwide urban artists. ROJO® also organizes and produces cultural events, experimental music festivals, art exhibitions, audiovisual installations, limited edition sport shoe collections and T-shirts, as well as edits CD's, DVD's, vinyl records and a collection of monographic textless artist books. In addition to this ROJO® provides creative services and generates specific projects for brands and international companies.

ROJO® has its global headquarters in Barcelona and its American branch based in Sao Paulo. During the last years ROJO® has done collaborative projects with international companies such as Pepe Jeans, Smart, J&B Scotch and Nike. More information: www.rojo-magazine.com

David Quiles Guilló (1971) is the Editor-in-Chief of ROJO® and has created an international working structure of more than 40 associated directors and more than 650 contributors, a distribution network in 29 countries, edited 26 issues of the ROJO® magazine, produced 2 issues of the RUGA® DVD magazine, edited 9 monographic artist books, produced 22 art exhibitions, promoted more than 190 events worldwide as well as created different formats and special events to explore different medias.

Beverages: Heineken (to be confirmed)

The beer brand Heineken is the main sponsor of the biggest hip hop website in the Netherlands.

More information: www.statemagazine.nl, www.heineken.nl

15.30 - 16.00 Coffee break

16.00 - 18.00 SESSION 3: (Open session) Ass, guns and titties - the art of controversy and provocation

Public discussion between journalists, video artists, musicians and the audience on how provocative elements of hip hop culture are explained, understood and interpreted in mainstream media. The foreign journalists will be asked to share their views on the topics and engage in a discussion with the audience and filmmakers attending the Blacksoil festival.

The European Cultural Foundation has commissioned hip hop video artist Soultrötter to build a visual moodboard to stimulate the discussion. Soultrötter's moodboard shows images of provocation in hip hop video. More information: www.soultrötter.com, www.blacksoil.com

The session will be moderated by journalist Saul van Stapele, NRC Handelsblad.

18.30 - 20.15 Dinner

20.30 Opening film of the Blacksoil Festival: Dutch Touch (Ulrike Helmer, The Netherlands 2006)

Film about the Dutch hip hop culture with the most commercially successful artist Brainpower, the consciously underground Duvel of Rotterdam and South-West Jay Colin as the main protagonists. The film follows a number of MCs and crews for one year along the streets of Amsterdam and Rotterdam.

Programme Saturday 25.11

NRC Handelsblad editorial office, Marten Meesweg 35, Rotterdam Alexander

11.00 - 13.00 **SESSION 4: Covering hip hop and street cultures: Status of popular culture in dailies**

Pawel Goźliński, Editor-in-Chief of weekly supplement Duży Format, Gazeta Wyborcza (PL)

Myrthe Hilkens, music magazine (NL)

Arne Ruth, former Editor-in-Chief and Head of Culture, Dagens Nyheter (SE)

Moderated by Deputy Editor-in-Chief Sjoerd de Jong, NRC Handelsblad

The session focuses on the ways newspapers across Europe cover hip hop and street cultures and on the approach they take on these subjects. The goal of the session is to exchange views among the participants and the speakers in the panel.

Pawel Goźliński studied Theatre Studies at Akademia Teatralna in Warsaw, and is a doctoral fellow at the Literary Research Institute of the Polish Academy of Sciences in Warsaw. At the same time he works as Editor-in-Chief of the weekly magazine of the biggest Polish daily Gazeta Wyborcza. Goźliński teaches at the Theatre Academy in Warsaw and writes reviews for the daily newspapers *Życie Warszawy* and *Życie*.

Myrthe Hilkens works as Editor for hip hop programme on the Dutch public radio channel Lijn5.com and contributes regularly to music magazines such as *State* and *3voor12 XL*. In February 2006 she caused some discussion when her critical article on sexism in hip hop videos written originally for *State Magazine* was published in NRC Handelsblad. In her article Hilkens suggested banning videos objectifying women on music video channels before midnight.

Arne Ruth is visiting Professor of Journalism and Media Research at the University of Stockholm. He has been Editor-in-Chief and Head of the cultural section of the liberal *Dagens Nyheter*, Sweden's largest morning daily, 1982-1998.

13.00 - 14.00 **Lunch**

14.00 - 14.30 **SESSION 5: Final words, ending of the workshop**