

Belgium, Brussels / BXL NORD

AUDIENCE
EUROPE
NETWORK

Summary of project intent

Globe Aroma is a Brussels socio-artistic workplace, creating opportunities for refugees and new-comers with artistic abilities. In coproduction with arts centre Kaaaitheater and in collaboration with relief centre De Harmonie, Globe Aroma made the short social fiction film 'Brussels North', directed by Jan Geers and Jamal Boukhriiss.

DIFFICULTIES MET

- ▶ Finding social partners to engage in the project
- ▶ Tension between social and artistic goals: for example having to cut less qualitative scenes in the film and to deal with the disappointment of participants
- ▶ Further distribution of the film after the premiere in Kaaaitheater



RESULTS

- ▶ 22 people between 9 and 86 years old from 10 different nationalities participated in the movie (and more than 30 people participated in the whole project)
- ▶ About 600 spectators during the première in Kaaaitheater
- ▶ Intense process: film clubs, workshops, rehearsals and production days in a total period of eight months.
- ▶ Impact on participants: 1) increased visibility of themselves and the neighbourhood 2) increased cultural participation and 3) interaction and even friendships between different nationalities and generations in Brussels
- ▶ Impact on organisations: new collaboration between Kaaaitheater and relief centre De Harmonie
- ▶ Watch the trailer of the movie: <http://www.youtube.com/watch?v=NvVhStJWMRAhttp://www.kaaithheater.be/en/e1285/bxl-nord/>

"I remember especially how everyone encouraged each other during the workshops to push their own boundaries. The recognition of the group and the feeling that you're doing something right, is an incentive to continue. Every Tuesday we returned to our homes with an applause."

(participant)



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"We felt at Globe Aroma sincere commitment and that made us decide to go along with this project. For example, this commitment was reflected in the fact that from time to time they came to eat together with our people to get more in touch with our organisation."

(staff member from partner organisation)

LEARNINGS

- ▶ Importance of professional social and artistic support and putting high quality standards on both sides
- ▶ Importance of mediators to earn the confidence of those people who do not so easily participate in a project on their own
- ▶ Sincere commitment and complicity between partners and participants as the building foundation of a project

FUTURE / TIPS

- ▶ Further distribution of the film
- ▶ New collaborations between Kaaitheter and Globe aroma, between Globe Aroma and relief centre De Harmonie and between Kaaitheter and De Harmonie

