### FROM EVENTS TO MOVEMENT

Experiences from the Nordics and Borderland





#### Mathias Gullbrandson

Film & scriptwriting, University of film & theater, SE

MA Cultural and Creative Leadership, Portmouth University, UK

The Story Lab, co-founder

 The Borderland festival, cofounder & boardmember
Dreamler, co-founder



### FUTUREDROME 2002









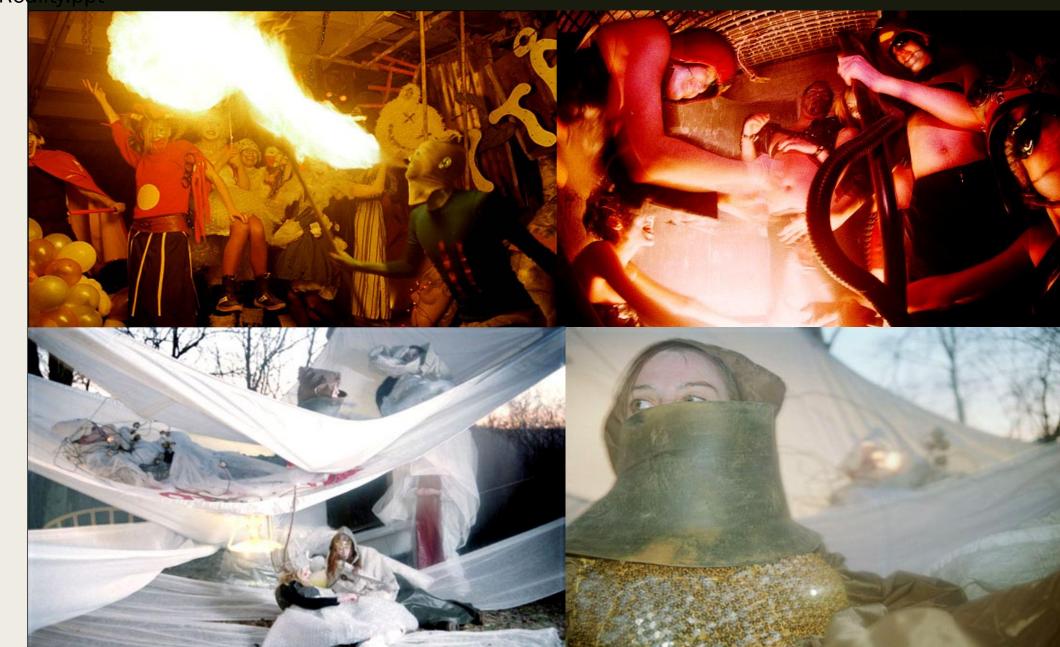












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#### PLANNING THE BORDERLAND 2009





### THE BORDERLAND 2010-2018

### Our history

- 2010 Österlen 12 co-creators
- 2011 Österlen 50 co-creators
- 2012 Tidaholm 100 co-creators
- 2013 Hide 150 co-creators
- 2014 Hide 300 co-creators
- 2015 Boesdal 500 co-creators
- 2016 Boesdal 1100 co-creators
- 2017 Boesdal 1800 co-creators
- 2018 Hedeland 2500 co-creators





register an account with the same email you used on BurnerTickets. Then you'll be able to create a dream, join an existing one, or spend your valuable Dream





Hide fully funded Hide minimum funde

Hide not open for fundir

through the land where Dreams meet

ure your teeth survive their journ



are highest fashion! We will provide you with what y to be a Limov Pony: landages, fake blood, bloody bandages, neck collars, scars, rotte indages, black teeth and black eyes

modern, in our own Borderland style king your instrument (all acousti nstruments are welcome) and/or you inging voice Funded (

#### The Borderland

between dream and realities

- Legal entity 2009 (NGO) with a board for legal stuff and the vision "being a borderland between dreams and realities"
- Distributed decision making and self organisation supported by online platforms
- 60-80% of our budget for Dream (Art) Grants: 120 000 Euros (2018)
- Selling memberships, co-creators. Everybody buy memberships even the board members.
- Only local media we like the word to be spread mouth by mouth.
- Collaboration with local authorities

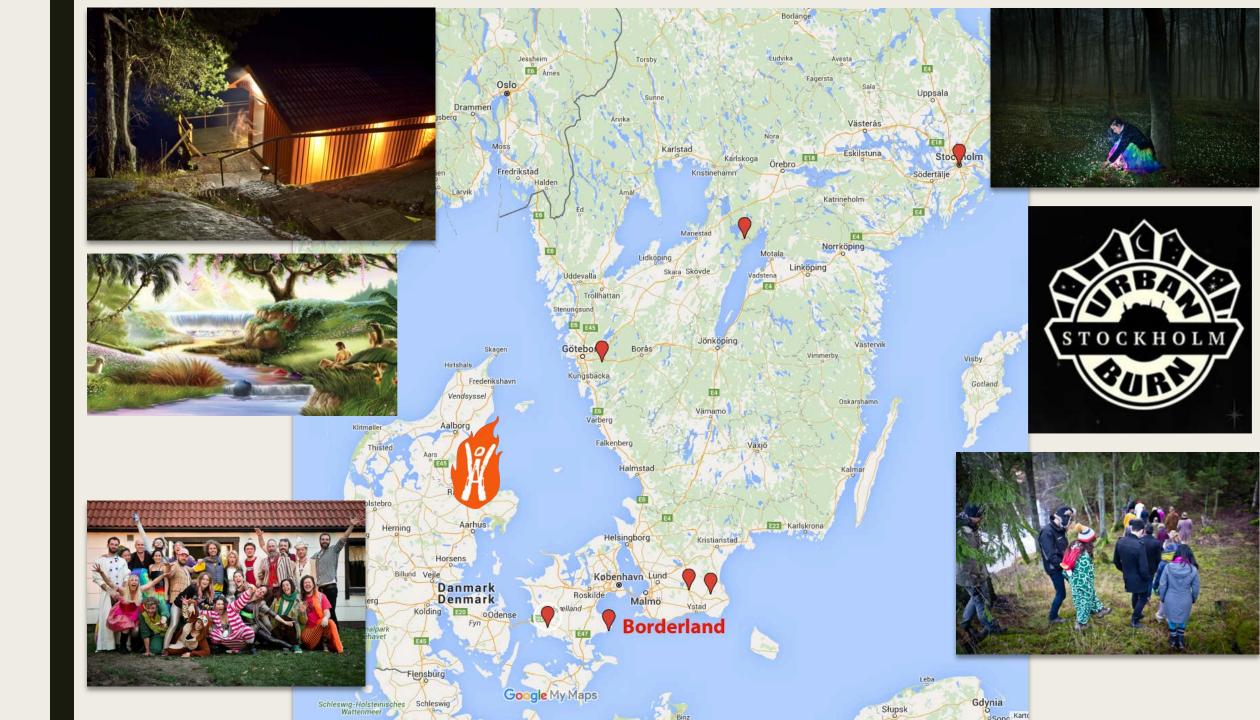








### YEAR ROUND MOVEMENT



Do you see Borderland as a temporary holiday, or as a prototyping of practices you want to bring into the rest of your life?

306 out of 309 people answered this question

									A	verage: 7.9
0	1	2	3	4	5	6	7	8	9	10
emporary Holiday · Hide detail				Some learnings made			4	Long term effect on my life		
10									8	7 / <b>28%</b>
8									5	9 / <b>19%</b>
9									4	9 / <b>16%</b>
7									4	2 / <b>14%</b>
5										29 / <b>9%</b>
6										27 / <b>9%</b>
3										6 / <b>2%</b>
2										3/1%
0										2/1%
4										2/1%

### PERMANENT SPACES LAND AND FACILITIES

# Community spaces, makerplaces and co-working spaces



Blivande (next The Node), Stockholm

Illutron, Copenhagen

The Castle, Stockholm

#### Buying land and building properties

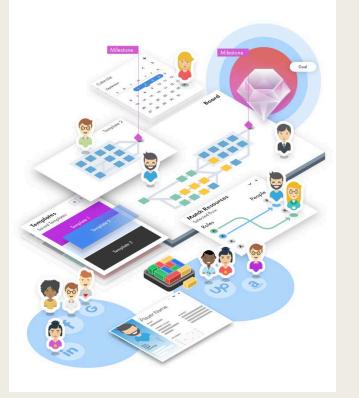


# Digital platforms to self-organise, co-create and engage

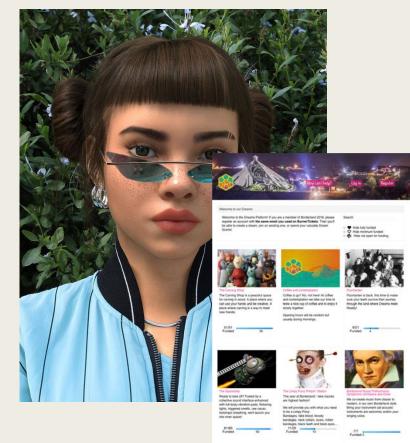


Can you define the thin line that split the two? What does that border consist of?

#### Dreamler



#### NextHuman.me



# TRANSFORMATIONAL & TRANSACTIONAL

# What challenges does a year round movements brings up?

	Key challenges	Tools / platforms
Experience – transformational movements	Opportunity to exit (with sanity and investments)	
Marketing, Trade and transactions	Gifting, decommodification & monitazation How to create a transformational economy to get outcome for living?	Dreams NextHuman.me
Organisation, governace, management	Distributed decision making. Take decisions where engagement & knowledge are.	Talk Realities Dreamler.com
Ownership, equity	Co-owning – As artist we are invited to raise the value on facilities and areas, but never get a share of increased value.	