



FROM EVENTS TO MOVEMENT

Experiences from the Nordics and Borderland





Mathias Gullbrandson

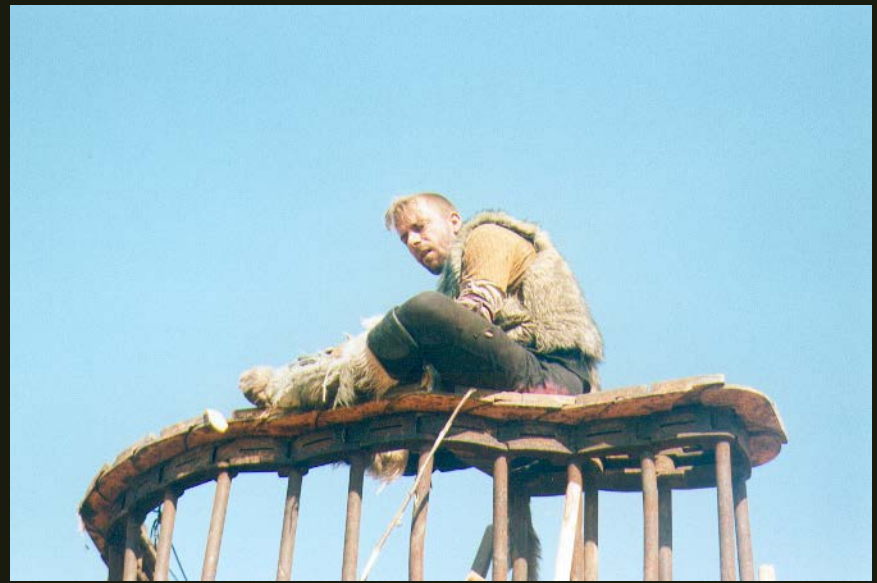
- Film & scriptwriting, University of film & theater, SE
- MA Cultural and Creative Leadership, Portsmouth University, UK
- The Story Lab, co-founder
- The Borderland festival, co-founder & boardmember
- Dreamler, co-founder



FUTUREDROME 2002

















PLANNING THE BORDERLAND 2009





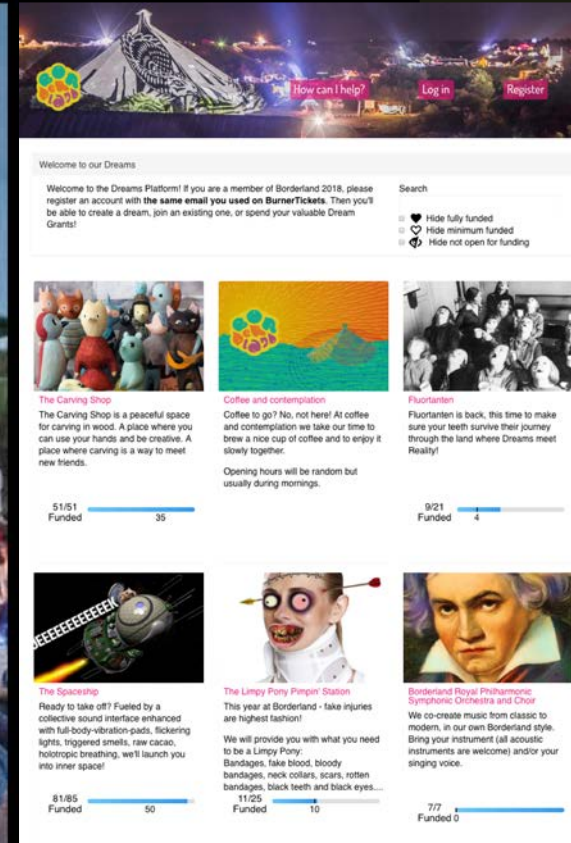
THE BORDERLAND

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



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

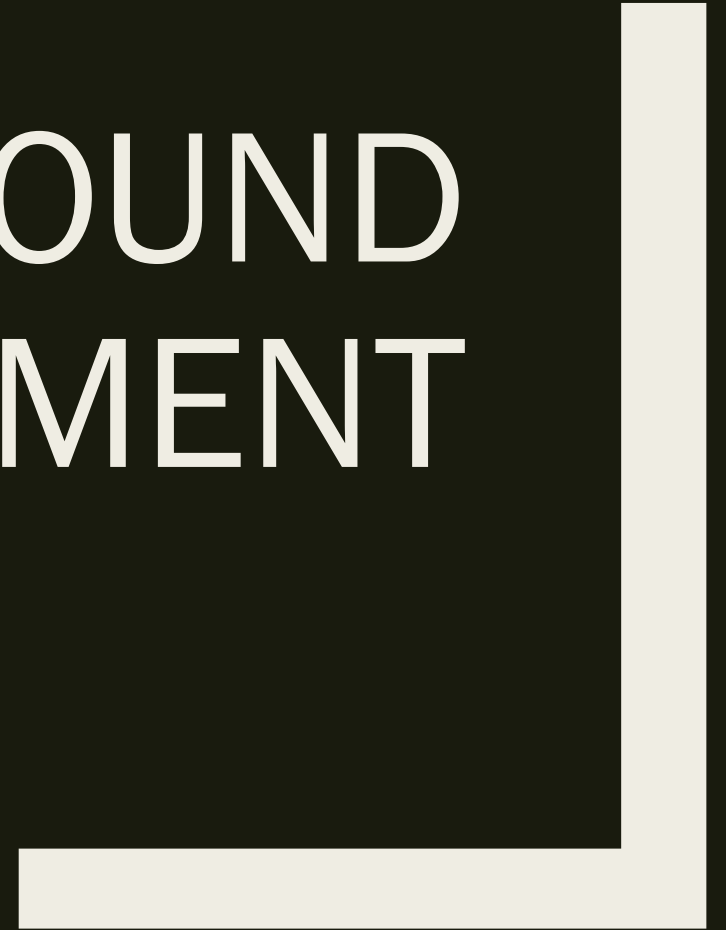


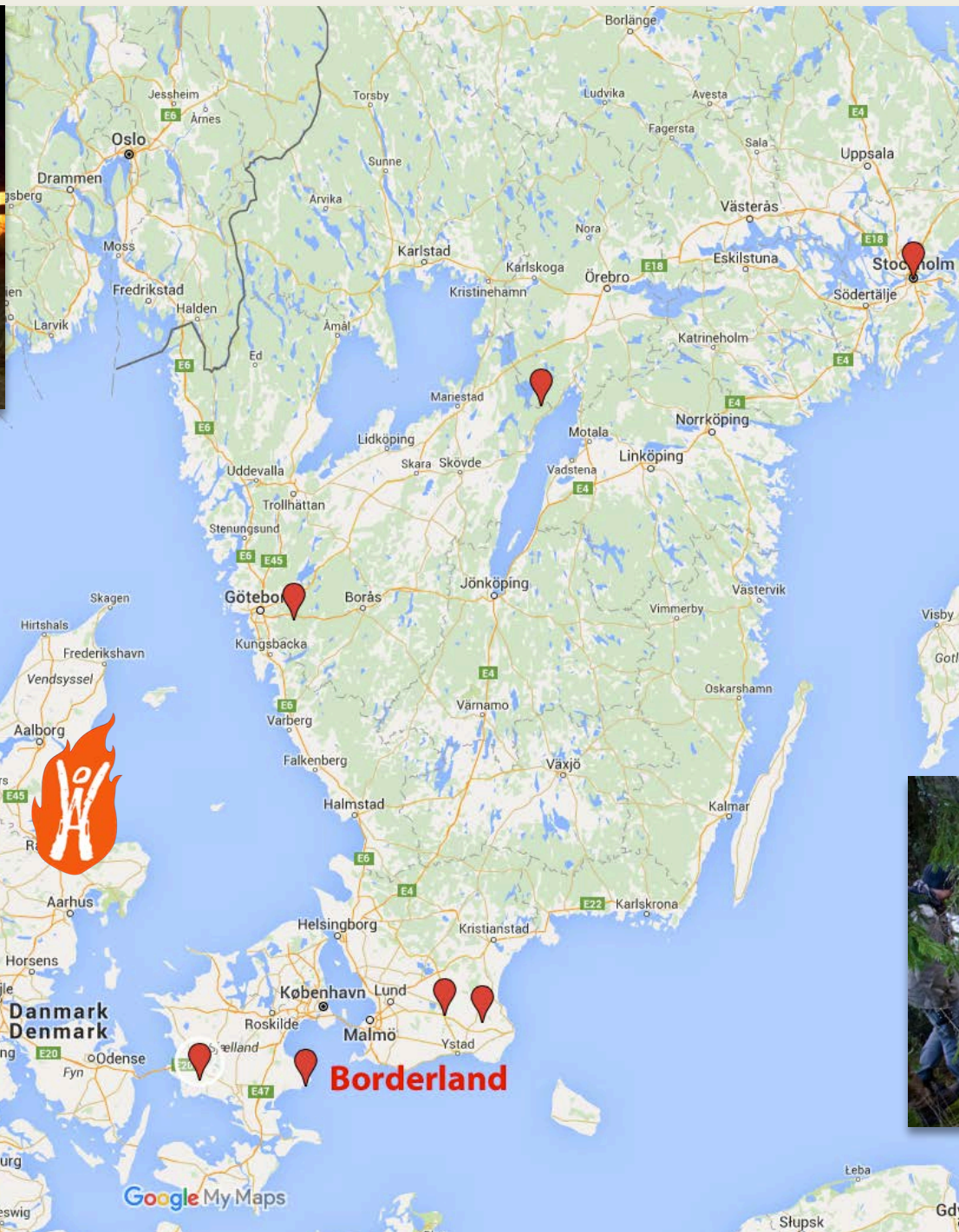
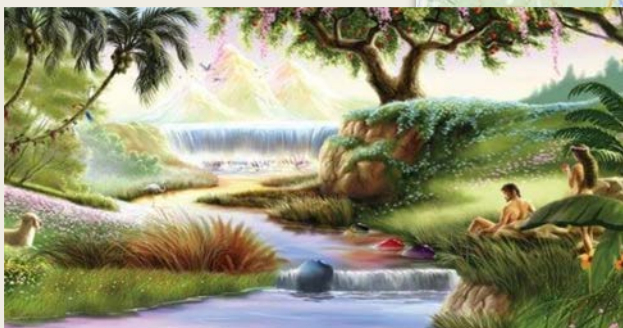






YEAR ROUND MOVEMENT





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

Average: 7.90



► Hide detail

PERMANENT SPACES LAND AND FACILITIES



Community spaces, makerplaces and co-working spaces



Blivande (next The Node), Stockholm



Illutron, Copenhagen



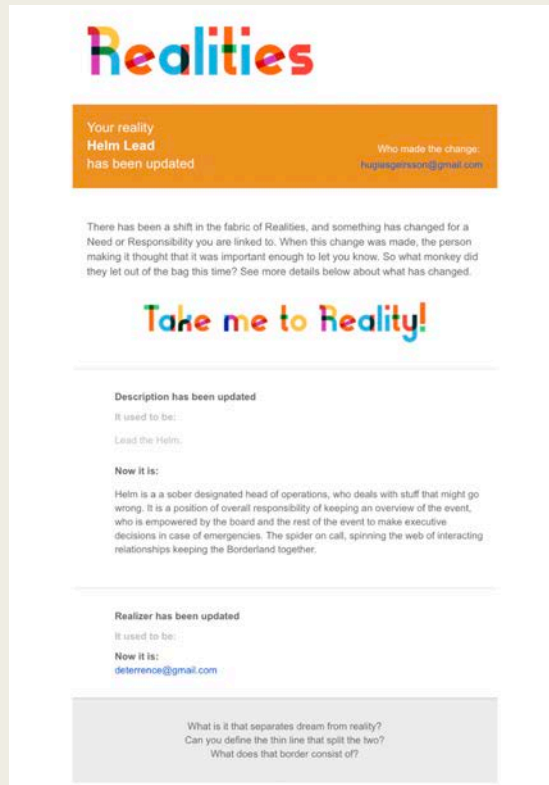
The Castle, Stockholm

Buying land and building properties

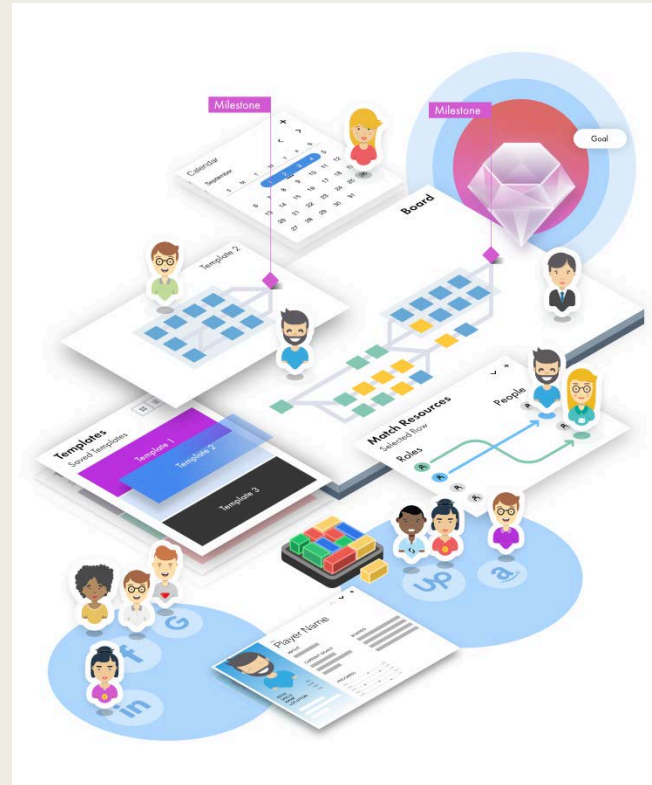


Digital platforms to self-organise, co-create and engage

Realities



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 & monetization How to create a transformational economy to get outcome for living?	Dreams NextHuman.me
Organisation, governance, 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.	