

Clara Cecilia's Pecha Kucha Notes for "Regenerating Europe through Music" – Glasgow April 20th 2013

1. Clara Cecilia Norell - Clara is a construction engineer – educated in Sweden (Malmö University), as well as a civil engineer – educated at Cape Technikon Peninsula University (South Africa). She wrote her thesis "Minor Field Studies on regards to renewable energy and water system in South Africa" and has started her master on Sustainable Urban Management. Her record label "ILLEGYAL RECORDS" was awarded a scholarship from the Swedish Institute 2010 to do a tour in South Africa where Music was used as a tool for change. She has also run a cultural production company, "Clara Stjärna/Zion Distribution/Xpress Yourself!" for the last 10 years. Clara is the Director of the Institute of Sustainable Urban Development of Malmö.
2. My Pecha Kucha is personal, provocative, aiming to plant seeds and raise questions to the best in the industry, namely you. My believe is that to know where we are going we must know where we are coming from. The history of Nature.
3. Let go – loose Control – Let the unexpected happen. Distortion the biggest street festival of Copenhagen; 100 events in 5 days – over 100 000 people dancing in the streets. Created and run by a grass root organization. What a creative power and force. What a tourist attraction. Music Unites People.
4. This is something to be inspired by when we together create the new saga of Malmö. With a future where increased sustainability, tolerance and multi-cultural society creates an attractive region on the forefront. Be brave – dare to let external stakeholders in when regenerating the urban arena.
5. Music! Music is tool for xpression. Music teaches us to interact. Music makes us grow. Music is a tool for change. Music cross sectors, organizational, gender, generation, socio-economical class and cultural borders. I wanna see Malmö City as a pilot City for "regeneration through music for a sustainable urban development".
6. "Music is a mission not a competition – Music is a tool for change" The slogan of ILLEGYAL RECORDS tour in South Africa 2010 - working with youth and women already engaged in music and culture activities. For democracy, empowerment progress. Apart from our own budget we were awarded a scholarship by the Swedish Institute
7. Norra Sorgenfri – a regeneration area in the city center of Malmö. The city's oldest industrial area might look dull, grey, boring to the eye of the beholder. However this is a unique gold mine which inhabits 250 cultural entrepreneurs within a radius of 300 metres. Collaborate with these stakeholders when regenerating and creating the new value driven Malmö. When we are redeveloping new areas we need to have a story i.e. a narrative product to sell to the buyers. However – as found – when regenerating existing areas we have a great opportunity to use allready established stories of the territorial space. When creating the new saga for profiling and branding. Use grains of urban gold rather than demolish and build over.
8. We seriously need to focus on the fourth urban space - where people freely move around, interact, and xpress themselves on their own conditions and terms. Spaces that signal democracy and freedom of speech and where music and culture as a whole is used as driving

force. The voids the non-defined spaces and their prerequisites for musical, cultural, temporary and spontaneous expression.

9. Life between buildings. Indicates the urban quality of life. How do we create that in spaces hard to grasp? Think outside the box! Do business as un-usual! Through Cultural Planning!
10. Life. It can happen on ground as much as in the sky. Only our mind limits us.
11. To think global when shopping local is something many of us are good at. But can we increase on regards to the actual urban planning- and building process? Through Material, System, decisions, Research and Investment, Think thanks, do-labs, networking and in collaboration.
12. And who are we building for? How do our future citizens look? Afrika is where we need to invest our competence as well as economy. Let me rephrase that; human as well as economical capital on regards to sustainable urban development, renewable energy and rainwater harvesting. Can outer-African do that that even when pushing urban development for local sustainability? How do we take our global responsibility?
13. How do we share and spread knowledge? Where are we a broker of knowledge, experiences and contacts? When do we take intercultural competence into consideration – on a larger scale? My believe is that through Music we can do all of the above. Through music we can create change.
14. Regenerating through music? The suburb in the centre or the centre in the suburb? How do we challenge segregation? Through Music! Bridge private with public space, exciting environments of hybrids, mixed us, top modern public transport, creative hubs, cluster attracts the creative class to the regenerated areas. Where periphery melts with centre.
15. I strongly believe that culture and urban planning goes hand in hand. To channel culture where urban planning fails is difficult. Urban planning without culture in consideration is boring and more than often it makes me wanna say ... eh
Consequently I choose to end my Pecha Kucha for European Music Council's 3rd annual forum on "Regenerating Europe through Music" with this picture that speaks for itself.
16. Thank You - Follow me on twitter: @CLARACECILIAN; @ISUMALMO