

**ULYSSES European Odyssey**  
**Contemporary Theme Symposium**

ACT I - 2022

Vilnius

Urban renewal and the reinvention  
of the city

PROTEUS

Vilnius City Museum, Critical+Xwhy Agency

**PARTNER:**

<b>1. Organisation name</b>	Vilnius Museum
<b>2. <i>Ulysses</i> episode</b>	Episode 3: Proteus
<b>3. Name of individual who led on organising symposium</b>	Eglė Vitkutė

**MARKETING:**

<b>1. How was your symposium marketed?</b>	Articles and press releases were published in the main news portals: <i>LRT, Elta, Made in Vilnius, Artnews, 7md</i> . The event was intensely marketed through Vilnius Museum social media accounts including paid advertisements. It was also marketed by distributing posters in relevant districts of the city.
<b>2. What do you feel it achieved in terms of reach?</b>	The media marketing reached a wide audience, mostly diverse public who follows cultural events in Vilnius and Vilnius Museum. Also, people interested in community empowerment, local and non-local community activists.

**SYMPOSIUM EVENT(S):**

<b>1. Title</b> (if any)	Vilnelė Odyssey: How Communities and Culture Can Shape the City?
<b>2. Day and date held</b>	October 7th to October 9th, 2022
<b>3. Duration</b> (e.g. 2 x symposia x 2 hours, 1 symposia x 1 day etc.)	1 symposium x 3 days
<b>4. Form of symposium</b> (e.g. guest speakers, conference, meal, workshop etc.)	3 guided tours, 1 forum (2 panel discussions), 1 workshop
<b>5. Venue</b>	Dūmų fabrikas, Vilnius Museum, Markučiai, Paupys and Naujoji Vilnia districts

**LEADERSHIP:**

<p><b>1. How was the symposium led / conducted?</b></p>	<p>It was conducted by the representatives of Vilnius Museum and Critical+Xwhy as a set of inclusive and inspiring encounters around the city</p>
<p><b>2. Name of moderator(s)</b></p>	<p>Guided tours: Albertas Kazlauskas, Rasa Aleknaitė, Asta Cicėnienė          Forum: Eglė Vitkutė          Workshop: Eglė Vitkutė, Beatričė Umbrasaitė</p>

**ATTENDEES:**

<p><b>1. Number of attendees</b></p>	<p>120 participants, including 16 speakers</p>
<p><b>2. Breakdown of attendees in terms of gender, ethnicity and age group.</b></p>	<p>Approximately (based on observation):          65% female, 35% male attendees          Dominating ethnicity: Lithuanian, also Polish, Russian, Byelorussian.          Age group: ≈ 10–75 years old</p>
<p><b>3. Professional or other background info re: every attendee (names not required).</b></p>	<p><b>Speakers at the Forum:</b> Community managers, architects and urban planners, cultural managers and sustainability experts, a dancer, cultural events' managers, a theatre director, anthropologist and a poet.  <b>Moderators at the Forum:</b> communication specialist; researcher and facilitator.  <b>Spectators:</b> miscellaneous.</p>
<p><b>4. What sort of geographic spread across your city was achieved by the attendees present?</b></p>	<p>Attendees were from various districts of Vilnius, in particular from Markučiai, Paupys and Naujoji Vilnia districts. One of the speakers was from Kaunas (another city in Lithuania).</p>
<p><b>5. What percentage were arts attendees</b></p>	<p>≈ 15%</p>

**QUESTIONS:**

<b>1. How many questions were collated?</b>	14
<b>2. How many questions on the partner’s principal theme?</b>	8

**RESPONSES:**

*Although the attendees are only expected to address questions on their city’s themes, if there are also responses concerning how the arts could help to improve the relationship between society and the theme discussed it would be good to include this in your report in the space below.*

In the symposium we addressed the question of how arts and culture could help the local communities to feel more responsible and related to their living environment. Many different points were touched during the discussion. Summarizing main points, the participants agreed that arts and culture can help to inspire and strengthen communities and to encourage reflection and discussion on their living environment it can help to envision and try out different means of using public spaces for community purposes.

**Key Learnings and Outcomes:**

**Artistic:**

- The symposium successfully involved active community members and experts from various relevant fields in the discussion about the role of communities in shaping their living environment.
- Guided tours provided participants with a firsthand experience of the districts, enhancing their understanding of the local context and challenges.
- The workshop allowed local citizens to actively participate and contribute ideas and perspectives, generating suggestions to address local challenges and opportunities.
- The symposium encouraged public debate, promoted community engagement, and emphasized the importance of the Vilnelė river for local communities.
- The event demonstrated the positive impact of culture, art, and community collaboration in creating quality places and strengthening community ties.

**Numbers:**

Total of 120 participants, including 16 speakers and 4 organizers.

