nanotourism

mentors:
Aljoša Dekleva, Tina Gregorič
was provoked by Slovenia - nanoSLOVENIA as a source of potentials and frustrations on spatial, social and economical issues.

Nanotourism was in a process of working theory during BIO50.
BIO50 Open Call, 13 February 2014

After decades of a booming tourism industry with wide impact on territories and economies all over the world, are there smaller-scale, non-intrusive ways of promoting a tourism experience?

The Nanotourism team will work in two different constellations: the first group will research possible experiences of tourism, exploring relevant global references as well as regional potentials. This research will be the basis for the second group, which will come to fruition during the AA Visiting School Slovenia, a workshop taking place in Vitanje in July 2014.
collaboration between programs

institutions & orientations
Reaction, 24 August 2014

nanotourism is a new, constructed term describing a creative critique to the current environmental, social and economic downsides of conventional tourism, as a participatory, locally oriented, bottom-up alternative.

It operates as a tool to stimulate interaction between provider and user by co-creation or exchange of knowledge.
Q: What is the challenge of nanotourism?
A: The challenge is to respond and create locally oriented, bottom-up alternative to tourism.
Q: How can nanotourism improve the world?

**FINDING**
COLLECTING & RESEARCHING
the existing experiences of nanotourism
EVALUATING & EXTRACTING
experiences characteristics

- Culturanze trading culture for tourism
- Live in Slums social awareness
- Treetents activism accommodation
- HOTEL shabbyshabby diffused hotel by trash
- Seeker participatory art sleepover
- Rent a Local social exchange
- AA Visiting School site-specific education
- Ship Oil Refinery harvesting cruise
- Go Eco volunteer tourism
- ...and many more...

**nanotourism**

**DEFFINITION**
IS...
critical participatory bottom-up site-specific local social responsible inventive educative
IS NOT...
conformist passive top-down site-generic global unsocial irresponsible conventional non-educative

**CREATING**
IDENTIFYING & IMPLANTING potentials new experiences of nanotourism through specific regional sites related to BIO50 participants
RESEARCH & ACTION
6 case studies

- ZAGREB/CRO Old School Ilica co-creation as nanotourism
- VITANJE/SLO KSEVT—connecting people local nanotourism generator
- MARIBOR/SLO Rajzefiber biro nanotourist agency
- LJUBLJANA/SLO BIO50 hotel exhibition hotel
- VITANJE/SLO AA Visiting School Slovenia nanotouristic strategies
- KRAKOW/POL Routine Revolution reviving memories

**BIO 50 Exhibition**
**RESEARCH & EXPERIENCE PLATFORM**
www.nanotourism.org
**WIKIPEDIA**
Tourists NOT ALLOWED!!!
REAL TRAVELLERS
and NATIVE INDIGENOUS
VENETIANS only

Venice Biennale 2014
The term tourist is increasingly used pejoratively, to imply a shallow interest in the cultures or locations. No one wants to be tourist any more, but prefers to be traveller, passenger, guest...

Instead of superficial one-way observation, one participates, exchanges or co-creates in a two-way relationship and evolves to nanotourist.
... is ...

CRITICAL
PARTICIPATORY (exchange, co-creation)
BOTTOM UP
SOCIAL (community oriented)
RESPONSIBLE (conscious)
LOCAL (local support <> supporting locals)
SITE-SPECIFIC
INVENTIVE
EDUCATIVE

... is not ...

CONFORMIST
PASSIVE
TOP-DOWN
UNSOCIAL
UNRESPONSIBLE
GLOBAL
SITE-GENERIC
CONVENTIONAL
NON-EDUCATIVE
www.nanotourism.org

is an open research platform to share, promote and grow nanotourism as a new collective awareness
international group of motivated members
> designers & architects collaborating
> internal juries: intensive sessions
> external juries: experts to question the progress of definition and case studies
> involving locals to participate

sum of people collaborating : 428

- BIO50 curators: 2
- BIO50 nanotourism mentors: 2
- BIO50 nanotourism members: 22
- BIO50 AAVSS nanotourism members: 14
- BIO50 AAVSS nanotourism experts: 11
- BIO50 experts and collaborators: 12
- external experts, collaborators and involved locals: 365
nanotourism team
BIO 50
3, 2, 1... TEST

Ljubljana, Slovenija

what: research & action
who: international professionals
how: established & new teams
how long: 7 months part time
face:face & online collaboration
8 live sessions, LJ-ZG-Vitanje

Visiting School Slovenia
workshop (1:1 interventions...) international students
new teams
3 weeks intensive full time
face:face collaboration
3 weeks of daily sessions, Vitanje
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Q: How can nanotourism improve the world?

**FINDING**
- COLLECTING & RESEARCHING
  - the existing experiences of nanotourism
- EVALUATING & EXTRACTING
  - experiences characteristics

**CREATING**
- IDENTIFYING & IMPLANTING
  - potentials new experiences of nanotourism through specific regional sites related to BIO50 participants
- RESEARCH & ACTION
  - 6 case studies

**DEFINITION**
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BIO 50
3, 2, 1...
TEST

selected case studies
rajzefiber
nanotourist agency
Maribor, SLO

intensive volunteering of a large established collective to provide the multiple use project space during the course of BIO50
Improving local economy: learn-and-contribute in workshops with local craftsmen to recover the disappearing traditional crafts.
challenging:
MAO as institution
Jan as curator
guest as BIO 50 participant

BIO50 } hotel
exhibition hotel
Ljubljana, SLO
KSEVT hotel

From 2D to 3D Sleeping

participants:
Samo Bojnc
Natalie Jasinski
Kaja Švab
Vid Žnidaršič

mentors:
Aljoša Dekleva
Tina Gregorič
assistant, co-mentor:
Jakob Travnik
co-mentor:
Blaz Šef

HangOut Vitanje

Communal XL Lace Hammock

participants:
Jurij Ličen
Janaina Lisiak
Anja Petek
Zizhengyan Yang

mentors:
Aljoša Dekleva
Tina Gregorič
assistant, co-mentor:
Jakob Travnik
co-mentor:
Blaz Šef

Vitanje Expo

@KSEVT

Community Exposition System

participants:
Arefeh Sanaei
Valentin Tribušon
Aleš Žmavc

mentors:
Aljoša Dekleva
Tina Gregorič
assistant, co-mentor:
Jakob Travnik
co-mentor:
Blaz Šef

KSEVT Outdoor Community

Social Design for Vitanje

participants:
Marijan Ladić
Dorian Vujnović
Runze Wang

mentors:
Aljoša Dekleva
Tina Gregorič
assistant, co-mentor:
Jakob Travnik
co-mentor:
Blaz Šef
Visiting School Slovenia

+ learning from the previous research and reflection
+ intensive team work on one location allows for proper on-site research, participation and 1:1 interventions

+ in-depth research and reflection
+ defining theory by finding and creating
+ participation of the local institutions and participants - establishing trust
BIO 50
3, 2, 1... TEST

+ BIO as a production house
+ opening questions & defining the themes
+ requestioning of the process by mid juries and live sessions with other mentors, members and experts
+ linking with the educational environments

....
BIO50 award Jury >> award as production grant for selected projects