

Conference FREE ART IN A FREE EUROPE?

..... INTRODUCTION

IAA Europe and IAA World (International Association of Artist) are a nongovernmental organization for visual artist, and was recognize as such in UNESCO in year 2010. IAA co-operates with UNESCO and coordinates its activities with those of other organizations concerned with the arts and culture. Main objectives of IAA Europe are the exchange between artists and organizations engaged in the fields of art and culture in Europe and beyond. The work of IAA Europe is concerning the discussion and elaboration of artistic matters within Europe, as well as the promotion of the flow of information regarding working conditions, social security systems, authors' rights and free flow of artworks.

Tora Aasland is leader of the Norwegian UNESCO committee opened the seminar with an introduction of UNESCO work. Tora Aasland is former minister of research and higher education, and has been county governor in Rogaland until autumn 2013.

STATE OF VISUAL ART IN EUROPE –“Never the twain shall meet”.

A glimpse into the experience with art and politics work, internationally. What could the art politics looks like in the future, and is it possible that the artist’s intention and the political aims in the society are the same? What measurements are possible to addressing? Based on the “Ballad of East and West” the poem of Rudyard Kipling, we want to set the tone for the seminar.

*Oh, East is East and West is West, and never the twain shall meet,
Till Earth and Sky stand presently at God's great Judgment Seat;
But there is neither East nor West, Border, nor Breed, nor Birth,
When two strong men stand face to face, though they come from the ends of the earth.*

Grete Marstein is a visual artist and vice president in IAA World. She has in several years worked with international art politics, and has been representing Norwegian visual artist's associations (NBK) work in IAA Europe and IAA World. **Hilde Rognskog** is a visual artist and former chairman of Norwegian visual artists associations (NBK) from 2009 to 2013.

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The use of images as a result of the digital technology is increasing. The same technology also allows the use of images in a different way than before. Visual artists have new opportunities to create and disseminate their art, and those who want access to images and information about art can do this in a much larger scale than before. New opportunities also create new approaches to problems. What are the challenges at the international level? What is the difference between individual and collective rights? Hence, we will also ask the questions if authors- and copy-rights are under pressure.

Hans-Petter Fuglerud is Deputy Executive Director of Kopinor, the Norwegian Reproduction Rights Organization and gave us an insight in the challenges. Kopinor is empowered by its member organizations to negotiate and conclude collective agreements on photocopying and digital uses of copyright protected works in all areas of society. Trough Kopinors agreements, all users of protected works are secured simply and legal use of copyright protected works same time as the rights holders get paid and new works of art would be created.