

RockTours Workshop

Curriculum

May 2023

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1. Project description

Rock For Unity is a 18 months project that aims to bring a new cultural dimension to the 3 partner countries – Bosnia and Herzegovina, Montenegro and North Macedonia but also the entire Western Balkan region, Europe and beyond.

Through project implementation, partners aim to give their contribution to preserving and promoting rich Ex-Yu Rock heritage, whose origins date back to 1960s, reaching a creative peak in the late 70s and 80s, and is experiencing a creative revival today. Outside the English-speaking world, rock in the former Yugoslavia was among the most innovative in the world, including guitar rock, punk/alternative and pop. The Ex-Yu brand has continued in spite of the violent conflicts a generation ago precisely because it marked a style that continues to resonate with music lovers.

In addition to meeting Creative Europe's objective of innovation in the cultural sphere, and aligning with strategic priorities including social inclusion and digital innovation, implementation of Rock4Unity Project will ensure achievement of 3 main results:

1. An enhanced set of exhibits at the Ex-Yu Rock Centar in Sarajevo and a robust set of integrated digital tools aimed at improving the “in real life” (IRL) and online visitor experience;
2. A network of youth and musicians in the 3 countries learning from the past and helping to build the next generation of rock;
3. A stronger creative and cultural brand that strengthens regional artistic collaboration and enhances cultural, social and economic integration into the European space.

Creative Europe grant will support development of several digital tools; development of 3 new thematic exhibits; digitization of a total of 7 exhibits for online dissemination; and development of 3 youth-education focused curricular modules (Rockin' History, Rock the Peace and RockTours) that will be

implemented in the 3 partner countries and made available online for use throughout the region. While around 100 youth and artists will directly benefit, the resulting IRL and online results will reach thousands in the region, among the diaspora and among culture lovers globally.

1.1. RockTours Activity Description

Within RockTours activity, selected young people from Montenegro, Bosnia and Herzegovina and North Macedonia will be engaged in their communities to research and map places that have played an important part in rock and music history (eg. musicians' birth homes, influential performance halls and concerts venues, recording studios etc.).

The activity entails development of training curriculum and related workshop materials as well as selection of 5 youth participants from each one of 3 partner countries. Three separate in-person training one-day workshops will be held in each country, with training conducted by the 3 partners in each country. At the end of the training the participants will select several local sites to potentially include in the RockTour itinerary. The youth participants will be encouraged to document their participation in the event throughout the day on social media etc.

Following this initial scouting activity, the 3 partners will review the participants' site proposals, and agree on 10-15 priority sites. The youth teams will then go back to all/selected sites with a professional photographer/videographer to get high quality photographs to use in the RockTours printed and electronic materials.

Finally the youth, together with organizational focal points and subject matter experts, will prepare to write **Walking Tour content** which once finalized and translated will be used for RockTours mobile app development. The mapped stops will be linked through a series of QR codes to a mobile app, providing citizens and tourists with engaging content on regional rock history. The curricular materials will be shared online and promoted so other educators and youth leaders may use them for other tourism promotion activities.

All workshop participants will receive certificates for completing the program and receive a 2-year membership in the EYRC fan club.

2. Open Call

2.1. Framework for youth outreach

An Open Call for participants will be announced. In addition, one of the main instruments ensuring youth engagement and success of this activity relates to networking with institutions where young people are involved. Entities such as high schools, social and art centers and non-governmental organizations are recognized as strategic partners for implementation of youth exchange activities.

Skopje

In Skopje contacts were made with **Roma Rock School**, an organization that works with young people in the field of music. Their goal is to provide free education to Roma youth and children from economically and socially disadvantaged backgrounds, as well as to enhance multiethnic tolerance and reduce discrimination through music. RockTours participants in Skopje will, therefore, potentially be recruited through this organization.

The Open Call will be spread in secondary schools in order to recruit high school pupils with relevant background and interests for the project activities. Pupils that follow the multimedia course at the **Secondary School of Arts “Lazar Lidenoski”** area are also considered highly suitable for this activity. **Secondary School “Nikola Karev”** will also be contacted, with the help of the music teacher Emilija Ristakovska (with whom contact has been established) who leads a Youth Rock band there.

Finally, the call will also be disseminated through social media platforms (Facebook, Instagram) and online youth media (Radio MOF, Fakulteti.mk etc.).

In this way equal representation and inclusion of different groups of youngsters, with relevant background, will be achieved.

Sarajevo

In Sarajevo, local high schools will be contacted to inform their students of the Open Call. The Ex-Yu Rock Centar has a formal collaboration with **Druga gimnazija Sarajevo**, where their students are encouraged to fulfill their community service duties by volunteering their skills at the Ex-Yu Rock Centar. They will be encouraged to apply to the Open Call.

The Open Call will also be posted on the Ex-Yu Rock Centar's social media platforms (Facebook, Instagram).

Podgorica

Local high schools and youth organisations in Montenegro will be contacted to share the Open Call to students. It will also be promoted on Alicorn social media platforms (Facebook, Instagram).

2.2. Criteria of selection

The Rock for Unity project partners place a strong emphasis on strengthening social inclusion, and aim to implement an inclusive and participatory approach to members from different backgrounds in order to accommodate cooperation and acquaintance among them. The youth interest in learning about Ex-Yu Rock music and motivation to engage creatively with other participants will be the main criteria for selection. Furthermore, gender, ethnic and urban affiliations will be taken into account in order to create balanced groups. All participants should be at age 14-19 years.

2.3. Participants application form

The application form will be prepared on Google Forms and will be easily accessible. It will be made available on official websites and/or social media profiles of Eurothink, Alicorn and EYRS for interested applicants. The Open Call and application form will also be shared to the strategic partners (CSO/organizations and high schools) for further dissemination.

The form will gather the following information:

1. Name, Last name
2. Age
3. Sex/Gender
4. Location
5. E-mail
6. Short description of your motivation to take part in the workshop
7. What does rock music mean to you?

2.4. Participant evaluation form

Following completion of the training, the participants will be invited to **fill out a form** with questions related to the training and activities.

The form will contain the following statements (1- very low; 5 - very high):

1. My satisfaction with this event was	1 2 3 4 5
2. The relevance of the learning materials with workshop outcomes	1 2 3 4 5
3. The benefit of meeting exchanging information in this context was	1 2 3 4 5
4. The relevance of the event with my current interests was	1 2 3 4 5
5. My satisfaction with the lecture was	1 2 3 4 5

6. The level of difficulty of the event was: low medium high

Additional comments

3. Local Rock experts

Local Rock experts are a very important element of this activity. Their knowledge of the socio-cultural and political developments that have shaped the Ex-Yu Rock over the course of the last 50 years is crucial in helping youngsters to find out relevant information about the essence of Rock music and its impact on respective societies.

Rock music in Yugoslavia has an original feature with a different stylistic and content manifestation in every different country (North Macedonia, Montenegro and Bosnia and Herzegovina). In this regard, local rock experts will design an approach of teaching, implement the training, and direct participants to explore and collect information and to write proper content adjusted with the facts and the current state of affairs.

3.1. Expert biography and work

Skopje

Tosho Filipovski was born on May 9, 1969 in Kočani. He is a researcher, journalist and musician, the author of "The First Macedonian Rock Encyclopedia". He is one of the most important researchers of the history of Ex-Yu rock with several published monographs and museum exhibits. For more than 30 years he has been an active and passionate collector of musical artifacts, releases and information about the Macedonian rock scene. In the last 10 years he has been actively working on creating conditions for opening a rock

museum, that is, a center for research, archiving and promotion of Macedonian rock music.

Bibliography

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- Tosho Filipovski, *Macedonian rock encyclopedia: (1963-2018). First volume*, Skopje: Korpus Delikti rekords, 2018.
- Macedonian Wikipedia, articles made by referring to Tosho Filipovski's encyclopedia.

Sarajevo

Sead S. Fetahagić was born in 1964. He is an academic and researcher that has studied and covered various aspects of pop and rock music in Sarajevo. Fetahagić has also covered different topics related to culture and identity in BiH and the former Yugoslavia.

Bibliography

- Sead S. Fetahagić, "O Vremenu Prošlom: Muzika Novog Vala U Sarajevu 1978-1984." Zbornik Radova Filozofskog Fakulteta U Zenici, 2021, pp. 129–149;

- Sead S. Fetahagić, *"Pojava Autentične Popularne Muzike U Sarajevu: Diskografija Grupe Indexi Do 1966."* Zbornik Radova Filozofskog Fakulteta Univerziteta U Zenici, 2020, pp. 111–128.

Podgorica

Željko Milović was born in Bar in 1968. He is a journalist, writer, poet and author of the seminal "Crnogorska Pop-Rock Muzika 1954-1991", the first concise and full history of pop-rock in Montenegro in the second half of the 20th century. He has written several articles covering Yugoslavian and Montenegrin rock music.

Bibliography

- Željko Milović, *"Crnogorska pop-rock muzika 1954-1991"*, Matica Crnogorska, 2015.

4. RockTours Workshops

4.1. Workshop approach

Subject matter experts will be provided with detailed information on and objectives of RockTours activity, which later on youth participants will be introduced to.

The workshop will be opened with a 45-minute team building session, during which participants will have a chance to get to know each other and develop means of working together.

Participants will then be given an overview of the histories of rock music in their respective countries by the local experts on rock, which will be a crash course on the different aspects of rock in their communities, the various bands and

individuals that played an important role, and the socio-economic, political and cultural environment that has influenced their music.

The latter will be followed by a collaborative research session where, using the provided materials regarding the history of rock in their area, as well as the information gained from the crash course, participants will choose a thematic focus for their **City Rock Walking Tour**. Once the participants come to a consensus on the thematic focus, they will begin researching possible locations to be a part of the walking tour. Once they come to a conclusion on the 5 locations chosen, the project trainers and experts will review and confirm the viability of covering these locations.

After this, the participants from the 3 cities will engage in a video call with each other, where each team will have the chance to present their thematic focus, as well as choice of locations and give a narrative overview of the history they wish to present with their walking tour. Following this, the participants from the other 2 cities will have a chance to ask questions and give recommendations to the presenting team.

In presenting, the participants will consolidate their knowledge of the topic that they've researched, as well as develop and justify the logical progression of the narrative and different locations. Furthermore, it will be an opportunity for the different teams to collaborate and share their newly-gained knowledge of the structuring of the workshop results.

Participants will then be given instructions on how to write about these locations, of which the outcome will be **photos and an approximately 500-word text covering information about the location**. The text should contain information on:

1. The dates and basic information on the location - if it was a space (studio, concert hall, etc.) then information on its opening, whether it was originally intended to be this, when it was built;
2. Events that occurred here (significant concerts, parties, social events, etc.);
3. Significant artists who had ties to this location, with some basic info on those artists;

4. The connection to and significance regarding the central theme of the Walking Tour;
5. The contemporary context of these locations.

4.2. Guidelines for trainers

The key role of the trainer will be to share their knowledge to the extent that the participants will be able to use it as a stepping stone towards establishing a thematic focus and be able to come up with locations for the walking tour. Furthermore, the trainer will use their expertise to help edit the material that the participants come up with related to the locations.

The trainer's opening crash course module will give participants an overview of the history of the local rock scene. In 90 minutes the experts will cover what they consider to be the most important aspects and themes that ran throughout the second half of the 20th century in their respective cities. Trainers can choose to go through the history chronologically, through different genres or through different significant artists that characterized a scene. Trainers are encouraged to cover the basic histories and significance of the bands that they cover, the significance of the music scene when it comes to wider cultural influence. They are also encouraged to utilize available bibliographies and materials which may aid the participants in developing the walking tour descriptions. During the opening module, participants will be encouraged to be active and ask questions.

The trainer's role during the brainstorming will be to help, along with the project staff, facilitate dialogue between the participants. Furthermore, trainer oversight will be necessary to ensure that the direction of the participants is achievable.

Once the material for the walking tours is developed, the trainer will have the role of editing and adding any more interesting information that they may have on the respective locations.

4.3. Fieldwork

Once the workshops are completed, and the locations selected, photographer will be deployed to the selected locations to take photos of the landmarks. Photos of locations from different angles will be produced, which can later be narrowed down if necessary.

4.4. Workshop outcomes

The overall goal of the workshops is to develop the initial step for the participants to know what they will be doing when creating content for the Walking Tour, as well as how this will be presented. The workshop is an opportunity for the project trainers and local experts to share their knowledge and allow for the participants to develop their unique takes on developing the content. The participant-chosen thematic focus will be a guide for their choice of locations, as well as make for a coherent Walking Tour to those who will use the application as a guide through the various places significant to the rock scene in the 3 cities.

Finally, through direct participation in the workshop, at least 15 young people from 3 different countries will have their knowledge on Ex-Yu rock music improved, and will utilize it in practice, in relation to developing their communication and presentation skills, critical thinking skills, and tools of social engagement.

RockTours Activity Timeline

Participant have prepared and submitted draft content to respective project partners	May 26, 2023
Created collection of photo content for the Walking Tour	May 26, 2023
Review and finalization of the content by rock experts and Alicorn marketing team	May 30, 2023
Walking Tour Guide designed and translated in BCS, Macedonian, Albanian and English	June 9, 2023

5. RockTours Workshop Agenda

09.00 - 09.30

Ice breakers, getting to know the participants

09.30 - 11.00

Crash-course on Skopje/Podgorica/Sarajevo rock scene

- Introduction
- Significant artists

11.00 - 11.30

Coffee Break

11.30 - 12.00

Collective discussion and brainstorming

12.00 - 13.30

Group discussion of the sites, themes, and preparation of short presentations

13.30 - 14.15

Refreshments

14.15 - 15.45

Video call presentations between the three regional teams

15.45 - 16.15

Conclusions