

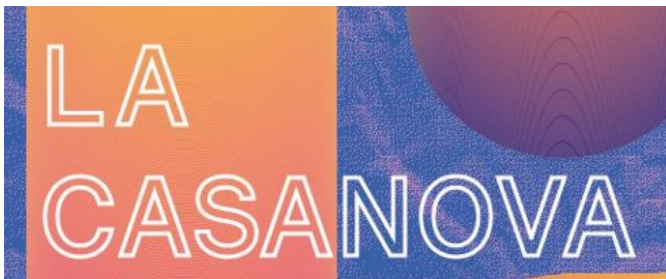
#Artist

#festival

MANAGEMENT AND RECYCLING OF ART-RELATED WASTE AND SUPPORT FOR EMERGING ARTISTS

Structure : La Casanova - The Arts Reserve

Difficulté : facile



Marseille

Provence-Alpes-
Côte d'Azur

Cannes Film Festival: 60 meters of felt, replaced daily, no longer ends up in a landfill. For the fifth year in a row, at the end of May, it will be sent to the northern neighborhoods of Marseille, where a nonprofit organization will repurpose it.

Welcome to La Casanova. It is in this third place in the 14th arrondissement that the Mediterranean branch of La Réserve des Arts is located. Launched in Paris in 2008, the association collects stockpiles of materials from sets, costumes, and props in the cultural sector: luxury fashion, festivals, exhibitions, theater, cinema... **“Art consumes a lot of materials, often in a fleeting way, and produces a lot of waste. On the other hand, there are artists, often in precarious situations, who have needs...”**

The meeting of stakeholders and residents of La Casanova led to the emergence of three areas of activity serving the local community.

LOGISTICS DIVISION: Managing the flow of waste and materials is at the heart of the activities of TOUT-EN-VELO and LA RÉSERVE DES ARTS MÉDITERRANÉE. That is why an 800-square-meter space in the warehouse is dedicated to logistics, storage, and resource recovery.

WORKSHOPS CENTER: Creation using limited, local resources is a key focus of La Casanova's activities. Artist residencies occupy a 150-square-meter space and provide free accommodation for local artists, designers, and artisans who are developing practices of reuse, recovery, and upcycling, regardless of their medium (metal, wood, textiles, leather, plastic, etc.). These individuals benefit from a shared workspace free of charge for four months

COMMUNITY HUB: La Casanova aims to develop a program resulting from consultation with local associations, featuring workshops offered by the organizations occupying the space. La Casanova makes its facilities available to collectives or associations wishing to use them for their activities, including:

- Presentation events by artists and artisans in residence
- Creative outreach workshops open to the neighborhood
- Training: La Réserve des Arts, Qualiopi-certified since 2021, offers training programs for all types of audiences. Discover textile and leather crafts, learn to use a sewing machine, master traditional mending techniques...
- Hosting visits for various groups: students, businesses, workshops, and associations eager to discover the circular economy approach and practices promoted at the Tiers-Lieu Casanova.
- Thematic programming focused on reuse and waste upcycling
- Hosting student workshops

Liens

<https://www.lareservedesarts.org/>

<https://tourisme-marseille.com/fiche/la-casanova-tiers-lieu-de-la-reserve-des-arts-mediterranee-2024-le-canet-marseille/>