



KAZBEK STREET
MONASTERI MEADOWS – WEST

31. 10. – 1. 11. 2020
from 10:00 am



Dear residents of Kazbek Street and Monastery Meadows – West,

A very warm greeting to you all in advance, and I hope to meet you in person in the coming days.

My name is Katerina Seda and I am a Czech visual artist dealing with the relationships between people and communities. In my work, I focus on places where public space is not sufficiently effective and there are visible problems, which I then try to change together with the local residents and the town hall management. Over time, I have worked with people in a number of very different places - for example, in the Silicon Valley in America, in Chernobyl in Ukraine, in Auberwillers in Paris, and have come to realize that it does not matter what the particular problem that lies in the place is, but mainly whether the local residents have the desire and courage to do something about it. Sometimes simply seeing things and giving them the proper name can make for a great change.

Your neighbourhood is located in a beautiful place near the Vitosha Mountains, which form an impressive backdrop to the entire city of Sofia. But I was surprised at how few of your windows offer a view of this particular mountain range. Instead, you look out of the windows at streets without sidewalks, full of parked or passing cars. You won't meet many neighbours on the street, because there are really few places where you can naturally stop or sit down. There are not many opportunities to make acquaintances even in the immediate vicinity of individual apartment buildings, the public space has almost disappeared and if you do not go to the playground, you have only a minimum of opportunities to come across a space that encourages joint activities.

I would like to hear your opinions and suggestions, and help you change some things. I believe that each of us wants to feel good near their home, get to know their neighbors and make new friendships, only sometimes it is difficult to find the time and the way to make things happen. However, in most of the cases we need a small thing to start from - an idea, a personal drive, two or three people with whom to share, create and build together. I would like to help you in this attempt so that we make things change together.

That is why, in cooperation with the curator Vladiya Mihaylova (Sofia City Art Gallery), who invited me to Sofia, I prepared the project A PLACE BY THE WINDOW, and by implementing it we will try to transform the public space in your neighborhood and find ways to work with it in the future and improve it together. But it will not be possible without your help, because it is you who make the heart of this place!

I would like to invite you to the first event, which will take place on October 31 and 1st of November 2020 from 10 a.m. right on your street and is also conceived as a competition for an unlimited number of players. The three winners will get the opportunity to spend a weekend with their families at the Red Riding Hood Hut in the Vitosha Mountains. However, the ideas of all the participants are appreciated and they will become part of an exhibition and a book, which will be presented at Vaska Emanouilova Gallery (branch of Sofia City Art Gallery) from 9th of December till the end of January 2021.

We will invite the Mayor of Sofia as a special guest of the exhibition and will introduce all of your ideas to her.

Please read carefully the rules of the competition, which are attached to the letter, and come in as many as possible! Only together can we change something!

I look forward to meeting you all!

Katerina Seda



1

CHECK IN!

Come to one of our four stations on Kazbek Street and register for the event. For a ticket you will receive a non-traditional DRIVING LICENCE with a serial number, which will accompany you throughout the event, you will record your comments, ideas and suggestions in it, and at the end you will submit it. You will also receive a CENTRAL KEY – which is a special pen you will use to draw your ideas on the windows of your car. Each car will receive only one driving licence, but the thoughts and ideas of a whole family or a group of friends could be recorded in it.



4

FOCUS ON THE VIEW!

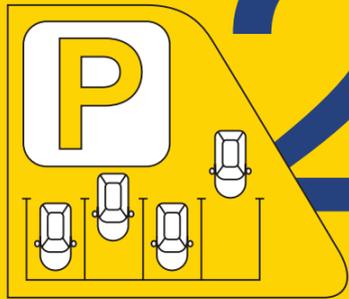
Look carefully through the windows of your car, and think about how to change or improve the view in front of you.



5

MAKE IT RIGHT!

Take a marker and draw your idea on the window glass, i.e. draw those things that you are missing behind the window or could be improved in any way. These could be small things (painting the fence, bench, missing flowers in the windows), activities (someone does sports, someone cleans in front of their house) or larger-scale ideas (a missing sidewalk, a children's climbing frame...). Try to position the drawing on the window in the precise location so that it is clear what you mean by it. Try to discuss with your family all the views from your car - that is, your whole world in 360 degrees. If you would like to express an idea, which is hard for you to draw, ask one of our assisting artists for help.



2

PARK!

Park your car in one of the available parking spots in Kazbek Street. If you want to park in a particular spot and it is not available, try to arrange it with your neighbour or the organizers on the first day of the event for the next day. If you don't own a car, invite a friend or a neighbour with a car to share the experience.



6

SPEAK TO PEOPLE WHILE YOU ARE IN THE DRIVING SEAT!

When you have finished drawing on the windows, open your driving licence, answer the short questions in order to introduce yourself and your family or friends. You may also make some comments, explaining your idea in further detail or sharing some thoughts about the place or the community.



3

OPEN!

Open your car and sit in the place that you think has the worst view from the window (you can see things through the window that you don't like at all and would like to change them). If the whole family participates in the event, everyone chooses a different place in the car, or the family members take turns during the event. The goal is to use all the windows in the car for the event.

A PLACE BY THE WINDOW BASIC RULES OF THE GAME



7

HITCHHIKING

Stop passers-by and offer them to share your "ride". They get in your car and can improve, modify, or completely delete your design and draw their own idea on the window, which you should then record in your driving licence. The photographer should document the person's idea and obtain their contact details.



8

TAKE A PICTURE!

Take a picture of the drawing on your phone and at the same time allow our photographer to document each view from the window as well.



9

CLOSE!

Finally, close the car and hand in your driving licence at one of our stations. We offer you also window washing if you would like to have your car cleaned on the spot.



THE CAR WITH THE BEST VIEW

After the event, all the suggestions will be carefully studied by our team and the best three ideas for changes and improvements in the public space of Kazbek Street will be awarded a family weekend at the Red Riding Hood hut in the Vitosha Mountains. The prize winners will be announced on December 9 at 6 pm, at the opening of Kateřina Šedá's exhibition in Vaska Emanouilova Gallery (branch of Sofia City Art Gallery), curated by Vladiya Mihaylova.



11

HANK YOU!

We appreciate all of your ideas with no exception, and we will make them part of an exhibition and publish them on the website and in the book of the project. We will also present them to the Mayor of Sofia. And above all, we hope that some of your suggestions will actually come true.

For more information, please visit our facebook page <https://www.facebook.com/A-Place-By-The-Window-Място-до-прозореца> or our website at - www.placebythewindow, which is active from 25. 10. 2020

* We have taken all the necessary measures to offer you a ride safe from COVID-19. At our registration stations you will find face masks and gloves, as well as hand sanitizers.