



The Mix Main Youth Steering group (YSG)-Session 2
Bellenden Old School, Bellenden Road, London SE15 4DG
5.30-6.45pm on Tuesday 23rd February 2010

Please note: Attendees list included on separate sheet

Facilitators: Wayne Jones, Fitz Campbell and supported by Andrew Alleyne, Brief synopsis of VAPA by Louise Doherty

1. Introduction:

- Introductions and welcomes
- Good housekeeping (mobile phones off/silent, fire and toilets)
- Aims of the session
- Re-affirm ground rules for group

Focus for the second session was on gaining an understanding of:

- **Exploring new Partnership ideas, which could promote and enhance The Mix.**
- **Ideas for how Intergenerational project(s) can be developed**
- **Realistic idea of attracting a big sponsor and why?**

2. Presentation:

Had a productive (if somewhat impromptu) presentation from Synthia Griffin (Tate modern) regarding a cult structure called 'portavilion'. This is a structure that is in essence a large waited down structure that could house from 70-100 people.

There are two artists that are leading the project –from the Juno project, and Synthia came along to get some ideas from the main group, and see if the unique structure will be a welcomed edition to The Mix 2010.

Ideas muted to the group was around:

- VJ'ing
- Projects in principle promoting the arts and music
- Promotion of new technology

The group saw the ideas being muted by Synthia slightly differently and quizzed about having some sort of musical artist in that space?

Given that there is only 1 way in/out from an H&S point of view, this would prove in-practical. Alike a DJ session in the same space, this would also prove in-practical mainly for the same reasons, and concerns for ventilation if this was going to attract large numbers.

Other ideas to stem were:

- Having an art gallery in the space

- A Fashion show
- Spoken word/poetry corner
- Gaming zone
- Dancing...

There seems as though there could be a good partnership and project work with the Flix/Cinemix group et al with the portavilion as there are some re-occurring themes AND INTERESTS from young people, mainly are the following:

- Fashion Shows
- Poetry slams
- Cinematography

Ways forward:

- Juno artists, Synthia et al working with Flix (focus group) for a particular project around the cinemix/live n'up tent.
- Louise Doherty to lead in this area. Any accreditation to be fed back to AA (once been established).

Possible feeds into:

Libraries, education and silver festival

3. ideas for Inter-generational projects

Robin (member) raised/sparked a very good set of ideas around either developing a set of projects for older people, and linking her thoughts to the portavilion. Good discussion ensued, looking around last years park lay out, and the bubble.

This is what came from the discussion:

- Dancing/tea dancing in the bubble
- Chill out zones around the parks for the elderly
- Recycling projects and schemes to promote recycling
- Poetry corner
- Sound system?
- Cultural and Inter-generation Southwark exchange
- Community recognition for adults and senior members in the community

4. Big sponsors for the mix

A question was posed to the group around big sponsors which they did not initially get, but then it was put in another way....if you could have your favourite brand sponsor the mix, what would it be and why?

Alot of interesting responses:

Big brands	Why?
M&S	Cater for everyone, and there could be opportunities for career advice and work experience
Peacocks	Stuff is good
JD Sports	Sell quality stuff, and like M&S could be a 'coo' for the Mix-credibility!
Yamaha	Quality
Adidas	Quality products, can relate to 'urbanites' and could give credibility to a youth focused festival
Prada	Like wearing it, looks fine!
HSBC	Always give quality service, banked with them for years-reliable
The cooperative	They do so much and are established
HMV	Need I say more?

Need to explore more, and there could be some legs in this. A part of the original question asked, and not fully answered...what benefits are there to the company, being at the mix?

Note:

Session had to unfortunately be cut short, due to some yp receiving lifts home and the bad weather.