

Swiss Cultural Programme South-East Europe and Ukraine

A Different View

Documentary Photography Project



Country / region or city:

Macedonia / Skopje

Name of the Project:

**A Different View –
Documentary Photography
Project**

Partner organizations:

**Macedonian Centre for
Photography (Skopje)**

Duration of project:

**April 2007 – March
2010**

A Different View – Documentary Photography Project is a cooperation project lead by the Macedonian Centre for Photography (MCP) from Skopje, dedicated to the overall development of the medium of photography and elevation of the public awareness for the actual social problems in the Macedonian society. MCP offers professional photography trainings and supports the documentary photographic production and its presentation in a manner that incites critical debate on social issues in Macedonia.

The visual culture and communication in Macedonia is generally on a low level, not only from the aspect of technical execution, but also from the aspect of content and creativity. A lot of this visual culture relies on the use of photography in the mass media. The photography's role as an agent for social change and a medium of aesthetic expression has been neglected. The photography tends to be treated as illustration of the text rather than as information by itself.

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(Swiss Agency for Development
and Cooperation SDC)

MCP recognizes and promotes the documentary photography as a medium of communication that allows people to express their everyday concerns and interests. The aim of the cooperation project developed by MCP is to articulate certain social issues in the Macedonian society and advocate for their positive resolution through the medium of documentary photography.

The main goals of MCP cooperation project *A Different View – Documentary Photography Project* are:

- **To improve the knowledge and the skills in the field of photography in Macedonia**
- **To promote the photography, both as an artistic medium and as a tool for social change and awareness**
- **To further develop the resources of MCP and to enable its staff to run projects and the centre itself independently and professionally**
- **To increase MCP credibility, positioning, image, competitive relation and to build preconditions for further successful cooperation.**

The activities of the project include a wide range of photography trainings with innovative, practical and interactive teaching methods, as well as documentary photography productions. Additionally, an action line is dedicated to capacity building activities, including organisational development, and to the promotion of MCP.

Among the partners of MCP, the Ministry of Culture is providing the space for the project in the Multimedia Centre “Mala Stanica” of the National Gallery of Macedonia; Julijana Daskalov, consultant from KOCKA - Network of Independent Consultants-, is responsible for the capacity building activity line; and Urs Stahel, director of the Fotomuseum Winterthur (Switzerland), is providing strategic counselling as well as contributing directly to some activities of the project. Besides, MCP collaborates with various local and international organizations (educational, cultural and social) as well as individuals (guest teachers and lecturers, etc.).

The Swiss Cultural Programme South-East Europe and Ukraine is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Bulgaria, Macedonia, Romania, Serbia, Kosovo and the Ukraine.

It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■