

Dear Board,

Hereby I am happy to present you the outline of the **Focus International**, including the draft organizational plan, budget estimation and calendar. You will also find a presentation as a backdrop, pointing out to the overall scope and scale while summarizing the general outlines of the activities of Focus International.

The Focus International aims at bringing together the SKOR mission of developing art works in the public domain with an urge for incubating internationalism and cosmopolitan culture. Actually, it is an extension of my vision for SKOR before its subsidy was abolished.

The ambitious activities of Focus International like the International Periodical Urban Art Exhibition and the Intercity Square project mainly have two folds: shifting the concentration of international art world temporarily (to Amsterdam for instance) and creating an international network and community supporting the art and cultural field of the Netherlands.

These activities should not be taken as one-off big bang events, but as a continuous structural building up, through which influencing, even engineering of the field of art towards internationalism is achievable. Therefore, it is not merely an exhibition but is a tool (matrix) to set up the transformational capacity of the field and ultimately the society at large. Especially now, when considering the current shifts and massive transformations in the infrastructure of the field (and the society), the role and function of the Focus International becomes even more crucial.

The organizational scheme of the Focus International can be best described as a 'sponge' model: the small core team will expand towards the realization of the events with a temporary team. Five SKOR employees are considered for the core team and other (former) SKOR employees can take part in the temporary team at a later stage.

The earning model of the Focus International basically depends on national and international public and private funding and sponsorship from a variety of sources. We have already started warming up meetings with the related official bodies and will focus on a novel plan and programme for sponsorship in February and March 2012 after the submission of the policy plan to the OC&W on the 1st of February 2012.

Besides sharing the office and back office functions (2012), different ways of collaboration with the COOP will be explored in due course when the COOP develops its vision and activity plans to a further step in 2012.

I do hope that through the Focus International and COOP, we can convert the current austere conditions into a matrix incubating social change, and specifically, aiding the restructuring of the field for a possible better Future.

Yours truly,

Fulya Erdemci