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DEVELOPMENT PLAN CULTIVATING COMPANIONSHIP

A research residency within a cornfield to find opportunities, communities,
and conversations.

Important tasks

Preparation

Public Affairs & Cooperations

Public Relations & Marketing

Community Engagement

Research Residency

Cultivating

Companionship

The project “Cultivating Companionship” is in its early stages, yet it presents promising approaches to reconnect humans and non-humans through community building, hands-on research, and design.

The support from the European Bauhaus Prize will be instrumental in kick-starting this project, transforming it into a tangible space for encounter. It aims to address some of the most urgent questions of our times, particularly those related to a crop that has expanded more than any other, posing similar challenges worldwide.

Welcome to the conversation within the cornfield.

Preparation

TRANSLATION OF THE RESEARCH

To facilitate direct communication, the research materials will be translated into the local language. This translation encompasses both the research paper and the film that explains the project.

TARGET GROUP ORIENTED PROMOTIONAL MATERIAL

- Flyer
- Poster
- Social Media

PITCH MATERIAL

Preparation of pitch material for different target groups allows for the inclusion of a more diverse audience. The goal is not only to communicate with farmers and politicians but also to pique the interest of elderly people, children, those working with soil, and those who are not (yet).



MILESTONES

MARCH 2024

Finalize preparations of translations in the local language

Promotion of presentations.

APRIL 2024

Present the project to a broader local audience in Bersenbrück and the wider region of Osnabrück.

Public Affairs and Cooperations



LOCAL GOVERNMENT

- Pitching the project to local government
- Applying for local support
- Applying for permits

NATIONAL AND EUROPEAN GOVERNMENT

- Applying for funding at the national level
- Applying for funding at the European level

NPOS AND NGOS

- Presenting the project to local NGOs and non-profits working in agriculture, biodiversity, soil re-generation, climate, and education
- Seeking support and promotion
- Establishing connections for potential future cooperation
- Engaging in conversations to learn from existing structures

MILESTONES

APRIL 2024

Approval by the local government.

MAY 2024

List of supporters and interested individuals, and associations.

Define a plot on a field where the research residency will develop, in collaboration with a supportive farmer.

Establish the initial core project group.

Set primary objectives for the next three months.

JUNE 2024

Continuous workshops in collaboration with local partners.

Public Affairs and Cooperations

LOCAL BUSINESSES

- Presenting the project to local farmers, incorporating their ideas and gathering opinions
- Presenting to other businesses to seek support and explore potential cooperation opportunities

EDUCATIONAL INSTITUTIONS

- Presenting the project to local schools or childcare to explore potential cooperation
- Presenting the project to universities to seek research or artistic collaboration



MILESTONES

OCTOBER 2024

Open day and conversations with public.

First reflection on the primary three-month objectives.

NOVEMBER 2024

Reflect together with local partner and supporter.

JANUARY 2025

The project gains recognition and support from local government and businesses.

SEPTEMBER 2024

Prepare for the public celebration and send out invitations.

Public Relations and Marketing



LOCAL NEWSPAPER AND NEWSLETTER

- Prepare an article for the local newspaper.
- Frequently inform the newspaper and newsletters about upcoming events and public presentations.

START A NEWSLETTER

- Launch a monthly newsletter to provide updates on project activities.
- Keep the newsletter concise and informative.
- Promote the newsletter on social media for wider reach.

SOCIAL MEDIA

- Establish a social media presence for the project.
- Promote presentations and events through social media.
- Interact with followers on social media platforms.

MILESTONES

APRIL 2024

Create social media accounts
Develop a project website.
Set up an official email.

Promote project presentations
in local newspapers and online
platforms.

MAY 2024

Enhance online presence
(content and design).

Issue monthly newsletter.

OCTOBER 2024

Write articles for magazines/
online blogs.

NOVEMBER 2024

Create a concise year-end
newsletter summarizing activi-
ties and updates.

Find ways to continue active
conversation even through the
field is less active in winter.

Public Relations and Marketing

ONLINE BLOG/ WEBSITE

- Establish a online platform alongside social media
- Share the monthly newsletter on the platform.
- Display a calendar of events and activities.
- Provide contact information for inquiries.
- Call for participation and engagement.

BLOGS AND ONLINE MAGAZINES

- Reach out to online blogs and magazines covering topics related to farming, climate, biodiversity, and material research.
- Collaborate on articles to expand the project's reach to a national and international audience.



MILESTONES

JANUARY 2025

Well established online presence (Social Media and Website)

Promote future activities and ideas.

NOVEMBER 2025

Publish first major article on research residency.

Community Engagement



OPENING PRESENTATION

- Presentation of initial achievements
- Invitation for participation
- Networking and introduction

WORKSHOPS

- Introduction and community bonding
- Material workshops
- Planting/gardening workshops
- Biodiversity/research workshops
- Compost/ seed workshops
- Building habitats for humans and non-humans

INCLUDE INPUT

- Collect feedback and ideas
- Participant interviews
- Discussions and storytelling
- Reflections after workshops and events

MILESTONES

JUNE 2024

Initiating on-site workshops, foster connections and explore the field.

JULY 2024

Host public opening celebration and present research residency on-site.

More and more workshops are taking place during the summer season.

Observations, experimentation, and try-outs.

OCTOBER 2024

Open day after harvest invites the public and the community to the field.

Conversations, discussions, reflections and celebration of archived.

Community Engagement

LOCAL/ ON SITE INFORMATION

- Provide information on site for passersby
- Generate curiosity about ongoing activities
- Collect information about the field

PARTICIPATION AND ENGAGEMENT

- Extend invitations for participation
- Offer varied levels and ways to engage
- Invite organizations and individuals
- Organize open days and informative events



MILESTONES

JANUARY 2025

Recognition and support from local community

FEBRUARY 2025

Preparation of workshops for the new season in collaboration with local community.

AUGUST 2025

Solid community of humans and non-humans on the corn-field and beyond.

Research Residency



THE CORNFIELD

- Start with a regular (monoculture) cornfield.
- Interventions introduce more diversity.
- Over time, the field transforms into a residency for humans and non-humans.
- Ecosystems evolve, with a special focus on the development of healthy soil.

COLLECTING IDEAS/ PLANNING

- Everyone can bring in ideas.
- Learning by doing and observing.
- Summer is the season of action.
- Winter is the time for reflection and planning.

THE PARTICIPANTS

- Corn Companions are an expanding group of humans who, through their interventions, bring diversity and creativity to the field.
- A community develops among humans and non-humans in the field.
- Voluntary engagement fosters communal bonding and a connection to the landscape.

MILESTONES

MAY 2024

Definition of the residency space in a cornfield.

Select initial participants for the residency.

Initiating research and documentation.

JUNE 2024

Establishment of roles and tasks for participants in the research residency project.

JULY 2024

The opening celebration serves as the initial opportunity for public idea collection and attracting participants.

Building first structure on-site.

OCTOBER 2024

The public open day acts as a moment for rising awareness collecting ideas.

Research Residency

RESEARCH

- Research is conducted on many levels: biodiversity, material research, soil research.
- Professionals and universities are invited to take part in artistic and scientific research.

STRUCTURE/ MEETINGPOINT

- Meetings take place in Bersenbrück, on-site, or close by.
- Over time, more and more structures are built in the cornfield, allowing on-site meetings and work.

REFLECTION

- Reflection and observation are essential.
- Documentation of the processes and observations is carried out.
- The winter months are mainly for reflection and planning.
- Sharing research and work with the public in and out of Bersenbrück.



MILESTONES

FROM NOVEMBER 2024

Reflecting and planning for the upcoming season.

In winter less activities on site but documentation continues.

SEPTEMBER 2025

A solid community of humans and non-humans has evolved around and on the cornfield, and it keeps growing and evolving.

A major article and other forms of presentations show the project to the local public as well as an international audience.

Timetable

