

WWW.
CANCHAS.
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.welcome



.What do we like in football?

Football is the most important sport in the world. Millions all over our planet meet daily with the same goal: to live and to enjoy football.

Football has a soul, it has humans around it, people of all types. It has traditions and roles. It has happiness, sadness and irony. It has its own rituals and codes.

Football generates festivity and an infinity of details full of humour and imperfection. It is a starting point to explore places and people, to understand cultures.

Football has an origin, a source. Its "Canchas"* are its source.

(* Cancha is the Quechua word for playground, in Argentinian Spanish widely used to denote the common football ground)

.How do we perceive the world today?

We live in a world of documentation, of valuation of what we are, what everybody is. We live in a world of expression, exchange and appreciation of differences.

There is a new hierarchy, there are new protagonists:
We experience the documentation of daily life.

Today, in this era of minuscule capturing of data, we are able to celebrate the imperfection, the error. The "like-me" is gaining value and human beings enjoy to be seen, to be reflected, to feel themselves "equal or part of" what they perceive. The difference between the stars and the common people, in sports or in show business, has never been smaller than today.

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.canchas

.What is Canchas?

Canchas is a cultural and anthropological project which documents happiness and celebration around the spontaneous football fields of the world.

Canchas is a tribute to the imperfection. Perfection, if possible at all, is uniform. Imperfection makes the difference. Imperfection is what breaks the rule. It is the gene that identifies us as distinct and completely human.

Canchas will always be opulence and abundance (culturally, of ideas and life) and never poverty (intellectually or aesthetically).

Canchas is the union of communication, artistic sensibility and popular culture.

Canchas is very simple in its idea and very ambitious in its scope. It intends to set a new way of seeing, a philosophy and name: Canchas.

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.What are we looking for?

Happiness, love, smiles, humour, tenderness, festivity, diversity, irony, complexity.

We intent to communicate our view, which is a view shared by many, to present how evident it is.

We want that the public of "Canchas" smiles and says "Yes, obvious".

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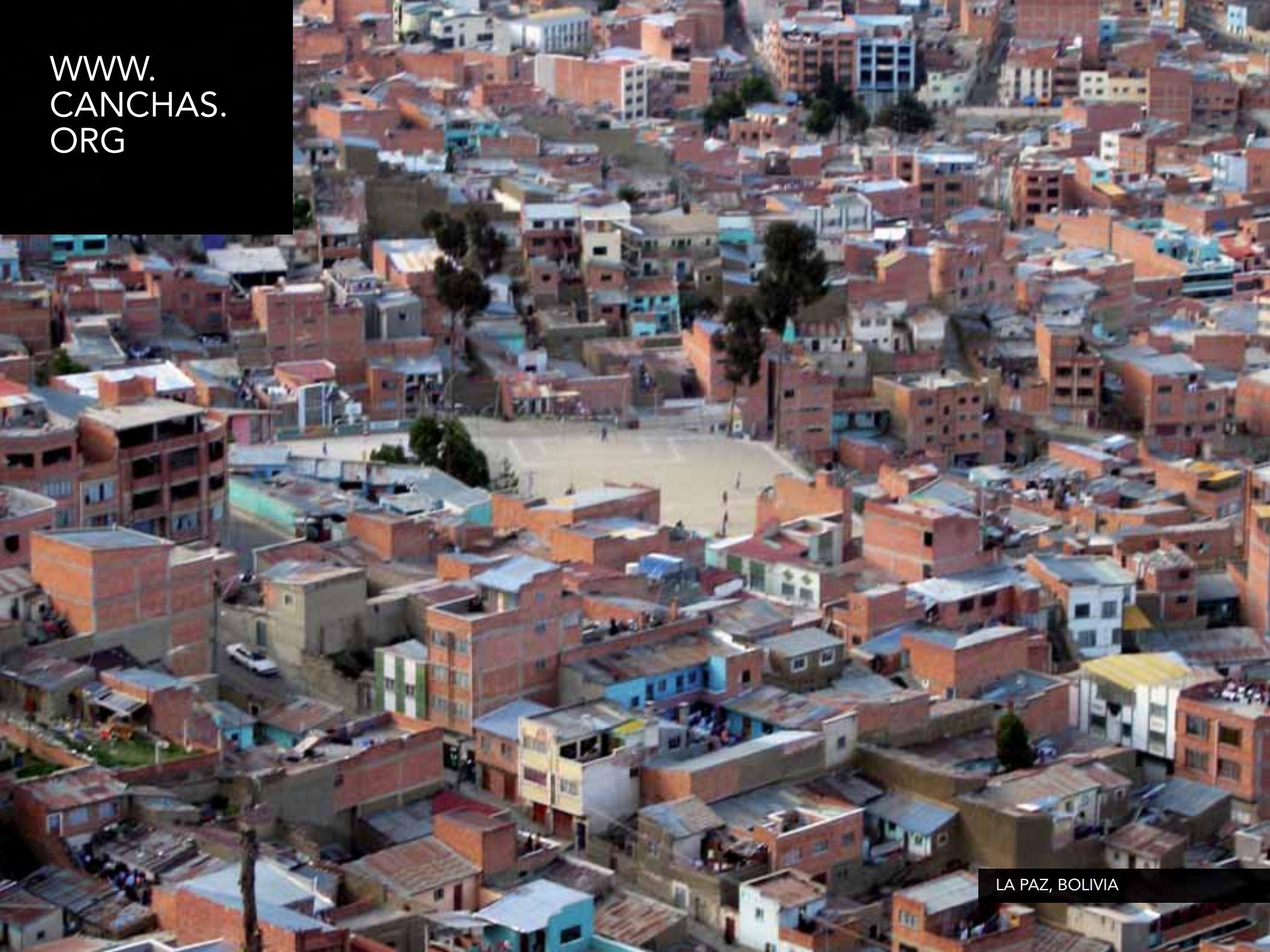
.Where?

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TAN TAN, MOROCCO

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LA PAZ, BOLIVIA

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PAN DE AZUCAR, ARGENTINA

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MAND, BALOCHISTAN

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TAILOUINE, MOROCCO

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HA LONG BAY, VIETNAM

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COLESBUKTA, NORWAY

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TMIMCHATT, MAURETANIA

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CAPITAL FEDERAL, ARGENTINA

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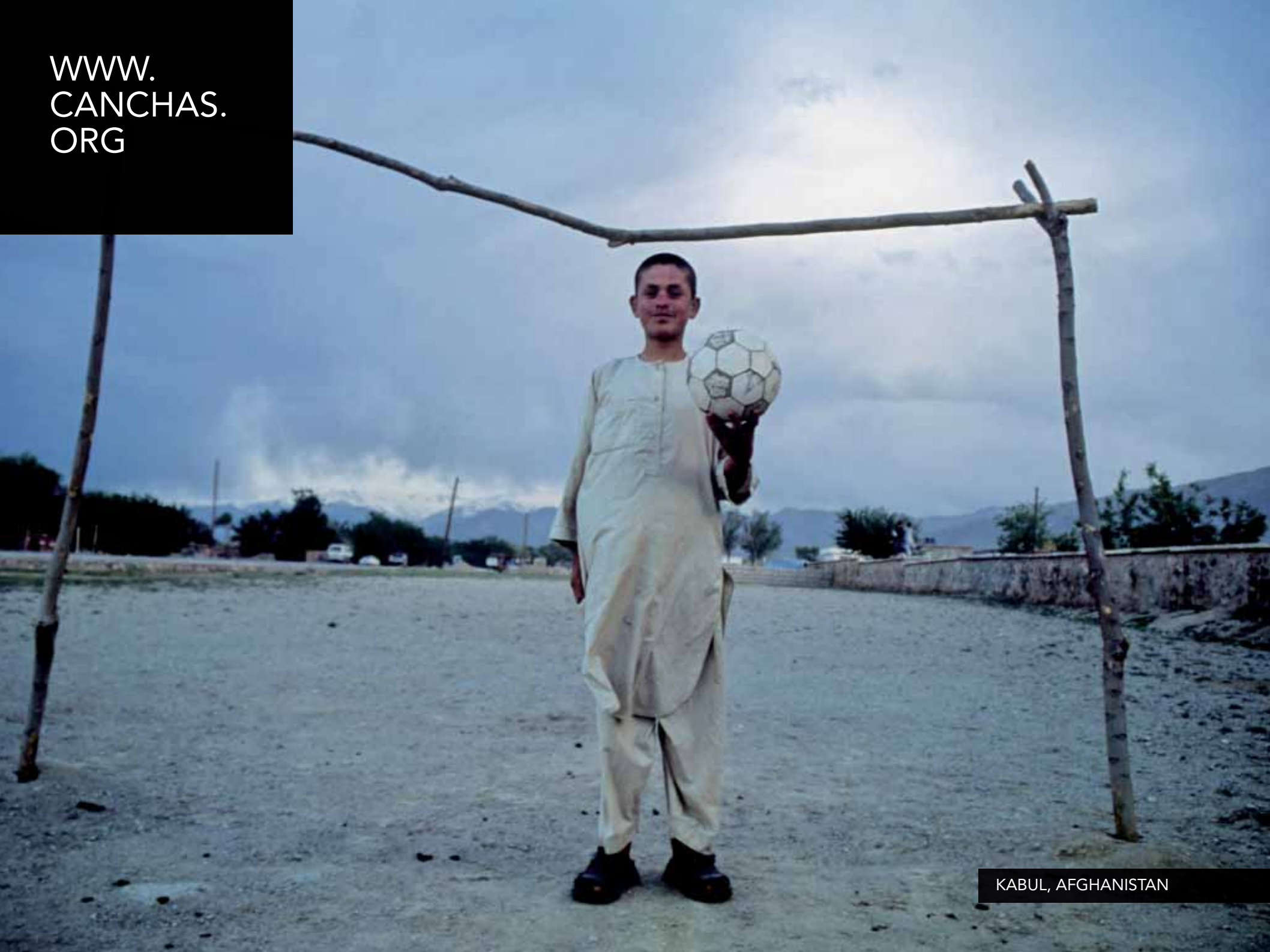
ANTOFAGASTA, CHILE

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DHARAMSALA, INDIA

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KABUL, AFGHANISTAN

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TAFTAN, PAKISTAN

.What do we imagine?

That there is an expert player “in cognito” and that they send him to the far left to kick the ball perfectly in a completely twisted football field.

That when the car comes, the game has to stop, and that sometimes they use it as a barrier to prevent the ball from leaving the field.

That there is a player well dressed to go out with his girlfriend, but he is so tempted to play at a nearby beach football game, so he cannot resist to get dirty.

That in each place there is a culture, a form to express happiness, an unintentional humour that is expressed without any planning.

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What are you imagining?

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.What do we NOT look for?

We are not looking for violence or misery.

We are not looking for deprivation or to document conditions of poverty.

We might encounter all types of places, but we are interested in their happiness and richness.

We are not doing infrastructural development or aid.

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.Community

We have assembled a team and a community of scouts who participate by sending us their “Canchas”.



PNTGM,
linz, austria

Canchas 11 Photos 51

"Austrian born in 1964. Freelancing interdisciplinary artist (music performance photography design multimedia installation conception) based in Linz/Austria and Maputo/Mozambique. Founder of several music groups with mostly international line-ups as..."



ROLANDO100

munchen, germany

Canchas 12 Photos 32

"Some canchas tell you more stories about the area than most of the travel books...'-)"



MESBAH

laayoune, morocco

Canchas 4 Photos 22

"im Mesbah moulay Mesbah i have 20 year old and i love the foot ball and the best thing in My life its My friends"



VERONICAPUIG

paraná, argentina

Canchas 2 Photos 7

"Soy periodista freelance especializado en agro"



AARONWINTER

siziano, italy

Canchas 2 Photos 4

"Ever enjoying the spirit of grass root football"

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.Web

We have a web platform, www.canchas.org, to communicate the project and its activities. It offers the Canchas archive, the possibility to upload media and to interact with the community.

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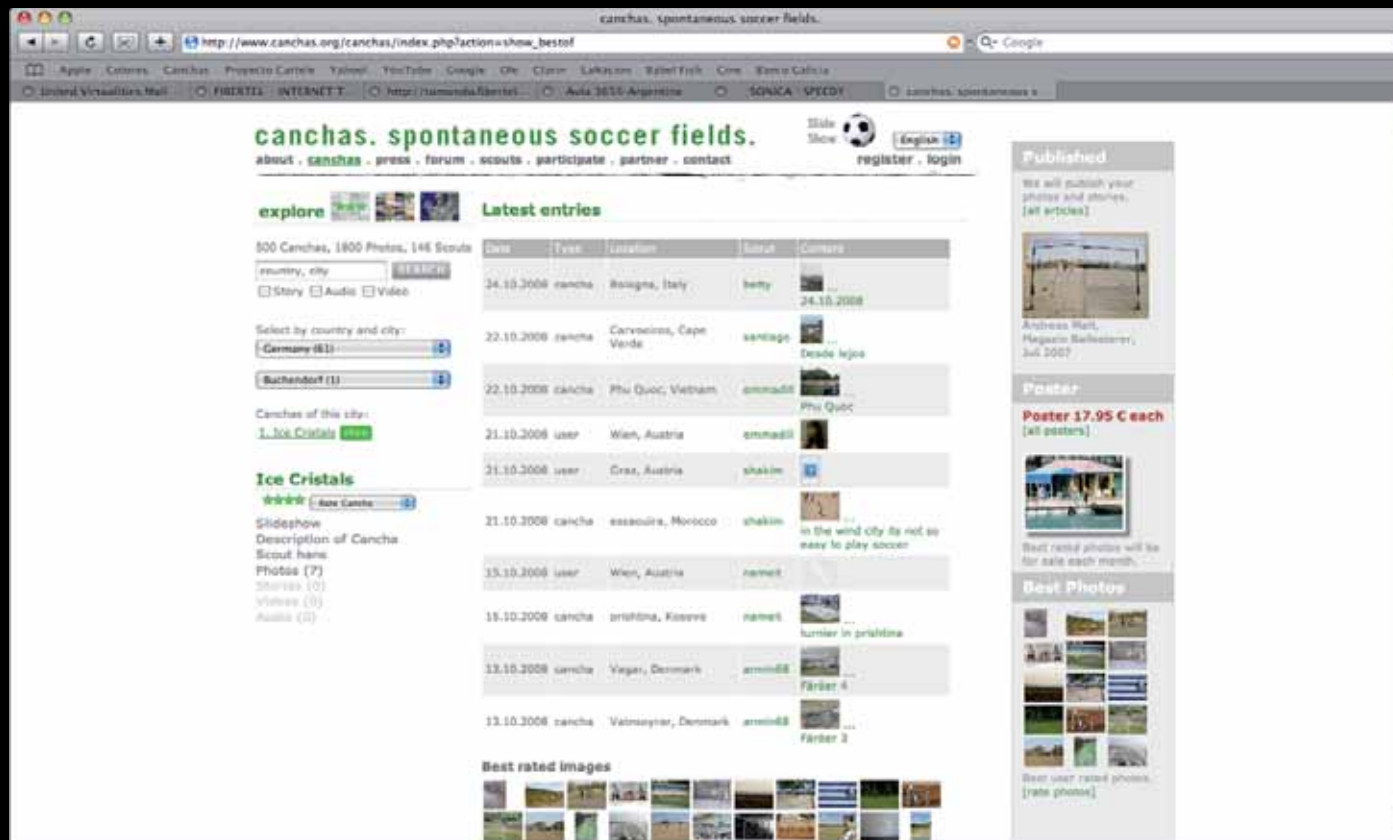
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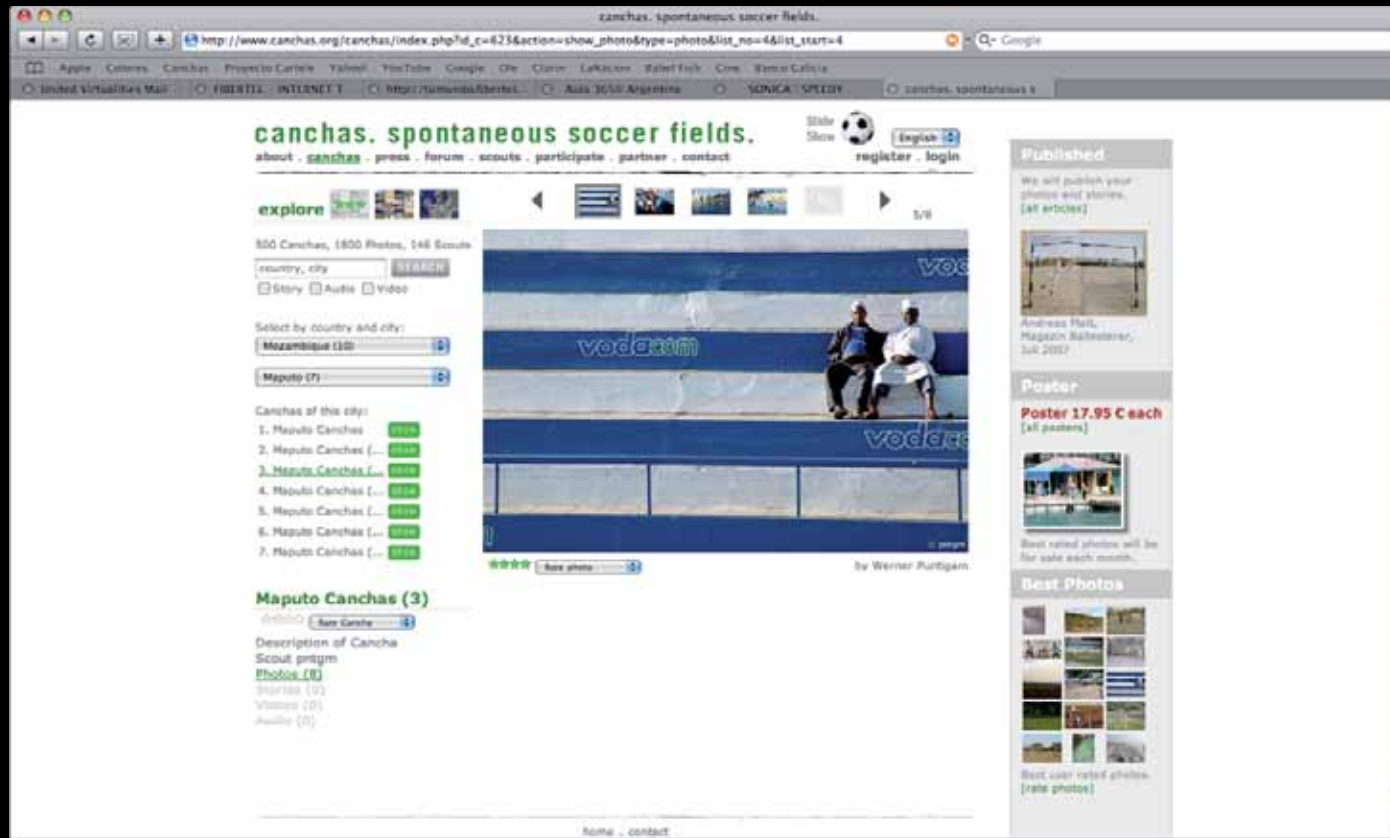
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MORE THAN 1500 PHOTOS UPLOADED

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WITH PICTURES FROM COUNTRIES ALL OVER THE WORLD

.Exhibition

We carried out a travelling exhibition, that was presented in Austria during the Euro Cup 2008. It consists of 50 pictures printed on vinyl of sizes 5 x 3 meters, 2 x 1.5 meters and 1,2 x 0,9 meters.

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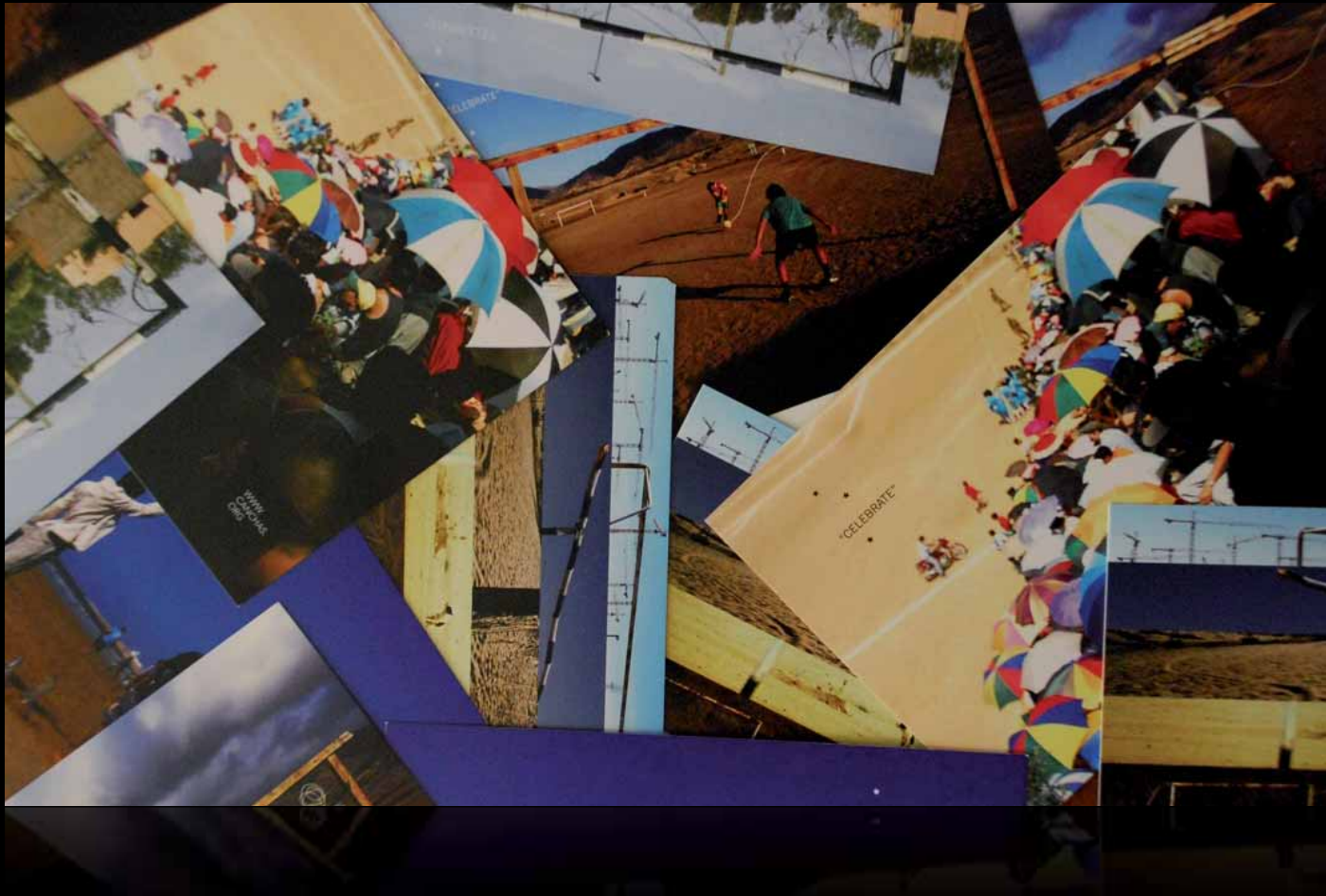
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.Postcards

More than 27000 postcards were printed and distributed in different places during the Euro 08 in Austria and Switzerland. 1500 postcards were used for an artistic street performance.

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25.000 POSTCARDS WHERE PRINTED FOR EURO '08

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.Performance

A performance was held on the main square in the city of Innsbruck, where a huge goal post was built using 1500 postcards.

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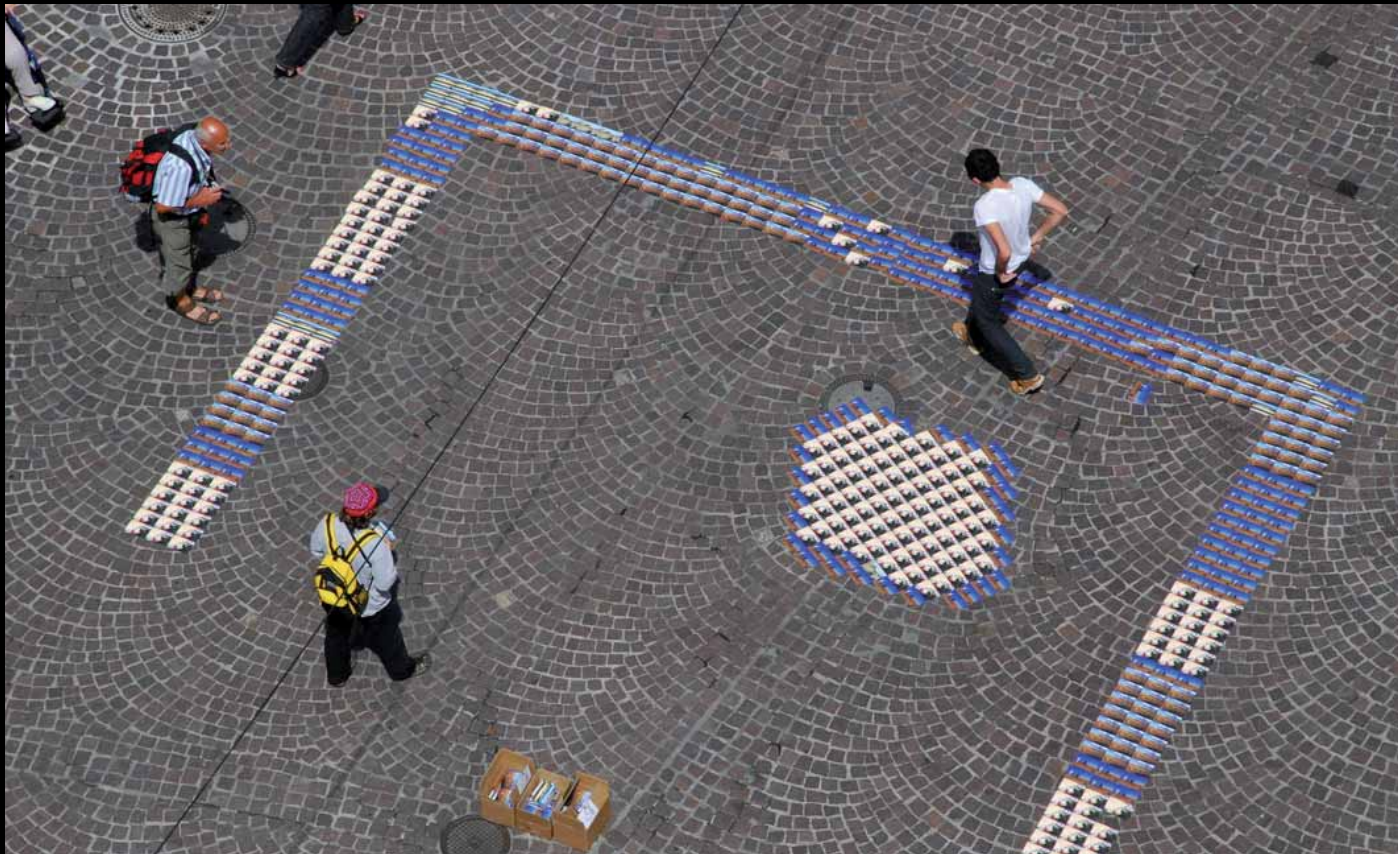
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.Visuals

A multimedia show with pictures of the project was shown in discotheques and at public viewing places of the Fan Camps. They were shown in the break of the games in front of thousands of spectators during the Euro 08 in Austria and Switzerland.

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.Press

We are having constant press coverage of the project. Different media in various countries have shown interest in Canchas. The most important daily newspapers in Argentina and Austria have reported about the project, German papers and others have shown pictures on it. Specialized magazines and internet platforms have carried out activities like competitions to further motivate participation of our project.

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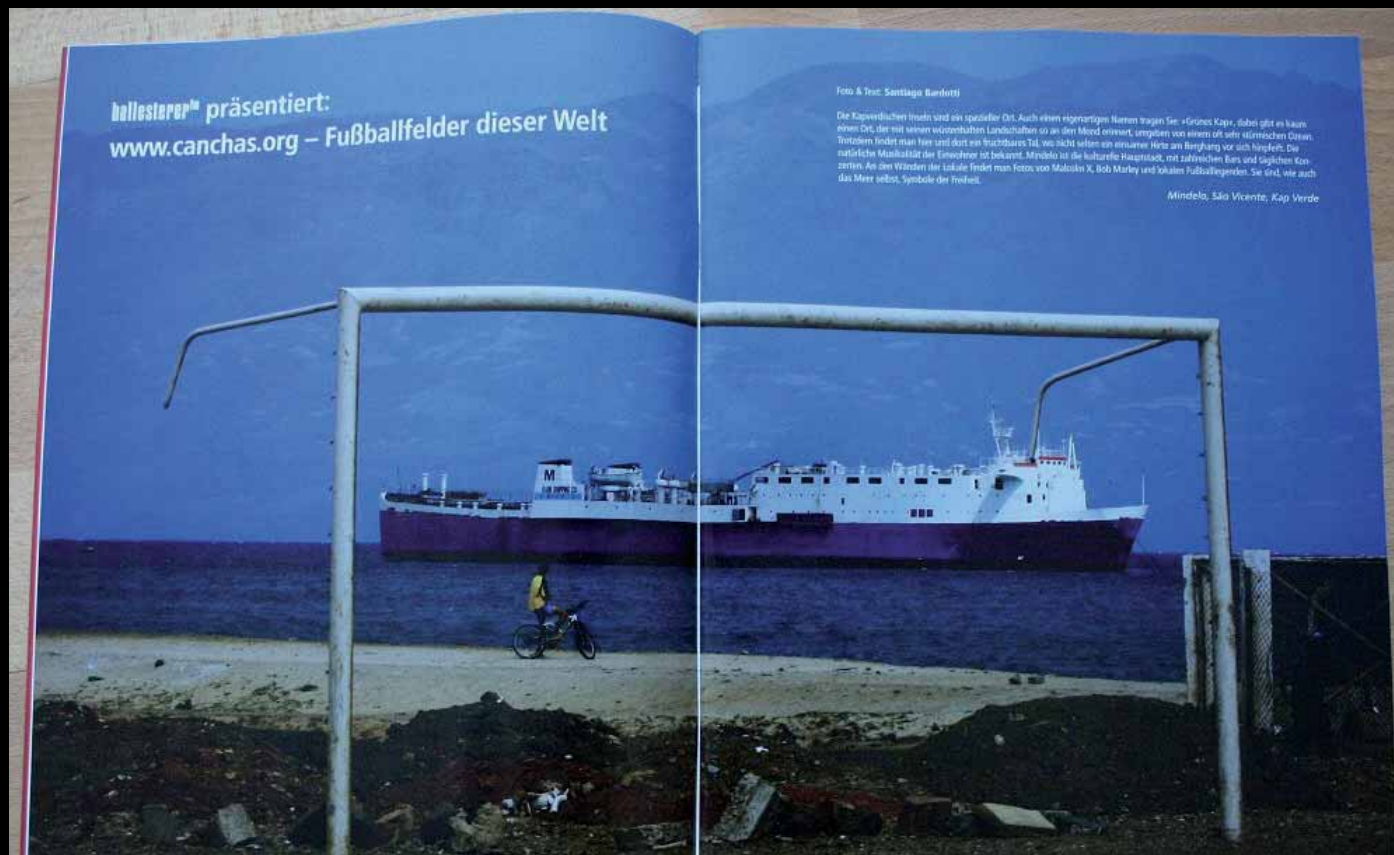
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.Documentary Film

To film a documentary on Canchas. 12 canchas will be chosen from our archive and a detailed audiovisual documentation of them will be carried out to later edit the final material. The document will be shown internationally in film festivals, TV and cinemas. The first part of the documentary film will be shown during the World Cup in South Africa 2010.

.Book

To present the project via a Cancha book including a selection of the best material of the archive and the documentation (i.e. filming of the documental, scouting, etc.)

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.next steps towards SOUTH AFRICA 2010

.Exhibition

To present an interactive travelling exhibition in different cities of the world, including during the World Cup in South Africa 2010. The exhibition will feature Canchas media (pictures, audio, videa) and interactive installations on a high quality artistic level. Shows and special acts are planned during the exhibition.

.Visuals

To create a dynamic visuals tool to show Canchas media at worldwide public viewings during the World Cup 2010, in breaks of games, at parties, etc. A special focus will be on Canchas from African countries. The tool can be individualized, there should free and commercial versions for event organizers.

.Web Platform

To finalize the planned development of the web site. Redesign, new functionalities and all necessary improvements to carry out the different activities of the project.

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.parallel activities

.The Cancha

During the World Cup 2010 in South Africa a Cancha will be created using a part of ground of each of the Canchas visited in the documentary film. A game will be organized with representatives of each place together with important ambassadors of world football.

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.Fashion Show

A fashion show will be organized to present an “asymmetric” fashion line, reflecting the clothes used at the “Canchas”.

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.Ad Hoc

A variety of activities planned together with the sponsors of the project will be conducted.



**ANDREAS
MATT,**
austria

PhD in Mathematics, 11 years of experience in international project management, cultural, humanitarian and multimedia projects. Founder of various NGOs and consulting for UNICEF and major companies. Lived and worked in Argentina, Pakistan, North Africa for more than 7 years. Currently planning science exhibitions and a museum in Germany.



**GASTON
SILBERMAN**
argentina

Master in Art Direction, 17 years of experience in marketing and advertising agencies. Creative Director of an international digital agency. Founder of renowned art projects, author of many photograph books and film writer.



**INGRID
RANKL**
germany

Diploma in Fund Raising, 15 years of experience in social work, marketing and distribution. Organization of international art exhibitions.



**HANS
WOPPMANN**
germany

Master in Computer Science, 12 years experience in software development, information technologies and project management. Worked as senior consultant for companies like Airbus, BMW, et al. Currently CEO of a mobile IT company.



**SANTIAGO
BARDOTTI**
argentina

Master in Psychology, Studies in Philosophy, 15 years of work experience as a journalist writing for major national and international papers, work related travels (mainly America, Africa and Europe), work experience in tourism.



**DESPINA
LEONHARD**
germany

Master in Computer Science, 12 years of experience in software development and business development. Since 2001 management position and senior business consulting in and for companies like SecureNet GmbH, SecureNet SRL, BMW, Audi, VW, Autoscout 24, Aguntum GmbH, Terasel Software GmbH, CarpatAir SA

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.Thank You

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