

JAM FACTORY: A NEW ART CENTER FOR UKRAINE OPENS IN THE MIDST OF WAR

On 18 November, [JAM FACTORY ART CENTER](#) in Lviv will officially open its doors to the public. Housed in a former industrial building first used as distillery and later as a fruit bottling plant, JAM FACTORY will stage exhibitions of modern and contemporary art, as well as host new productions in performative arts and music in a specially designed space.

The idea of establishing a new cultural centre in Lviv took root in 2015, when philanthropist and historian Dr. Harald Binder decided to support the development of JAM FACTORY as a center for contemporary art. The initiative also saw an opportunity to regenerate Lviv's industrial building and its neighborhood into a vibrant public space. After extensive research and preparation, significant funding was provided to go ahead.

JAM FACTORY is located in the district of Pidzamche, north of central Lviv, once a thriving industrial area. The building, with its distinctive crenellations and neo-gothic façade, was commissioned by the Jewish entrepreneur Josef Kronik in 1872. It operated as a successful distillery until the Second World War, which the Kronik family, tragically, did not survive. Post war, the factory was importing wines from Moldova and other parts of the USSR until, in 1970, it was converted into a plant for bottling fruit and vegetables. It ceased production in the 1990s. From 2008 the building was used on an ad hoc basis for cultural initiatives such as the Contemporary Art Week, a theatre festival, and other artistic and community engaged activities.

Following the purchase of the buildings in 2015, the Austrian architectural firm of Stefan Rindler was selected to restore and re-model the former building in collaboration with the Ukrainian office AVR. To create a multidisciplinary art centre as a space for critical reflection through culture was the concept from the beginning. Institutions of this kind which would also serve as a point of connection between Ukraine and the wider world are still rare in the country. The structural composition of the complex consisting of six separate buildings reflects these ambitions. Grouped around an open courtyard and an extended alley, JAM FACTORY is built as a continuous, flexible space, able to accommodate performance, installation, and discussions. On the larger territory the site of a former synagogue has been marked out, a reminder, rather than an erasure, of Ukraine's turbulent past.

THE OPENING PROGRAMME

JAM FACTORY was originally due to open in 2022, but will now open in November 2023. After a number of smaller projects and events in previous years the Jam Factory will show a major exhibition accompanied by a public program entitled [“OUR YEARS, OUR WORDS, OUR LOSSES, OUR SEARCHES, OUR US”](#) curated by Kateryna Iakovlenko, Natalia Matsenko, and Borys Filonenko. The exhibition will feature works by Ukrainian artists from 2022-2023 and from a longer chronological perspective: from the 19th century to the present day. The exhibition is constructed on the principle of novellas and brings together works on two distances – between the present and the past, and between personal experiences and wartime experiences.

"We are building routes and gathering for several months to talk about the personal and the collective, memory and history, hoping that the stories will no longer be interrupted." – the Curatorial team.

Future exhibitions will include international artists, but the opening exhibition will be a unique opportunity for Ukrainian artists to exhibit their work in Lviv at a time of war.

In the theatre space, a new production will be staged, providing an opportunity for Ukraine's playwrights, actors and stage designers to reflect on creating theatre at a time of war

JAM FACTORY'S vision for the music program is to become a showcase of artistic expressions. By cultivating new works and cross-genre collaborations, it aims to contribute to the local and national music education, and to fuel research of the Ukrainian music scene.

Notes to Editors and ACTION POINTS

1. Harald Binder, the founder

previously, in 2004, created the Center for Urban History of East Central Europe in Lviv, an independent research institution bringing together historians, sociologists, architects, art historians and cultural figures to document the many-layered history of the area, and to support educational initiatives in Ukraine. His financial support is based on his own private foundation

"I was encouraged to follow up on my first initiative, the urban research centre, after I had experienced what potential lies in Ukraine and its people. Just as much as science the arts constitute an important medium of profound reflection for a society, especially in times of war."

2. Jam Factory Team

Bozhena Pelenska, Program Executive Director

an experienced art manager and producer who has been involved in the development of Jam Factory since its conception in 2015.

"My big aspiration was to create a strong art organization that would become a vivid place in the city and provide opportunities for Ukrainian artists and art professionals to grow and become visible on the Ukrainian and International artistic map. It was my dream to bring to our developing civil society an important pillar – a sustainable art institution. These days it plays an important role supporting and developing culture during war times"

Bozhena together with her co-director and head of finance and administration, Tetyana Fedoruk, lead a team of further 17 staff members augmented by project-based collaborators.

Supervisory Board Members: Harald Binder (Chair); Vasyl Kosiv, head of the Academy of Arts, Lviv; Oleysa Khromeychuk, director of the Ukrainian Institute, London.

3. Yulian Chaplinskyi, CEO of AVR Development, Lviv

“We are convinced and proud that this project will not only impact Bohdan Khmelnytskyi Street but also contribute to the development of the entire city, serving as an excellent example of patronage in the realm of culture and the arts.”

Contact communication:

www.jamfactory.ua

Mariia Shvets

m.shvets@jamfactory.ua

+380635214034

Materials included:



Original inscriptions on the facade. Photo by Ivan Kostyk



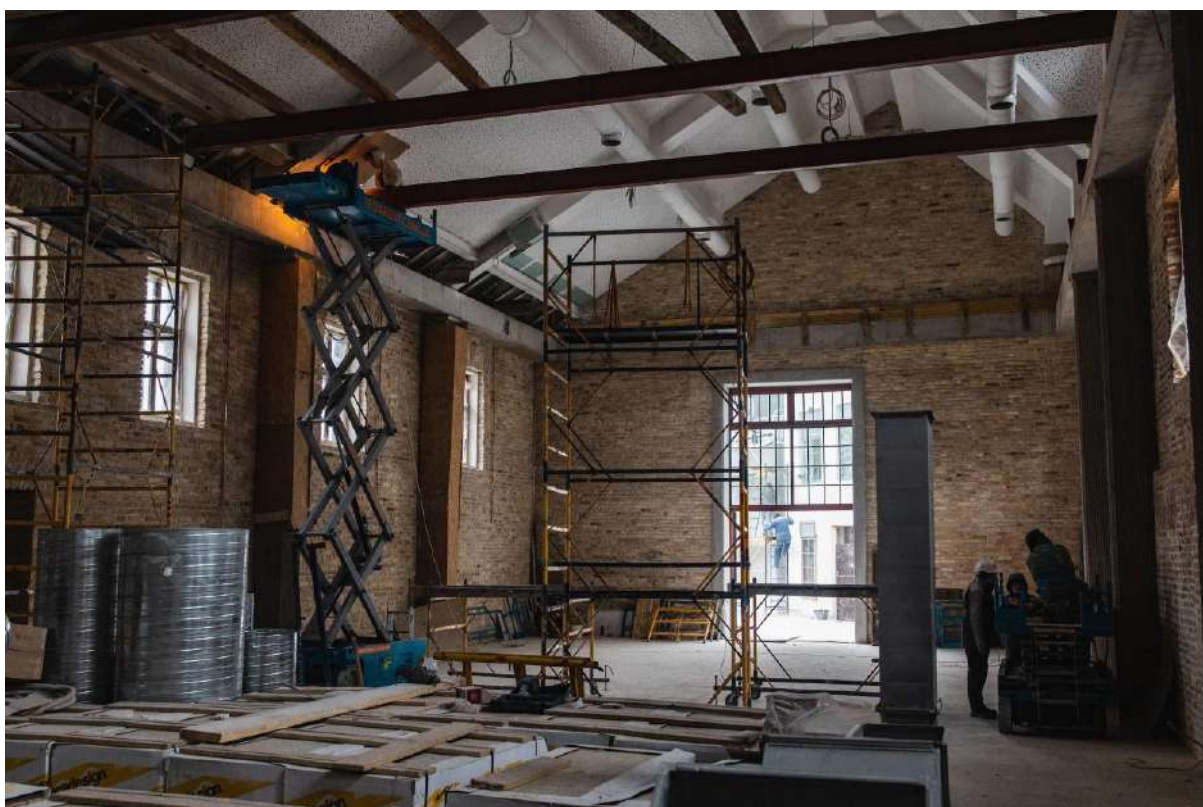
2 Photos of the Factory before revitalization



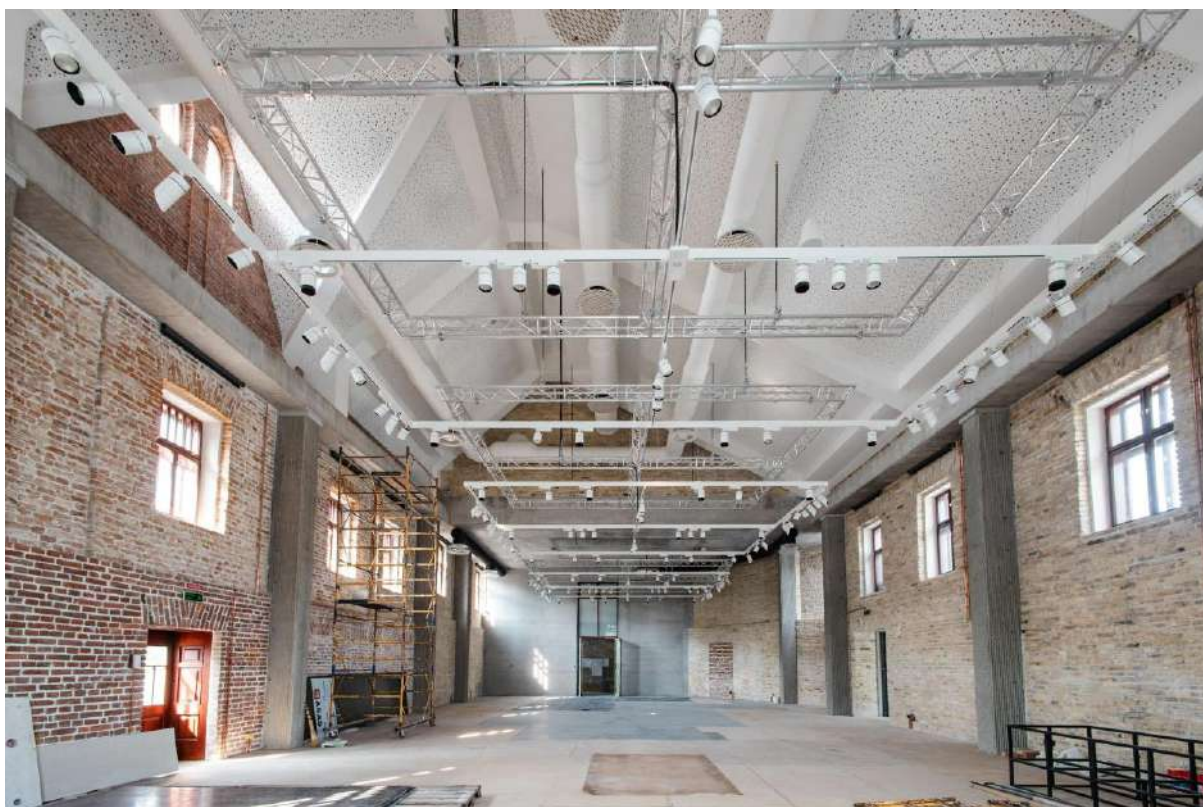




4 photos of the Factory during revitalization. Photos by Bohdan Yemets



Exhibition hall during revitalization. Photo by Bohdan Yemets



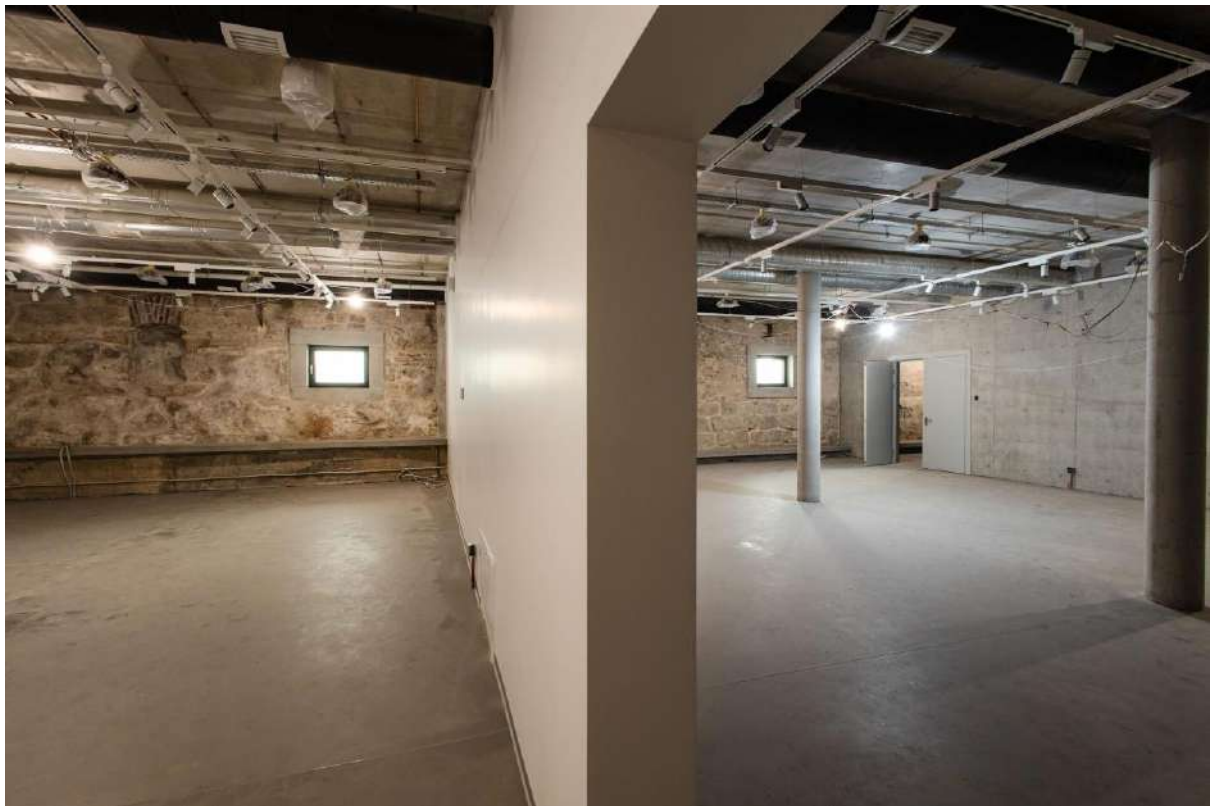
Exhibition hall after revitalization. Photo by Bohdan Yemets



Tower room after revitalization. Photo by Bohdan Yemets



Factory after revitalization. Photo by Bohdan Yemets



Underground exhibition halls after revitalization. Photo by Bohdan Yemets