

Creative Europe Programme (CREA)

CREA-CULT-2021-COOP-2 — European Cooperation projects (medium scale)

Project Title: “In.Dan.Seum – Innovative approaches to Dance and Museum” (tentative title)

Culture Strand

Deadline for submission: 7 September 2021

Contact information:

The lead partner of the project will be TPP (www.teatropubblicopugliese.it)

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Objective:

n. 1 - Transnational creation and circulation: to strengthen the transnational creation and circulation of European works and artists, where trans-national co-operation is required for artistic and financial reasons. This is to increase the European dimension of the artistic and creative process. Co-production is also a tool to stimulate creativity, share resources and facilitate the trans-national distribution of content and the circulation of artists. Projects will have to consider the new context such as health or environmental concerns and integrate innovative (digital) ways of producing and disseminating content.

Priorities:

n. 4 - New technology: to help the European cultural and creative sectors fully take advantage of new technologies to enhance their competitiveness, as well as to accelerate their digital transition as a response to the COVID-19 crisis.

n. 5 - International dimension: to build the capacity within the European cultural and creative sectors, including grass-roots organisations and microorganisations, to be active at the international level – in Europe and beyond.

Duration: 30 months

Budget: TBD

Partnership:

- 1- Teatro Pubblico Pugliese (IT)
- 2- Poli Biblio-Museali della Puglia (IT)
- 3- KunstKraftwerk-Leipzig (DE)

- 4- Aerowaves (UK)
- 5- Zemit (AT)
- 6- Proprogressione-Budapest (HU)
- 7- Archaeological Museum of Corfu (GR)
- 8- Museum of Riga -Riga (LV)
- 9- Culture Action Europe- Bruxelles (BE)

Project description

Introduction:

Small and medium-sized **museums** need to overcome the current limits of the simple custody of the local cultural heritage, to open up to new contemporary languages, to new generations, to new audiences and to trans-sectorial and trans-national cooperation. Also, they need to embrace the opportunities offered by new digital technologies and performing arts, allowing a new role for museums as centers of innovation in which to experiment new possibilities for the valorization of the heritage resulting from the cross-pollination with Performing Arts and New Digital technologies.

Background:

Sharing a common vision about the future, some Museums and a Digital Art Center based in Italy and Germany began to discuss several months ago about developing a European pilot project, and how to broaden the partnership involving other stakeholders. Currently nine partners of eight different countries must confirm their participation to the project, including not only Museums, but also a Consortium for Arts and Culture with a focus on Performing Arts, as well as others.

The scale up from a regional dimension to a European dimension through the “Immersive Art” is the general objective of the partnership, for creative, financial, and organizing reasons.

Brief Description:

The museums participating in the consortium intend to co-produce “**Immersive Artworks**” inspired to some of their “collections”, together with other partners operating in the performing arts and digital arts sectors.

*The motivation of realizing an immersive experience is to create under the umbrella of the consortium, a unique methodology and execution, in which digital and performing arts integrate the story telling of the “art collection or cultural heritage” of each museum. Furthermore, all the works created for each collection, will be part of a single final artwork, which will be **distributed** by the consortium in European museums, theatres, festivals, etc.*

The project will contribute to:

- *for each partner: to enhance their competitiveness and scale up to a European level for selling the new digital collection immersive experiences and monetizing it.*

- for the consortium, to create and share a methodology based on the integration between performing arts and digital art, to organize events, festivals and co-distributing the full package of the immersive artworks.

Main activities/ Work Packages:

1. Management, administration, and coordination

2. Communication and dissemination

- Communication Activities

- Dissemination Activities

3. Networking and knowledge sharing:

- State of the art and benchmarking of cross-sectoral experiences (Museums, Performing Arts, New Technologies)

- Development of a Methodology for cross-pollination between Museums, Performing Arts & Digital Technologies

- Development of the European Network for Museums embracing Performing arts & Digital/New technologies (that will support at local level the implementation of the Project and will ensure its durability after the project end)

- Final Report on main results and lessons learned

4. Capacity building:

- Implementation of the Methodology

- Selection of Experts in Performing arts, Digital Technologies

- Selection of Performers

- Realization of Capacity Building workshops with Experts (Choreographers experts in new languages/Digital Tech experts) on the cross-pollination between Museums, Performing Arts and New Technologies

5. Artistic and creative expression

- Co-creation/Co-production workshops for the realization of Cross-Artworks (Artworks resulting from the cross-pollination of Museums, Performing arts and New Technologies)

- Circulation of Cross-Artworks (Distributed Festival)

