



CreArt

NETWORK OF CITIES FOR
ARTISTIC CREATION

"Culture Programme (2007-2013)"



Arad-RO



Aveiro-PT



Delft-NL



Kaunas-LT



Harghita-RO



Kristiansand-NO



Lecce-IT



Linz-AT



London-UK



Pardubice-CZ



Siena-IT



Valladolid-ES



Vilnius-LT



Wroclaw-PL

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JUSTIFICATION

CreArt (Network of Cities for Artistic Creation) responds to a need amongst European cultural institutions who share a common challenge: to maximise the economic, social and cultural contribution that visual arts can make by better facilitating artists, managers, industry and the general public to allow them to create, present and enjoy art work, as well as to access training and education, through seminars, artists residences, workshops and research and analysis programmes.

Launched and coordinated by the Fundación Municipal de Cultura (Valladolid -ES-), CreArt was presented for the first time to the 2010 "Culture Programme (2007-2013)" call, and over the last months has developed into a solid network of 14 partner cities and institutions, representative of Europe's cultural diversity and richness.



1. All partners have experience in the development of public artistic cultural activities
2. All are involved in the promotion of creativity in their territories;
3. All are working in mediumsize territorial entities.
4. All partners have experience in European collaboration.

CreArt partners also share a common objective: to promote, from the solid base of their local reality, a competitive offer in the European and international creative industries sector, by improving training, exchange and the exhibition of visual arts. The diversity of the CreArt network and the sum of synergies are the sources of its strength. From a variety of cultures and contexts, and based on public-private partnerships, CreArt works towards a “single cultural currency” across its network. Fostering creativity, both in the industry and in society while developing a sense of belonging to a common Europe, will lead us to build a strong position in an equally diverse and highly competitive international cultural market with incredible potential (as evidenced in the EU studies carried out by KEA The Economy of Culture in Europe. KEA (2006). The impact of Culture in Creativity. KEA (2009)

We are convinced that in times of difficulty in Europe it is necessary to coordinate policies, actions and joint working methods. Moreover, that in our given context the relevance of CreArt is even greater, since Culture must manifest its fundamental role in the creation of a European realm of responsibility and civility which will contribute to the necessary “personal possession” of the EU (Guide for Citizen Participation in the Development of Local Cultural Policies, Pascual, J. And Dragojevic, S.2007). CreArt believes that cultural actions support and foster economic development, but there are still challenges to face: access to financing and sustainability; adapted management models; mobility programmes; citizen participation or recognition of local artists; access to European artists and trends; incorporation of ITCs.

CreArt offers a simple and sustainable approach to these challenges, based on direct communication and networking by the main participants in the creative process, with the use of local resources and the necessary initial collaboration of EU.

PROJECT OBJECTIVES

1. Foster creativity through the exchange of experiences, good practices and jointwork among artists, artist groups and associations, cultural operators, researchers, industry and civil society bodies, educational institutions and the general public, from different countries and cultural traditions, including intergenerational exchanges.
2. Promote cultural exploration amongst target groups, encouraging the development of Europe's cultural heritage.
3. Develop common training methodologies for specific groups (children, youth and adults) promoting creativity as a skill for personal development.
4. Establish a permanent and professional system of mobility, exchange and joint work experiences among artists and cultural managers.
5. Identify a methodology of professional management that generates sustainable cultural organizations in medium-sized cities, fostering public-private partnerships and civil society participation.
6. Support creativity networking among medium-sized cities.
7. Develop and better exploit technological tools for the exchange of creativity and cultural resource management.
8. Create and standardize systems of analysis and research within the framework of local cultural policies, in order to maximize the sustainability of the project and its financial resources in the future.

METHODOLOGY

The methodology established in CreArt focuses on 5 areas:

1. IDENTIFICATION

This will be a process which balances clarity of need with potential for benefit. Focusing on the latter, we will identify individuals communities and institutions which display the greatest artistic innovation and potential for excellence. We will look at six areas of practice, which together will comprise the “creative core” that any city needs to build and sustain its cultural fabric, namely: 1.artists and artistic communities; 2. cultural managers; 3. curators; 4.critics/journalists; 5. commissioners, gallerists, collectors, creative industries, entrepreneurs; 6. educators. We will also identify artists to participate in touring exhibitions and training programmes.

Focusing on clarity of need, we will identify individuals, communities and organisations where the network’s targeted intervention will be able to yield positive artistic, social and/or economic results. These might be students, elderly people, school children, disabled people or other groups for whom artistic literacy and activity may enhance their quality of life and connectivity with the wider community. Our aim is to create a network of target communities and institutions who will act as partners for the CreArt network and allow us both to produce the touring exhibition and also to refine, test and measure the impact of our intervention.

2. TRAINING AND INNOVATION

Once the “creative core”, target communities and best practices have been identified by the CreArt partners, we will promote the best and most innovative artistic, management and outreach practices across our network. We will implement training programmes to share these practices across our network. We will disseminate the best practices in fostering creativity to the related industries.

3. EXCHANGE

The process of taking up the various training opportunities, for instance through permanent mobility systems, will result in the exchange of ways of understanding visual creation, improvement in visual arts management and broader, deeper artistic literacy amongst both the “creative core” sectors and across the network’s target communities.

As a network of medium-sized cities, we believe that our ability to foster complex intercommunity relationships provides a potential

advantage, and also provides the potential for the long-term impact of our project on artistic creation and creativity at large.

4. ANALYSIS

Alongside the training and innovation and exchange programmes, CreArt will research and analyse the cultural and creative environments of the partner cities. This will share any social and economic capital generated by our project towards the Lisbon Agenda, strengthening Europe's knowledge economy. Findings of any study will be disseminated amongst the network in "real time" to ensure that learning can be acted upon whilst the project is taking place. This "active learning" will be distributed through seminars, conferences and a research document exploring and identifying best practices in the promotion of creativity. These tasks will be carried out with the associated partner who will work closely with the expertise and universities across the network.

5. DISSEMINATION AND EXHIBITION

We will place creativity in medium-size urban areas in the centre of the debate, using traditional dissemination tools as well as new technologies, involving artists, cultural operators, creative industries and the public in these territories, offering direct experience of Europe's current cultural richness diversity and creative potential. Information will be disseminated in three ways: via the network's internal structures, Online, and face-to-face via the activities of the network. CreArt's annual exhibitions, the European Day of Artistic Creativity, CreArt Ambassadors and the Creative Ideas Think-Tank will play a crucial role in the dissemination of the network's learnings, as well as showcasing how we maximise the impact of the work of the network to wider communities.

WORK PLAN

The methodology of CreArt is reflected in an 5 action work plan with individual activities sharing a common objective:

- a) Project coordination, management and evaluation.
- b) Analysis of management models to support visual arts & creativity in Europe:
 - Research of artistic creativity promotion models in Europe
 - Conferences and meetings on Cultural Cooperation
 - Seminars for artists/cultural managers
- c) Training, innovation and experimentation programme for the promotion of creativity:
 - Artists in Residence
 - Educational program to promote creativity among citizens
 - Artist workshop
 - Meetings for artists/cultural managers
- d) CreArt European Travelling Exhibitions.
- e) Dissemination and transfer of activities and results:
 - European Day of Artistic Creativity
 - Network of CreArt Ambassadors

TARGET GROUPS. IMPACT

CreArt seeks the direct and active participation of 3 main target groups:

1. All the sectors represented in the “Creative Core” (see Identification section), the cultural fabric essential for the project.
2. Educational communities (Universities, schools...) and Mass Media.
3. General public, specific groups and social communities (children, teenagers, adults, elderly people ,disabled people, volunteers...).

They will assume three different roles (as beneficiaries, as collaborators or taking part in the potential “Creative Core”) at two different levels (theory and practice of artistic creativity). They will work closely with each other, fostering multiple feedback among them and giving rise to new experiences.

IMPACT

Promotion of artistic creativity (exhibitions, workshops...).

Participation of:

- “Creative Core” sectors.
- Emerging artists (beneficiaries): The selected artists for the different activities will have the opportunity to meet colleagues from other cultural traditions and successful personalities in the European artistic creation, encouraging the establishment of closer relations and the start of new projects.
- Educators in schools, guides in cultural centres and mass media (collaborators): They will help to bring art closer to citizens.
- General Public, specific groups and social communities (beneficiaries) will have access to CreArt activities, within a project that seeks direct participation to guarantee the integration of the project network within society, and promoting a relationship between the different publics and contemporary visual artists.

Analysis of artistic creativity (research, seminars, talks...).

Participation of:

- “Creative Core” sectors.
- Universities from CreArt cities (collaborator).
- Postgraduates students (beneficiaries): They will work in a study of great importance for European creation and economy.
- Mass Media: will collaborate in the dissemination and review of CreArt activities.
- Cultural managers, public and private (beneficiaries): Generation of complementary projects and possible alternative funding sources. The analysis tools will foster benchmarking and the dissemination of best practises.



CreArt

**NETWORK OF CITIES FOR
ARTISTIC CREATION**

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