



DOSSIER

# CreArt PROJECT

Network of Cities for Artistic Creation

[www.creat-eu.org](http://www.creat-eu.org)



**CreArt** (Network of Cities for Artistic Creation) is an European cultural cooperation project for the promotion of the artistic creativity, that has been developed for 4 years through the coordination of the Fundación Municipal de Cultura of the City of Valladolid.

**CreArt** is a network of public and private institutions from 12 cities and urban spaces, representative of the Europe's cultural diversity and richness. The participating cities are diverse areas regarding size, cultural tradition, geographical location, institutional development, and socioeconomic figures. Nevertheless there are among them essential characteristics in common: they have experience in the development of cultural activities and in the promotion of creativity at a local level.

**CreArt** has the necessary ingredients to become a reference platform – physical and technological – for the European exchange of knowledge, ideas, innovation, and for the promotion of creativity.

From a variety of cultures and contexts, and based on public-private partnerships, **CreArt** works towards a “single cultural currency” across its network.



## INFORMATION OF THE PROJECT

**DURATION** May 2012– April 2017

**BUDGET** 3.437.300 €    UE Grant: 1.718.650 €

**COUNTRIES:** SPAIN, THE NETHERLANDS, ROMANIA, CZECH REPUBLIC,  
LITHUANIA, ITALY, AUSTRIA, NORWAY, PORTUGAL

**COORDINATOR** Fundación Municipal de Cultura. Ayuntamiento de  
Valladolid (España)

**CO-ORGANIZERS:**

Centrul Cultural Judetean Arad (Arad County Cultural Center) (Arad -RO-)

Comune di Lecce (Municipality of Lecce) (Lecce -IT-)

Comune di Genova (Municipality of Genoa) (Genoa -IT-)

Stichting id11 (Foundation 1d11) (Delft -NL-)

Consiliul Judetean Harghita (Harghita County Council) (Harghita -RO-)

Magistrát města Pardubic (Municipality of Pardubice) (Pardubice -CZ-)

Vilniaus rotušė (Vilnius Old City Hall) (Vilnius-LT-)

Câmara Municipal de Aveiro (Municipality of Aveiro) (Aveiro -PT-)

PI „ARTKOMAS“ (Kaunas -LT-)

Stadt Linz – Linz Kultur (Municipality of Linz) (Linz -AT-)

Kristiansand Kommune (Municipality of Kristiansand) (Kristiansand -NO-)

**OFFICIAL WEBSITES**

[www. Creart-eu.org](http://www.Creart-eu.org)

[www.europeandayofartisticcreativity.eu](http://www.europeandayofartisticcreativity.eu)

[www.creativeideasbank.eu](http://www.creativeideasbank.eu)

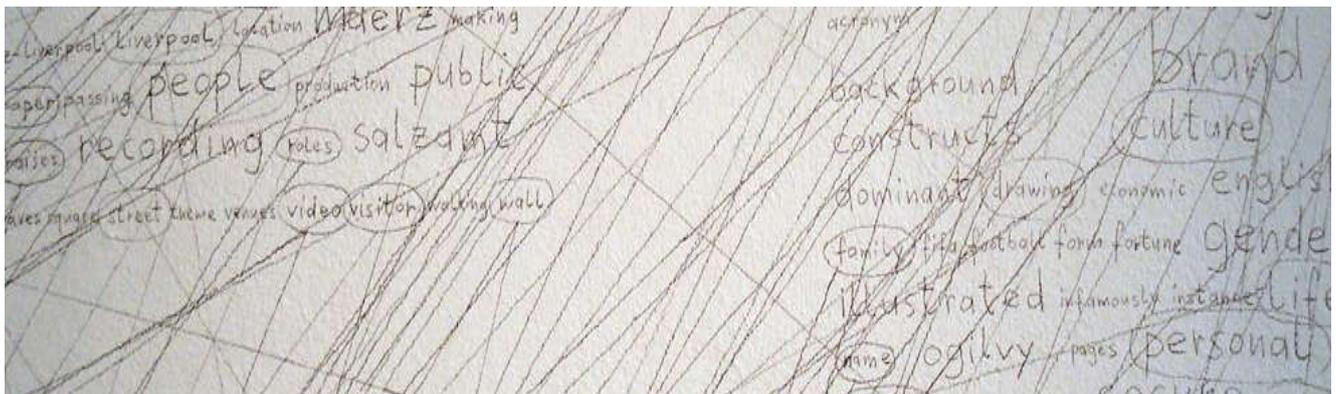
**FACEBOOK**

<http://www.facebook.com/CreArtNetworkCitiesArtisticCreation>

<http://www.facebook.com/EuropeanDayArtisticCreativity>

**TWITTER**

[https://twitter.com/creart\\_eu](https://twitter.com/creart_eu)



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 12 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.



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. **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.

## SPECIFIC OBJECTIVES

1. Ensure compliance with project objectives through high quality standards in activity execution.
2. Ensure quality of product and expected results.
3. Project impact analysis.
4. Exchange of operational experiences between European cultural managers re. models of promotion of artistic creativity, with special attention paid to mediumsized urban environments.
5. Scientific analysis of existing models in Europe.
6. Establishment of a catalogue of best practices in Europe for artistic creativity management, especially those applicable to mediumsized urban environments.
7. Open new fields of improvement of the knowledge of artistic expression.
8. Foster artistic mobility to improve creativity.
9. Bring creative activity to the public and to specific groups through activities.

10. Create connections between artistic creation and the creative industry.
11. Promote the circulation of art works by new creators outside their local production area, improving international visibility and personal development.
12. Open a new common cultural space for citizens from different medium-size urban areas in Europe.
13. Generate strategies of cooperation between cultural managers throughout Europe to allow the touring of exhibitions in different countries.
14. Publicise project activities and results to specialised audience and general public with special attention paid to civil society bodies.
15. Establish bridges to other medium-sized European cities.
16. Invite the public and specific groups to creative participation.
17. Set up a multidisciplinary network of cultural "creators" and operators in European medium-sized cities.



CreArt CITIES

Arad (RO)  
<http://www.ccja.ro/>

Aveiro (PT)  
<http://www.cm-aveiro.pt/>

Genoa (IT)  
<http://www.comune.genova.it>

Harghita (RO)  
<http://www.judetulharghita.ro/>

Kristiansand (NO)  
<http://www.kristiansand.kommune.no/>

Lecce (IT)  
<http://www.comune.lecce.it>

Linz (AT)  
<http://www.linz.at/>

Pardubice (CZ)  
<http://www.pardubice.eu/>

Valladolid (ES)  
<http://www.info.valladolid.es/>

Vilniaus (LT)  
<http://www.vilniausrotuse.lt/>

Foundation ID11 (NL)  
<http://www.id11.nl/>

Artkomas. Kaunas (LT)  
<http://www.menasdvaruose.lt/>

Aveiro, "The Portuguese Venice", is one of the cities with the highest economic level in Portugal. Aveiro is notable for the variety of its rich museums. The Aveiro University is one of the most important research and teaching centres in Portugal.

The Municipality of Aveiro is a public authority of Local Government. Through the development of various cultural projects, the Cultural Action Division aims to promote cultural exchange, as well as creativity within its society. Worth mentioning is the organization since 1989, of the International Biennial of Ceramic Art.

Delft, one of the main cities in the Netherlands, located between Rotterdam and the Hague, famous for being the birthplace of the painter Vermeer and by their blue color pottery. The Foundation id11 in Delft organizes and offers residences for artists and accessible presentation and working places for artists, where experimentation can flourish.

Linz was European Capital of Culture in 2009. Crossed by the river Danube, is the capital of Upper Austria. Its strong industrial development contrasts with its vibrant and intense cultural life. The renovated Atelierhaus Salzamt under the authority of the Linz City Council develops an Artist in Residence Programme (Urban Interventions) with bilateral exchanges, a platform for interaction first at a local level combined in a second step with an interregional artistic exchange.

Vilnius, capital of Lithuania, was also along with Linz, European Capital of Culture in 2009. The historical centre of Vilnius, –the northern Jerusalem – is Cultural Heritage of Humanity by UNESCO since 1994.

VšĮ "Vilniaus rotušė" (City Hall) is one of the institutions which represents Vilnius City. The goal of VšĮ "Vilniaus rotušė" is to represent the self-government of Vilnius, the Capital City of the Republic of Lithuania, in the social and cultural life, to implement the provisions of the cultural policy of the City.

Pardubice, is one of the most beautiful cities in the region of Bohemia. Located 100 km from the capital city of Prague, and on the Elbe river, Pardubice has a major university and a prominent industrial centre.

The Statutory City of Pardubice is the founder of three non-profit organizations, which are responsible for cultural events and leisure activities happening in the city: the East Bohemian Pardubice Theatre; the Czech Chamber Philharmonic Orchestra and the Cultural Centre Pardubice. These three large cultural institutions in the city are responsible for 95% of all cultural life and events happening at a local level.

Kaunas the city of museums, is the second largest city in Lithuania, and one of the great cultural centres and economic of Lithuania. Artkomas is a public institution established in 2006. Each year 40 exhibitions of visual arts are organised, besides musical projects and others related to scenic arts. Artkomas stands out as well in International cooperation programmes.

Lecce, twinned city of Valladolid, is known as the "Florence of the South" or "Capital of the Baroque" due to its magnificent architecture was one of the cities more artistically alive between the 17th and 18th centuries.

The Municipality of Lecce is a Local Administration regularly involved in administrative activities. The Municipality of Lecce is active, in particular, in best practises exchanges with European, national, regional and local institutions. The Culture Unit manages all activities related to the cultural area, heritage, arts, highlighting the potential of the territory and its relationships with other national and international areas.

Kristiansand, Capital of the county of Vest-agder in southern Norway, was founded in the year 1641 by king Christian IV. It is the sixth largest city in Norway. Kristiansand is alive with culture and was named the Best Cultural City in Norway in 2007, due to its strategic efforts to develop a broad range of cultural activities. The Department of Culture in the last years has been involved in the participation of European and International cultural projects.

Arad is located in the famous region of Transylvania near the border with Hungary. It is beautiful magic city filled with beautiful buildings.

The Arad County Cultural Centre is a public cultural institution established by the Arad County Council (RO). Its mission is to support and promote Arad County's cultural and civil values in a regional, national and international context. Organized in specialized departments, the organization covers all the areas of culture and tourism. As a key arts supporting and promoting institution the CCJA develops and specific programme in visual arts which main action is the "Biennial of Contemporary art".

Harghita. In the eastern part of Transylvania, Harghita county lies in a depression surrounded by the Eastern Carpathians. As the result of its geographical structure the county can be divided into three distinct regions, Odorhei, Ciuc and Gheorgheni, giving the county a colourful image..Miercurea Ciuc/ Csíkszereda is the seat of the county since July 1968, and since 1971 it also includes Csiba, Jigodin, and Băile Harghita. The city lies in the middle of the Ciuc valley. The main body of the city formed on the left side of the river Olt. According to statistical data from 1st July 2009 Harghita county's population is 324,222 and the density is 49.2 persons/km<sup>2</sup>. The ethnic structure of the population is the following: 84.61% Hungarians, 14.06% Romanians, and 1.18% Roma.

Genoa is one of Europe's largest cities on theMediterranean Sea and the largest seaport in Italy. Part of the old town of Genoa was inscribed on the World Heritage List (UNESCO) in 2006. The city's rich art, music,gastronomy, architecture and history, allowed it to become the 2004's European Capital of Culture.

The Cultural Policies Office favours the Municipal Administration's cultural policies, carrying out different initiatives in order to realize the best conditions for participation of schools, young people, elderly and disabled persons in cultural events and to give many occasions for the valorisation of young artists' creativity. The Office supports the actions of the Culture and Innovation Department by promoting intercultural dialogue and access to culture. It collaborates in many regional, European and international projects in particular by promoting the creative and cultural industries.

Valladolid, located in north-central Spain, it is the capital of the autonomous community of Castille and Leon. Valladolid is a welcoming city, socially cohesive and well integrated. The Municipal Foundation for Culture was created by the Valladolid City Council in 1982, and has been in charge of the organization of the cultural and recreational activities of the city since then.

The Fundación Municipal de Cultura (FMC) is a public body established by the Municipality of Valladolid (ES) in 1982. The FMC develops cultural projects and manages all types of cultural activities. It has broad experience in the promotion, exhibition and dissemination of the Arts, with special attention to visual arts.



# PROJECT 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 AND ACTIVITIES

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

Between May 2012 and April 2017 the following programmed activities will take place in the CreArt cities:

- Annual Call in the CreArt cities to select the best artworks of local artists for the European Exhibitions between 2012 and 2015.
- 4 touring European Exhibitions with the artworks selected that will travel around the CreArt cities between 2013 and 2016 and a final exhibition in Brussels in 2017.
- Development of educational programmes during the European Exhibitions: guided tours for general public and specific groups and workshops for children.
- Workshops in educational centres by the local artists selected in the annual calls.
- 3 Artist workshops that will have the participation of well know artists. Roadmap: Valladolid (2012), Genoa (2014) and Vilnius (2016).
- Research of artistic creativity promotion models in Europe
- 3 Seminars for artists and cultural managers that will take place in Delft (2013), Arad (2013) and Valladolid (2017).

- 3 Encounters for artists/cultural managers. Topics proposed: Rethinking training for artists; Creative relationships in the world of art in Europe; Art in temporary spaces. Roadmap of organization: Kristiansand (2015); Pardubice (2016); Delft (2017).
  
- 4 Conferences of Cultural cooperation and Management. Roadmap: Harghita (2013); Lecce (2014); Aveiro (2016); Brussels (2017).
  
- Artist in Residence programme in Linz (Austria), Delft (Netherlands), Kaunas (Lithuania) and Kristiansand (Norway). Every year since 2013 to 2016 there will be two annual calls for artists belonging to CreArt cities in Linz (8 students) and Delft (8). As from 2014 and until 2016 Kaunas and Norway will join this activity with an annual offering for 4 artists each. A total number of 88 artists will participate in the AiR programmes
  
- Network of CreArt Ambassadors. CreArt will establish a group of artistic Creativity Ambassadors, to promulgate the idea of creativity in Europe and to promote the European Day of Artistic Creativity. CreArt Ambassadors are global figures from the highest strata of artistic achievement.
  
- Launch and annual celebration of the European Day of Artistic Creativity. The European Day of Artistic Creativity is an initiative launched by CreArt. Network of Cities for Artistic Creation. As members of the CreArt project, we are aware of the importance of promoting creativity as one of the basic elements of individual development and of the creation of an European identity. Our objective is to celebrate one day a year, and at a European level, artistic creativity in all Europe, with open activities in museums, public and private cultural institutions, visual arts centres, art schools, galleries, schools,...

**CreArt ACTIVITIES  
DEVELOPED  
(2012–2013)**

CREART CONFERENCE: "DEVELOPING ARTISTIC CREATIVITY  
IN EUROPEAN CITIES"

MIERCUREA CIUC (HARGHITA COUNTY, ROMANIA). 7<sup>TH</sup> FEBRUARY 2013



Last 7th February took place in the Romanian city of Miercurea Ciuc, in the Harghita County (Transilvania), a conference titled "Developing Artistic Creativity in European Cities. New ways in crisis situations", organized by CreArt project, and with the participation of experts in European cultural policies, as well as representatives of the CreArt cities. The Conference is one of the activities within the framework of this Multiannual Cooperation Project (2012–2017) that has the financial support of the European Commission.

The objective of this Conference was to reflect about the new alternatives to enhance artistic Creativity in European medium-sized cities within the current economic context. The inauguration of the Conference was made by President of Harghita County, Mr. Borboly Csaba, and Mr. Juan González-Posada M., Coordinator of the CreArt Network. Afterwards, the inaugural lecture was made by professor Jonathan Vickery, Director MA Global Media and Communication in the Centre for Cultural Policy Studies of the University of Warwick about "Creative and cultural policies in times of scarcity". Then, Valentina Montalto, Researcher in charge of KEA Regional in the European Consultancy KEA European Affairs based in Brussels talked about "A strategy for a creative Europe". The PhD in European cultural policies, Nicoleta Salcudean, from the University Babeș-Bolyai of Cluj-Napoca, in Romania gave the lecture "Creators and Cultural policies in Europe". Afterwards there was a round table with the title "Cities, cultural managers and creators: A necessary triangle for the development of the European creativity" with the participation

of Valentina Montalto, Nicoleta Salcudean and Emilia Marieta Saglia, coordinator of CreArt project and Creative Cities in Genoa City Council.

The Conference had as well the presence of delegates from all the CreArt cities: Aveiro (Portugal), Kaunas and Vilnius (Lithuania), Delft (Netherlands), Pardubice (Czech Republic), Genoa and Lecce (Italy), Linz (Austria) Arad (Romania), Kristiansand (Norway) and Valladolid (Spain).

The complete programme for the conference, press dossier and presentations by the speakers are available in the following link: <http://creart-eu.org/activities/creart-conference-developing-artistic-creativity-european-cities-7th-february-miercurea>

**ARTIST WORKSHOP WITH ANTONIO LÓPEZ AND CRISTÓBAL TORAL FOR LOCAL ARTISTS FROM THE CREART NETWORK.**

VALLADOLID (SPAIN) 25 FEBRUARY-1 MARCH 2013



The proposal of this workshop with the Spanish masters of figuration Antonio López and Cristóbal Toral was to deal with different ways of pictorial representation, where the 25 artists selected (12 from Valladolid and 13 from the rest of the CreArt cities) were able to show their interests and ideas, and to work and develop their creative processes close to two of the great artistic references of the Contemporary Realism. This workshop, lasting 5 days, intended to approach the experimentation, the artistic creation, and the improvement of the techniques used by the participant artists, who come from all of over Europe. They had the opportunity to contrast their work with the expert look of Antonio López and Cristóbal Toral, two of the most representative figures of Spanish Contemporary Art.

Along the practice sessions of this workshop, artists from different countries could share in person advices, comment proceedings, research methodologies and enjoy the explanations about their ideas and projects. Specifically, in this workshop the different perspectives from the genres

of the figurative tradition as stilllife, portrait and landscape were explored.

More info in the following link: <http://creart-eu.org/activities/artist-workshop-antonio-l%C3%B3pez-and-crist%C3%B3bal-toral-local-artists-creart-network>

**FIRST EDITION OF THE EUROPEAN DAY OF ARTISTIC CREATIVITY**  
CREART CITIES AND OTHER EUROPEAN CITIES. 21ST MARCH 2013



Last 21 March, European Day of Artistic Creativity, a lot of initiatives of citizen participation were developed with the objective of celebrating artistic creativity around Europe. The European Day of Artistic Creativity is a new initiative promoted by CreArt. Network of Cities for Artistic Creation, within the framework of the Culture Programme of the European Commission. "As members of the CreArt project, we are aware of the importance of promoting creativity as one of the basic elements of individual development and of the creation of a European identity. Our aim is to celebrate one day a year, and at a European level, artistic creativity in all Europe, with open activities in museums, public and private cultural institutions, visual arts centres, art schools, galleries, schools, etc. We would also like to witness artists and public interaction in these centres and cities, communicating through the language of art and creativity. The European Day for Artistic Creativity will also become the springboard for new, original and necessary ideas, aimed at the general public, professionals and institutions".

In order to do that, 6 months ago a specific website <http://www.europeandayofartisticcreativity.eu>, had been set up, to invite european citizens to send their ideas and suggestions for new activities that can be developed in their cities. The proposals submitted so far were very different, from the opening of exhibitions and specific activities in galleries, museums, and educational centers, to the opening of artist's studios, organization of photography contests, art installations in public spaces, among other actions. Later, each institution (museum, art center, municipality, educational center, gallery, etc.) uploaded into the website the activities and special events planned for the 21st March, what can allowed to build a complete programme of activities for this first edition of "THE EUROPEAN DAY OF ARTISTIC CREATIVITY" that can be checked here: <http://www.europeandayofartisticcreativity.eu/programme-of-activities-2013/>

ARTIST IN RESIDENCE PROGRAMME IN ATELIERHAUS SALZAMT  
LINZ (AUSTRIA) DURING 2013.



Last 4<sup>th</sup> March the coordinator of the Atelierhaus Salzamt (Linz) has announced the list of 8 European artists from the CreArt Network that that will participate in the Artist in Residence programme in 2013, after taking into consideration the 140 proposals submitted in the past month. These local artists from the CreArt cities will have the opportunity to spend two months in this artist residency space run by the City of Linz, centrally located on the Danube. It is a beautiful old building renovated in 2009 with bright studios and a small restaurant serving local food. The site provides five studios for international artist in residence, four studios for local artists from Linz or Upper Austria, accommodation for international artists, and exhibition spaces. You can easily get some information about Atelierhaus Salzamt on Res Artis, Wikipedia, facebook and [blog.salzamt-linz.at](http://blog.salzamt-linz.at).

LIST OF PARTICIPANTS:

Dinu Bogdan from Arad (Romania)  
Giorgia Marras from Genoa (Italy)  
Annalisa Macagnino from Lecce (Italy)  
Martin Dašek from Pardubice (Czech Republic)  
Patricia Sandonis from Valladolid (Spain)  
Julio García Falagán from Valladolid (Spain)  
Jolanta Kyzikaite from Vilnius (Lithuania)  
Ruta Butkute from Kaunas (Lithuania)

One of the most important goals of the CreArt project is to focus on training, innovation and experimentation programmes for the promotion of creativity. Through these Artist in Residence programmes that will be hosted soon in other CreArt cities, we aim to establish a permanent system of mobility, exchange and joint work experiences among artists from different cultural traditions across Europe.



Art initiative id11 in Delft (The Netherlands) after taking into consideration 60 proposals submitted in the past month ,has announced the list of 8 artists that will participate in the Artist in Residence programme organised within the framework of the EU funded project CreArt (Network of Cities for Artistic Creation). Art initiative id11 organizes artist-in-residence projects in temporarily available spaces such as vacant shops, office spaces or apartment buildings to be demolished or renovated. The Call was addressed to professional artists from the CreArt network interested in site-specific artworks with a wide variety of media and diversity of approaches. This Artist-in-Residence, will take place in August and September 2013. Organization will cover travel, accommodation and subsistence expenses.

LIST OF PARTICIPANTS:

Alexander Glandien from Linz (Austria)  
Tvrtko Buric from Genoa (Italy)  
Bernadisiute Dovile from Vilnius (Lithuania)  
Amaya Bombin from Valladolid (Spain)  
Lieke Snellen from Delft (The Netherlands)  
Leonard Sherifi from Genoa (Italy)  
Ruta Butkute from Kaunas (Lithuania)  
Nino Strohecker from Linz (Austria)

One of the most important goals of the CreArt project is to focus on training, innovation and experimentation programmes for the promotion of creativity. Through these Artist in Residence programmes that will be hosted soon in other CreArt cities, we aim to establish a permanent system of mobility, exchange and joint work experiences among artists from different cultural traditions across Europe.

**FIRST CREART EXHIBITION 2013 "MORE REAL THAN THE REAL"**  
VALLADOLID (SPAIN), LECCE (ITALY) AND ARAD (ROMANIA) DURING 2013.



The members of the CreArt Network appointed Mrs. Ilaria Bonacossa to be the European Curator in charge of the First CreArt Itinerant Exhibition. Ilaria Bonacossa graduated in History of Art by the Università Statale of Milán (Italy), has a Master in Curatorial Studies and Art in Contemporary Culture by the Center for Curatorial Studies, Bard College, NY, and she has got already a broaden experience in curating exhibitions in Italy, New York, London or Paris.

On 21st June, it was opened in the Municipal Exhibition Hall of "La Pasión" of Valladolid (Spain) the first CreArt European Exhibition MORE REAL THAN THE REAL, curated by the Italian Ilaria Bonacossa and organized by the Municipality of Valladolid in collaboration with the rest of the CreArt cities.

In the exhibition participate 17 European artists selected by the curator among 60 proposals that go from painting to photographs to installations and digital media: Joao Pedro Trindade (Aveiro-PT) – Rodrigo Malvar (Aveiro- PT)– Virgis Ruseckas (Kaunas-LT) – Lidia Giusto (Genoa-IT) – Márton Ildikó (Harghita County-RO) – Veres Imola (Harghita County-RO) – Marit Roland (Kristiansand-NO) – Annalisa Macagnino (Lecce-IT) – Ulrich Fohler (Linz-AT) – Elke Meisinger (Linz-AT) – Mark Sengstbratl (Linz-AT) – Radek Kalhous (Pardubice-CZ) – Ondrej Bachor (Pardubice-CZ) – Germán Sinova (Valladolid-ES) – Eduardo Hurtado (Valladolid-ES) – Zygimantas Augustinas (Vilnius-LT) Adrian Sandu (Arad-RO) .

With occasion of the opening, selected artists and representatives and technicals of the partners cities in charge of the implementation of the CreArt project have been invited to come to Valladolid and attend the opening.

“More Real than the Real” closed last 18<sup>th</sup> August and it will travel soon to Italy to popen on 5<sup>th</sup> October in the Palazzo Vernazza Castromediano of Lecce.



**PROJECT RESULTS**

## TANGIBLES

- Cohesive and sustainable consortium;
- Correct and efficient technical and economic execution of the project;
- professional, effective organizational structure.
- Precise knowledge of existing strengths and weaknesses in the current European system of artistic creativity promotion
- Knowledge of best practices in the promotion of creativity; Establishment of the theoretical references to create an European model of artistic creativity management.
- A CreArt Methodology to promote visual creativity among schoolchildren, specific groups and the general public; participants in the touring exhibitions and workshops for specific groups and the general public (8,000)
- Participants in artists workshops and meetings (250); artists in the AiR Programme (88).
- Promotion of creativity in the participating cities through competitive selection processes of emergent artists
- Improved management capacity in cultural operators through skills acquisition by organising competitive activities, local exhibitions using a common methodology, and management of international exhibition
- Dissemination among local population of the diversity of artistic creation in Europe; local artists involved (c.2000); volunteers involved (c.500); Visitors (c.500.000).
- Website visitors (c.250,000); organizations invited to the activities of the CreArt network (150); press conferences (120) press releases (1,000); magazine issues (10); newsletter issues (55);
- Organizations participating in the European Day of Artistic Creativity; Cultural associations invited (c.100); cultural workers (c.1.000); civil society representatives.



## INTANGIBLES

- Encourage debate at a European level with the participation of researchers, managers and noninstitutional experts about the situation of artistic creativity and the elements needed to bring it to the forefront of public priorities in Europe, with special attention given to Europe's territorial diversity also in territory dimension terms.
- The direct contact of emergent artists selected in CreArt cities with other ways and methods of artistic creation.
- Direct development of the creative capacities of the artists.
- Population motivated towards knowledge and recognition of creative production
- Increased life and training experiences for CreArt artists.
- Participation in a network of European cities with a joint commitment to artistic creation and fostering creativity in society.

- CreArt brand as the image of European cities committed to visual arts.
- Greater civic sensitivity to the idea of creativity and its cultural importance to Europe's development.
- Strengthening the European cultural movement through recognition of joint participation on European Day of Artistic Creativity.



**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.



# SUSTAINABILITY AND CONTINUITY OF CreArt

CreArt seeks to involve all the target groups in a long-term project and instigate innovative methods both to increase the impact of the project (social, cultural and economically) and to maximise the potential income of the project, which would be used by the network to continue the work of CreArt after its 5 year period. These include:

- Public and private institutions working in an open and dynamic network with vast experience developing top-quality cultural services.
- Wide representation of the subsectors participating in the creative process and the social implication of the rest of target groups.
- The characteristics of the partners involved will allow for the experience to extend to other artistic disciplines, and will permit similar organizations to join the project or to generate parallel lines of work.

Technical Committee will be responsible for the creation of a Foundation/Association to ensure the future of CreArt. This Organization will have CreArt partners as founding members, ensuring their commitment to the network after the end of initial period. Other cities or public-private organizations interested in the project will be invited to join the CreArt Foundation/Association through payment of a fee. Private funding will be sought through innovative schemes of partnership, especially among CreArt suppliers.

The CreArt Foundation/Association will continue with the celebration of the European Day of Artistic Creativity, the Ambassadors and Volunteers Networks, promotion tools for artists (e.g. exhibitions), direct cooperation activities (e.g. residencies), the promotion of participatory activities and the development of the CreArt website with income generating opportunities and cultural products in the future.

Thus, CreArt Foundation/Association will inherit the activities, learnings, new ideas and experience developed in CreArt since its creation and all this knowledge will be assumed in this parallel network, showing how European support to a project can have continuity, offering an added-value service to Europe. We are convinced that creativity is the future, and CreArt is a solid tool to promote it.



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