

## Partner search

### Culture sub-Program

Strand/category	<b>European cooperation projects</b>
Deadline	November 1 <sup>st</sup> 2019

### Cultural operator(s)

Name	<b>Areté Publishing House</b>
Short description	<p>Publishing house Arété was established in the beginning of 2015 out of love towards literature, with the goal of expanding creativity and innovative approach to writing as well as embellishing our space with quality literature. Arete is publishing company that in short time became recognizable among Serbian readership with editorial strategy that combines timeless classics such as works by Virginia Woolf and Walt Whitman, with contemporary authors – Christian Gailly, Jeanette Winterson and Alejandro Jodorowsky – together with Serbian authors like Ivan Tokin. We have strong stand in our aim to be recognizable and authentic in every way that modern publishing demands: with the titles we publish, complete visual presentation like no other in the market, with new business models that we are implementing in our distribution/marketing philosophy. We are especially proud that Arete won prize for best design in Serbian publishing on Belgrade Book Fair 2016. Our promotional strategy is based on many interactive events with audience and authors including immensely successful first Arete Book Prize competition in organized public gathering with our editors. First winner was published in 2017. In 2017, we launched the edition "1 of 100" for the winner of the Arete Book of the Year competition, as well as the edition "Sky Bellow Us", dealing exclusively with poetry.</p> <p>We already have two successful Creative Europe projects, EUROPEAN LITERATURE TODAY: UNIVERSAL STORIES OF PERSONAL REVOLUTIONS. It is very important for us to promote current Creative Europe project in the Serbian literary market and LITERARY MIGRATION: SPATIAL, TEMPORAL, AND SPIRITUAL DISLOCATION.</p>
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### Project

Field(s)

Literature & reading/ performing arts/ audience development

**BOOK ProMotion**

ProMotion is a project that focuses on **creating and developing new models of book promotion**. The goal of the project is to open up the possibility of a performative approach to book promotion on the one hand, and to distribute the content of the promotions by the use of digital tools on the other hand, thereby reaching a completely new audience.

The premise of the project is the fact that **book promotions usually have the structure of an interview with an author**, which is static and generally doesn't attract a new audience; it always offers a well-known or expected content, and most importantly, a book is presented exclusively from the author's point of view, if the author is even willing to communicate about the book.

Since promotion of a book has enough elements that are necessary for a performative act: the scene, the audience, the performers, the **idea is to turn it into a performance**, to put it in motion (thus, *proMotion*) to use all the existing performative elements and to add new ones in order to create a kind of play, or rather, performance.

This performance would then be shared through digital media, adapted to the younger audience, their needs and affinities, and in this way, the books would be presented in a language they understand best.

Description

**Areté is a publishing house from Belgrade that can enter this project as a carrier or as a partner. The idea is to cooperate with at least three organizations:**

1. **A publishing house** that has already worked on the application or some kind of digitalization of books and the use of digital promotional tools;
2. **An informal theater or a theater troupe** that has a wide range of performative activities and experiences;
3. **A cultural center or a creative hub** that has a permanent program and an audience it engages and animates in different ways.

The aim of the project is to establish an interdisciplinary cooperation of various actors (publishers, performers, IT sector) in terms of designing new models for communicating the contents of literary works with the help of performing arts and digital technologies (book promotions of publishing houses that are in the project, research, exchange of knowledge and experience, digitization of the project and the creation of a wider audience in this way). The final product of the project would be a sustainable methodology for new ways of promoting literary works and the use of performing arts and digital competencies for these purposes, with all the elements needed to realize one *Book ProMotion*. This **Book**

**ProMotion tool** could be further distributed to publishing houses, presented in the form of seminars and conferences, but also sold as a digital product.

The basic benefit for each organization is, primarily, the exchange and widening of experience, but each organization achieves objectives in its own area as well, which enables it to make progress. In any case, publishing houses get new ways of promoting, building a readership, and spreading awareness of their editions. As far as theatrical creators are concerned, we look for performers, theater companies, and other performing arts organizations that deal with participatory practices with the audience, that is, those whose work is directly related to literature, but at the same time develop their models of work with the audience, communicating the content and transmitting the message of contemporary literature. This is an opportunity to create space for new ideas, themes, and content from which stories and scenarios can be drawn for performances. Also, cooperation with authors can provide space for documentary approach to the themes or the creation of performative content. The ultimate goal in the form of a platform can offer these artists a better visibility, as well as a new channel for displaying their work. As far as a cultural center or a creative hub is concerned, they primarily create a continuous program through this project. More importantly, this gives an opportunity for creating an audience or a community that would be related to the project itself and perhaps, as a sort of an influencer, promote the space and all the activities concerning the project. The main target here are young people as a group that we want to animate in particular.

## Looking for Partners

Countries	All countries
Profile	Publishing houses, performing arts organizations and organizations with know-how in audience development and using digital technologies in culture.
Other	
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