



# Programme

## European success stories from CREATIVE EUROPE CULTURE

February 16, 2017

Location: Representation of the European Commission in Germany  
Unter den Linden 78 - 10117 Berlin

1.30 – 2.00 pm

Entrance and registration

2.00 – 2.15 pm

Welcome by Sabine Bornemann,  
*Head of Creative Europe Desk (CED) KULTUR*  
Welcome by representative of  
*Federal Government Commissioner for Culture and Media*  
Opening statement: Barbara Gessler  
*European Commission, Directorate General Education and Culture*

2.15 – 3.15 pm

Presentation of funded projects I  
**Moderator:** Christoph Jankowski,  
*Creative Europe Desk UK, Head of Culture, England*

### smARTplaces

Jasmin Vogel, Dortmund U – Centre for Art and Creativity  
*Head of Marketing und Sponsoring*  
> SmART Museums, digitally expanded <

### PLATFORM shift+

Dirk Neldner  
*Artistic Director*  
> Creative use of digital media in youth theatre <

### LABOURGAMES – work and play

Robin Resch, *urban dialogues*, Axel Watzke, *anschlaege.de*  
> Playful exploration of the future of labour <

3.15 – 3.45 pm

Discussion - Questions from the audience



3.45 – 4.15 pm

**Coffee break**

4.15 – 5.15 pm

Presentation of funded projects II

**Moderator:** Christoph Jankowski,  
*Creative Europe Desk UK, Head of Culture, England*

**CROWD**

Tom Bresemann and Katharina Deloglu,  
*Lettrétage e.V. Berlin*

> Literature as European mother tongue – other readings <

**Un-Label**

Markus Brachtendorf  
*Musical Director*

> Interdisciplinary inclusive dance theatre <

**Power of Diversity – The Crossing Lines Project**

Matthias Rettner,  
*Manager, Artistic Director*  
*Aktionstheater PAN.OPTIKUM Freiburg i. Breisgau*

> Marginal youth groups, theatre in public spaces<

5.15 – 5.45 pm

**Discussion - Questions from the audience**

5.45 – 6.00 pm

**Closing remarks**

from 6.00 pm

**Reception**



## Overview of the presented projects:

### **smARTplaces** (Duration 2016 -2020 – Large Cooperation Project)

European museums and cultural spaces face varied but similar challenges when developing a long term audience development strategy. In the framework of progressive digitization, new possibilities of presenting arts and culture, audience participation as well as digital networking of the European cultural landscape are consistently becoming more relevant. The large-scale cooperation project smARTplaces aspires to meet those needs with a visionary approach, which shall revolutionize how art and culture are perceived, accessed, consumed and digitally connected. A partnership of eight museums and cultural institutions as well as two research partners –under the leadership of the Dortmunder U - will develop several pilot projects until 2020. More than 50 single projects serve the overall project aim to form strategic and content-related connections between these places, their creative and artistic offers, but also their visitors and to turn every cultural space into a “smart place”.

Coordinator: Dortmunder U – further German partner: ZKM Karlsruhe

Partner countries: DE, FR, BE, ES, NL, UK, FI, LI

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

### **PLATFORM shift+** (Duration 2014 -2018 – Large Cooperation Project)

How can theatres understand and use digital technologies? How can real and virtual art spaces interlock? Which topics of the digital age should be debated on stage? We need to explore how the digital world can be used to meet theatre’s objectives. And we need to keep the unique nature of theatre as a live medium in the digital age. In this artistic network ten theatres from nine countries as well as one university address the challenge to create theatre for young people in the digital age. In an intensive exchange, more than 40 theatre productions will be developed. Theatre makers will enter into an artistic dialogue with young people, who naturally move between the digital and the analogue world as “digital natives”.

Coordinator: Pilot Theatre, UK – further German partner: tjg, Theater Junge Generation Dresden

Partner countries: UK, DE, NO, EE, CZ, HU, IT, FR, PT

<http://platformshift.eu/>

### **LABOURGAMES – work and play** (Duration 2016 - 2019 – Small Cooperation Project)

LABOURGAMES is a three-year artistic research project. It questions the relationship between work and play and creates innovative perspectives on the current labour system in Europe – by producing its own games. The project is comprised of five consecutive components: RESEARCH, GAME JAMS, GAME DEVELOPMENT, ANCHOR EVENTS and the production of an E-BOOK. The European project consortium (DE, IT, UK, GR, NL) works in collaboration with associated strategic partners, which consist of art institutions, research facilities, trade unions and employment agencies. LABOURGAMES was initiated by Berlin art club urban dialogues and is implemented in close collaboration with the creative agency anschlaege.de.

Coordinator: urban dialogues – further German partner: anschlaege.de (Berlin)

Partner countries: DE, GR, NL, UK, IT

<http://labourgames.eu/>



## **CROWD – Creating Other Ways of Dissemination**

(Duration 2014 - 2016 – Small Cooperation Project)

CROWD is a joint-venture project of the free literature scene in Europe. Independent event organisers and promoters, author groups, translators and other literary activists form the CROWD to provide each other with organizational and infrastructural assistance and work together on the foundations of a diverse European literature scene free of hierarchy. The activities of CROWD are set in the digital and the analog world: After the kick-off conference of literary activists, an OMNIBUS reading tour was carried out in 2016 with 200 authors from all over Europe. Over 50 events in 12 European countries took place during the project with partners from the cultural and education sector. In spring 2017 the CROWD will launch a *Digital Map of Literary Activists* as a browser-based app: users can get to know exciting project coordinators and get into contact with players from the free literature scene in Europe.

Coordinator: Lettrétage Berlin – Partner countries: DE, AT, CY, FI

<http://crowd-literature.eu/>

## **Un-Label – New grounds for inclusive performing arts**

(Duration 2015 - 2017 – Small cooperation project)

The international culture project Un-Label brings together 100 artists with and without disabilities from all over Europe to address new inclusive and innovative opportunities for performing arts. It will be implemented through different workshops, trainings for trainers, an artist residency and a large multidisciplinary dance theatre production. Un-Label is a cooperation project with partners from England, Greece, Turkey and Germany. Un-Label targets people who are often portrayed negatively in the European society. The project wants to create an opposite pole to this. The main objective of the project is to merge holistic inclusion concepts and transfer them into collective, creative performance activities.

Coordinator: Sommertheater Pustebume e.V. Köln – Partner countries: DE, GR, TR, UK

<http://un-label.eu/works/about/>

## **Power of Diversity – The Crossing Lines Project**

(Duration 2015 - 2018 – Large cooperation project)

This European project for productions in public spaces targets young people, especially those for whom culture has a low priority. The first project phase will see the creation of site-specific performances for festivals of the ten partners in seven European countries together with local youths. From those teams of the 2015-2017 site specific performances a few participants will be selected for a new international ensemble. This ensemble will develop a large-scale international performance for a public space with more than thousand spectators, which will premiere in Freiburg on July 28, 2017. Afterwards the participants will return to their cities to merge this performance with the site-specific performance from the first project phase. The project will start in Kirkenes, in the north of Norway and will end in Gran Canaria.

Coordinator: Aktionstheater PAN.OPTIKUM (Freiburg),

further German Partner: Gerhard-Hauptmann Theater Görlitz-Zittau

Partner countries: DE, NO, ES, PL, RO, UK, DK

<http://www.power-of-diversity.eu/>