



## Partner search form

For Creative Europe project applications

Call	<b>ARTEFACT CHORNOBYL 2021: A VIRTUAL AND HYBRID EXHIBITION PROPOSAL</b>
Strand or category	<b>Small Scale Cooperation Projects</b>

### Cultural operator – who are you?

Name of organisation	TRANSFERA MEDIA ARTS SL / MADATAC
Country	<b>Ukraine</b>
Organisation website	<ul style="list-style-type: none"> <li>• <a href="http://artefact.live/">http://artefact.live/</a></li> <li>• <a href="http://www.madatac.es">www.madatac.es</a></li> </ul>
Contact person	Iury Lech Polanski: info@madatac.es
Organisation type	Private for profit organisation
Scale of the organization	SME
PIC number	937289273
Aims and activities of the organisation	<p>This call proposal reunite a series of cultural events in Europe and the world in honor of the 35th anniversary of the Chornobyl accident and the presentation of new modern cultural projects of Chornobyl.</p> <p>The project involves:</p> <ol style="list-style-type: none"> <li>1.Virtual exhibition ARTEFACT CHORNOBYL 34.</li> <li>2.Real exhibition ARTEFACT CHERNOBYL 34, which took place in 2019.</li> <li>3.Chernobyl.app mobile application with augmented reality and historical documents.</li> <li>4.Real artifacts from the exposition of the National Museum of Chornobyl.</li> <li>5.Online meetings on rethinking historical traumas through art, digital art in social projects, lessons from Chornobyl during the COVID19 pandemic.</li> </ol>
Role of the organisation in the project	Project leader
Previous EU grants received	PROJECT ID: 400559226 LPM 2015 > 2018 - Live Performers Meeting

**Proposed Creative Europe project – to which project are you looking for partners?**

Sector or field	Potential partners sought include cultural and Arts organizations working broadly around New Media Arts, Audio-visual Arts, Arts and Technology, Virtual Reality, including multidisciplinary organisations (e.g. Science and Arts). These may include profit organisation, universities, museums, galleries, festivals, research networks, platforms, collectives, etc
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<p>Description or summary of the proposed project</p>	<p><b>Attached all the call on an external pdf.</b></p> <p>Terms of agreement that are offered on this proposal to the partners.</p> <p>From our side:</p> <p>We will translate all the content of the exhibition into the local language of the partner.</p> <p>We will develop the plan of the exhibition, the number of exhibits, the route of the visitor (according to which exhibit is opened to the visitor, where the real exhibits are involved, where are the historical materials from the application, where is the possibility to use VR helmets or devices, etc).</p> <p>We will send a box with printed documents on Chernobyl, photos, materials of exhibits for the exposition, etc. These materials will be enough to place on the proposed location and decorate it in the Chernobyl theme.</p> <p>We can provide to the partner with all the content to make a real exhibition if the partner has their own VR glasses, monitors and projectors.</p> <p>We will select lecturers and hold conferences.</p> <p>We will make international publications in the media.</p> <p>From the partner's side:</p> <p>Finds a location for the event for 2-3 weeks (interested in partners who already have a location or can get it for free).</p> <p>Administer the exhibition.</p> <p>Are engaged in promotion in the local cultural environment.</p> <p>Promote visits to the exhibition offline and online.</p> <p>If quarantine restrictions or lockdown are imposed, the event can only take place virtually. Partners will receive 4,000 € to promote a virtual exhibition. The partner as well can additionally attract its own or other funding and expand to a mixed &amp; virtual and real exhibition. We are interested and looking for partners with whom we will be able to establish a continued collaboration for some years and, if possible, apply as partners for Creative Europe projects beginning in autumn 2021.</p> <p>It would be good if the partner in the framework of national and international cooperation projects can be a legal entity on all forms of ownership, registered for at least two years on the date of the competition and with relevant experience in the field of culture and art.</p> <p>From the partner we will need:</p> <p>Portfolio of the organization.</p> <p>Proposed locations for the exhibition with footage.</p> <p>Invited involved media that can write about the exhibition.</p> <p>Resume of the head of the organization.</p> <p>Memorandum of Understanding Agreement with our organization.</p>
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Partners currently involved in the project	ARTEFACT / UKRAINIAN CULTURAL FOUNDATION
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**Partners searched – which type of partner are you looking for?**

From country or region	All available countries.
Preferred field of expertise	NEW MEDIA ART / VR AUDIO-VISAL ARTS AND INSTALLATIONS
Please get in contact no later than	JANUARY 14, 2021

**Projects searched – are you interested in participating in other EU projects as a partner?**

Yes / no	NOT FOR THE MOMENT.
Which kind of projects are you looking for?	

**Publication of partner search**

This partner search can be published?*	YES
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# **ARTEFACT CHORNOBYL 34: A VIRTUAL AND HYBRID EXHIBITION PROPOSAL**

## **Description of the project component**

This call proposal reunite a series of cultural events in Europe and the world in honor of the 35th anniversary of the Chornobyl accident and the presentation of new modern cultural projects of Chornobyl.

The project involves:

- Virtual exhibition ARTEFACT CHORNOBYL 34.
- Real exhibition ARTEFACT CHERNOBYL 34, which took place in 2019.
- Chernobyl.app mobile application with augmented reality and historical documents.
- Real artifacts from the exposition of the National Museum of Chornobyl.
- Online meetings on rethinking historical traumas through art, digital art in social projects, lessons from Chornobyl during the COVID19 pandemic.

## **ARTEFACT: Chornobyl 34**

- The first virtual exhibition of Chornobyl in the world, designed for viewing in VR-devices or helmets and from any browser online, was presented in autumn 2020 at the eleventh MADATAC media art festival in Spain with the support of the Ukrainian Cultural Foundation
- Website: <https://madatac.es/artefact-chornobil-33/>
- Website: <https://madatac.es/artefactchornobil-34/>

- Due to the COVID-19 pandemic and the closure of borders, more than 100 Ukrainian artists took part in it virtually, for which they developed a new digital Chornobyl, in which more than 50 exhibits were presented. These are well-known virtual locations of Chornobyl, which can now be immersed in a VR device or helmet.
- Video: <https://youtu.be/UD3Ryr6TTMY>
- Website: <http://artefact.live/>
- Press: [https://www.elespanol.com/elbernabeu/20201105/primera-exposicion-chornobil-virtual-presento-pandemia-covid-19/533697382\\_0.html](https://www.elespanol.com/elbernabeu/20201105/primera-exposicion-chornobil-virtual-presento-pandemia-covid-19/533697382_0.html)

Among them there are works by famous Ukrainian artists, such as the Chornobyl series of Maria Primachenko, who, by the way, lived on the border with the Exclusion Zone; a series of prophetic paintings by Ivan Marchuk; 3D photography by Arsen Savadov, as well as new names in Ukrainian art and media art. All exhibits are represented by separate virtual spaces created just for them, and you can dive into them from anywhere in the world just from a computer browser or smartphone. The most interesting exhibits are also sold separately on Unreal Engine technology (high quality and photorealistic) and can be presented offline in the format of an exhibition or area with VR-helmets.

**Chernobyl.APP** is the first and only mobile application on Chornobyl in Ukrainian and English with a free access. An application that combines a comprehensive information component, the function of a guide, cognitive archival content, cognitive content on a map of the area and entertainment content with augmented

reality technologies. The content of the application is constantly updated with relevant information.

- Website: <https://chernobyl.app/>
- Press: [https://news.24tv.ua/pobachiti-stantsiyu-dlya-vidstezhuvannya-raket-novini-tehnologiy\\_n1403377](https://news.24tv.ua/pobachiti-stantsiyu-dlya-vidstezhuvannya-raket-novini-tehnologiy_n1403377)
- Video: <https://www.facebook.com/watch/?v=723770524886287>

This application is accessible to everyone and very inclusive. It shows Chornobyl even to those who are scared or physically unable to go there, and there are many such people, for example, who are not recommended to visit this place for health reasons or who are not yet 18 years old. There is a separate section devoted to fakes around the Exclusion Zone, radiation and their refutation. The application comprehensively prepares travelers to Chornobyl: rules of stay, route maps, points of dangerous spots. The application is innovative and has an augmented reality module (AR) with 3D models and portals 360 in the location of the Exclusion Zone, among which there are those prohibited for tourist visits and those that expand the experience of the tour. What does it mean? That through a smartphone you can put on the floor or table the legendary Ferris wheel, Pripyat, or Duga (<https://edition.cnn.com/travel/article/duga-radar-chernobyl-ukraine/index.html>), or a fire truck that was used to extinguish the fires on April 26, 1986. You can also see the Duga from a bird's eye view, cooling towers or the swimming pool on Pripyat forbidden to tourist excursions, or became a cooler, or look under the Chornobyl Arch, or get to the third stage of the Chornobyl. This appendix has become the official appendix of the Exclusion Zone at the state level, right now its text



materials are processed and agreed in a working group, where the main partners are the State Agency of Ukraine for Exclusion Zone Management, the National Chernobyl Museum, the Center for Organizational, Technical and Information Support of Exclusion Zone Management" (SE "COTIZ"), and others. A press tour with a display of all the functionality is planned for December 2021.

### **Historical exposition from the National Museum of Chernobyl and the Museum of Life of the Exclusion Zone.**

Exhibits, artifacts, archival documents, folk clothing and household items. It is possible to present about 20 exhibits from the museum's collection.

### **Video area for the presentation of the latest cultural projects of Chernobyl.**

The project "Sounds of Chernobyl", with the participation of international musicians - Gus Gus, Bjarki, Grammy nominee Christoph Etier from the project Telepopmusik and the famous beatboxer Dub FX. Among Ukrainian musicians you can find KAZKA, Stasik, Serhiy Mikhalok, Vagonovozhatie, Atomic Simao or KRUT.

- Website: <http://soundsofchernobyl.org/>
- Clips : <https://www.youtube.com/playlist?list=PLIHT355UUQUcQUwjB61yerDO6gmxSSa6i>
- Press: <https://tsn.ua/video/video-novini/zvuki-chornobilya-ukrayinskiy-gurt-kazka-doluchivsyia-do-socialnogo-muzichnogo-proyektu.html>
- Press: <https://www.the-village.com.ua/village/city/city-news/301413-divitsya-klip-pro-chornobil-vid-nominativ-na-gremmi-telepopmusik>

"Chornobyl Shine" is the largest digital sculpture in Ukraine, created on one of the symbols Exclusion Zone Radar Arc (Chernobyl-2).

- Press world: <https://lofficiealbaltics.com/en/art/digital-sculpture-chernobyl-lights-d40c19f7-692d-4ae3-9e53-babdc36350ab>
- Video: <https://ua.korrespondent.net/ukraine/4154092-ARTEFACT>

### **Large-scale light installation in Chornobyl.**

1. The flags of more than 40 countries shone on the world's largest moving structure, the New Safe Confinement, also known as the Arch, which was erected over the Unit 4 destroyed reactor of the Chornobyl NPP.

- Video: <https://youtu.be/9DVTnXUKzUQ>
- Video: <https://www.5.ua/kyiv/u-zoni-vidchuzhennia-vlashtuvaly-svitlovu-instaliatsiiu-do-dnia-prapora-i-dnia-nezalezhnosti-video-222263.html>
- Press world: <https://www.msn.com/pl-pl/wiadomosci/polska/naw%C5%9Bwi%C4%99to-czarnobyl-mieni%C5%82-si%C4%99-w-wielu-kolorach-by%C5%82a-polska-flaga-i-prztyczek-w-stron%C4%99-rosjan/ar-BB18iZ2H>

- Press: <https://nv.ua/ukr/ukraine/events/den-prapora-na-ob-yektah-zoni-vidchudzhennya-stvorili-instalyaciyu-ukrajinskogo-prapora-novini-ukrajini-50107905.html>

2. More than 70 works by Ukrainian artists and the first augmented reality art project "AR Portal to Chornobyl" were presented at the famous cultural event Burning Man in the United States.

- Video: <https://www.facebook.com/watch/?v=640618116465524>

3. The documentary "Chornobyl Artifact" is a film that gives a new meaning to the Chornobyl disaster in the general historical past of Ukrainians and tells about the information component of the Chornobyl disaster and new progressive cultural projects in the Exclusion Zone.

- Video: <https://www.youtube.com/watch?v=6L-QgRbA1Xw>

4. An animated version of Chornobyl Mural "Looking into the Future" on the Chornobyl building, which has become the new calling card of Chernobyl Exclusion Zone and the continuation of the project: a virtual sculpture "Prometheus" at Burning man.

- Chernobyl Nuclear Power Plant: <https://bit.ly/ChernobylMural>

- Press: <https://nv.ua/art/ukraincy-prezentovali-skulpturu-na-burning-man-2020-foto-poslednie-novosti-50110604.html>

5. Digital bas-relief "Prometheus" on the wall of the legendary hotel "Polissya" and the night action "Pripyat 50 years".

- Video: <https://www.facebook.com/watch/?v=174611967195709>

6. An activated digital sculpture with artificial intelligence at ARTEFACT night in Pripjat, 2018. This event gathered two hundred media representatives from around the world, including The Guardian, Vice, El Confidencial, 20 minutes, Bloomberg, BBC, Reuters, Associated Press.

- Video: <https://youtu.be/NCAdPf1HRJE>

7. With the support of the Office of the President, the Ministry of Education and Science of Ukraine, the Online School and the National Museum of Chornobyl, a "Chornobyl Memory Lesson" was created online for students in grades 7-11 throughout Ukraine, shown on 8 TV channels.

Video: <https://youtu.be/mIYVby87tEA>

8. The work of the Volunteer Headquarters to help firefighters, foresters, rescuers and volunteers involved in extinguishing fires in Chornobyl in April 2020. Aid collected was over 1 million Ukrainian hryvnia (UAH):

- <https://www.facebook.com/ChernobylVolunteers/posts/101725874853215>

### **Online meetings on the topic of Chornobyl.**

We offer an online forum, or several conferences with local and Ukrainian speakers and listeners.

Topics: Rethinking Chernobyl, national traumas, comparisons between the Chernobyl information catastrophe and the lessons of Chernobyl during the COVID 19 pandemic.

Meetings can take place online through zoom conferences, or part in virtual spaces as the Mozilla Hubs or the Alt Space platform with video streams on Facebook. In any case, this is not a this is not a mandatory activity.

### **Terms of agreement that are offered on this proposal to the partners.**

#### **From our side:**

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From the partner we will need:

- Portfolio of the organization.
- Proposed locations for the exhibition with footage.
- Invited involved media that can write about the exhibition.

- Resume of the head of the organization.
- Memorandum of Understanding Agreement with our organization.

**This project will run from June to October 2021 (five months) and is planned to involve 5-6 partner countries.**

**The proposed deadline for receiving an affirmative response from partners must be before January 14.**