



## PARTNER SEARCH – CREATIVE EUROPE

MAPPE – Urban Routes	
<b>Programme</b>	Creative Europe – Culture Sub-programme
<b>Call</b>	SUPPORT FOR EUROPEAN COOPERATION PROJECTS – LARGE SCALE PROJECT
<b>Applicant</b>	<p>Municipality of Catania (Sicily – Italy) is looking for partners for the project "Mappe   Urban Routes".</p> <p>Partners already involved in the project:</p> <ul style="list-style-type: none"><li>- Zo Associazione Culturale (Catane, Italy) <a href="http://www.zoculture.it/index.php">http://www.zoculture.it/index.php</a></li><li>- Zinch La Friche belle de Mai (Marseille, France) <a href="http://www.lafriche.org/">http://www.lafriche.org/</a></li><li>- Foundation Temi Zammit (La Valletta, Malta) <a href="http://www.ftz.org.mt/">http://www.ftz.org.mt/</a></li></ul>
<b>Description of the project</b>	<p>"Mappe Urban Routes" is an interdisciplinary project and an artistic and cultural exchange. It aims to create artistic paths which connect city's heritage and cultural sites with "threshold" places, like ports. Artists and performers will help citizens to discover new itineraries and symbolic paths. They will stimulate a deep reflection on contemporary city and its urbanism, encouraging a new relationship with the territory.</p> <p>Partner cities will be involved in the construction of virtual itineraries through the use of new technologies. For example, museums with cultural affinities from different European cities will be connected thanks to interactive videos and digital tools.</p>
<b>Objectives</b>	<ol style="list-style-type: none"><li>1. Promotion of meetings, dialogues and experience exchanges between artists from different European countries with the aim to create original and multidisciplinary artistic works and productions.</li><li>2. Exchanging experiences between young European artists and established artists both in Europe and in other countries in the world.</li><li>3. Facilitating the access to culture, public education and training of new audiences.</li><li>4. Making partner cities accessible places for experimentation and for artistic production. Museums, cultural heritages, historical buildings of partner cities will be valorized and connected with similar cultural and artistic goods of the project partner cities. New digital technologies will be used to create these connections between partners.</li><li>5. Sensitize policy makers responsible for cultural policies and for the process of integration between culture, society and environment towards the use of new dialogue methods, discussions and actions with the aim to develop an active and participative community.</li><li>6. Increasing cultural, artistic and expressive production, both at local and European level, through the increase in quality production. Besides, the aim of the project is to use new technologies both as creative asset and facilitation tool to allow the audience to access culture and arts.</li></ol>
<b>Actions</b>	<p><b>1. Activities oriented to education, training and facilitation to cultural access.</b></p> <p>The activity will take place during the winter months (November / March)</p> <p>° Six Workshops on performing arts, music, audiovisual, visual arts, writings. Each</p>



workshop will include the participation of 12 young European artists selected by partner organizations, and will be chaired by an important international artist. The result will be an original artistic work that will be presented during the cultural and creative public event at the end of the Project.

° "Walks/workshops" and guided tours to the cities and laboratories of "active citizenship" on the key themes of the project. Workshops will be led by artists, sociologists, anthropologists, urban planners, historians, philosophers, museum curators. These tours will involve a specific target audience that will have the opportunity to increase knowledge and awareness about history, heritage, and culture of the community. One of the outcomes of the "walks/workshops" action will be the realization of a specific multi-language schedule on cities involved in the project and the creation of digital and multimedia products, as augmented reality applications, animations, and virtual reconstructions.

## **2. Activities aimed to create artistic and cultural actions and entertainment.**

Artistic and cultural activities of Mappe|Urban Routes will be developed in different "site-specific" venues and places. Activities will take place in the city of Catania and in two symbolic places chosen in two other cities partners of the project. Some important museums, historical buildings, courtyards and squares will be used in a singular and original way by the artists. Activities will be divided into several sections (summer time):

- ° Caminanti (May) – artistic paths crossing the urban area
- ° Lontani Urbani (June) - Digging in the memory of the city to track down the "pre-texts" of new paths of meaning
- ° Mappe Sonore (July / August) - maps of contemporary sounds
- ° La città sensibile (September) - a focus on perceptive and physical aspects of the spaces and of the urban phenomena.

## **3. Activities aimed to the theoretical reflection on the city and on the urban imaginary.**

Activities in Catania and in European partner cities (winter time):

- ° Spazio aperto/Open Space - it is possible to re-design the body of the city as a place of multiple identities. Aiming to redefine the city in its own complexity, this section of the project hosts open discussions on the theme of contemporary city.
- ° Diari di viaggio/Travelogues - The story of artists deeply related with the city, here offering sources, excerpts, quotes and insights in a symbolic exchange that gives to the public a more intense participation to the topic.

## **4. Activities involving museums and organizations/public bodies dealing with museums.**

- ° Interactive Tours testing innovative approaches with the audience, where creativity and fantasy are used to live a new way of visiting museums and to get in touch with museum operators, with the Department of Culture of the Municipality or with cultural associations.
- ° Making videos which describe the cultural heritage of partner cities.
- ° Creating a European museum web platform that connects different museums which



	<p>have in common historical subjects and artistic, painting and architectural affinities.</p> <ul style="list-style-type: none"><li>° Installation of multi-touch displays in partner museums. Displays will be used for projecting interactive videos from partner museums through which visitors can learn some new information about arts, installations, performances, collections of the partner museum.</li></ul> <p>→ A comprehensive digital strategy will use technology not only for learning but also for marketing, e-philanthropy, revenue generation and digitization. There will exist a multimodal learning, both on line and in the galleries. High quality media, like images, videos, audio clips, augmented reality and animations will be necessary components of a digital strategy.</p>
<b>Beneficiaires</b>	<ul style="list-style-type: none"><li>- Young European artists</li><li>- Citizens of the European cities partner of the project</li><li>- Policy-makers (public institutions, cultural institutions, cultural organizations, third sector associations) of the European cities involved in the project</li></ul> <p>The activities may also include:</p> <ul style="list-style-type: none"><li>- Groups of children in Schools and Universities</li><li>- Groups of old people living in the neighborhoods of the port area or in the suburbs and away from the sea</li><li>- Groups of people with disabilities</li><li>- Groups of migrants of various ethnic groups</li><li>- Groups of children and young people from 'frontier' schools</li></ul>
<b>Partner soughts</b>	<p>Preference for Local Authorities and Museums linked by cultural affinities with the City of Catania (i.e.: Greek, Romans, or Medieval arts, sites, Caravaggio painting, etc...); Sea and maritime museums; Port Cities.</p> <p>Other partners: Artistic and Cultural Organizations; Art Centers; Youth Organizations; Fine Arts Academies and Universities.</p>
<b>Call Deadline</b>	March 2015
<b>Expression of interest</b>	<p><b>By 20 October 2014</b></p> <p>Write to Elena Granata – Municipality of Catania, Sicily</p> <p>E-mail: <a href="mailto:elena.granata@comune.catania.it">elena.granata@comune.catania.it</a> Phone: 0039 095 7428047</p>