

PROJECT IDEA DRAFT

TITLE	<p>cArtBooks</p> <p>The Children's Artist's Book goes Europe: enhancement of children's creativity and literacy.</p>
PROGRAMME/ CALL	<p>CREATIVE EUROPE Programme 2014-2020 – Sub-programme CULTURE – Support for European Cooperation projects (EACEA 32/2014: European cooperation projects).</p> <p>The main objectives of the support for cultural cooperation projects are to reinforce the European cultural and creative sector's capacity to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists.</p> <p>Category 1 – Smaller scale cooperation projects</p>
PRIORITIES OF THE CALL	<p>The priorities in the field of reinforcing the European cultural and creative sector's capacity to operate transnationally and internationally shall be the following:</p> <ul style="list-style-type: none"> – supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and the testing of new business and management models; – supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies; <p>The priorities in the field of promoting transnational circulation and mobility shall be the following:</p> <ul style="list-style-type: none"> – supporting international cultural activities, such as for instance touring events, exhibitions, exchanges and festivals; – supporting the circulation of European literature with a view to ensuring the widest possible accessibility; - supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage. Audience development is an important new priority in Creative Europe which helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organisations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them.
LEAD PARTNER	<p>Comune di Merano (BZ), Biblioteca Civica di Merano – Archivio ÓPLA ITALIA</p>
BACKGROUND OF THE PROJECT IDEA	<p>For over 17 years the Archive Ó.P.L.A of the Biblioteca Civica di Merano (within the Municipality of Merano) looks for, collecting, cataloguing and making</p>

	<p>available for study and research books made by artists for children.</p> <p>A so called Artist's Book is a book entirely projected and organized by a creative person, being considered as an artwork outside the schemes established by i.e. editors, etc. This means that the artist (or creative person) autonomously decides which is the text of the book, which images to develop/use/insert, which type of paper to use, etc. The mentioned artists are not considered only in a traditional way (i.e. painters, illustrators, etc) but in a broader sense as people with an high and developed level of creativity: for example, singers, actors, etc. The entire book is projected as a work of art. Moreover, in the definition of "Artist's Books " we consider both products that have been already published, and existing products not yet published or published only in a limited number of copies or without proper visibility/ dissemination. Indeed, in many cases the artists' work dedicated to children has been a great example of creative freedom and has given birth to some of the most significant and challenging products in the publishing sector.</p> <p>A couple of significant examples: John Lennon created a book for his son, both as the story and the images are concerned. On the other hand, Bono Vox made an own creative version of the existing " Peter and the Wolf " (Prokofiev) by extending own illustrations.</p> <p>Concerning specifically the "Children's Artist's Books", the Archive Ó.P.L.A of the Biblioteca Civica di Merano collects this precious heritage in order to make it more readily available and usable by scholars, critics, teachers, graphic designers, illustrators, editors, researchers. The presence of books by artists coming from all over the world and who belong to the most different disciplines of arts, defines the international dimension of this Archive. The new project aims to broaden and enhance at European level the knowledge of its business and the acquisition and cataloguing of more children's artists' books. A further objective is to promote internationally the heritage of Ó.P.L.A. and its partners. This shall encourage artists to produce new works and new projects, with the goal to improve the quality of publications in European children's book market. In order to achieve the above mentioned objectives, and make people aware of the important reading cultural heritage, it is necessary to connect and develop joint coordinated actions with other EU countries and organizations, interested in this subject and able to provide and share the same kind of heritage for the benefit of the overall international community.</p> <p>To sum up, what is important to achieve: highlight the cultural heritage (Children's Artist's Books) we have within the EU, starting from the organizations involved in the project; promote a widespread visibility and disseminate this heritage and its potential for the cultural and creative identity of our countries; involve as much audience as possible – starting from children of course – in the discovery and use of this cultural heritage; grant visibility to the artists specifically, making them acquire an international profile and granting them international connections with other artists; new and transnational audiences and editors able to give more chances to their careers also at an international level; create the base for future actions in line with the project theme, i.e. standardization of criteria to catalogue the existing and new reading heritage mentioned at EU level, planning of more extended transnational creative projects such as the co-production of new children's artist books.</p>
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<p>OBJECTIVES</p>	<p>Main objectives:</p> <ul style="list-style-type: none"> • to promote research, conservation and circulation of the children's artist's books as an important cultural and creative reading heritage for Europe, to be internationalized and reinforced as creative sector; • to create a study group to promote at the European level the mutual knowledge of children's artist's book's heritage as well as new projects related to this specific area. In order to employ such creative and literary works to facilitate the exchange of authors and artists, in addition to the comparison between cultural operators from different European countries and cultures in the fields of arts and literature. The project's objective is to internationalise the careers of the various stakeholders and strengthen their 360° visibility through an international approach; • to promote the transnational and international circulation of children's artists' books by the means of exhibitions, workshops and more innovative forms of cultural cooperation (i.e. specific laboratories), facilitating the exchange of artists, cultural workers, experts, editors, etc., with a view also to facilitate the publishing and co-publishing of children's artist's books; • to develop the target audience (children and young people, but also teachers, educators, cultural workers, editors, graphic designers, etc.) towards the discovery of this important cultural and creative heritage represented by children's artist's books. The audience shall become an active multiplier of knowledge, with a raised awareness of the importance of preserving and promoting this special heritage; the aim is also to stimulate children's creativity; • to promote reading and children's literacy through the artistic representation of existing and new reading artistic releases.
<p>MAIN ACTIVITIES</p>	<p>Activity 1: <i>Management and coordination of the project</i> (financial and administrative management, reporting, coordination at local and transnational level, monitoring and evaluation of project activities. The Lead Partner will also attend a 2-day coordination meeting with EC in Brussels – BE) – 24 MONTHS</p> <p>Activity 2: <i>Start of the project</i> (kick-off meeting for the launch of the project activities, activation of a technical working group designed to coordinate the required technical activities from a scientific point of view – planning of exhibitions, events, laboratories and other audience development activities, mobility of artists and circulation of artworks, etc.). It will take place at the Lead Partner's premises – MERANO (IT). Each partner will attend with 3 people: project manager, assistant or financial staff, expert for the working group) – (4 DAYS)</p> <p>Activity 3: <i>At distance finalization of traveling exhibition and creative activities</i> (definition of the literary heritage to be collected for the promotion and divulgement; definition of the main theme of the traveling exhibition; preparation and circulation of a first draft of the format for the exhibition and other creative activities; finalization of the final structure and calendar of the exhibition, list of artists and creative activities agreed) – 2 MONTHS</p>

	<p>Activity 4: <i>Traveling exhibition in Bulgaria</i> Traveling exhibition is based on following steps:</p> <ul style="list-style-type: none"> • Operate selection of items of each archive (according to the number of partners involved) and send them to target partner, where exhibition is to be held. • Set up the exhibition environment. • <u>Opening event</u> with joint presentation and related press conference. • Life span: 3 weeks, during which <u>interactive lectures</u> happen weekly. Lectures are aimed at educators, teachers and cultural operators. The goal is to demonstrate how to exploit this specific material in activities with children. The artists are involved directly, working close to the audience. • <u>Run projections</u>, based on case histories of children's artist's books. • Entrance is for free. • Dismantle equipment and proceed with the next country. <p>– 3 MONTHS</p> <p>Activity 5: <i>Creative workshops for adults and children in Bulgaria</i> During the 3 weeks of exhibition, there will be the organization of:</p> <ul style="list-style-type: none"> ➤ At least 2 workshops targeting adults (parents, teachers). Based on a selected theme, under the guidance of an artist and using different materials they will create their own artist's books. ➤ At least 3 workshops targeting children, managed by an artist, (one per week) in order to work closely with the audience, based on a selected theme. The creations of the workshops will depend on the selected artist (who according to his/her profile and expertise could employ different techniques or materials for the activities, i.e. photos, paintings, writings , etc.). The final outcome will be the creation of self-made artist's books . – 2 MONTHS <p>Activity 6: <i>Traveling exhibition in PARTNER 2</i> The exhibition moves from Bulgaria to Partner2 and is mounted.</p> <ul style="list-style-type: none"> • <u>Opening event</u> with jointly presentation and related press conference. • Life span: 3 weeks, during which <u>interactive lectures</u> happen weekly. Beneficiary of the lectures are educators, teachers and cultural operators. The goal is to demonstrate how to exploit this specific material in activities with children. The artists are involved directly, working close to the audience. • <u>Run projections</u> based on case histories of children's artist's books. • Entrance is for free. • Pull apart equipment and proceed with the next country. <p>– 3 MONTHS</p> <p>Activity 7: <i>Creative workshops for adults and children in PARTNER 2</i> During the 3 weeks of exhibition, there will be the organization of:</p> <ul style="list-style-type: none"> ➤ At least 2 workshops targeting adults (parents, teachers). Based on a selected theme, under the guidance of an artist and using different materials they will create their own artist's books. ➤ At least 3 workshops targeting children, managed by an artist, (one per week) in order to work closely with the audience, based on a selected theme. The creations of the workshops will depend on the selected artist (who according to his/her profile and expertise could employ different techniques or materials for the activities, i.e. photos, paintings, writings , etc.). The final outcome will be the creation of self-made artist's books . – 2 MONTHS <p>Activity 8: <i>Traveling exhibition in PARTNER 3</i> The exhibition moves from Partner2 to Partner 3 and is mounted.</p> <ul style="list-style-type: none"> • <u>Opening event</u> with jointly presentation and related press conference.
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	<ul style="list-style-type: none"> • Life span: 3 weeks, during which <u>interactive lectures</u> happen weekly. Beneficiary of the lectures are educators, teachers and cultural operators. The goal is to demonstrate how to exploit this specific material in activities with children. The artists are involved directly, working close to the audience. • <u>Run projections</u> based on case histories of children's artist's books. • Entrance is for free. • Pull apart equipment and proceed with the next country. <p>– 3 MONTHS</p> <p>Activity 9: Creative workshops for adults and children in PARTNER 3 During the 3 weeks of exhibition, there will be the organization of:</p> <ul style="list-style-type: none"> ➤ At least 2 workshops targeting adults (parents, teachers). Based on a selected theme, under the guidance of an artist and using different materials they will create their own artist's books. ➤ At least 3 workshops targeting children, managed by an artist, (one per week) in order to work closely with the audience, based on a selected theme. The creations of the workshops will depend on the selected artist (who according to his/her profile and expertise could employ different techniques or materials for the activities, i.e. photos, paintings, writings , etc.). The final outcome will be the creation of self-made artist's books . – 2 MONTHS <p>Activity 10: Creative workshops for adults and children in ITALY Since the final phase of the traveling exhibition will take place in Brussels (BE), in Merano – IT there will be the organization of:</p> <ul style="list-style-type: none"> ➤ At least 2 workshops targeting adults (parents, teachers). Based on a selected theme, under the guidance of an artist and using different materials they will create their own artist's books. ➤ At least 3 workshops targeting children, managed by an artist, (one per week) in order to work closely with the audience, based on a selected theme. The creations of the workshops will depend on the selected artist (who according to his/her profile and expertise could employ different techniques or materials for the activities, i.e. photos, paintings, writings , etc.). The final outcome will be the creation of self-made artist's books . – 3 MONTHS <p>Activity 11: Online "training to trainers" on Children's Artist's Books Organization of web seminars for training trainers, with educational advisors / educators aimed to convey to / with the participants (cultural workers, teachers, etc..) knowledge regarding how to use children's artist's books in their area of responsibility (schools, museums, libraries). Designed to highlight the added value that this type of material may supply to the cognitive and creativity development in children. Participants in the seminars will in turn load to transmit the acquired knowledge to their colleagues (training of trainers) and will accrue a specific competence in this regard that will be "used" in this way by the body they belong to. - 2 MONTHS</p> <p>Activity 12: Final stop of the traveling exhibition in BRUSSELS Transport of the archive from PARTNER 3 to BRUSSELS and assemblment of the exhibition. The exhibition will start with an opening event and presentation (and joint press conference) and will be open for 3 weeks. . During the days of the exhibition at least 3 interactive lectures will be organized (one per week), consisting also in the projection of images to show the innovation of the approach of the children's artist's book . Interactive lectures will be mainly open to <u>school staff and cultural operators</u> in order to show them how to properly employ this literary heritage for their activities targeting in particular</p>
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	<p>children. Artists will be involved in order to work closely with the audience.- 3 MONTHS</p> <p>Activity 13: Final dissemination outputs The Project Leader is in charge of the creation of the following final dissemination outputs:</p> <ul style="list-style-type: none"> ➤ 1 final Manual of the entire project: with information, steps and activities performed, photos, main products and results, etc. Main written information will be in English. The manual can be used by educators to reproduce the performed activities at schools. The manual can be downloaded in the project website. Also n.30 copies per partner will be printed. ➤ 1 final DVD containing the main videos of the exhibitions and creative activities performed during the whole project and other important moments of the project. The DVD will be produced in n.50 copies per partner. <p>Correct divulgation of the final outputs and related necessary material is in charge to each partner.. The Creative Europe Programme will be granted visibility in these products, by including the Programme logo and EU logo and highlighting the financial support of the European Commission. - 6 MONTHS</p> <p>Activity 14: International conference in BRUSSELS To be organized at the end of the itinerant exhibition in Brussels. It will last 1 day. General public (including cultural players, citizens, editors , etc.) will be invited from all over Europe, since Brussels is the proper international location to gather the most number of international participants. There will be the presentation of project results and products, including the Manual. Selected artists will be present. Discussion on the future developments of the project theme will be done. - 1 DAY</p> <p>Activity 15: Final management and coordination meeting To be organized in Brussels at the same time of the international conference (to save travel money) to sum up the management & administrative/financial issues incurred within the project; to prepare to final reporting; to define cooperation arrangements for the activities' institutionalization. It will last 1 day. It will be attended at least by 2 persons per partner: project manager + financial manager. - 1 DAY</p> <p>Activity 16: Web tools and general communication products Creation of a multilingual website project. Set up at least 4 project social network pages (Facebook, Twitter, Google +, Instagram) in English, regularly updated concerning the progress of the project and advertisement of events/activities. Each partner will manage the news in English and in the own language. Editing of a bilingual project leaflet (English + the native language – Italy trilingual: English + Italian + German) in electronic version, downloadable from the website; plus to be distributed in paper version (at least 100 copies per partner) Editing of posters for the Exhibitions and main project events - the Project Leader will create the main graphic layout for the project. Each partner will use it to prepare the own poster, referring to the specific event (travelling performances, international conference, etc.) Translations and printed versions provided by each partner. Editing of a eNewsletter each 4 months, in ENGLISH, concerning the main project activities and progress. – 24 MONTHS</p> <p>Activity 17: Media actions Organization of n.1 transnational press conference during the kick off meeting in MERANO;</p>
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	<p>Organization of n.1 local press conference during the opening of each itinerant exhibition (Bulgaria, Partner 2, Partner 3, Brussels); Editing of at least n.3 articles on newspapers/specialized press by each partner; YouTube videos concerning the exhibitions, interactive lectures, creative laboratories, locations of the literary archives. – 24 MONTHS</p>
MAIN EXPECTED RESULTS	<ul style="list-style-type: none"> • Positive impact in terms of improved quality of library materials for children on the behalf of educators, teachers, libraries, schools, etc.; • Enhanced approach to arts and arts education through new forms of cultural and creative cooperation at the European level; • Education to the beauty and development of the capacity to select quality books for both adults and children; • Improving critical capacity; • The Artist's Book and picture book promotion by reading with images from early childhood.
MAIN EXPECTED OUTPUTS/DELIVERABLES	<ul style="list-style-type: none"> • European travelling exhibition of the artist's books for Children in the project partners' countries and the EU • Laboratories for adults and children and with European artists and children. • Interactive lectures • Transnational circulation of artists. • Multilingual website for presentation and promotion of the project. • Final Manual/Publication
PROJECT DURATION	June 2015/May 2017 (24 months)
TARGET GROUPS/STAKEHOLDERS INVOLVEMENT	<ul style="list-style-type: none"> • Children • Families • Educators and teachers • Artists, graphic designers, designers, etc. • Schools of each level and type • Public and school libraries • Museums and art galleries
BUDGET	YET TO BE PLANNED – Total cost of the project: max €330.000 (each participant is required to co-finance 40% of the own budget both with own resources and/or third parties' contribution)

PARTNERS SEARCHED	Association "Child's Friend", Sofia, Bulgaria Staatsbibliothek zu Berlin (D) – to be confirmed Musée d'Art Contemporain du Val-de-Marne (F) – to be confirmed
CALL DEADLINE	The deadline for submission is <u>01/10/2014</u> (first Wednesday of October of 2014) <u>h.12:00</u> (Brussels time).