



EASEWE - 2020-1-IT02-KA227-ADU-095426

CULTURE AND ART WORKERS AND PANDEMIC

COMPENDIUM ON BEST PRACTICES



Erasmus+

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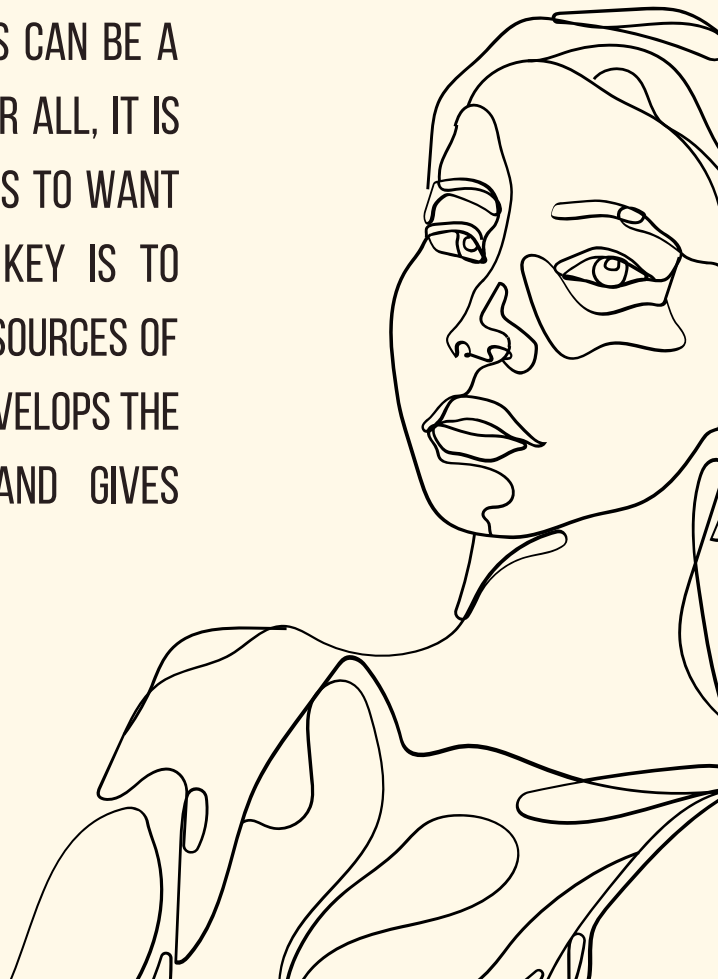


CATCH THE MOMENT

ART AND BUSINESS OR ART OF BUSINESS?

THE QUESTION IS VERY RELEVANT TODAY BECAUSE IT IS NOT DIFFICULT TO SEE THAT THE EFFECTS OF THE PANDEMIC ARE FELT IN ALMOST EVERY AREA OF LIFE. THE NECESSITY OF STAYING AT HOME, REDEFINING THE WAY WE WORK CAN BE BOTH AN ADVANTAGE AND A THREAT. A KIND OF CUTTING OFF FROM THE WORLD COULD BE TREATED AS AN OPPORTUNITY TO DEVELOP THAT SPECIAL "ARTISTIC ELEMENT" WHICH IS DORMANT IN EACH OF US AND, AS IT TURNS OUT, ART AND BUSINESS CAN GO HAND IN HAND.

WHAT DO ART AND BUSINESS HAVE IN COMMON? PROBABLY IT IS A KIND OF CREATIVITY, WHICH IN BOTH CASES CAN BE A DRIVING FORCE FOR ACTION - AFTER ALL, IT IS WELL KNOWN THAT IN MANY CASES TO WANT IS TO BE ABLE. HOWEVER, THE KEY IS TO ACTIVELY USE THE ADDITIONAL RESOURCES OF FREE TIME, AFTER ALL, PASSION DEVELOPS THE SENSES, RELEASES EMOTIONS, AND GIVES MEANING TO LIFE.



EDUCATE ONLINE

IT IS POSSIBLE THAT ONLINE EDUCATION IS OUR FUTURE. USING THE POTENTIAL THAT MODERN TECHNOLOGY GIVES US, WE CAN TAKE LESSONS, SUPPORT STUDENTS IN THEIR DEVELOPMENT TO A NEW LEVEL.

IN ITALY...

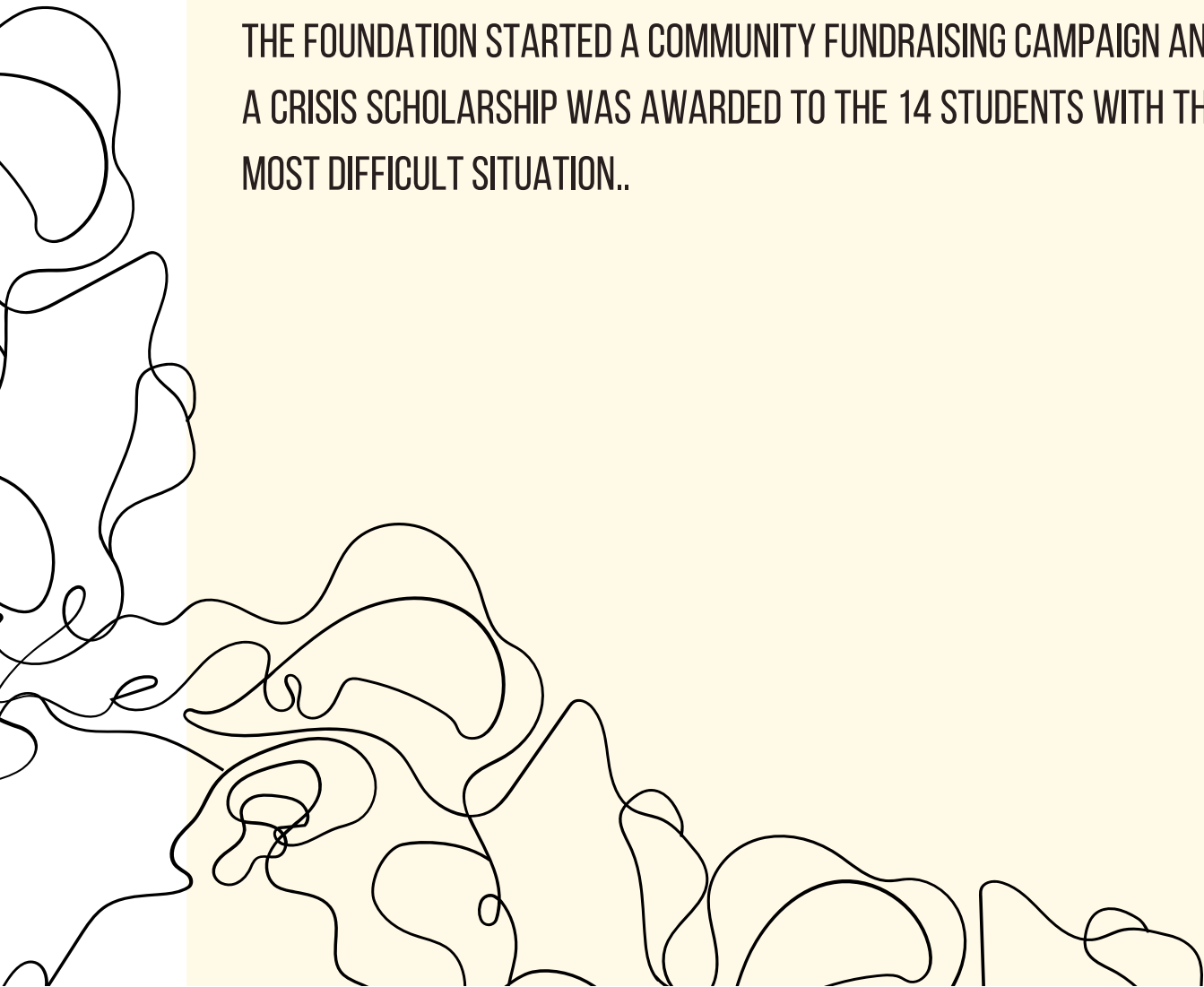
...THE COOPERATIVE CREATED THE "ATLANTIDE" PROJECT, WHERE CHILDREN AND TEENAGERS OF ELEMENTARY AND MIDDLE SCHOOLS CAN MEET FAMOUS PEOPLE FROM HISTORY, ART AND CULTURE. THROUGH VIDEO CALLS, YOUNG PEOPLE HAD THE OPPORTUNITY TO ASK QUESTIONS DIRECTLY TO THE PROTAGONIST ON DUTY. THE PROJECT WAS CARRIED OUT BY EXPERIENCED STAFF IN THE MUSEUM AND REMOTE EDUCATION AND BY PROFESSIONAL ACTORS WHO INTERPRET THE CHARACTERS. THE PROJECT IS ONE OF THE WINNERS OF "INCREDIBOL! 2020", AN EMILIA-ROMAGNA PROJECT FOR CULTURE AND CREATIVE SECTORS.



IN HUNGARY...

...ROMAVERSITAS FOUNDATION STARTED THE SCHOOL YEAR 2019/2020 WITH 46 UNIVERSITIES AND 16 MIDDLE SCHOOL STUDENTS WHO WERE PUSHED BACK TO THEIR HOMES DUE TO SCHOOL CLOSURE AND DID NOT HAVE BASIC CONDITIONS FOR STUDYING (LACK OF INTERNET, EQUIPMENT, NOR A QUIET PLACE TO LEARN). ROMAVERSITAS' ONLINE PROGRAM BEGAN 1 WEEK AFTER SCHOOLS CLOSED.

COLLECTIVE ACTIONS WERE ORGANIZED, DONATIONS WERE DISTRIBUTED TO STUDENTS, VOLUNTEERS WERE RECRUITED. THE FOUNDATION STARTED A COMMUNITY FUNDRAISING CAMPAIGN AND A CRISIS SCHOLARSHIP WAS AWARDED TO THE 14 STUDENTS WITH THE MOST DIFFICULT SITUATION..



READ LISTEN AND WATCH

THIS APPROACH GUIDES MANY INITIATIVES AIMED AT EDUCATION, SPENDING FREE TIME LEARNING OR EXPLORING NEW THINGS.

IN SLOVENIA...

...ALL LIBRARIES IN SLOVENIA HAVE OPENED A PLATFORM FOR LISTENING TO BOOKS, AND IN ADDITION, MOVIES COULD BE WATCHED IN THE LIBRARY ŠOLA ART:TEČAJI - ONE OF THE NGOS - ORGANIZED SUPPORT FOR STUDENTS. THEY PUT SOME OF THE DRAWING PROGRAMS FOR ART EXAMS ONLINE. IN ADDITION, THEY PREPARED AND PUBLISHED SCRIPTS WITH STEP-BY-STEP DRAWING INSTRUCTIONS. THE SCRIPTS WERE ALSO TRANSLATED INTO OTHER LANGUAGES.

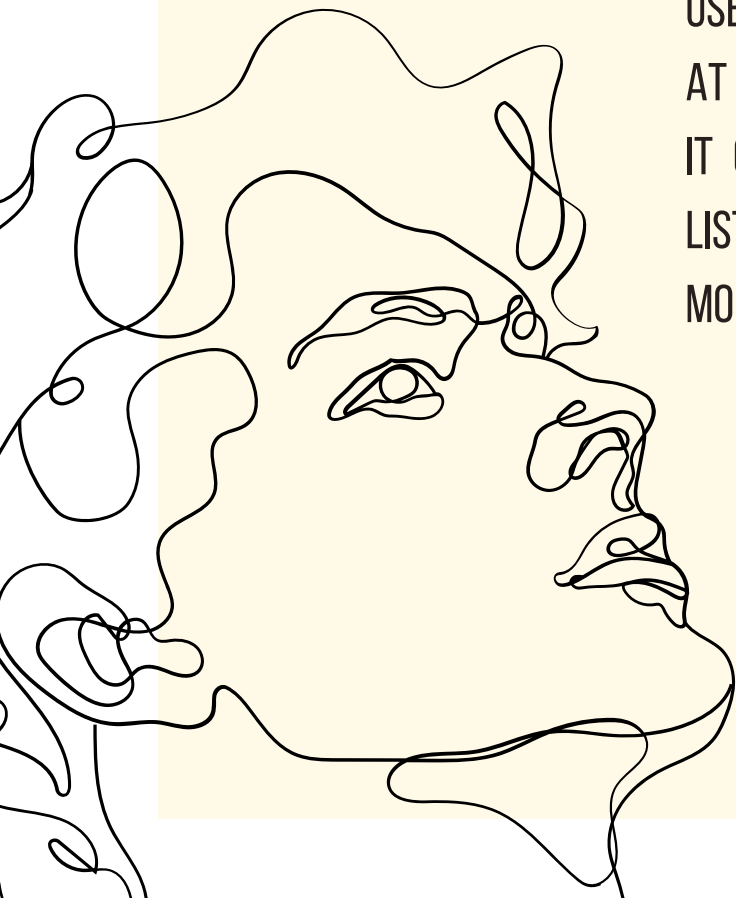


BE ONLINE

IF YOU WANT YOU CAN DO IT, ALL IT TAKES IS AN IDEA. IT WOULD SEEM THAT THE PANDEMIC HAS "CUT" US OFF FROM NORMAL LIFE, HOWEVER, NOT EVERYONE HAS SUCCUMBED TO IT! THANKS TO THEIR MOTIVATION, THEY FOUND A WAY TO MOVE THEIR DAILY ACTIVITIES INTO THE VIRTUAL SPHERE, WHICH ALLOWED THEM TO STAY IN TOUCH WITH THE RECIPIENTS OF THEIR WORK AND/OR ART.

IN SWEDEN...

...THE 84-YEAR-OLD WRITER, HERVOR SJÖDIN USED TO READ BOOKS FOR 10 - 15 PERSONS AT A CAFE. DUE TO COVID SHE STARTED DOING IT ON FACEBOOK AND GOT AROUND 10000 LISTENERS ONE MONDAY/MONTH DURING MONTHS DURING 2020.



IN CYPRUS...

...LEVENTIS GALLERY DESIGNED A "VIRTUAL GALLERY".

GALLERIES AND MUSEUMS STARTED ALREADY TO ARCHIVE THE MATERIAL OF THEIR PREVIOUS SUCCESSES (MATERIAL, PHOTOS FROM LOCAL AND INTERNATIONAL EXHIBITIONS, REVIEWS, AND DIALOGUES WITH ARTISTS, ARTISTS, COLLECTORS); NEW TOOLS ARE EVOLVING, PUBLIC RELATIONS ARE TAKING PLACE WITH THE USE OF TECHNOLOGY. VIRTUA; GALLERIES HAVE BEEN ORGANIZED BY THE LEVENTIS GALLERY.

THE GOAL WAS TO GIVE ACCESSIBILITY TO ARTS AND EXHIBITIONS WITH THE USE OF TECHNOLOGY.

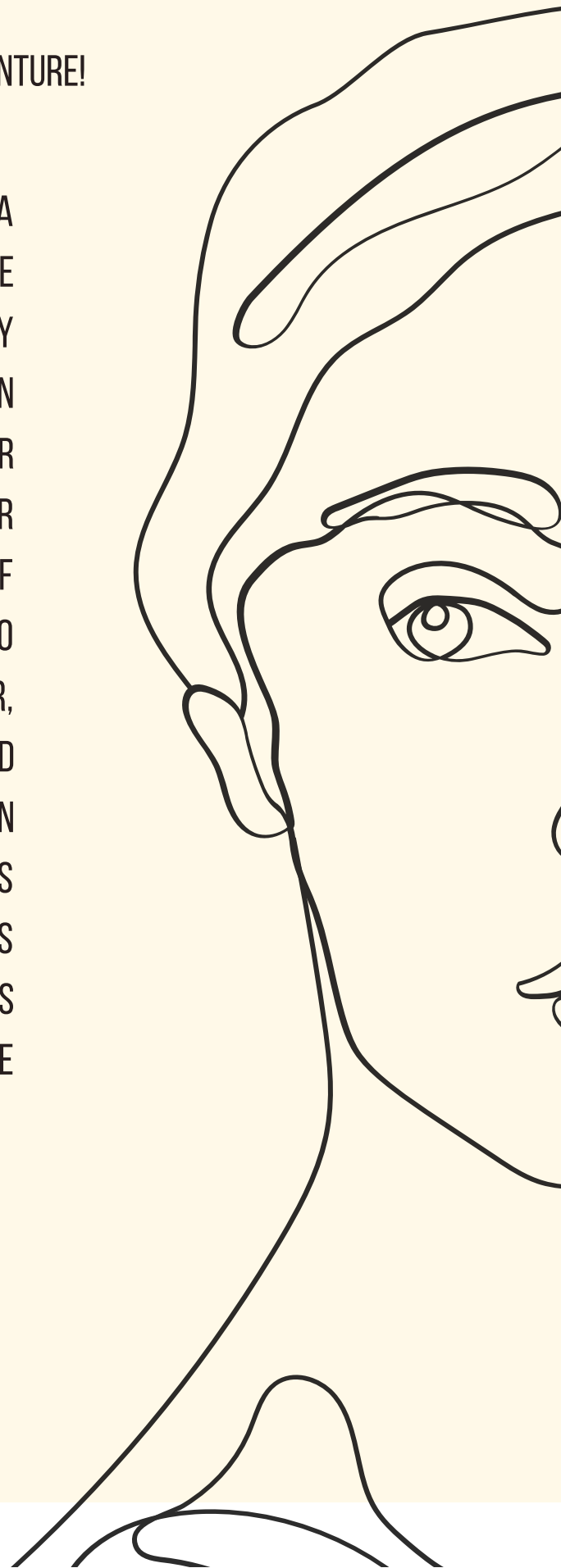
VIRTUAL PHOTO GALLERY AFTER THE CLOSURE OF ART GALLERIES, PHOTOGRAPHERS WERE FORCED TO FIND ALTERNATIVE WAYS TOWARDS PROMOTING AND DEMONSTRATING THEIR WORK TO THE PUBLIC. MANY PHOTOGRAPHERS ENHANCED OR CREATED WEBSITES, FOR HOSTING A VIRTUAL PHOTO GALLERY, AND/OR USED WIDELY SOCIAL MEDIA CHANNELS FOR THE SAME PURPOSE.



DEVELOP E-COMMERCE

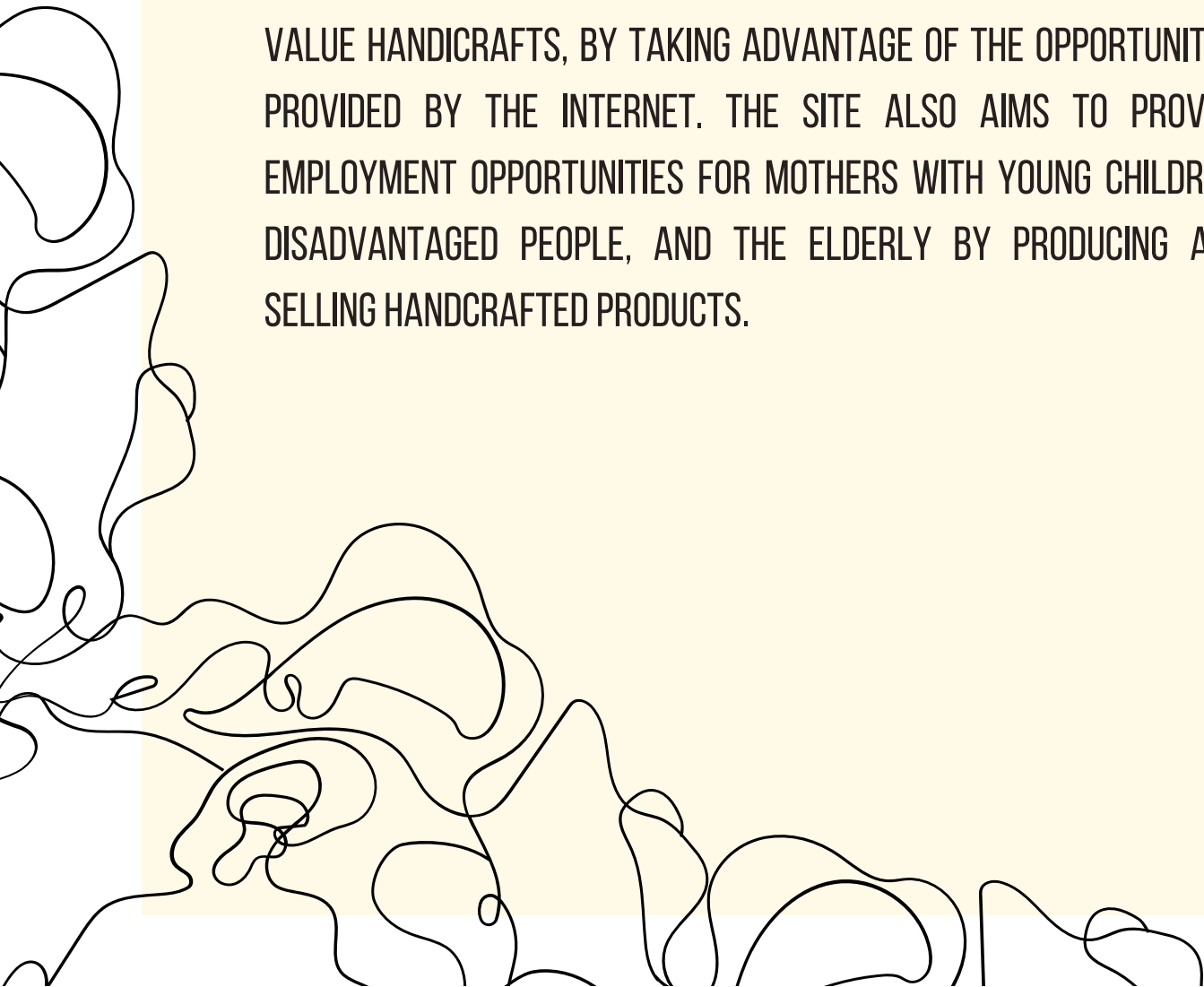
MAKE A SHOPPING EXPERIENCE AN ADVENTURE!

THE PANDEMIC HAS CAUSED A SIGNIFICANT ACCELERATION IN THE GROWTH OF E-COMMERCE, WITH MANY COMPANIES PUTTING THEIR PRODUCTS ON SALE MORE AND MORE, INCREASING THEIR CUSTOMER BASE. IN ADDITION, SMALLER STORES WITH A LIMITED RANGE OF PRODUCTS HAVE THE OPPORTUNITY TO INCREASE THEIR SALES TURNOVER, CREATE PROMOTIONAL EVENTS AND SPECIALIZED SERVICES. E-COMMERCE IN TIMES OF PANDEMIC ALLOWS CUSTOMERS TO ACCESS A WIDE RANGE OF PRODUCTS IN A SAFE MANNER AND ALLOWS COMPANIES TO FUNCTION DESPITE RESTRICTIONS AND LIMITATIONS.



IN HUNGARY...

...MESKA CONDUCTS A WEBSHOP FOR HANDCRAFTED PRODUCTS AND RAW MATERIALS. THE SITE CREATES THE POSSIBILITY OF SELLING HANDCRAFTED PRODUCTS AND THE RAW MATERIALS NEEDED FOR THEIR PRODUCTION ON THE INTERNET IN THE SPIRIT OF FAIR TRADE, WHICH ALLOWED EVEN MAKERS WITHOUT THEIR OWN WEBSHOP TO STAY VISIBLE AND ACCESSIBLE DURING THE LOCKDOWNS OF THE PANDEMIC. THE AIM OF THE SITE IS TO PROMOTE HANDICRAFTS AS WIDELY AS POSSIBLE, TO INCREASE THE RECOGNITION OF UNIQUE, HANDMADE PRODUCTS, AND TO BUILD A COMMUNITY OF PEOPLE WHO VALUE HANDICRAFTS, BY TAKING ADVANTAGE OF THE OPPORTUNITIES PROVIDED BY THE INTERNET. THE SITE ALSO AIMS TO PROVIDE EMPLOYMENT OPPORTUNITIES FOR MOTHERS WITH YOUNG CHILDREN, DISADVANTAGED PEOPLE, AND THE ELDERLY BY PRODUCING AND SELLING HANDCRAFTED PRODUCTS.



IN ITALY...

...MANUELA MELONI (BRAND: MANUME) CREATES HAND PAINTED T-SHIRTS WITH ORGANIC AND ECO-SUSTAINABLE COTTON. SHE CREATED E-COMMERCE THAT WOULD SUPPORT SOCIAL NETWORKS AND TRADE FAIRS, HER MAIN SOURCES OF INCOME. DESPITE THE DIFFICULTIES OF THE PERIOD AND THE FEAR OF MAKING RISKY INVESTMENTS, SHE HAS DECIDED TO BELIEVE IN HER PROJECT AND NOT TO STAND STILL WAITING FOR THE END OF THE CRISIS.

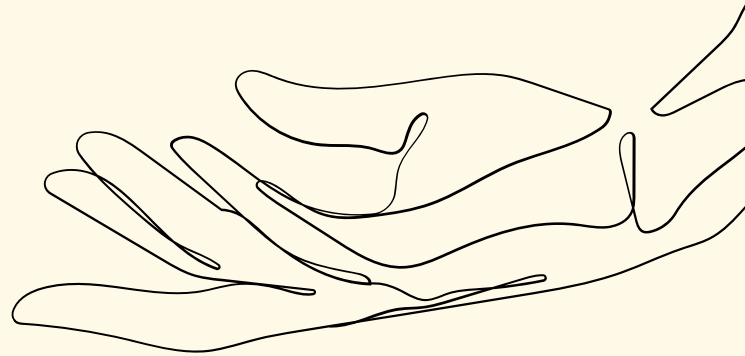
VALENTINA AND DAVIDE DECIDED TO COMBINE VALENTINA'S PASSION FOR RESTORATION AND DAVID'S DESIRE TO ENGAGE HIS COMMERCIAL SKILLS IN SOMETHING MORE AUTHENTIC, LIKE HANDICRAFTS. THIS IS HOW "CASA DEL WAX" WAS BORN, A SMALL ONLINE SHOP WHERE NEW OR REGENERATED OLD OBJECTS ARE CREATED WITH WAX FABRICS WITH LOVELY AND COLORFUL PATTTTERNS.



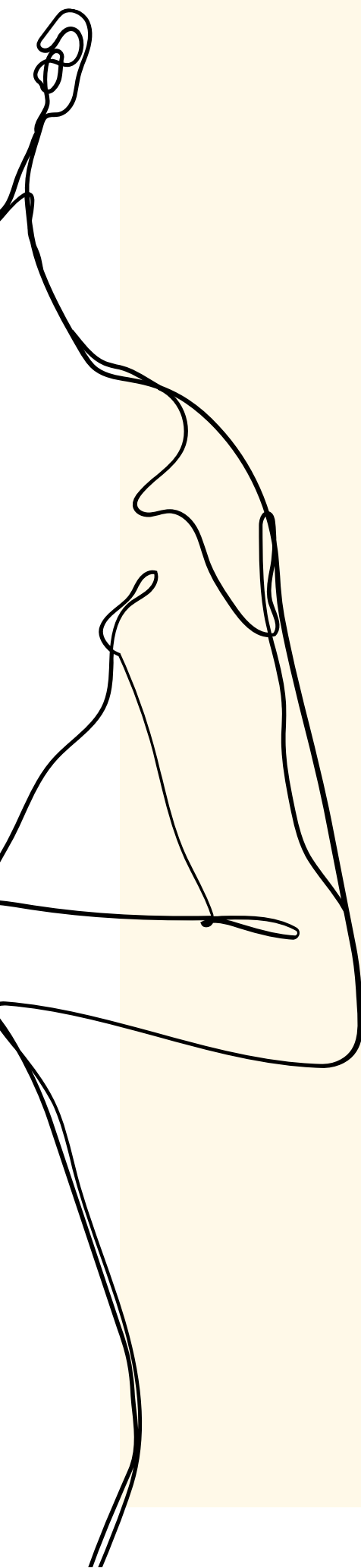
INVEST IN HANDMADE PRODUCT

THE COVID-19 PANDEMIC BROUGHT MANY CREATIVE MANUFACTURING AND HANDMADE BUSINESSES TO A STANDSTILL. DIGITIZATION AND MORE DIRECT CONNECTION TO CLIENTS CHAINS CAN HELP THE ART SECTOR TAKE ADVANTAGE OF POST-COVID-19 GROWTH OPPORTUNITIES.

IN SWEDEN...



...MARIETA TONEVA (TEXTILE ARTIST) FOCUSED ON DYING FABRICS, DOING BATIK, AND DECORATING THE GARDEN. THE PROJECT WAS DONE SO THAT THE ELDER PEOPLE SPENT A DAY DYING AND DECORATING FABRICS, THAT HAD BEEN PREPARED BEFORE, LIKE SHEETS, T-SHIRTS, TOWELS, ETC. SOME PARTICIPATED AND SOME THAT HAD DEMENTIA JUST WATCHED. THE ARTIST WAS VERY HAPPY. SHE NORMALLY WORKS WITH YOUNGER PEOPLE AND THE ELDERLY LIKED THE ACTIVITY A LOT AND SPENT A GREAT DAY TOUCHING THE FABRICS AND LEARNING ABOUT DYING AND DOING BATIK. THE ARTIST WAS VERY HAPPY. SHE NORMALLY WORKS WITH YOUNGER PEOPLE AND THE ELDERLY LIKED THE ACTIVITY A LOT AND SPENT A GREAT DAY TOUCHING THE FABRICS AND LEARNING ABOUT DYING AND DOING BATIK.



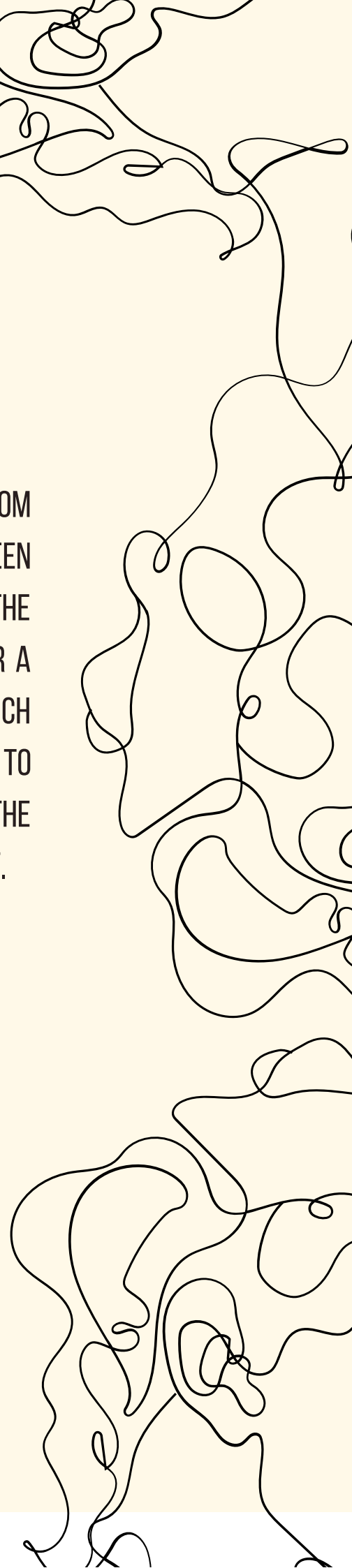
IN ITALY...

...RICCARDO DALL'AGLIO E MATILDE GABUSI PRODUCED CUSTOMIZED CLOTHING. THANKS TO THEIR EXPERIENCE IN THE FIELD, THEY HAVE DEDICATED THEMSELVES TO THE PACKAGING OF HIGH-QUALITY AND CUSTOMIZABLE MASKS, NOT ONLY IN DESIGN (THEY SPECIALIZE IN EMBROIDERY, PATCHES, AND PRINTS) BUT ALSO IN SIZE, TO CHOOSE ACCORDING TO THE SHAPE OF THE FACE. ALSO, THE MASKS ARE ECOLOGICAL, WASHABLE, AND RESISTANT TO NUMEROUS WASHES. THEY PARTICIPATED AND WON THE 2020 EDITION OF THE "INCREDIBOL!" PROJECT.

SAMANTHAKHAN TIHSLER DECIDED TO CHANGE HER ACTIVITIES. WITH THE END OF THE CEREMONIES, THIS BRIDAL DRESSMAKER HAS DECIDED, IN THE MIDDLE OF THE EMERGENCY, TO MAKE MASKS USING THE FABRICS LEFT IN STOCK; FABRICS USUALLY USED TO MAKE THE INSIDE OF THE WEDDING DRESS AND THAT MAKE THE MASKS THICK, RESISTANT, AND WASHABLE (CONSEQUENTLY SUSTAINABLE AND RECYCLABLE). THE WORD SPREAD IN THE NEIGHBORHOOD, SO MUCH SO THAT THEY CAME TO TAKE THEM FROM THE GREENGROCER TO THE BAKER, FROM SMALL ENTREPRENEURS TO ARTISANS (ALSO CUSTOMIZED WITH THE LOGO OF THE COMPANY).

BE OUTDOOR

PANDEMIC DID NOT ALWAYS MEAN A BREAK FROM DAILY ACTIVITIES. IN THE INTERVALS BETWEEN LOCKDOWNS, OFTEN TAKING ADVANTAGE OF THE GOOD WEATHER, ONE COULD FEEL, AT LEAST FOR A WHILE, SIGNS OF THE OLD, NORMAL LIFE. IN SUCH MOMENTS EVERYONE PROBABLY FELT THE NEED TO GET IN TOUCH WITH CULTURE - IN THIS CASE, THE OUTDOORS ACTIONS WERE EVEN MORE IMPORTANT.



LISTEN TO THE MUSIC AND DANCE!

IN ITALY...

...BERNSTEIN SCHOOL OF MUSICAL THEATER (TRAINING ACADEMY IN THE PERFORMING ARTS) ORGANIZED OUTDOOR MUSICAL. THE OUTDOOR SPACES WERE TRANSFORMED INTO AN "OPEN AIR THEATER" BY RE-ADAPTING THE DIRECTION, CHOREOGRAPHY, AND SCENIC SPACES FOR THE EIGHTH EDITIONS OF THE "SUMMER MUSICAL FESTIVAL", AND PROPOSING NEW FORMATS TO CONTINUE THE MUSICALS PRODUCTION EVEN IN THE COVID ERA.

IN SWEDEN...

...ROGER "RAGGE" DAVIDSSON - USED TO DO CONCERTS INDOORS AND WHEN THE PANDEMIC STARTED HE RESCHEDULED TO AN OUTDOOR CONCERT. INSTEAD OF JUST THE PERSONS FROM THE HOME ALSO THE TV AND LOCAL PRESS ATTENDED THE CONCERT. PATRIK STEEN / BLUEPRODUCTION - SINCE THEY COULD NOT GIVE CONCERTS IN CONCERT HALLS THEY STARTED PLAYING OUT IN THE STREETS OF TWO SWEDISH CITIES. THE REGION OF DALARNA PROMOTED CULTURAL WORKERS TO FIND ALTERNATIVES TO TAKE THE CULTURE TO THE PEOPLE.



IN SWEDEN...

...MARIA NORÉN - KULTURKOSSAN DIDN'T WANT TO GO DIGITAL AND DECIDED TO GET HER ART AND THAT OF OTHERS OUT TO PEOPLE. SHE STARTED TO DO OUTDOOR EXHIBITIONS WITH VERY SMALL GROUPS, AND OFTEN LIKE A "SECRET": EXHIBITION IN BARNES TO KEEP ON SHOWING ART AND BE COMMUNICATIVE: EXPLORE THE PUBLIC SPACE IN THE COUNTRYSIDE. DOES IT EVEN EXIST? A STREET ART EXHIBITION IN BARNES, BY FIELDS, IN MEADOWS IN DELSBO AND THE SURROUNDING AREA (ARTISTS: KLISTERPETER, JESSICA HALLBÄCK, TATUERINGSMASKINEN, VILLFARELSER, DANIEL FRANZÉN AND FEBER: PERNILLA, PATRIK, ULRIKA AND MARIA). ANOTHER NEW WAY TO MEET PEOPLE; SOUNDSTATION, WOODS, BARNES, ETC. HARD TO FIND. SECRET PROJECTS IN THE WOODS WITH AN INTERNATIONAL ARTIST BUILDING SMALL HOUSES AS ART INSTALLATIONS. THEN THEY TAKE PHOTOGRAPHS OF THIS AND THAT IS WHAT WILL BE SHOWN AS AN EXHIBITION: "NATURE TAKING OVER" TO BE RELEASED IN OCTOBER IN AMSTERDAM....



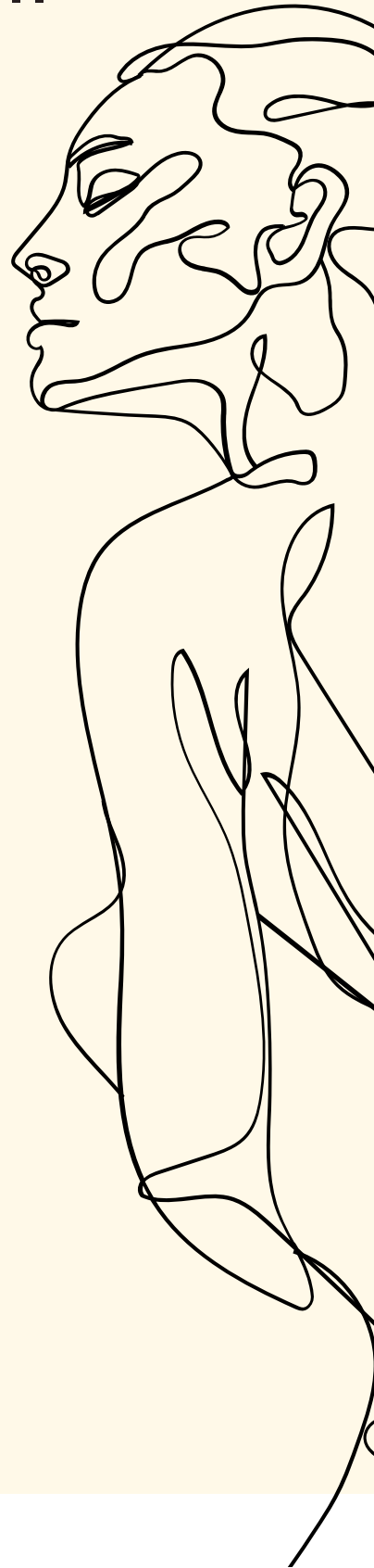
LET'S GO TO THE CINEMA!

IN ITALY...

...AFTER THE CLOSURE OF THE CINEMAS, NUOVO CINEMA MANDRIOLI RECREATED A DRIVE IN BUT USING MODERN TECHNOLOGIES: GIANT SCREEN, DEDICATED RADIO FREQUENCY, DIGITAL PROJECTION. THEY ORGANIZED SUCCESSFUL FILMS AND SUMMER PREMIERES, BUT ALSO VINTAGE CAR MEETINGS, DRESS CODE NIGHTS WITH AUDIENCE PARTICIPATION, CONCERTS BEFORE THE MOVIES. THEY ALSO CREATED A SPECIAL SERVICE TO ORDER FROM THE AMERICAN BAR VIA WHATAPP AND DELIVER BY CAR. THEY ARE ONE OF THE WINNERS OF "INCREDIBOL! 2020", AN EMILIA-ROMAGNA PROJECT FOR CULTURE AND CREATIVE SECTORS.

IN SLOVENIA...

...CINEMA IN THE PARKING OF SHOPPING PLACE! CINEMA BEŽIGRAD ORGANIZED OPEN CINEMA. AFTER THE COVID SITUATION, THEY STARTED IN MAY 2020. THEY ALSO SELL THE FOOD WHICH YOU EAT IN THE CAR. ALL THE WORKERS WEAR ROLLER SKATES, AND YOU CALLED THEM BY TELEPHONE. FOR MOVIE SOUND, YOU NEED TO SET IN RADIOFREQUENCY.



IN SPAIN...

...CARROS DE FOC / MIGUEL ANGEL MARTÍN ARE INVOLVED IN STREET THEATRE AND THE CREATION OF GIANT ESCULPTURES AND PUPPETS. AFTER THE FIRST WAVE OF COVID, THEY CREATED A BURGER-RESTAURANT WITH THEIR GIANT SCULPTURES, RECREATING ATMOSPHERES LIKE THE ONE FROM MAD MAX OR SOME OTHERS FOR HALLOWEEN, CARNIVALS, ETC. THE IDEA WAS VERY SUCCESSFUL ALTHOUGH NOT AS BIG AS THE ACTIVITY DEVELOPED FOR THE STREET THEATRE. THEY ARE CONSIDERING GOING TO A BIGGER PLACE, TO CREATE A CHAIN AND SOME OTHER IDEAS TO DEVELOP FURTHER THE PILOT TEST.

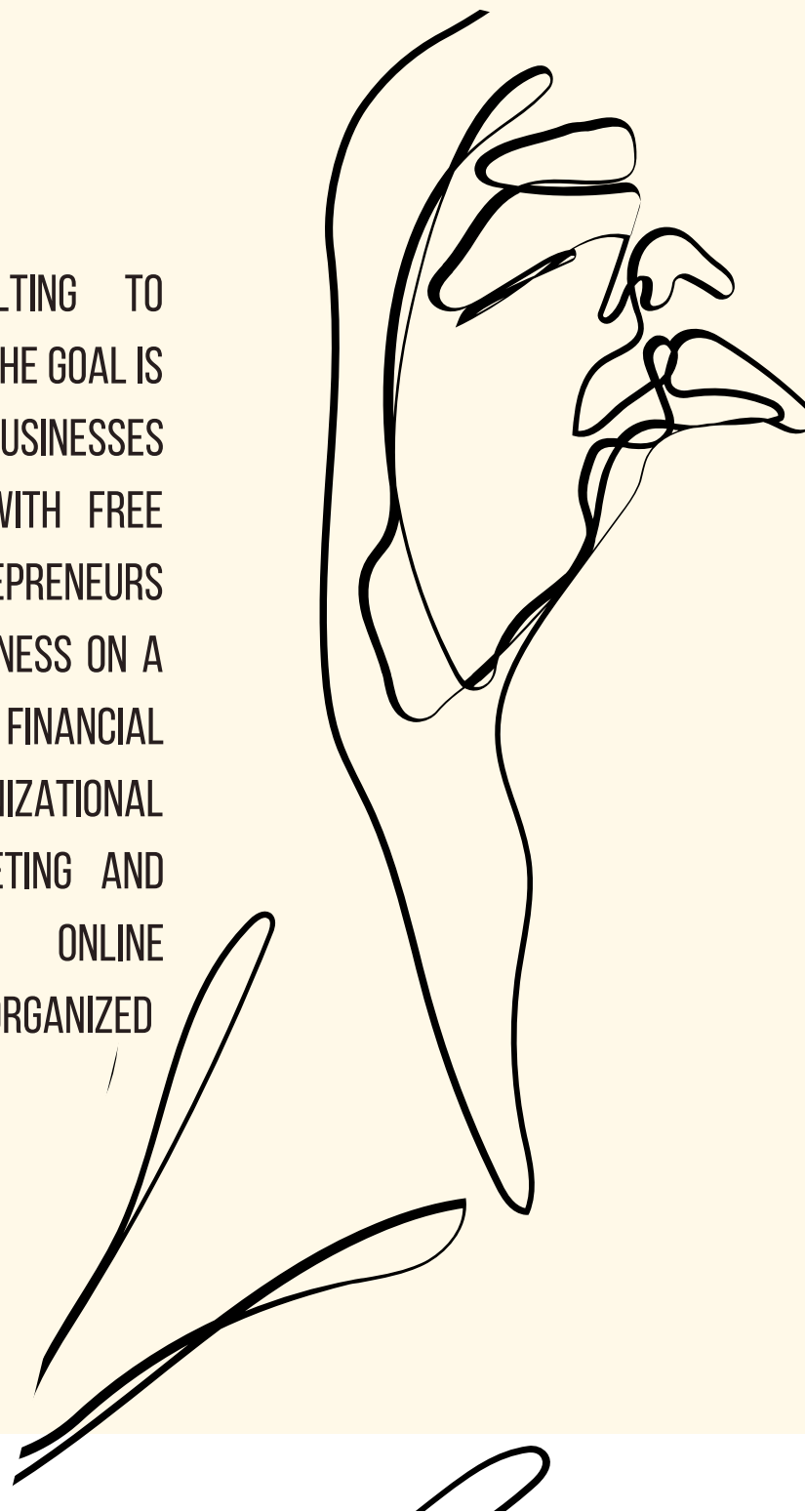


SUPPORT THE BUSINESS

THE PANDEMIC HAS BECOME A CHALLENGE FOR MANY COMPANIES - FORCING SOME TO CLOSE, SOME TO REDEFINE THEIR BUSINESS. HOWEVER, MANY COMPANIES HAVE SUPPORTED EACH OTHER TO SURVIVE THE LOCKDOWN, BECAUSE THE ART OF BUSINESS IS COLLABORATION.

IN HUNGARY...

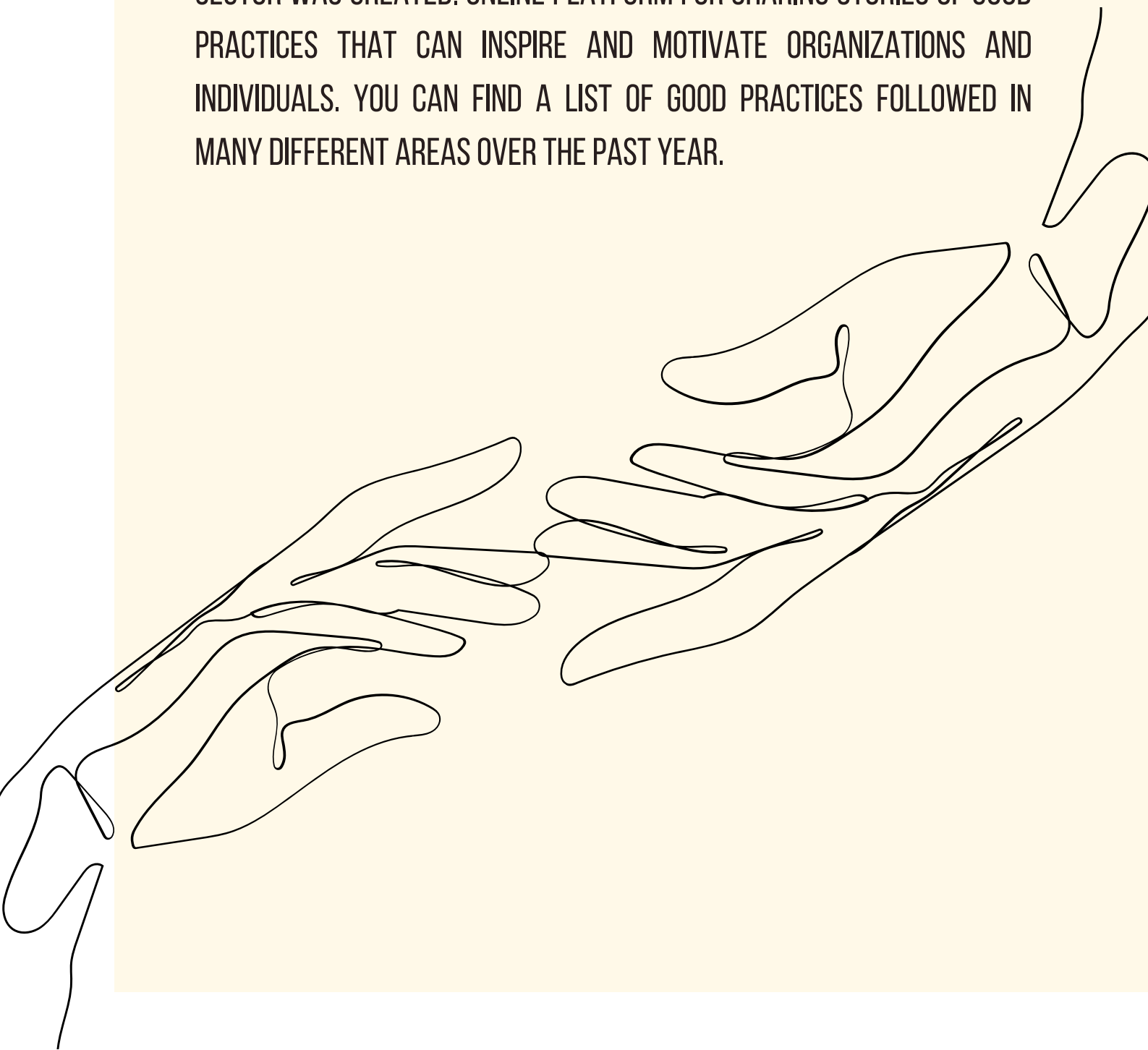
...SEED DEVELOPED CONSULTING TO SUPPORT SMALL BUSINESSES. THE GOAL IS TO HELP MICRO AND SMALL BUSINESSES TO OVERCOME THE CRISIS WITH FREE ADVICE. THEY SUPPORT ENTREPRENEURS IN STRENGTHENING THEIR BUSINESS ON A WIDE RANGE OF TOPICS, FROM FINANCIAL AND LEGAL ISSUES TO ORGANIZATIONAL MATTERS TO ONLINE MARKETING AND SALES ISSUES. + AN ONLINE ENTREPRENEURSHIP FORUM IS ORGANIZED ON A WEEKLY BASIS.



MORE THAN 30 EXPERTS HAVE JOINED THE INITIATIVE AS PART OF THEIR CSR ACTIVITIES, SO BUSINESSES CAN NOW GET HELP IN THE FOLLOWING 4 AREAS FREE OF CHARGE: LEADERSHIP SUPPORT, BUSINESS MODELS RETHINKING, ONLINE MARKETING/ONLINE PLATFORMS, MANAGEMENT OF CHANGE. IN STYLE MAGAZIN CREATED A CLOSED FACEBOOK (#VEGYELHAZAIT) GROUP FOR CREATIVE MAKERS IN ORDER TO CREATE A COMMUNITY, STIMULATE THE PURCHASE OF LOCALLY PRODUCED PRODUCTS AND DRAW ATTENTION TO THE LOCAL SOLUTION OF A GLOBAL PROBLEM. THEY ALSO CREATED A WEBSITE (VEGYELHAZAIT.HU) WHICH WORKS AS A WEBSHOP WITH OVER 3200 PRODUCTS. THEY ORGANIZE PROMOTIONAL EVENTS WHERE THE MEMBERS CAN PARTICIPATE IN ORDER TO GET MORE VISIBILITY. THE FACEBOOK GROUP HAS GAINED ALMOST 400000 MEMBERS, THE WEBSITE HAS 17000 REGISTERED USERS, OVER 3200 PRODUCTS IN THE WEBSHOP, WHICH HAS LEAD TO A LARGE NUMBER OF PURCHASES OF DOMESTIC PRODUCTS. SIMILAR INITIATIVES ALSO APPEARED ON THE LOCAL MARKET: EG. „BUDAPEST SELECT STORE“ WITH 40 DESIGNERS (STARTED IN DECEMBER 2020) OR THE „DESIGNERWEBSHOP“ WHICH WAS AN INITIATIVE OF WAMP, A SUCCESSFUL APPLIED ARTS FAIR SINCE 2006, IN ORDER TO ENABLE THEIR DESIGNER COMMUNITY TO SALES EVEN IN TIMES WHEN THE FAIR WOULD NOT TAKE PLACE DUE TO THE PANDEMIC.

IN CYPRUS...

...ARTISTS & CREATIVES COVID-19 RECOVERY RESOURCE (SOURCE: PLATFORM [HTTPS://CREATIVESUNITE.EU/COUNTRIES/CYPRUS/](https://creativesunite.eu/countries/cyprus/)) A PLATFORM FOR SHARING GOOD PRACTICES IN THE ART AND CULTURAL SECTOR WAS CREATED. ONLINE PLATFORM FOR SHARING STORIES OF GOOD PRACTICES THAT CAN INSPIRE AND MOTIVATE ORGANIZATIONS AND INDIVIDUALS. YOU CAN FIND A LIST OF GOOD PRACTICES FOLLOWED IN MANY DIFFERENT AREAS OVER THE PAST YEAR.

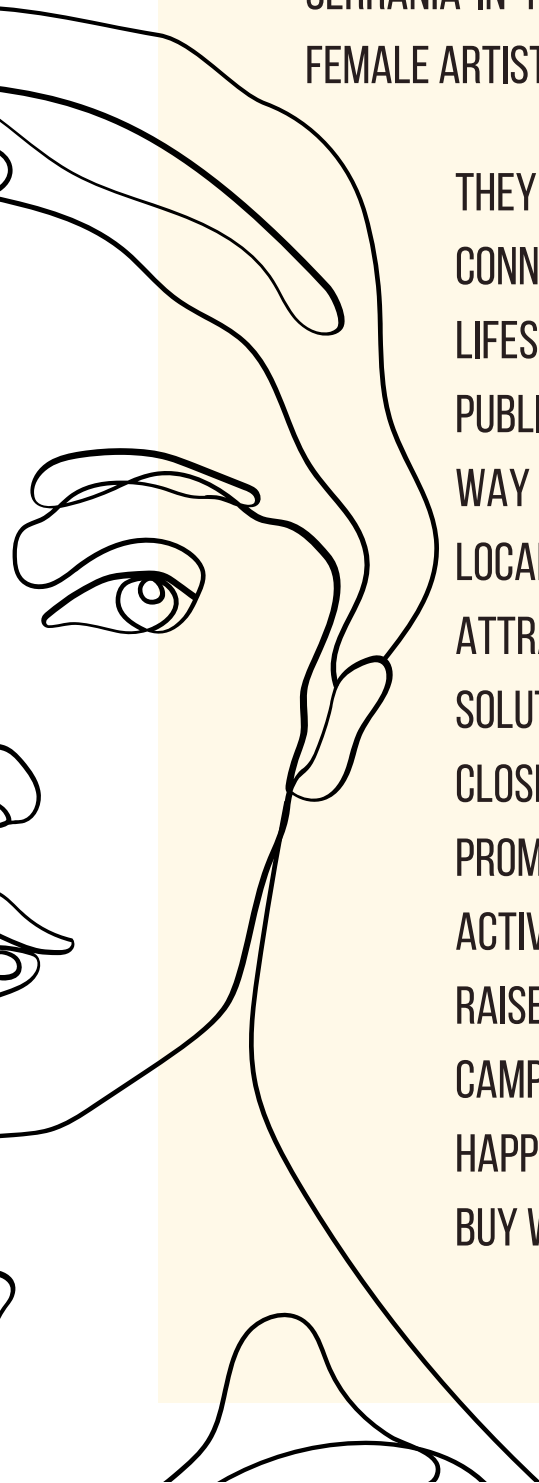


TO CREATE A BRAND WHEN THE NORMAL ACTIVITY IS INTERRUPTED

IN SPAIN...

...DIFFERENT PROFESSIONAL ARTISTS FROM THE RURAL AREA OF LA SERRANÍA IN THE REGION OF VALENCIA TO PROVIDE VISIBILITY FOR THE FEMALE ARTISTS OF THE RURAL AREA CREATED A WEBSITE AND A BRAND.

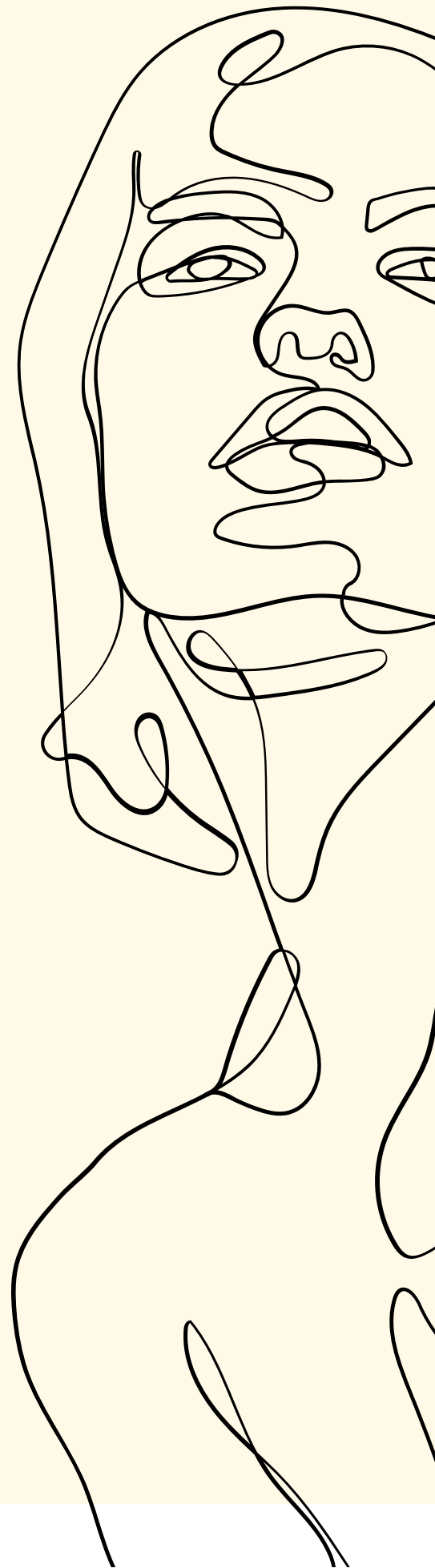
THEY SHOW WHAT THESE ARTISTS DO AND HOW THEY ARE CONNECTED TO THEIR LAND AND HOW BEAUTIFUL THEIR LIFESTYLE IS. THEY ARE BECOMING BETTER KNOWN AND THE PUBLIC IS PERCEIVING THAT IN LA SERRANÍA THERE IS A SPECIAL WAY OF MAKING ART. PAKITO GRACIA TEROL PROMOTED THE LOCAL SHOPPING IN THE TOWN OF EL CAMPELLO BY DRAWING ATTRACTIVE SLOGANS ON THE SHOP WINDOWS. TRANSVERSAL SOLUTION FOR A PROFESSIONAL AND A COMPANY THAT WAS CLOSED DURING THE PANDEMIC. AT THE SAME TIME, THEY PROMOTED THEIR BUSINESS ACTIVITY BY PROMOTING THE ACTIVITY OF THE TOWN WHERE THEY ARE BASED. THE INITIATIVE RAISED SENSITIVITY TOWARDS BUYING IN THE TOWN OF EL CAMPELLO. IT GAVE A BEAUTIFUL POINT OF VIEW ABOUT WHAT IS HAPPENING. IT IS THE TIME TO HELP THE SMALL BUSINESS, TO BUY WITH HEART. THEY ALSO GOT INCOMES.

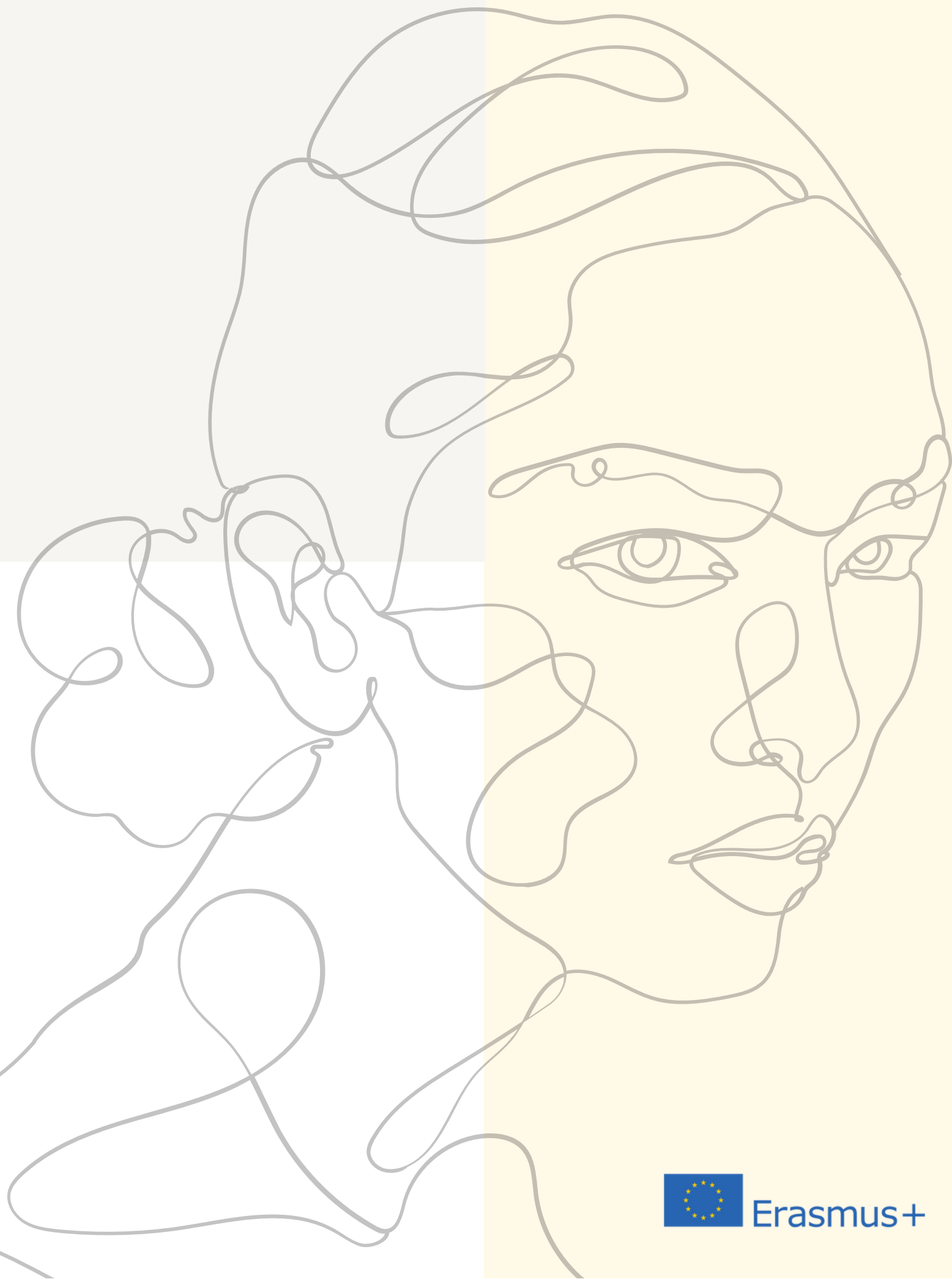


OTHER PROJECTS

CYPRUS UNIVERSITY OF TECHNOLOGY, UNESCO CHAIR ON DIGITAL CULTURAL HERITAGE - TO CELEBRATE THIS YEAR'S INTERNATIONAL DAY FOR MONUMENTS AND SITES, THE UNESCO CHAIR IN COOPERATION WITH THE ERA CHAIR ON DIGITAL CULTURAL HERITAGE AT THE CYPRUS UNIVERSITY OF TECHNOLOGY AND THE PERREVIA NETWORK IN GREECE LAUNCHED A PANHELLENIC SOCIAL MEDIA CAMPAIGN TO PROMOTE CULTURAL HERITAGE IN THE CURRENT COVID-19 PERIOD. AS VISITING THE WORLD'S MANY CULTURAL HERITAGE PLACES HAS NOT BEEN POSSIBLE THIS YEAR DUE TO THE GLOBAL PANDEMIC, THE IDEA OF A FUN ACTIVITY WAS CREATED. CHILDREN ARE ENCOURAGED TO ASSEMBLE AND COLOUR THEIR OWN PAPER MODELS OF THE MEDIEVAL KOLOSSI CASTLE AND/OR THE UNESCO WORLD HERITAGE SITE OF ASINOU CHURCH. THIS WAY, THE YOUNG GENERATIONS CAN STILL PLAYFULLY INTERACT WITH THEIR HERITAGE IN THE COMFORT OF THEIR HOMES. CHILDREN (AND THEIR PARENTS!) WERE INVITED TO TAKE PHOTOGRAPHS OF THEIR CREATIONS AND SUBMIT THEM ON THE CAMPAIGN'S SHARED MEMORY FACEBOOK PAGE TO HAVE A CHANCE AT WINNING ONE OF THE PRIZES AWARDED TO THE MOST CREATIVE PAPER MONUMENTS. THE SOCIAL MEDIA COMPETITION WAS COMPLETED IN JULY 2020.

TRANS EUROPE HALLES - THE DISCEP2P RECOVERY PROGRAMME (HEREINAFTER REFERRED TO AS “PRP”) WAS INITIATED TO SUPPORT THE EUROPEAN CULTURAL AND CREATIVE SECTORS IN THIS TIME OF UNPRECEDENTED CHALLENGE DUE TO COVID-19. IT IS ORGANIZED BY TRANS EUROPE HALLES (TEH) IN THE FRAMEWORK OF THE DISCE PROJECT “DEVELOPING SUSTAINABLE AND INCLUSIVE CREATIVE ECONOMIES”, FUNDED BY THE EUROPEAN UNION’S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME. PRP IS DESIGNED TO ENGAGE WITH STAKEHOLDERS WITHIN CULTURAL AND CREATIVE INDUSTRIES IN CYPRUS, GREECE, ITALY AND SPAIN COHERENTLY WITH DEVELOPING SUSTAINABLE AND INCLUSIVE CREATIVE ECONOMIES IN THE EU. THE MAIN AIM OF PRP IS TO EXPLORE AND TO ENABLE COLLABORATIVE AND INNOVATIVE PRACTICES ADDRESSING CHALLENGES FACED IN THE CULTURAL AND CREATIVE SECTORS IN EUROPE DUE TO COVID-19.





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