

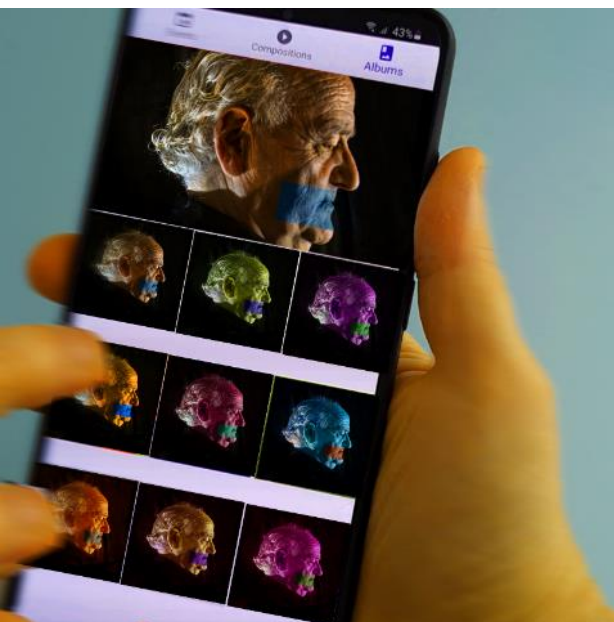
IMPROVISA

CALL FOR ARTISTS



Co-funded by the
Creative Europe Programme
of the European Union

CALL FOR ARTISTS



IMPROVISA. Life in Motion is a project co-funded by the Creative Europe Programme of the European Union. The project will explore the potential of the audio-visual improvisation driven by mobile technologies, through participatory experiences aimed to engage audiences with difficult access to culture, such as migrants and inmates.

The **IMPROVISA. Life in Motion** Consortium invites EU artists to submit proposals with new approaches to engage audiences in cultural and heritage contents through the principles of improvisation and the use of mobile technologies.

One of the main outcomes of the project is the use of **IMPROVISA Mobile app**, an application to create audiovisual compositions, interacting with sounds and visuals, based on free audiovisual experimentation, that will be developed in mobile version during this project.

During the project, the selected artists will reinterpret the museums and galleries collections, by creating multimedia content - pictures, samplers and short videos - with the participation of the different audience groups. They will upload these contents on the **IMPROVISA Mobile app**, and offer them to the audiences to interact, experiment and create new compositions and contents in a collaborative and attractive way.

IMPROVISA. Life in Motion invites artists to present a proposal of activities for the reinterpretation of the collections of the following museums and galleries:

EMST

NATIONAL MUSEUM OF CONTEMPORARY ART ATHENS (EMST)

EMST is the sole national institution focused on collecting and exhibiting contemporary Greek and international art in Athens, including painting, sculpture, installations, photography, new media, architecture and design. The Museum's constantly growing collection is formed around an important nucleus of works by Greek and international artists, such as Jannis Kounellis, Vlassis Caniaris, Mona Hatoum, Nikos Kessanlis, Shirin Neshat, Bill Viola, etc.



Access:
<http://collection.emst.gr/en/>



MUZEJ NOVEJŠE
ZGODOVINE SLOVENIJE

National Museum of Contemporary History of Slovenia

is focused on analyzing and presenting social changes and their relationship with art and culture. The Museum's basic mission is to acquire, document, preserve, research and promote materials related to contemporary Slovenian history.



Access:
<https://www.muzej-nz.si/en>

Galeria Labirynt

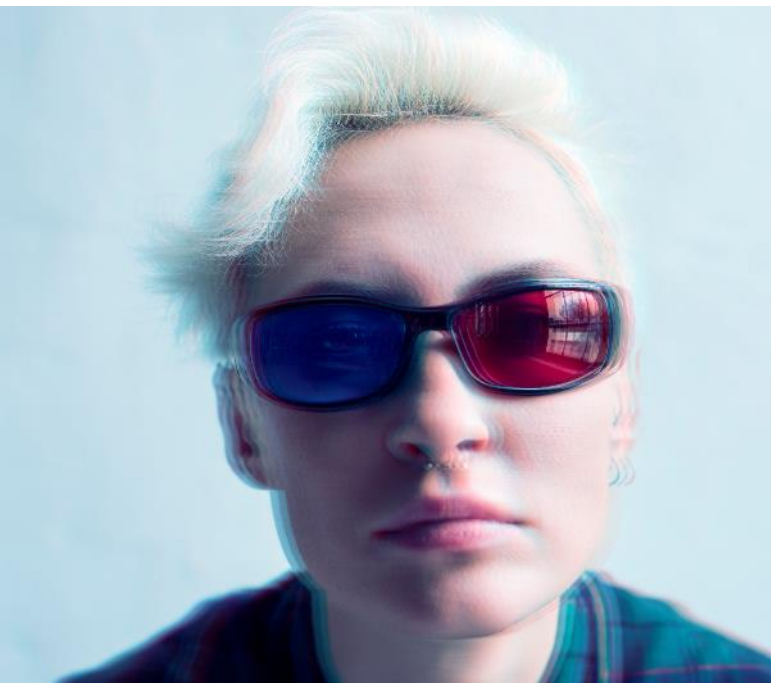
Galeria Labirynt

one of the main Polish galleries for contemporary art and design, with an active role in approaching emerging artists. It presents a variety of art disciplines including installations, video art, performance art, multimedia, photography, film, art, building, painting, and drawing.



Access:
<https://labirynt.com/>

THE 4 SELECTED ARTISTS WILL



Participate in a one-week Creative Lab in Lublin, Poland

in May 2021 (if the COVID-19 restrictions allow it). Costs are covered by the project

Receive an artist fee of 1500€

for the further elaboration of the proposals (between May - August 2021)

Each artist will be invited 1 week in each of the 3 participating museums

a total of 3 weeks of residency per artist.

- + The residency will take place between September 2021 - May 2022 in the National Museum of Contemporary Art (Athens), the National Museum of Contemporary History of Slovenia (Ljubljana) and Galeria Labirynt (Lublin, Poland).
- + During the residence they will offer two workshops to the different groups of audience (schools, immigrants, etc.)
- + And they will train the museum staff to continue the workshops for one month.

Costs are covered by the project

Participate in training programs

on audience development and new cultural business models

Get visibility through online and onsite exhibitions in the museums

that will present the visual and sound pieces created during the workshops and an online catalogue of their proposals, which will be disseminated among a large network of European cultural institutions

WHO CAN APPLY ?

Applicants must belong to one of the EU member states

Minimum age is 18

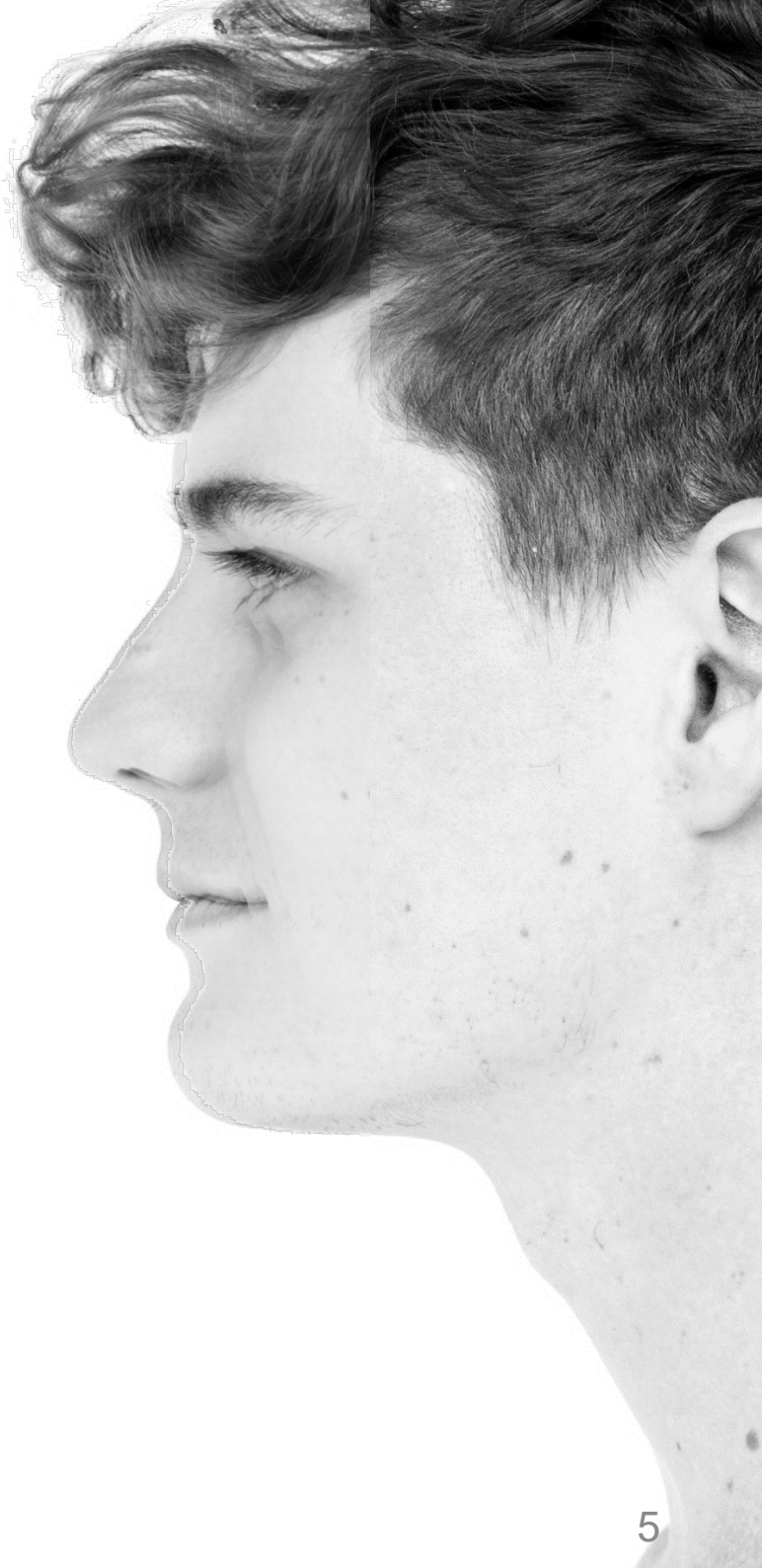
We're looking for artists with experience in video and photography, and also those who work in sound art and sampler editing

We welcome applications from artists with experience of presenting work both within and outside traditional gallery settings

Experience of engaging with local communities through collaborative and participatory methods, or experience in educational activities is a pro.

Applicants must be able to communicate easily in English

Each artist must be available to participate in and commit to all activities listed



HOW TO ? APPLY

To apply, please
fill out the
➔ **application form** ⬅
and send it
together with the
following pdf
documents:



- + A short description (500 words + images) of your creative proposal, including how you would like to approach your target audience for the co-reinterpretation of the collections offered by the museums and galleries by creating multimedia content with them
- + A brief CV (2 pages maximum)
- + A selection of your work (5 pieces of work on 5 pages maximum + links if applicable)

CALENDAR

Call publication: 31/1/21

Deadline for submission: 15/3/21

Publication of results: 10/4/21

SELECTION PROCESS

The applications will be reviewed by a selection committee, and artists will be selected on the following criteria:

Response to the brief

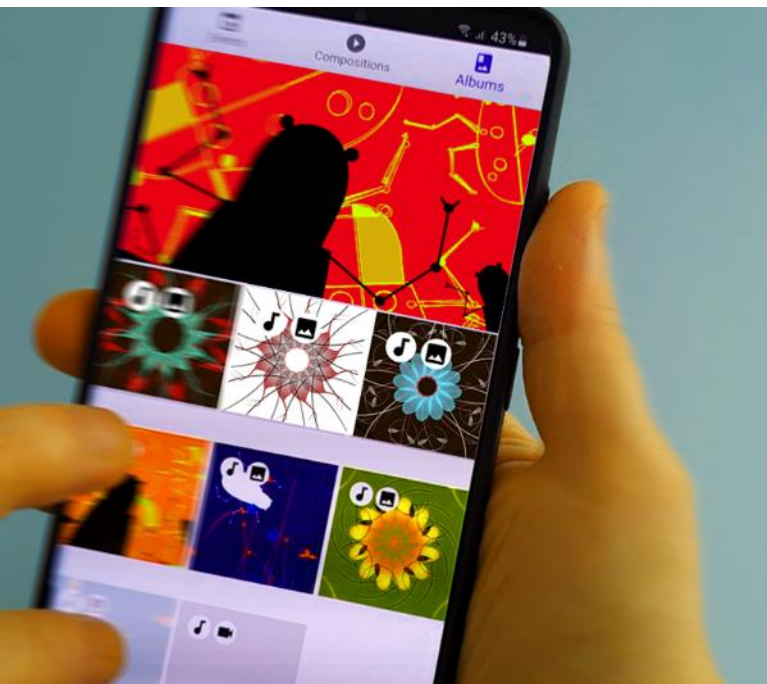
Artistic quality, artistic ambition, quality of ideas and inventiveness

Curriculum (experience, skills, English)

We're looking for artists with experience in video and photography, but also those who work in sound art and sampler editing

Experience of engaging innovatively with local communities through collaborative and participatory methods

The selection committee will review all of the properly submitted applications and hold interviews with the finalists



IMPROVISA MOBILE APP

IMPROVISA is a mobile app that allows users to experiment and create visual and sound compositions, playing the mobile keyboard as if it were a piano.

The artists will create multimedia content - pictures, samplers and short videos – based on the art and cultural pieces offered by the consortium, to be uploaded to the **IMPROVISA Mobile app**, and offered to the audience so they can interact, experiment with them and create their own new compositions.

The IMPROVISA app will allow cultural organizations:

- + To promote and disseminate heritage, cultural and artistic products in a new digital way.
- + To generate new formats for a secure and personalized dissemination of content.
- + To configure and manage participatory and collaborative events and activities aimed at engaging end users.

The IMPROVISA app will allow end users:

- + To interact and explore creatively with artistic heritage products in a rich new multimedia format created by artists.
- + Participate in planned activities and events and contribute with their creations, thus increasing their level of commitment to the proposed content.

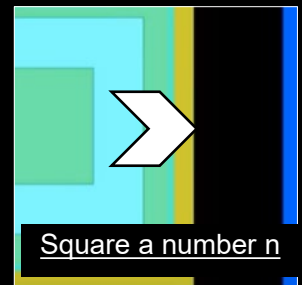
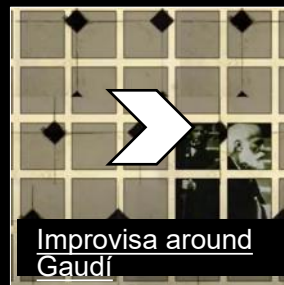
IMPROVISA MOBILE APP BACKGROUND

IMPROVISA mobile app will be developed during this project, after ten years of experimenting and improving the desktop software version.

The first version of IMPROVISA software was for a computer desktop and created in 2008 by the artist Cristina Casanova, from MyDocumenta. From 2008 to 2015 the IMPROVISA software was exhibited and replicated with great success in the artistic, educational, museum and patrimonial fields:

- + “Sounds & Pixels” workshops at Miró Foundation, in Barcelona 2009/2015, aimed at students and families, were held for 6 years with more than 10,000 participants.
- + IMPROVISA AROUND GAUDI software, developed in 2010 for La Pedrera Foundation, was a customized version of IMPROVISA based on the visual motifs of La Pedrera building, to disseminate Gaudí's heritage.
- + IMPROVISA around Maillol software, 2011/12, for La Pedrera Foundation, on the occasion of the retrospective exhibition of Aristides Maillol, a great representative of modern art, to disseminate its heritage through new strategies of public participation.

**Click and discover
some IMPROVISA
compositions:**



IMPROVISA. LIFE IN MOTION

is a project co-funded by the Creative Europe Culture Programme.

ref. 616801-CREA-1-2020-1-ES-CULT-COOP1, [Project card](#))

International Consortium:



MyDocumenta Coordinator of the project. And SME based in Barcelona, awarded by the EU as "key innovator", specialized in the development of applications for the cultural, educational and creative sector.

website: <https://www.mydocumenta.com>

EMST

NATIONAL MUSEUM OF CONTEMPORARY ART ATHENS (EMST), especially active in involving communities with difficult access to culture, such as immigrants and refugees.

website: <https://www.emst.gr/en/>



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Galeria Labirynt

Galeria Labirynt, one of the main Polish galleries for contemporary art and design, with an active role in approaching emerging artists.

website: <https://labirynt.com>



ECCOM, based in Rome, specialized in audience development for the cultural sector. Its president, Cristina da Milano, has been responsible for numerous studies and reports for the EU.

website: <http://www.eccom.it>

IMPROVISA. LIFE IN MOTION

will explore the potential of the audio-visual
improvisation driven by mobile technologies,
through participatory and creative experiences

Follow us:

- improvisa.net
- https://www.instagram.com/improvisa_project
- <https://www.facebook.com/Improvisaproject>



EMΣT



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