

#CultourIsCapitalFest

CULTOUR IS CAPITAL // open call

Call for artists, creative and cultural operators

1.1. The project

TraCEs – Cultour is Capital is a project funded by European Commission under the COSME program. The aim of this initiative is to foster the cooperation between tourism and creative industries in order to develop new experiences able to innovate the tourist offer in Europe.

TraCEs project is working on this cooperation fostering transformative tourism in European Capitals of Culture (in brief: ECoC/s).

1.2. The framework

From February 2020, COVID-19 pandemic has had a severe impact on Europe's economy, especially on the two sectors the project is working on – tourism and creative industries. Moreover, the European Capitals of Culture of 2020, Rijeka and Galway, have been penalized by the lock-down, social distancing measures, flight restrictions, and new regulations on public events and spaces.

In reaction to such a situation, the TraCEs partnership decided to launch the first edition of the Cultour is Capital Fest, envisioned to become an annual event. **The goal is to give the right visibility to the work of artists, creative and cultural operators from the European Capitals of Culture (past, current, future or just candidate cities), and show the transformative power of arts and culture.**

Its first edition in 2020 will be based on giving visibility to the productions developed during the lock-down. The open call has the exclusive objective of promoting the artistic & creative work, is not for profit and doesn't transfer the rights of the work to anyone but the owner of the artistic & creative products.

1.3. Objective of the open call

The open call reflects the ambition that cultural assets and the arts belong to a creative future of a city/region and expresses respect for a growing creative and arts scene in the cities that are and will be European Capitals of Culture.

The open call will take place online and artists, creative and cultural operators will be invited to apply by sending a description of their work and some photos and/or videos showing the transformative power that has generated or is generating on people and communities their artistic and creative work.

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The open call is about:

traditional art & creative products, from non-digital disciplines such as painting, sculpture, writing, music composing, drawing, performances etc;

digital art & creative products, including all digital branches of art such as video, digital photography, digital painting, illustration, design, etc.

The artistic and creative works must have contributed to generate a positive transformation in the participants (citizens, tourists, other people category), in the social, cultural and economic context of the territory and must have encouraged tourism and territory promotion of the ECoCs.

The open call is not for profit and has as its only main objective the dissemination and promotion of artists & creatives who have worked and are working in the ecosystem of ECoCs, to experiment with innovative art forms that have provided for the active involvement of local communities and have generated virtuous processes of social and cultural transformation in the participants.

1.4. Prize

The **prize of the Cultour Is Capital 2020 // Open call** will be a **residency opportunity** offered by three partners of the TraCEs project who will take care of **travel and accommodation costs for the winners to visit Gelsenkirchen (Ruhr ECoC 2010), Kosice (ECoC 2013), Matera (ECoC 2019)** and develop their work in cooperation with local artists or cultural operators.

1.) Ruhr area / Gelsenkirchen

A three-day residency for two people with two overnight stays (including breakfast) in Gelsenkirchen, in the heart of the Ruhr area and the central part of Europe, to get to know an exciting place of change. The programme includes brunch and a meeting with local artists, a four-hour round trip by bike or, if it rains, by bus through an enchanting place of change, free admission to the ZOOM, the zoo, the music theatre (Musik Theater im Revier - mir), the Horst Castle, the Nordstern Tower and the art museum. A free ticket for public transport is included.

2.) Kosice

A three-days residency in Kosice with two nights for two people in one of the design rooms in the [INVISIBLE HOTEL](#) (including breakfast). This stay is a great opportunity for artists from all over Europe to get to know Kosice as UNESCO Creative City of Media Arts with positivity and inclusiveness to the local art scene. The programme includes meetings with local artists with an opportunity to structure future collaborations. The stay also includes a guided alternative tour through the city with craft beer tasting in the oldest pub in Slovakia, free admissions to the st. Elizabeth Cathedral, local galleries and museums and 2 tickets to

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The State Philharmonic or The State Theatre (depending on the availability of performances in the period of stay if there is no availability other tickets will be offered).

3.) *Matera*

A three day mobility for two person of the winning collective, in the ECoC 2019 Matera, to visit the city, its cultural spaces and meet the group of artists and cultural operators that worked to implement the cultural program and that will be a guide for the winners and with them structure and imagine future collaborations and networking opportunities.

1.5. Criteria of selection

The criteria to select the winning artworks will follow 3 different aspects, each one considering 10 points with a maximum of 30 points:

1. originality
2. transformative effect on people & local community
3. Impacts on the territory (social, cultural & economic)

The jury will be composed of 5 professionals between the members of the partnership and selected experts in the artistic competence and tourism sector related to ECoCs.

1.6. Participants

Participants must be residents in one of the 62 ECoC around Europe (or the future ones) and need to follow the rules of the open call.

Artists, creatives and/or cultural operators can participate individually or in groups.

1.7. How to apply

Participants must send a maximum of 10 photographs and a maximum of one video describing the artistic/creative product and/or performance. They must then insert a descriptive text that effectively highlights the aspects of the work carried out, according to the selection criteria mentioned in point 1.5. of the call.

To apply for the open call, simply fill out the online form at the following address, from 20 September 2020 until midnight on **31 October 2020**.

Link to the online form - <https://forms.gle/bfxi6otPxEyNuhtD9>



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1.8. Notes

Participants will be asked to describe their artistic and creative product through photographs and/or video materials, as well as a descriptive content that effectively narrates the work.

In no way the call organizers and/or Traces project partners may use for commercial purposes the photos and descriptive materials sent by the participants.

Submitted materials can be used to generate posts, articles, and content in the promotional channels of the Traces project, quoting the authors.