

# CULTURAL POLICY AND MODERN MEDIA ARTS

(in South – Eastern Europe)

With the support of European Cultural Foundation, Priority 3

July 16<sup>th</sup>, 2002 – July 21<sup>st</sup>, 2002 - Sofia, Bulgaria

## Presentation Form

APPLICATION DEADLINE - 13<sup>th</sup> June, 2002

### CONTEXT

The last ten years mark significant changes in the political, social and cultural spheres in South-Eastern European countries. Most of the cultural organizations and structures have to move from planned and state supported arts and culture to the market-oriented arts and culture.

**Survival.** While in the past the culture was strongly monitored and supported by the government, nowadays the artists have to face the completely lack of support. They have to decide how to adapt the art process and art products in order to stay alive.

**Values.** In the past, the strictly planned culture and clear policy have pointed out to the artists the art forms and art products, which are acceptable for the society. The lack of clearly defined values during the democratic changes posed a big challenge to the artists. They have to find themselves significant topics and problems of the society and to express them in the art works.

**Level of support.** During the dramatically passed ten years and significant changes towards the free market, the society and cultural community has to answer the questions: how and to what extent we have to support art; how to make decision about the level of support; is the art a normal product ruled by the market conditions or the art product is special phenomena needed more care and special support?

**Modern media and/versa traditional arts.** In parallel to the above changes we face the huge influence of modern media in arts and culture. Some of them strongly influence the young people and their visions about the arts. Afterwards most of the arts become multimedia and Internet based. The questions are - shall we aware these processes, how we have to support the new media and computer arts?

**Level of support of modern media and computer arts.** On one hand, modern media and computer arts focus the society attention on the future technologies, help people to become more familiar with new communications. On other hand, modern media and computer arts aroused a lot of questions – about alienation, the rubbish in the information, the violence of information, virtual reality against real life etc.

### OBJECTIVES

- The project will give opportunity to representatives from all levels of cultural community (artists, organizations and policy-makers) from Western and South-Eastern Europe to share experience and debate the cultural policy in the sphere of modern media arts;
- To establish sustainable links among European culture centers and Modern media art festivals;
- To initiate range of debates during modern media art festivals in South-Eastern Europe; (These meetings will take place in different countries and will explore, and develop the cultural policy in sphere of modern media arts in the hosting country.).

### MAIN ACTIVITIES

**I. Main event – meeting “Cultural policy and modern media art”** (25 participants from Western and South-Eastern Europe) – 16<sup>th</sup> – 21<sup>st</sup> July, 2002.

**II. Social and exchange program** – visits and meetings with representatives of organizations and institutions working in the sphere of culture, modern arts, new media and technologies, aiming to present the situation and problems in Bulgaria.

**III. Developing poster and brochure** with results from the meeting “Cultural policy and modern media art”.

**IV. Developing www site and data base with information about:**

Researches and publications about cultural policy in the sphere of modern media arts in different countries, discussion rooms, information about events in the sphere of modern media and computer arts (festivals, conferences, workshops, etc) and addresses of cultural centers, organizations, artists etc.

## WORKING METHODS

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- **presentations** (during the meeting "Cultural policy and modern media art"): the organizations will present their main activities and their future projects
- **exhibition:** by the help of traditional (posters and pictures) and modern (video, sound and WWW sites) methods each organization will present the results from their preparation work connected with the topic of the meeting
- **on-line discussions:** these activities are part of the preparation work for the meeting and part of the follow-up activities
- **work in small groups:** the participants will try to create recommendations for cultural policy relating to the modern media; will share ideas about possible ways for better cooperation between the state institutions and authorities, and the artists
- **lectures and exercises:** these activities are connected with the main topics of the meeting
- **confrontation games:** these methods will motivate participants to participate actively in the meeting and to interact between themselves.
- **open & distance multimedia:** through the development of the website we would like to keep you inform about the latest news, researches and publications relating to the modern media and the cultural policy in that sphere
- **social meetings:** there are planned meetings with local NGO's, authorities, representatives of organizations working in the sphere of culture, modern media arts and new technologies, which will contribute to contact development and better future co-operation between the modern media artist and policy-makers.

## WORKING LANGUAGE

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- English

## TARGET GROUP

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Having in mind the topic and the aims of the project the target group should be composed by all levels of cultural community hierarchy (artists, organizations and policy-makers).

- Representatives of institutions and organizations working in cultural policy-making process
- Experts and organizers of new media art festivals
- Representatives of modern art organizations and cultural centers
- Young artists working in the sphere of computer arts, new technologies and communications

## HOSTING ORGANIZATIONS AND SUPPORTERS

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Hosting organization is the National association- **Student Computer Art Society /SCAS/**, Bulgaria. The meeting "Cultural Policy and Modern Media Arts" is supported by European Cultural Foundation (Priority 3). The event is also supported by SCAS. The meeting is developed in partnership with a lot of organizations and institutions (more information about the program and organizers will be sent to the selected participants).

## COSTS AND REIMBURSEMENT

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- **Board and lodging** are provided by the hosting organization and are covered by the project budget;
- **80% of the travel expenses** will be reimbursed on the basis of the most economic transport fares (APEX, student fare etc.); Also there are limitations for the travel reimbursements, depending on the country and the distance (detailed table will be sent to the selected participants). In principle, the biggest compensation for the travel costs will be up to 350 EUR (but 80% of the costs).
- **Participation fee** is 60 EUR for Western European Countries and 30 EUR for Eastern European countries (former socialist countries). The fee will be deducted from the travel reimbursement.

## APPLICATION AND PARTICIPANTS SELECTION

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- Please, send filled application form (**by fax, post or e-mail**) to the address of SCAS; **All the applications must be received before the deadline;**
- Participants will be selected by the Organizing Committee on the base of:
  - Different geographical areas and organizations;
  - Experience, expectations and needs;
  - Possibility and motivation to initiate future debates during modern media art festivals in South-Eastern Europe; (These meetings will take place in different countries and will explore, and develop the cultural policy in sphere of modern media arts in the hosting country.);
  - According to the above described profile of participants and the rules of ECF;
  - According to the project partner proposals.