

Programme	Culture 2014 - 2020 Call for Cooperation Projects 2015 http://ec.europa.eu/culture/opportunities/culture-support/cooperation_en.htm
Provisional Title	<i>"In-Nova MusEUm": Museums comes back to the locals through Arts and food.</i>
Priorities Under Culture Programme for the Project	<p>1) Priorities in the field of reinforcing the cultural and creative sector's capacity to operate transnationally:</p> <p><i>1.1 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 testing of new business and management models;</i></p> <p><i>1.2 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;</i></p>
Project General Objective	Help to strengthening small European museum players by: supporting a shared action of audience development; supporting transnational mobility for young curators and rising artists.
Project Specific Objectives	<ul style="list-style-type: none"> - To create new forms of artistic cooperation between Classic small European museums responsible/staff/curators and local rising artists by developing a European cooperation network. - To reinforce local communities' feeling of belonging to small museums trough art and food: boosting new confidence and ideas. - To create and test a new shared methodology of audience development for small EU museum - To stimulate the increase of new creative social local business linked to small EU museums and food (I.e. by implementing joint public – private local labs providing for innovation in creative social entrepreneurship: art and food, local food and art business.).
Project Target groups	<ul style="list-style-type: none"> - TG 1: Young Citizens (18 – 35) of partner countries with low rate of participation to museum exhibitions - TG 2: Classic small European museums responsible/staff/curators

Main expected results	<ul style="list-style-type: none"> - One shared strategy of audience development for EU secondary Museums. - One transnational network of small EU museums to be implemented across the partner countries led by the applicant. - 4 shared events experiences - Involvement of local community through local events, workshops and exhibitions: target 1.000 local people for partner country within 24 months.
Project duration	24 Months
Main Work Packages	<p>Audience development: open Museum to the people through Arts and food</p> <p>European cooperation network and platform development</p> <p>Transnational participatory virtual Exhibition on Arts and Food</p> <p>Supporting innovative “creative start up” Art and Food oriented (with link to partner Museum)</p>
Partners	<ul style="list-style-type: none"> • <i>CENTRO EUROPEO TURISMO, CULTURA E SPETTACOLO (Roma, Italy)</i> • <i>Museum 1 – Skoklostersslott Castle (Sweden)</i> • <i>Museum 2 – Janus Pannonius Museum (Hungary – To Be Confirmed)</i> • <i>Museum 4: Museo Palazzo Chigi in Ariccia (Italy)</i> • <i>Technical Creative Partner 1: Communication Partner – Platform responsible Universidade Lusofona - Cicant (Portugal).</i> • <i>Technical Partner 2: Tirana Ekspres (Albania)</i>
Launch of the call	<p>July 2015</p> <p>Deadline: October 2015</p>
Contact for this project proposal	<p>Centro Europeo per il Turismo, Spettacolo e Cultura - Roma</p> <p>http://www.centroeuropeoturismo.it/</p> <p>For every info on the call please write to Giorgio Barbato g.barbato@esmo.it and Alessandra Capezzuoli ale.capezzuoliranchi@gmail.com</p>