

	PDM – Performing & Digital Museums		
BUDGET HEADING	Creative Europe – Medium scale cooperation projects		
DEADLINE	Sept 7th, 2021	LEADER:	Teatro Pubblico Pugliese (IT)
CONTACT PERSON	cosimodelvecchio@pldpr.com		
ABSTRACT			
<p><u>Background</u></p> <p>Museums can play a relevant role as centers of innovation in which to experiment new possibilities for the valorization and communication of the cultural heritage. Thus, museums need to embrace the opportunities offered by new digital technologies to reach new audiences and to developing new languages appealing new publics. Together with the opportunities offered by new digital technologies in combination with the interactivity of performing arts, brand new experiences can be offered. A new type of storytelling developed from the cross-pollination of three pillars: Museums, New digital technologies and Performing arts.</p> <p>Combining with the Performing arts, movement and interaction are added to the storytelling, joining ancient and new, known and yet to be discovered.</p> <p>New digital technologies offer new opportunities for the hybridization of cultural languages: visual arts and performing arts. These perspectives, still little explored by Museums, can enrich their offer and the audience’s experience, as well as creating the conditions for the internationalization of small and medium museum.</p> <p>The project will enable the partnership to create and share a methodology based on the integration between performing arts and digital art and museums, for the realization of Immersive artworks and storytelling. It will also allow to organize events, festivals and co-distributing the full package of the immersive artworks.</p> <p><u>Project summary</u></p> <p>In the strategy of the Performing & Digital Museum Pilot project, museums, performing art centres and digital arts providers will work together in order to create “immersive experiences”, where digital tech, visual arts and performing arts will be combined, with the aim to:</p> <ul style="list-style-type: none"> ● to create and share a replicable methodology based on the integration between performing arts and digital art and museums, for the realization of Immersive artworks and storytelling ● Open up a new way for exchange the collections between museums, at international level, using less the real artifacts and more the digital immersive experience of the artifacts. ● to nurture the dialogue in the museums, within the museums and between the museums and the performing arts / digital providers around Europe ● Improve the international communication (through the new languages) about cultural environment in which each museum is located; <p>The pilot project will allow the individual museums of the partnership to identify various actions:</p>			

- experimentation of a different relationship between public and some collections of artifacts, of each Museum, for making exhibitions of “immersive experience” through the use of new digital technologies together with visual art and performing arts (music and dance);
- co-creating a digital immersive storytelling Artwork for each museum and at least two cooperative digital immersive storytelling Artworks among different Museums, based on a cultural European link (for example, artistic and musical Baroque);
- training of museum staff in the new digital immersive Museum;
- acquisition of technologies useful for creating and showing the digital immersive storytelling Artworks;
- creation of digital immersive spaces in the Museums, for the permanent exhibition of the digital story telling produced as part of the project, but even later to host other digital artworks;
- creation of digital heritage (Net Art works).

PARTNERSHIP

Coordinator:

Teatro Pubblico Pugliese (IT)-Public Consortium for Arts

Other partners involved (tentative list):

- Regione Puglia(IT)- Archeological Museums of Lecce and Brindisi
- Kunkraftwerk-Lipsia-Digital Center
- Proprogressione-Budapest-Performing Center and a modern art Museum
- Zemit -*Innsbruck and two Museums of Land Tyrol*
- Corfù (GR) Archeological Museum
- UDG- Univerzitet Donja Gorica

We are looking another partner:

- A Museum of modern/contemporary art based in north Europe.

DOCUMENTS REQUIRED FROM ALL PARTNERS

Documents needed from all partners:

- Partner Information Form including PIC number
- Signed mandate with co-financement
- Technical information regarding project's contents