



# Pro Progressione

Barna Petrányi

+36 70 601 5248

[petranyi.barna@proprogressione.com](mailto:petranyi.barna@proprogressione.com)

[proprogressione.com](http://proprogressione.com)

2022. 06. 20.

03:00 Spatar edzes  
04:00-02:00 Hangyfaló  
Kasandra  
DLRM  
OHNODY  
Nehai Barany  
Dope Calypso  
Delau  
17:00 Trolis  
Thair  
Cape  
Papu  
7:30-10:00  
Egga a fudon  
Rating the  
18:30-20:30  
Smung a fudon  
21:00-21:45  
Ratar Karater  
a fudon  
a fudon





## Who we are?

**Pro Progressione is researching and co-designing the new roles of art and culture in the society of the future**

- Budapest-based artistic hub
- Since 2010
- Mostly performing arts
- International focus
- Leading in Creative Europe – Culture and InnovLab
- Collaborations



## PP Cult

cultural  
& natural heritage  
interpretation



## PP Social

socially engaged  
arts



## PP Arts

productions  
of unique  
performances



## PP Sound

music as  
tradition



## PP Cult

- Use arts for transformation
- Cultural and natural heritage interpretation
- New, engaging ways to generate dialogue with professionals and the wider public
- Issues:
  - protection or revitalization of our cultural heritage in Hungary and Europe wide
  - climate changes
  - the importance of our environment





## PP Social

- Socially engaged arts
- Connecting social, educational and artistic fields at the national and international level
- Numerous projects to explore innovative ways of social inclusion and contribute to social transformation through the language of arts
- In the last few years, the main focus has been on underprivileged youth
- Aim: to give these young people a chance to step out of their tight realities and meet new people, concepts and methods





## Natural Reality (NR) – Impact modell

- External focus: Enable the contribution of the CCS to the green transition outside the sector
  - Fostering cross-sectoral production methodologies in cooperation with environmental institutions
    - WP3: Embedded creation methodology
  - HARVEST THE POWER OF CCS by creating new practices and pilots for environmental and audio-visual, CCS collaboration
    - WP4: VR experience of natural sites(remote experience)
    - WP5: AR experience at natural sites (on the spot experience)
- Internal focus: Contribute to cross-sectoral changes for a sustainable sector
  - Developing tools and methodologies to measure results and impact
    - WP6: Visitor experience and outreach evaluation
  - Creating policy framework for the audio-visual sector and CCS to work in natural sector
    - WP7: Policy and framework creation



## Natural Reality (NR) – Activities

### Creation (external):

- WP3: Methodology building and creative camp
  - *Impact: Improve the competitiveness of the European audiovisual and other cultural and creative sectors*
- WP4: Production in 2 sites with VR (remote experience)
  - *Impact: Increase the visibility, availability and diversity of European content in the digital age*
- WP5: Production in 2 sites with AR (on-the-spot experience)
  - *Impact: Increase the potential audience of European content in the digital age.*

### Evaluation and framework:

- WP6: Visitor experience and outreach evaluation
  - *Impact: Improve business models and use of data;*
- WP7: Policy and framework creation
  - *Impact1: Increase knowledge transfer between different sectors of creative industries*
  - *Impact2: Improve the greening process of the European audiovisual and other cultural and creative sectors through cross sector collaboration*





THANK YOU!



proprogressione.com  
Facebook: Pro Progressione  
info@proprogressione.com

IRODA LEVELEZÉSI CÍM  
H-1091 Budapest, Üllői út 5. I. em.

HIVATALOS CÍM  
H-1011 Budapest, Hunyadi János út 11.

