Creative Europe cross-sectoral Innovation Lab call

CREA-CROSS-2022-INNOVLAB Deadline : 7th of September 2022

Transnational pitching session Monday, 20th of June 2022 10h-12h (Brussels time)

Cofinancé par l'Union européenne





Relais Culture Europe Creative Europe Desk France Vincent Soccodato vincent.soccodato@relais-culture-europe.eu

Det Danske Filminstitut Lone Garde <u>lonefg@dfi.dk</u>

Ministerio de Cultura y Deporte Creative Europe Culture Desk Spain María Azcona Antón maria.azcona@cultura.gob.es

Dutch Culture **Creative Europe MEDIA Desk NL** Emma O'Hare e.ohare@creativeeuropedesk.nl

Creative Europe MEDIA Desk Denmark



TransnationalcooperationbetweentheCreativeEuropeDesks of 16 countries

This transnational pitching session is proposed by the Creative Europe Desk France in cooperation with the Creative Europe Desks Austria, Czech Republic, Croatia, Denmark, Germany, Hungary, Ireland, Italy, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and the Netherlands.



Creative Europe cross-sectoral Innovation Lab Cal 2022

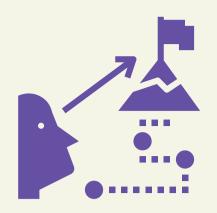
Deadline: Friday, 7th of September 2022 (17:00 - Brussels time)

European Commission DG CONNECT

Ingrid Rones

Emmanuel Cocq EACEA-CROSS-INNOVLAB@ec.europa.eu

European Education & Culture Executive Agency (EACEA)



Innovation Lab 2022 - objectives

cooperation between different audiovisual, cultural and creative sectors

support the development of innovative tools, models and solutions applicable in the audiovisual and other cultural and creative sectors



competitiveness and greening of content sectors, visibility, availability, diversity of **European content**, audiences in the digital age



2 specific themes (optional and complementary to the general objectives) enlarge the activities covered by the call:

innovative education tools using creativity and/or and creative sectors to tackle relevant societal topics such as disinformation

greening across the creative and cultural sectors



Innovation Lab - eligibility

Number of legal entities Number of different countries EU cofinancing

Project duration

Call budget: 13 640 000 Euro

Expected results: January 2023 - Grant agreement signature: March 2023

- 3 minimum 2 Creative Europe countries min. 60% max.
 - 24 months max.



A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations.

The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped.

Natural persons are not eligible (exception: self-employed persons)



Ressources & recommendations

We invite all applicants to check carefully the call objectives, its eligibility and award criteria.

All informations concerning the Innovation Lab call are available on the Funding & Tenders portal <u>on this webpage.</u>

The European Education and Culture Executive Agency proposed an online presentation specifically dedicated to this call: <u>https://vimeo.com/704465513</u>



Transnational pitching session for Creative Innovation Labs 1st round





DEVELOP ATE 1 BORATE

#WeAllLoveStories

10 min. / pitcher

	Country	Project Name	Organisation	Pitcher person
#1	Denmark	Understanding and Activating the Non- audience	Will & Agency	Lars Tversted
#2	France	ALPHAVILLA	Alphalight	Antoine Disle
#3	Germany	No Strings Attached	Digital Puppet Theatre Group	Alexis Krüger
#4	Hungary	Natural reality	Pro Progressione	Barna Petrányi
#5	Portugal	A Digital Welcome	Culturala	Maria Kruglyak
#6	Spain	Transmadatac Digital Virtual Museum	Madatac	lury Lech
#7	The Netherlands	CultConnect	Medialoc	Frans van der Groen

Q&A in the chat box

1. Understanding and Activating the Non-Audience - Denmark

- 2. ALPHAVILLA France
- 3. NO STRINGS ATTACHED GERMANY
- 4. NATURAL REALITY Hungary
- 5. A Digital Welcome Portugal
- 6. TRANSMADATAC DIGITAL VIRTUAL MUSEUM SPAIN
- 7. CULTCONNECT THE NETHERLANDS

UNDERSTANDING AND ACTIVATING THE NON-AUDIENCE ACROSS CULTURAL SECTORS

This project will create a format-neutral understanding of "The Non-Audiences" those who never or seldom are seeking cultural experiences across different cultural sectors and offerings. What is their interest in culture and how can institutions develop new and more appealing experiences to The Non-Audience?

We wish to develop a concept for insights and data sharing between cultural institutions and sectors in Europe, to improve their reach and relevance for the low- and no-users of cultural offerings.

We are looking for partners in tech and data with experience in the cultural sectors – especially within cinemas, museums and theatres, as we have experience within these sectors – but we are also open to ideas from other cultural sectors.

DENMARK

WILL&AGENCY

9

Looking for partners:

Tech and data / museums / theaters



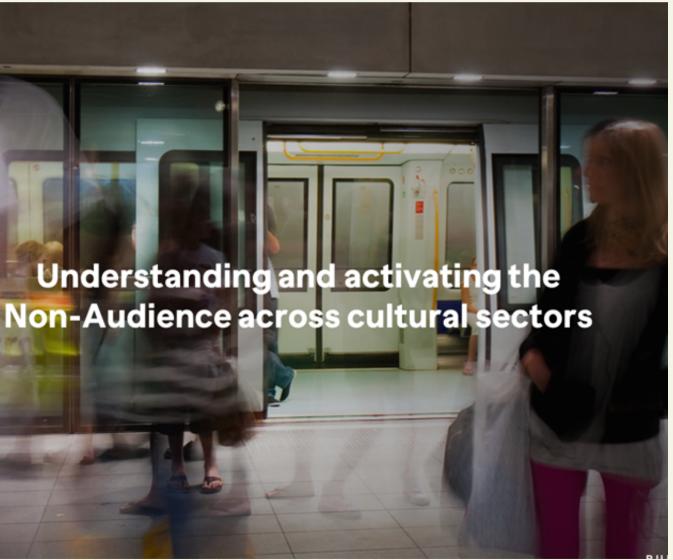
will&agency



Denmark

Lars Tversted

lars@willandagency.com M: +45 26303512 www.willandagency.com



ALPHAVILLA

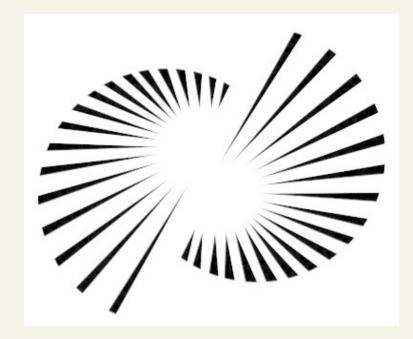
Alphavilla is a digital artistic program to support an eclectic selection of artists on the European scene. It is a multidisciplinary artistic virtual residency, where 6 artists will be accompanied each year in the creation of artistic projects in a metaverse. It's a kind of Web3.0 Villa Medici.

Alphavilla will be hosted in the metaverse of arts by Alphalight, which is an artistic platform based on a non-advertising, ecoresponsible model and based on a NFT marketplace secured by the Blockchain.

Alphavilla is a cross-sectoral project aiming to bring together a large community of actors from various cultural sectors (art, audiovisual, media) and to support them in their transition in the metaverse.

France







Oblig tooking for media / cultural institution / audiovisual & XR producer



France

Antoine Disle, CEO

antoine@alphalight.art

NO STRINGS ATTACHED – CONNECTING EUROPE'S PUPPET THEATRES WITH DIGITAL ARTS

Europe boasts vibrant and rich puppet theatre traditions. Sadly, most of the puppeteers have no access at all to the vast new artistic possibilities of the digital world nor the advantages it can provide.

We intend to establish a platform for professional artists to create interactive, live, digital puppet performances – offering artistic tools and communication channels for international performances, workshops, theatre pedagogy and festivals.

"No Strings Attached" will feature digital puppets, gaming-like audience interaction, cinematic story-telling and extended puppeteering techniques. We intend to design engaging interactions between puppets, audience and the stage, as well as a user interface accessible for artists new to the digital world.

This project targets a truly wide audience: theatre, film and gaming community, and will make use of their respective dissemination channels. The project is also at the cusp of a new development in the performing arts, where theatre companies are actively looking for solutions.

Our goal is to become a successful international franchise by striving for artistic and technical excellence and fostering a wide fan-base with accessible digital puppets and merchandise.



DIGITAL PUPPET THEATRE GROUP



Alex krue

Description Description

startup incubators, digital real-timecommunication specialists, cultural organizations, content developers, interactive experience developers



Alexis Krüger

krueger@die-sprechstunde.com

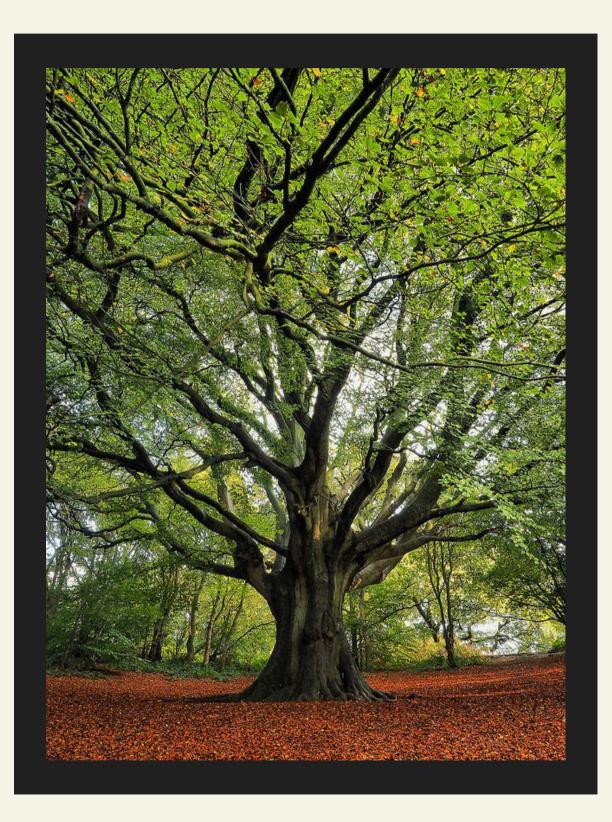


NATURAL REALITY

- The Natural Reality project aims to foster the valorisation of the CCS and AV sector's capacities in the environmental sector. We believe there is still a gap how artists and audio-visual creators can cooperate regarding climate change.
- Our three main stakeholders are: natural heritage organization (as content and location), audio-visual organization (as presentation) and creative minds (as interpretation) accompanied by data evaluation and policy making.
- The project will include methodology building, co-creation with natural sites and based on data provided by the audience a policy recommendation WP, all focusing on creating a new business model by fostering the presence of the two sectors in environmental projects, including awareness raising, community engagement or environmental learning. The data will be used to analyse and highlight the added value of the sectors to the work of environmental focused organizations. This unique research will also contribute to the understanding of the capacities of the CCS and AV sector and valorise it during further collaborations.



PRO PROGRESSIONE





Cookingfor partners



Barna Petrányi

wende.rebeka@proprogressione.com



Pause (5 min) Starting again at 11:00 (Brussels time)

A DIGITAL WELCOME

An art theory journal & platform specialising in accessibility wants to develop a methodology for creating & speaking about digital and audiovisual art in a way that is sustainable, accessible and replicable, as well as fostering exchange rather than competition through a research residency, a conference and results testing.

The research residency develops a set of the key measurements that any new digital work can be measured against in terms of green sustainability, inclusivity and exchange; the conference considers different methodologies for attaining these; conference results are tested with partners against the three benchmarks of sustainability, accessibility and exchange.

We are seeking three partners: from the audiovisual field, with expertise in sustainability and in digital art.

Portugal

CULTURALA





Dooking for partners from the audiovisual field, with expertise in sustainability and in digital art



Maria Kruglyak (with Teresa D. Lenza)

maria@culturala.org

TRANSMADATAC DIGITAL VIRTUAL MUSEUM

The Transmadatac Digital Virtual Museum is an online multiplatform for digital audiovisual art and advanced technologies applied to New Media Art and Virtual Reality, through an interactive immersion with virtual reality (VR) glasses and a 3D environment for the dissemination of contemporary digital arts. This project, which responds to the necessary evolution of a new museum model for the 21st century, is aimed at fostering and promoting research and the creation of new digital art in all its forms. The project is aimed at all audiences, as well as at public and private business sector, so that they can participate, enjoy, interact, reflect or be entertained and acquire the basic concepts and the always progressive and growing innovations offered by the creative and excellent combination of art, science and technology.

Short video about the project: https://vimeo.com/83326393

Spain











O Looking for

Creative Digital 3D production developers / Unreal 3D Designers / New Media Art organisations / Public & Private Sponsors / **Business Associates / Angel investors**

Spain

lury Lech Polanski

- iurylech@madatac.es https://madatac.es/
- https://www.facebook.com/MADATAC/h
- https://twitter.com/madatacXl
- https://www.instagram.com/madatac12/

CULTCONNECT

Medialoc wants to further investigate and develop their hybrid streaming media platform into a full media library system for the European cultural sector. Main objective is a technical solution for easy and secured sharing, access, transport and archiving of (interactive) media content to grow exposure and limitless access within the European market. The system will be a complete media management system for content (rights) owners. Production and distribution companies will be able to trade, deliver/send and track their media in a secure way to buyers and exhibitors and set up curated collections. Media can be streamed/delivered with a simple plugin on exhibitors own online platforms and the system provides in secure offline screening possibilities. Medialoc believes in a technical solution to eliminate obstacles in findability, transport and viewing of media. We already work together with international festivals and distribution companies and deliver content for educational purposes.

The Netherlands

CULTCONNECT

Medialoc





Theatres, Museums, Exhibitors, Festivals, Distribution companies, Sales agents, Bookers, Creators

The Netherlands

Frans van der Groen

frans@medialoc.eu +31 6 411 228 03 www.medialoc.eu

Confirmed partners Mooov distribution / festival (Belgium) Sweetwater Pictures (Netherlands)

Transnational pitching session for Creative Innovation Labs 2nd round

2 min / pitcher

	Country	Project name	Organisation	Pitcher person
#8	Croatia	Zagreb Makerspace	Radiona	Deborah Hustić
#9	Slovakia	New creative life of the materials	Alexander Dubcek University o	Marcela Galbova
#10	Slovenia	Cultural incubator	MKC/konS	Eva Nadj
#11	Germany	connactz	connactz GmbH	Maximilian Blaschke
#12	Denmark	Cinematronic	Cinematronic	Anders Godsk
#13	France	GIGBOOK	Copyright SAS	Daniel Kordhoni
#14	The Netherlands	Collaborative Networked XR	Design Academy Eindhoven	lan Biscoe

Q&A in the chat box

RADIONA

ZAGREB MAKERSPACE – ASSOCIATION FOR DEVELOPMENT OF 'DO-IT-YOURSELF' CULTURE



Radiona.org is a non-profit organisation and citizen lab consisting of makerspace/hackerspace, media art lab, Repair Café and residence program founded in 2011. The organisation is dealing with DIY (do-it-yourself), DIWO (do-it-with-others) and DITO (do-it-together) cultures, STEAM concepts, interdisciplinary and intergenerational non-formal education and hybrid activities. The lab is developing innovative projects with an emphasis on community building, participation, cohesion and social inclusion, knowledge transfer and cocreation. It is also active in the areas of GLAM, CCI in the international and local context, policy making on municipal and international level. It focuses its activities on education, innovation, research processes, art production, curatorial practices, residencies, international and domestic inter-sector collaborations, selfsustainable systems, repair community activities, citizen science and social awareness related activities. Organized more than 400 international, regional and domestic workshops and masterclasses, 8 hackathons, 34 international exhibitions, 2 international conferences, 4 international camps, 15 residential programs and has an ecosystem of more than 180 international partners. It is a diverse and intergenerational community of different professions working together.

Education: International, Domestic and Hidden Secrets Workshops, Soldering Picnics in public spaces and nature, OFF the Grid Labs, Radiona Kids & Youth Program, Intergenerational programs, Social inclusion programs.

Organisation: RADIONA | https://radiona.org/ Contact: Deborah Hustić E-mail: radiona.org@gmail.com

Croatia



NEW CREATIVE LIFE OF THE MATERIALS

2 University's departments – FAB LAB and FunGlass (Centre for Functional and Surface Functionalized Glass) and the International Partner from artistic glass sector and KOVOZOO from Czech Republic will be working on transformation of waste materials (metal, glass, wood, plastics) into a various art-utility products.

Our Partner RTVS - Slovak national television broadcaster will be developing short educational videos on process of creation of various art-utility products in line with EU topics – concept of circular economy, as well marketing and dissemination of the project results in TV and Radio. University's Culture Living Lab will do the Data analysis on the impact of short educational videos on diverse groups of creative content consumers (students, adults, creatives, etc.) Reusing the waste materials creatives will reduce their costs and will expand their art-utility portfolio by using the circular economy.

Organisation: **Alexander Dubček University of Trenčín - Slovakia** Contact: Marcela Galbova E-mail: marcela.galbova@tnuni.sk

- - countries
 - sector

Slovakia

O Looking for partners

• FabLab's from different European countries • Culture Living Lab's from different European

• Partners from the creative, art and culture

CULTURAL INCUBATOR – NEW PROJECT

The new CULTURAL INCUBATOR is a space of diverse educational and production practices and an interdisciplinary hub for art, science and technology, based in Maribor (SI); it is a center that develops a program of exhibition space, workshop studios and multimedia laboratory for research, development and presentation of new ways and methods of creating and educating in the field of science, design and art with new, digital technologies and robotics. With municipality – within participatory budget, other public, private and non-governmental partners, the city university, local businesses and our neighbourhood/emerging community, we openly and participatory build bridges between different generations, audiences and levels of knowledge. In NEW PROJECT we are focusing on developing new methods - analogue and digitals tools for education in the field of art, science, technology focusing on sound, interactivity, design and mechatronics.

Organisation: MKC Maribor / konS. Platform for Contemporary Investigative Art Contact: Eva Nadj E-mail: eva.nadz@guest.arnes.si

Slovenia

Looking for: interdisciplinary formal/non-formal education partners (theory+practice) + fablabs + labs/hub working in the field of art, science, technology and society

CONNACTZ

Our AI - we call it "digital agent" - uses data from the artists' calendars, their skills, etc. to check availabilities and write offers, invoices & contracts. Currently, our digital agent is only available for bands & djs. After receiving feature requests from film composers, we want to open our digital agent to other artists (studio musicians, but maybe also actors and visual artists). Finding the right artists with fitting skills, who are available at a specific time to play in a specific studio / film set is difficult. Producers often rely on their local network but struggle once specific skills or sickness requires talent outside of their network. Our AI could take over the search of individual artists considering skills and calendars. This allows composers & producers to hand over their recruiting and parts of their pre-casting to our digital agent, that will find required talent available at a specific time at a specific location.

We represent the tech sector with strong support from the cultural sector, collaboration with the Music University Munich "Hochschule für Theater und Musik München" (Wavelab). We have no confirmed partners yet.

Organisation: connactz GmbH

Contact: Maximilian Blaschke

E-mail: max@connactz.com

Looking for: film studios / production companies - any organisations for the conceptualisation & design the features.

Germany

INTERACTIVE ADAPTIVE MEDIA SYSTEM

Cinematronic have developed a new solution for quality assuring (QA) short media formats. The solution is based on quantitative biometric measurements paired with qualitative ethnographic data, offering a more comprehensive, efficient, and valuable way of conducting tests. The target groups are media producers, distributors, and marketing departments. Our long-term vision, however, is to develop an Interactive Adaptive Media System. Including the patent-pending Adaptive Media Player, which works by recording and analysing biometric data to detect the users' psychophysical responses to different types of stimuli. Based on the user's response, the system automatically adapts the me-dia to better fit the user's immediate needs. Identifying biomarkers from the user data is a vital part of the system, and it is our objective to expand this research. We also believe that identification of human emotional reactions via biosensors can be applied across multiple industries and research areas.

Organisation: **Cinematronic** Contact: **Anders Godsk** E-mail: **ag@cinematronic.dk** © creative, art and culture sector, international media distributors/streaming platforms, universities researching biometric data application and biomarker detection, international and national Game-, Film and TV-producers.



GIGBOOK

COPYRIGHT, SAS is a French technology company, focused on revolutionizing Creative & **Entertainment Industries.**

We have builded a booking platform for artists and fans who can share experiences for gigs and artworks. Artists can be booked in the system and can manage all the gigs and incomes in the platform.

We own and use technology like: Electronic Signature and Timestamp comply with eIDAS regulations. Build on blockchain we encrypt and create a proof of the creative work with a uniqe digital ID. Artist can digitaly signe license for media, individuals and companies, where everything is stored forever and publicly in chain.

After all the IP data si collected, it will go to our AI machine. Where will I monitor more than 40.000 Radio & TV real time, only for artsits for free..forever!

Organisation: **Copyright SAS**

Contact: Daniel Kordhoni

E-mail: dk@copyright.international



France

Looking for partners in the cultural

COLLABORATIVE NETWORKED XR

Enabling green networked production and delivery in geographically dispersed immersive creative projects.

The combination of immersive technologies, 5G and Web 3.0 are opening horizons for collaborative development and experience regardless of location or reality. While platforms such as Unity and Unreal are the de facto standards for the development of high quality XR projects (games, virtual film production, live performance, cultural heritage...) they lack "out of the box" capabilities for distributed development/delivery of networked immersive applications. This innovation lab will explore, develop, test and deliver new methodologies and tools whereby geographically dispersed partners can collaborate on the construction of high-fidelity networked virtual environments that serve multiple market applications; ones that support green production and do not further burden our planet.

Organisation: **Design Academy Eindhoven** Contact: **Ian Biscoe** E-mail: **ian.biscoe@designacademy.nl** **Looking for:** partners who can leverage such new toolchains, and technology partners who can contribute to their development.

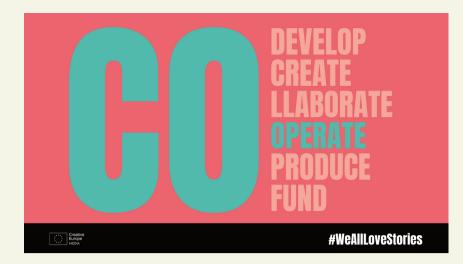
The Netherlands



Creative Europe Desks Networks

Your **Creative Europe Desks** in your country are at your disposal to reply your questions, for help and assitance during the preparation of your application until its submission.

https://ec.europa.eu/culture/resources/creative-europe-desks



Thank you Good partner search & Take care!

Cofinancé pai l'Union européenne

