# Partner search form

For Creative Europe project applications

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| Call | Creative Europe – CULTURE strand |
| Strand or category | Medium Scale Cooperation Projects |

## Cultural operator – who are you?

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| Name of organisation | MENTOR |
| Country | Greece |
| Organisation website | [mentorinculture.com](file:///C:\Users\Mentor\Downloads\Chorus.org.gr) |
| Contact person | Virginia Vassilakou – General Manager, [v.vassilakou@mentorinculture.com](mailto:v.vassilakou@mentorinculture.com)  +302111823849 |
| Organisation type | SME |
| Scale of the organization | Small |
| **PIC number** | 902735254 |
| Aims and activities of the organisation | **Description of organisation**  MENTOR is a cultural management and production company, founded in Eleusis, Greece, in 2014. We invest in the development of synergies with public and private bodies and professionals in the cultural and creative sector, as well as with the academic and research community at national and international level.  We design, coordinate, implement and support contemporary culture initiatives and research projects that focus on sustainable development through contemporary artistic creation, re-use of public space, new technologies in culture, extroversion, community and audience participatory processes.  Our most recent projects include   * “Transition to 8: Bridging social issues, tech and contemporary art” (2020-2023) is an innovative research project, the pilot case of which is currently being implemented in Eleusis. Lead by MENTOR, with partners the Athena Research Center, and the University of Athens (Department of Psychology). The main objective of the project is to connect pressing social issues with contemporary art, by using biometric data as source materials for artworks. Co-funded by the EU (Regional Development Fund) and MENTOR * Narrative Archaeology (2022): A 2-year project that foregrounds the theatricality of archaeological sites, through performing arts, implemented under 2023 Eleusis ECoC * YouthLabs LaborArtory (2022): capacity building workshops on cultural management, targeting local youth, in collaboration with 2023 Eleusis ECoC |
| Role of the organisation in the project | Project Partner |
| Previous EU grants received | * myEleusis (2019-2022): use of technology (AR/VR, virtual museums, story telling) as a means to enhance the experience of the visitors in the Archaeological site and Museum of Eleusis, also co-funded by the EU (Regional Development Fund), implemented by Athena Research Center, “CITE” ITC Company, MENTOR, the Ephorate of Antiquities of West Attica. * Pros-Eleusis (2018-2021): A digital ecomuseum for Eleusis, co-funded by the EU (Regional Development Fund), implemented by Athena Research Center, “CITE” ITC Company, and MENTOR |

## Proposed Creative Europe project – to which project are you looking for partners?

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| Sector or field | Festivals, Electronic music, digital arts, cultural organisations interested in contemporary culture |
| Description or summary of the proposed project | **We are looking for** a **project leader** to join a **medium scale proposal** to implement an interactive electronic music and digital arts festival.  This proposal concerns the production of an innovative electronic music & digital arts festival, where artworks presented are created by utilizing data collected from bodily and emotional reactions to social issues.  ***DESCRIPTION***  “Transition to 8: Bridging social issues, tech and contemporary art” is an innovative research project, the pilot case of which is currently being implemented in Eleusis by [MENTOR](http://mentorinculture.com) (cultural production and management company), [Athena Research Center](https://www.athenarc.gr), and the [University of Athens (Department of Psychology)](http://en.psych.uoa.gr). The project’s main objective is to connect pressing social issues with contemporary art, by using biometric data as source materials for artworks.  Actively involving local communities in the research phase and creative process, TT8 creates a novel festival experience by foregrounding current social issues that deeply affect the communities involved, therefore emphasizing the relationship between event and impact.  Transition to 8 draws from the experience of the community and reciprocates via large-scale multimedia festivals. Electronic music producers and digital artists will showcase original artworks, using as raw material data deriving from bodily reactions to social issues..  ***METHODOLOGY***  Employing a **specific methodology** designated by sociopsychologists and computer researchers, community members participate in sociodrama sessions, where sensors register bodily and emotional reactions to specific social issues. The collected biometric data become frequencies, texts and audiovisual material, which, in turn, are transformed to raw material for the creation of artworks. A large-scale festival will give back to the community its (heart)beat expressed through artistic means.  ***PROJECT ACTIVITIES***   * Mapping local social issues * Community engagement activities * Artist mobilities -> art residencies to co-create, exchange good practices (e.g VJs / visual artists with music producers) * Capacity building / skills exchange * Festival production to showcase artworks produced |
| Partners currently involved in the project | ***CONSORTIUM:***  **Greece**: MENTOR (Project Partner), 2023 Eleusis ECoC (Associated Partner)  **Germany:** POCHEN (Partner), Chemnitz 2025 (Associated Partner)  **Austria**: Salzkammergut 2023 (Partner) (TBC)  **Poland**: Patch Lab festival (Partner)  **Italy**: AV Node |

## Partners searched – which type of partner are you looking for?

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| From country or region | Any |
| Preferred field of expertise | Festivals, cultural organisations, contemporary culture, electronic music, digital arts, social science |
| Please get in contact no later than | 14th of March |

## Projects searched – are you interested in participating in other EU projects as a partner?

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| Yes / no | No |
| Which kind of projects are you looking for? | - |

## Publication of partner search

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| This partner search can be published?\* | Yes |