



Partner search form

For Creative Europe project applications

Call	<i>Support to European Cooperation Projects 2024</i>
Strand or category	<i>Medium Scale Cooperation Projects</i>

Cultural operator – who are you?

Name of organisation	FUNDACIÓN IBERCAJA (MUSEO GOYA) + IMASCONO
Country	SPAIN
Organisation website	Museo Goya. Colección Ibercaja-Museo Camón Aznar (fundacionibercaja.es) Imascono Estudio de realidad extendida, metaverso e IA
Contact person	europa@fundacionibercaja.es
Organisation type	<i>Fundación Ibercaja (non-profit organization)</i> <i>Imascono (SME)</i>
Scale of the organization	<i>Fundación Ibercaja (100)</i> <i>Imascono (25)</i>
PIC number	<i>Fundación Ibercaja (904774582)</i> <i>Imascono (920336486)</i>
Aims and activities of the organisation	Fundación Ibercaja: <i>with more than 100 years of experience, the Ibercaja Foundation is expert to schedule, manage and promote different areas: culture, social, training, mobility city. CULTURE AREA: We schedule exhibitions, talks, concerts, courses and educational activities, with the aim of bringing quality culture closer to society as a whole. In particular, we promote the Spanish painter Francisco de Goya and his work. We offer our long experience as cultural actor and our resources (show rooms, galleries, workshop spaces, Francisco de Goya Museum, training centres, assembly halls etc.)</i> Imascono: <i>is a creative technology studio that allows to enhance business strategy through cutting-edge products and solutions, being specialists in Augmented, Virtual and Mixed Reality. Driven by emotion, they design experiences that connect technology with human emotions, highlighting their own work methodology known as Applied Imagination.</i>
Role of the organisation in the project	<i>Fundación Ibercaja: Project Coordinator, Culture Coordinator</i> <i>Imascono: technology partner</i>
Previous EU grants received	Several Erasmus+ projects (https://erasmus-plus.ec.europa.eu/programme-guide/part-b/key-action-1/virtual-exchanges) Creative Europe: https://culture.ec.europa.eu/creative-europe/projects/search/details/597273-CREA-1-2018-1-LU-CULT-COOP1

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

Sector or field	<i>Arts and technology</i>
Description or summary of the proposed project	<p>We are working on a proposal of artistic creation to raise awareness about the disasters of war in Europe. Based on Francisco de Goya's famous series of prints, we want to create an immersive and multisensory artistic experience to bring different groups (especially young people) to the reality of war and its consequences, combining virtual reality headset (sight and hearing) with the latest cutting-edge technology such as haptic gloves (touch). It will be an immersive experience that can be available in any space, in any country (museums, universities, educational centers, old people's homes, etc.) thanks to virtual reality glasses, but also through devices within the reach of any user (computer or cell phone).</p> <p>We need to involve entities of different profiles to carry out different roles: 1) dissemination and communication strategy; 2) co-creation of content to raise awareness about the war (testimonies, different artistic expressions about the war); 3) creation of the musical material, voice-over, theatricalization, script direction; 4) activity dynamization (programming, production, organization of exhibitions and activities).</p> <p>Objective: TRANSNATIONAL CIRCULATION AND CREATION. To strengthen the creation and circulation of European works, artists and professionals.</p> <p>To make young Europeans aware of the disasters of wars that have left deep scars on European history. Just as Goya captured the brutality of conflicts in his engravings, we want young people to reflect on the devastating consequences of wars and build a future in which empathy and understanding prevail over violence and suffering. The common thread is the disasters of war throughout human history, from the time of Goya to the present day with Ukraine.</p> <p>Priorities: Digitization; Support for Ukrainian cultural and creative sectors.</p> <p>Activities: Co-design and production of exhibitions and cultural and cultural shows; Common development of tools and content</p>
Partners currently involved in the project	Fundación Ibercaja (Spain) Imascono (Spain)

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

From country or region	<i>Ukraine</i>
Preferred field of expertise	Co-creation of content to raise awareness about the war (testimonies, different artistic expressions about the war)

	Examples: Ukrainian associations of war victims, Association of Photographers of Ukraine.
Please get in contact no later than	22 st of December 2023

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

From country or region	
Preferred field of expertise	Dissemination and communication strategy. Events, dissemination material design, web design, etc. (to make the project known throughout Europe) <i>Examples: Nosotros hemos trabajado con agencias en España que tienen sede internacional, podríamos gestionarlo con ellas. Os dejo algunos nombres: WPP, McCann, VML, Momentum, Octagon, Omnicom Media Group, Craft,</i>
Please get in contact no later than	22 st of December 2023

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

From country or region	
Preferred field of expertise	Creation of the musical material, voice-over, theatricalization, script direction <i>Examples: Alguna facultad de Bellas Artes europea?... Escuela municipal de música, Conservatorio Superior de Música, Escuelas privadas de producción musical / audiovisual...</i>
Please get in contact no later than	22 st of December 2023

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

From country or region	
Preferred field of expertise	Activity dynamization (programming, production, organization of exhibitions and activities). Production and execution of the immersive traveling exhibition to be taken to different countries. <i>Examples: Instituto Cervantes de Bruselas?...</i>
Please get in contact no later than	22 st of December 2023

Publication of partner search

This partner search can be published?*	Yes
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