



Partner search form

For **Creative Europe** project applications

Call	<i>Support to European Cooperation Projects 2024</i>
Strand or category	<i>Medium scale co-operation projects</i>

Cultural operator – who are you?

Name of organisation	Centria University of Applied Sciences
Country	<i>Finland</i>
Organisation website	<i>https://net.centria.fi/en/rdi/we-research-and-develop-with-you/</i>
Contact person	<i>Leena Toivanen, leena.toivanen@centria.fi +358 40 701 3221</i>
Organisation type	<i>University</i>
Scale of the organization	<i>350 staff members, yearly R&D volume 9,4 m€</i>
PIC number	<i>997172708</i>
Aims and activities of the organisation	<i>Research&development activities regarding digitalization, wellbeing, entrepreneurship, production technology and education</i>
Role of the organisation in the project	<i>Coordinator</i>
Previous EU grants received	<i>multiple national and international grants</i>

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

Sector or field	<i>Data economy in art sector, copyright in digital spaces, Visual art services for work communities, digital art</i>
Description or summary of the proposed project	<p>This is an initial project idea which is updated according to partners' skills and interests.</p> <p>ART 3.0 develops a service model to help artists expand their customer base to include corporate clients and work communities. The service model assists artists in leveraging innovation as part of their business and participating in the development of digitalization and data economy.</p> <p>The service model consists of four phases: 1. Digital engagement with work communities 2. Utilizing open data. 3. Producing and selling digital art in data economy 4. Reflection</p> <p>ART 3.0 addresses the following challenges in visual arts field:</p> <ol style="list-style-type: none"> 1. Limited customer base for artists, with insufficient reach to work communities that have purchasing power. 2. Digitalization, particularly data economy and WEB 3.0, enable new forms of art production, distribution, and ownership. However, digitalization is not widely utilized in the field of visual arts. While art is digitally produced, its business model does not fully leverage digitalization.

	<p>3. Achieving participatory art creation processes through digital means and providing an accessible way for new customer groups to engage with visual arts. This requires artists to possess digital skills and knowledge of service models.</p> <p>The project aims to innovate a new digital solution for visual art creation that workplaces can utilize to promote participation and community building.</p>
Partners currently involved in the project	

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

From country or region	<i>All regions</i>
Preferred field of expertise	<i>Visual arts, art service design, data economy, community building, interactive art, technology. Centria's own expertise is focused on digitalization and IT and we would appreciate partners working closely on the art field.</i>
Please get in contact no later than	<i>30 November 2023</i>

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

Yes / no	Yes
Which kind of projects are you looking for?	Projects regarding digitalization, data economy, NFTs, blockchain, AR/VR, AI, business

Publication of partner search

This partner search can be published?*	YES
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