

# TRANSEUROPE

[www.transeuropephoto.eu](http://www.transeuropephoto.eu)

## **TRANSEUROPE PROJECT** (part of “Creative Europe”<sup>1</sup>) **A PLATFORM FOR PHOTOGRAPHY AND VISUAL ARTS**

[www.transeuropephoto.eu](http://www.transeuropephoto.eu)

**September 2017 – December 2019**

### **What is the TransEurope project?**

TransEurope is a project that focuses on establishing and maintaining an international network of mid and upper level professional photographers and artists that use photography as a medium, whereas at the same time it presents and promotes their work.

TransEurope project will accomplish its goals in both digital and physical world, via the project specific web platform *www.transeuropephoto.eu*, as well as by organizing more than 40 educative, formative and cultural events.

### **Who organises TransEurope?**

Three European institutions with expertise on photography:

*Contemporary Foundation in Spain (project leader), Finnish Museum of Photography in Finland and Euromare in Greece.*

### **What is TransEurope project's goal?**

TransEurope's objectives are to educate, strengthen cultural creation and reinforce networking.

Specifically:

- **educate** by

1. acquainting participants with new tools and methods through multi-disciplinary experts' guidance;
2. enhancing acquired skills by challenging workshops with novel approaches;
3. exchanging participants and experts among the three partner countries –intercultural dialogue and placing participants at groups where new ideas are born.
4. assisting participants in making their personal projects come to fruition, helping them finalise and produce them.

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<sup>1</sup> TransEurope Project is 60% co-financed by European Culture-Educational, Audio-visual and Culture Executive Agency, in the framework of Creative Europe.

**- *strengthen cultural creation* by**

1. enhancing art mobility and networking;
2. presenting new art trends;
3. showcasing emerging photography;
4. assisting participants to reposition themselves at their professional activity and to improve their professional training by helping them to develop further capabilities and technical knowledge.

**- *reinforce networking* by arranging**

1. workshops by multi-disciplinary experts at 14 countries in the EU;
2. meetings with renowned directors, curators, gallerists, editors, trainers and academics;
3. portfolio reviews with experts and other top professionals for the participants to get constructive feedback, to promote their work and establish professional bonds;
4. for the selected participants to be presented to an extended digital community on the web platform and the social media platforms, as well as to be part of the collective exhibitions and to be featured in the accompanying catalogue.
5. enable participants to develop professionally and profit from transnational employment opportunities.

**Where will TransEurope take place?**

It will be implemented in a total of 14 European countries: *Croatia, Cyprus, Estonia, Finland, France, Greece, Italy, Latvia, Lithuania, Portugal, Romania, Serbia, Spain and Sweden.*

**How will the TransEurope project be implemented by the partner countries?**

The three partner countries, located at the EU's borders, are responsible for the following EU areas:

*Spain*> *Eastern and Western Mediterranean*: France, Italy, Portugal

*Finland*> *North and NorthEastern Europe*: Estonia, Latvia, Lithuania and Sweden

*Greece*> *South Eastern Europe*: Croatia, Cyprus, Romania, Serbia.

**How long is the duration of the TransEurope project?**

TransEurope is a two years project, *September 2017 – December 2019.*

**What does the TransEurope project involve?**

TransEurope project will feature Activities, such as:

1. *training workshops*
2. *portfolio reviews*
3. *networking meetings*

4. *formative activities*
  5. *masterclasses/conference*
  6. *cultural visits*
  7. *three exhibitions*
  8. *a catalogue, and*
9. *a project specific Web Platform, [www.transeuropephoto.eu](http://www.transeuropephoto.eu)*

### **What is the purpose of the TransEurope platform?**

The Web platform has a twofold scope, as:

- an integrated reference for creative European photography of emerging and mid-career photographers and artists who use photography, by displaying:
  1. live streaming videos of some of the educative workshops and seminars
  2. portfolios of the selected participants
  3. the three collective exhibitions and
  4. the collaborative agents, partners, sponsors, stakeholders and cultural institutions of all the 14 involved European countries
- a communication tool, interconnected with three social media platforms:
  1. Facebook
  2. Twitter and
  3. Instagram

### **Who can participate in TransEurope project?**

*Any, mid and upper level, emerging and mid-career photographer or artist, who uses the medium of photography.*

### **Who are the participants meeting with?**

*More than 90 renowned experts -- academics, editors, professional photographers and artists, gallerists, curators, and directors of museums, festivals and cultural organizations, on photography and visual arts will be involved as trainers, educators and portfolio reviewers.*

### **How many participants do you expect in the Activities?**

*More than 400 are expected to participate in TransEurope's first edition.*

### **Who are the "TransEurope people"?**

*More than 30 well-trained and experienced experts (project coordinators, staff, curators, advisors, community managers) from all three partner countries that will work together to co-organize and moderate TransEurope's first edition project.*

### **What is the foreseen audience of the project?**

*Foreseen number of persons:*

General public: 2.100.000

Artists: 500

Cultural and specialist experts: 900

Students: 900

### **What is the expected development of TransEurope project?**

TransEurope project will be developed in sequential time periods in different parts across Europe and its logistics involve:

- 30 professionals of 3 European institutions with international caliber
- 14 countries
- 40 events
- 400 participating photographers or artists that use the medium of photography
- 1.512 – 1.890 portfolio review meetings by 63 portfolio reviewers
- 28 expert trainers and educators
- 3 group exhibitions curated by 3 curators
- 30 selected participants to be featured in 1 catalogue of 4.000 copies
- 1 Web Platform: [www.transeuropephoto.eu](http://www.transeuropephoto.eu)
- 3 social media platforms (Facebook, Twitter, Instagram)
  
- Estimated foreseen audience: more than 2 million people