

## Partner search

### Culture sub-Program

Strand/category	Smaller scale cooperation projects (maximum EU funding of € 200.000)
Deadline	October 2016

### Cultural operator(s)

Name	Festival de Música y Danza de Granada
Short description	Festival de Música y Danza de Granada is one of the most important cultural events in Spain and one of the festivals with an oldest tradition within the Spanish scene. Its origins go back to the symphonic concerts organized in the Alhambra palace back in 1883, although its first official edition was celebrated in 1952. In the present days, the Festival is held under a consortium participated by the Spanish Ministry of Culture, the Regional Government of Andalucía, the City Council office, the Provincial Council Office and the University of Granada.
Contact details	belenprados@wonderbrand.es

### Project

Field(s)	Interdisciplinary
Description	<p>For the first time in the Arts History, the artistic avant-gardes were placed together with dance, music and design under the direction of Serguéi Diaghilev, founder of the Ballets Russes in 1909. Through his dance company, he experimented his idea for a global art project in which painters, musicians, designers, dancers, choreographers and playwrighters worked together to reach a global stage art project that would offer a high level artistic innovation show able to engage new audiences. He managed to reunite the most prestigious artists of the time for his Ballets, including Picasso, Falla, Miró, Stravinski, Braque, Cocteau, Nijinski, Matisse, Massine, Sert, Benois, Bakst, Ravel, among many others.</p> <p>Our project DANSART "<i>Diaghilev today: crossing borders through dance, music, visual and performing arts</i>" seeks to celebrate the figure of the Russian director and choreographer Sergei Diaghilev through a contemporary approach to his legacy by bringing together the contemporary arts (paint, music, design, choreography, dance, performing arts, etc.) that will revisit Diaghilev's ideas through a</p>

global production of a contemporary *mise-en-scène*. Further that this, the aim of the project relies as well in developing public engagement strategies, by the use of new technologies, data analysis and the creation of tools for the promotion of young entrepreneurs in the arts.

**Objectives:**

- identify and place strategies to incorporate new audiences to dance, music shows, particularly focusing on youth audiences.
- Design and produce a new show by revisiting Diaghilev’s ideas through the collaboration of the contemporary arts family (visual arts, design, art , dance, music and performing arts) mainly focusing to link new audiences and fidelize the existing one.
- Enrich and develop tools and communication strategies for a better implementation of the Dance and Music Festivals, to reach closer and long term relationships with new and potential audiences
- Promote local artistic production with an international dimension through networking actions in the arts focusing on production.
- Ease and establish the conditions for the development of new professional niches of young artists and entrepreneurs.
- Establishing synergies with European Festivals that develope similar projects through networks
- Networking with public and private institutions at a local level that deal with training, research and producing contemporary arts in all its manifestations (dance, music, theatre, visual arts, design, performing arts, etc.)
- Open new research and creation strategies based in the dialog between tradition and contemporary.

**Partners searched**

Countries

any

Profile

Potential partners could be located in countries where Diaghilev had had impact in the development of new forms of transdisciplinary art that combines dance, visual arts, music and performance or that are planning a deep change in their artistic proposals and need new strategies to engage new audiences.

**Other**