

## **EPIC: European Photography Incubator**

### **Project draft**

**Lead partner:** Laterna Magica Nonprofit Kft. (Hungary)

**Call:** European Union / Creative Europe / European Cooperation (smaller scale)

**Period of the project:** 2 years

**EU grant:** 60% of the total project costs

**Deadline for hand in the project:** October/2017?

**Topic:** photography, cultural heritage

**General objectives of the project:**

- the support of the young European photographers by giving new knowledge at the European level.
- fostering the mobility of artists and visual artworks in Europe
- deepen the knowledge of European citizens about the European intangible cultural assets
- building up a European professional photography network, where the long-term cooperation of photographers and public can be realized. Furthermore, this platform will give a boost to their careers with internationalization.

**Target groups:** young photographers, art students, curators, experts in intangible cultural heritage and assets, educators, youth, general audience.

### **Project activities:**

#### **- EPIC WORKSHOPS**

Type: Intercultural photography workshops

Location: all partner

It takes around 2 weeks long per country, min. 15 participants per country, min. 10 new artworks per country. Target group: youth, secondary school students (U19).

- 1) Making creative and artistic quality "selfie" (self-portrait) with the help of foreigner art teachers. Topic: "Being a European..."
- 2) "One Camera Project": one vintage analogue camera with one loaded roll film inside (36 empty slide) traveling around the partner countries, and the student groups must tell a visual story together (one national student group can take just a few photos). At the end we will exhibit the whole processed and developed filmstrip.

#### **- EPIC EXHIBITIONS**

Type: a European travelling exhibition and contest

Location: all partner

Content of the exhibition:

- 1) Exhibit the youth artworks from the workshops (artistic selfies, one camera project)
- 2) Exhibit curated artworks from Europe. Topic: the intangible cultural heritage and assets of Europe. Target group: young European professionals under 30. The 3 best photographers will receive prizes, and the best 10 artists will be shortlisted.

#### **- EPIC TRAININGS**

Type: cross-sectorial and cross-national trainings

Location: Budapest, Hungary

Some of the topics: new approaches in photography, prosperous business and marketing methods in visual arts, innovations in digital cultural heritage, revenue opportunities in social media, post-production in photography, etc.

#### **- EPIC PLATFORM**

Type: virtual catalogues, online portfolios

Location: online, worldwide

Content of the online platform:

- 1) Virtual catalogue of the exhibition
- 2) Online portfolios of the young professional artists

**- EPIC COMMUNICATION**

Type: PR, marketing and dissemination tools

Location: all partners

Content:

- 1) General project communication, like various advertisement and PR campaigns in Europe.
- 2) Developing a common long-term strategy for support young European photographers. It will include state-of-the-art audience development tools too.

**Ideal partners:** photography schools/universities, photography/visual museums and institutes, NGOs, etc.

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