

**CREATIVE EUROPE (2014-2020) / SUB-PROGRAMME CULTURE – CALL 2015  
PARTNER SEARCH**

European Programme	<p><b>CREATIVE EUROPE</b> SUB-PROGRAMME CULTURE European cooperation projects (Call not yet published) Smaller or Larger scale <b>Deadline: 1<sup>st</sup> of October 2015</b> More information : references of the previous 2014 call : <a href="https://eacea.ec.europa.eu/creative-europe/funding/cooperation-projects-2015_en">https://eacea.ec.europa.eu/creative-europe/funding/cooperation-projects-2015_en</a> <a href="https://eacea.ec.europa.eu/sites/eacea-site/files/documents/call-culture-ce-2014_coop_en.pdf">https://eacea.ec.europa.eu/sites/eacea-site/files/documents/call-culture-ce-2014_coop_en.pdf</a></p>	
Topic	<p><b>HERITAGE INTERPRETATION &amp; INNOVATIVE PRACTICES</b></p> <p>How enhance the tourist's experience and benefit host communities thanks to historically informed interdisciplinary performances inspired by classical music in/out-side historical monuments?</p>	
Objective	<p>The aim of this project is to design and construct a new prototype of “Music and Heritage Discovery Tour” at the Abbaye aux Dames - Cité Musicale in Saintes (France). Thanks to an innovative approach in terms of heritage interpretation, digital technologies and audience development with local communities, the Abbaye aux Dames and its coorganisers would like to experiment this prototype with different European historical monuments.</p> <p>The project will involve the creation of a consortium of European organisations, headed up by the Abbaye itself, assisted by inter-sectorial and transnational co-organisers, associated partners, and their various suppliers.</p>	
Who we are	<p><b>Abbaye aux Dames – la Cité musicale</b> The Abbaye aux Dames, located in Saintes in southwest France, is a French “1901 Association”. Constructed in the 11th Century, the abbey itself is today a music school, hostel (in the historical monument), provider of social housing, and classical concert venue. For over 40 years, music lovers have been attending the abbey to enjoy and learn about music, with a special emphasis on the use of period instruments. Located in the town of Saintes (France) <a href="http://www.abbayeauxdames.org">www.abbayeauxdames.org</a></p>	

<p>What kind of partner(s) are we looking for?</p>	<ul style="list-style-type: none"> <li>• Higher Education Institutions</li> <li>• Cultural and artistic bodies / cultural historical monuments</li> <li>• Organisations specialising in the creation of musical Music and Heritage Discovery Tours and heritage mediation</li> <li>• PR and/or tourism marketing companies</li> </ul>
<p>Description of the project</p>	<p>Our cultural heritage and the way we preserve and valorize it is a major factor in defining Europe's place in the world and its attractiveness as a place to live, work, and visit. But the heritage sector is at a crossroads and has to face challenges:</p> <ul style="list-style-type: none"> <li>• Public budgets are decreasing, as the participation in traditional cultural activities</li> <li>• Technological change is diversifying potential audiences</li> <li>• Digitization and online accessibility of cultural content shake up traditional models, transform value chains and call for new approaches to our cultural and artistic heritage</li> </ul> <p>A new approach to heritage and its interpretation consists in:</p> <ul style="list-style-type: none"> <li>• Preserving and enhancing a whole cultural landscape rather than an isolated site,</li> <li>• Becoming more people-centered.</li> <li>• Taking new opportunities offered by digitization and online accessibility that enable unprecedented forms of engagement and open up new revenue streams.</li> <li>• Organizing an intelligent dialogue between different points of view thanks to an increasingly community-oriented approach, led by people and stories, for instance proposing heritage-based narratives that weave the personal stories of community members into the interpretation of larger historical events.</li> <li>• Interacting the audiences with the collections, by place them at the heart of the activities.</li> </ul> <p>Key aims of the project</p> <ul style="list-style-type: none"> <li>• CREATE a project based on a collaborative approach, combining input from both professionals and non-professionals, from local to European level</li> <li>• COMBINE the long history of the abbey itself with the stories of those living and working there over the years</li> <li>• ANALYSE the expectations, motivations, and satisfaction of visitors in order to continually develop the product.</li> <li>• HIGHLIGHT the quality of archives of artistic performances that took place in historical monuments</li> <li>• IMPROVE AND STANDARDISE signage throughout the site</li> </ul> <p>The two main subject areas that must be included in the Abbaye aux Dames, la cite musicale Music and Heritage Discovery Tour are :</p> <ul style="list-style-type: none"> <li>• The history of the abbey and its various uses since construction in 1047. This must include political, cultural, and religious history, as well as covering the everyday life of past and present users of the site.</li> <li>• An introduction to classical music performance based on historical research and the use of period instruments.</li> </ul>
<p>Schedule</p>	<p>Preparatory visits will be organised in Saintes (FR) and different countries with the support of the Erasmus+ program.  We propose to come and meet you in order to know each other better and to prepare our project.  All information concerning the application and the description of this project are available on:  <a href="http://www.abbayeauxdames.org/visite-delabbaye/espace-candidats">www.abbayeauxdames.org/visite-delabbaye/espace-candidats</a> (password : abbayevisite)  Application to be submitted (1<sup>st</sup> round) before the 15<sup>th</sup> of March 2015 (letter of motivation)  Consortium selection results : 15<sup>th</sup> of April 2015</p>
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