

TECHNICAL IMPLEMENTATION REPORT

THE EUROPEAN SCHOOL OF ARTS

Project implementation period (start-end)	January 1 – December 31, 2009
Resumé of the project implementation process	<p><i>The European School of Arts cluster project</i></p> <p><i>European School of Arts (ESA)</i> is a cycle of thirteen art-educational projects which happened in the year 2009 and covered fields of culture and education. The national programme <i>Vilnius – European Capital of Culture 2009</i> presented culture and arts events, highbrow art and social projects implemented by Vilnius citizens themselves. In the frame of this programme involving all fields of art and fulfilling the differing needs of various audience, <i>European School of Arts</i> was the biggest project and found its own niche. It was introduced as a complex cycle of the art-educational projects, covering all fields of art. Seeing that most of the national programme projects presented to the public the final cultural product (a concert, a performance, an exhibition, etc.), it was decided to focus on the cognitive and educational aspects of arts and culture, also to allow the audience closely follow the art creation process and to encourage the members of the general public to express their views on art works and events. Therefore a complex programme of creative laboratories, workshops and artists' residencies of all art fields was launched. Young artists, students from Lithuania and abroad took part in the projects. They gathered in creative workshops and laboratories in Vilnius and created for the city. As known from experience, the effective collaboration among the artists and among the institutions begins after one learns the country, its culture and creators. Consequently the format of creative workshops (short-term and long-term) was chosen as the efficient method to discover and discuss the up-to-date trends in art, education methodologies, also to dedicate artworks to Vilnius City – the ones created individually or with the other participants of the workshops.</p> <p>All the projects had the common core-goal – to make long-term international contacts among Lithuanian and foreign artists or art schools lecturers and students aiming these contacts would lead to a further mutually beneficial collaboration.</p> <p>Short-term objectives of <i>European School of Arts</i> were:</p> <ul style="list-style-type: none">- To create an alternative space for innovative common projects of Lithuanian and foreign young artists and students.- To introduce projects' participants to the worldwide trends and topicalities in their field of arts.- During the creative workshops or in the co-operation projects for the schools of art to familiarise the young foreign artists and students with arts and culture of Lithuania.- To involve in some of the activities the general public (in open lectures, in practical activities, in meetings with the artists, etc.).- To present the created products (works of fiction / shows / performances, etc.) to the general

audience.

This cycle of projects was planned to be a project co-financed by the European Commission.

Applying for the European co-funding the following criteria had to be met:

1. European Dimension:

- foster cooperation between cultural operators, artists and cities from the relevant Member States and other Member States in any cultural sector,
- highlight the richness of cultural diversity in Europe,
- bring the common aspects of European cultures to the fore.

2. Active Citizenship:

- foster the participation of the citizens living in the city and citizens from abroad, raise their interest in what is happening in the city,
- be sustainable and be integral part of the long-term cultural and social development of the city.

To accomplish all the above-mentioned goals and objectives, *European School of Arts* was developed in the following stages:

- I. Creating a concept and structure of the programmes cycle, searching for partners, initiating projects, implementing pilot projects (April 2007 – April 2008).
- II. After the concept of the projects' cycle *ESA* was created, an open call for applications from the Lithuanian education and culture institutions was announced in April 2009. The deadline for applications was June 30, 2008.
- III. During the open call 17 applications were received, 4 of which were rejected. Projects were evaluated by 18 experts: each project was evaluated by 2 specialists in that particular field and one specialist who evaluated all competition applications.
- IV. 13 projects were chosen for further development in cooperation with the applicants.
- V. *European School of Arts* was three times presented to the board of Public Institution *Vilnius – European Capital of Culture 2009*. At the board session of November 4, 2008, the decision to submit to the European Commission the application including all 13 confirmed projects was made.
- VI. In February and March 2009 the public procurement plan for all 13 projects was made.
- VII. A co-financing agreement with the European Commission was signed on April 6, 2009.
- VIII. A co-financing agreement with the Lithuania's Ministry of Culture was signed on May 20, 2009.
- IX. Between May and December 2009 project activities were implemented.

The structure of the art-educational projects' cycle *European School of Arts*:

- I. Creative workshops and residencies for young artists, covering cinema, literature and translation, media, dance, theatre, visual and applied arts (9 projects: *When People Meet*,

DOCRES VNO, Vilnius Academy of Literature: Acquaintances and Connections, The Process, maProject, Design for All, Mapping Vilnius Modelling Vilnius, 5 Senses of Vilnius, Art Territory).

- II. Co-operation projects for Art universities and colleges (4 projects: *Art-o-thlon, Decalogue-Dialogue, Design for City, Neu/Now Vilnius '09*).

1) Art-o-thlon

Long-term objectives and methods of their implementation

- *Art-o-thlon* was an attempt of promoting the understanding contemporary art among the wide segments of society, thus bridging the gap between the popular and “elite” cultures by promoting various art practices through the popular media. An aggressively extroverted environment of the show business would serve as a structural test for the young aspiring artists. For the wide audience however, it would be perhaps a first step of establishing a gentle affinity with contemporary art. Ability to vote for a favourite work of art or the artists’ team will further strengthen audience’s relationship to art. With the help of the expert commentators, actively involved in presentation of pieces of art on the television, parts of society traditionally detached from the art would have a viable chance of seeing it as relevant to their lives rather than impenetrable wimp of an artist.

This goal was achieved by organizing an international championship of arts, which was broadcasted on the Lithuanian National Television for 7 weeks and reached a wide audience (approximately 40 000 viewers per each programme / show out of 3.4 million of Lithuanian population). Media, selected to broadcast the project, had great visibility and accessibility and that helped to reach and broadcast project to a large number of wide audience. The project format and the television format tried to erase the conceptual boundary between the contexts of “elite” and popular culture. The public display of contemporary art processes brought art practices and themes closer to the society, the number of people interested in the project grew after each show broadcasted, and that provoked public discussions. Relating educational art project and TV had generated interesting turns in the project: participants debated, audience started to ask questions, theoreticians were speaking of their concerns. During the project, viewers could vote for their favourite work of art and the team, and that brought the project even closer to the public, as the viewers could stand for the position chosen. Art critics, curators, theorists of art, culture and history were invited to the project to comment on the works and teams, selected strategies and practices, to ask questions and give advice to artists. By commenting and asking questions about art, experts tried not to “elitize” art to an even greater extent, but sought to demonstrate how it can be interpreted, what should be noted and to bring art closer to society instead of excluding it.

- Facilitation of the art practice as public event. At present, art events in Lithuania suffer from media underrepresentation, because they are being perceived as bearing lesser civic importance than criminal news or sports; art events also tend to occur in the seclusion of the art galleries. By presenting the work of art in an open and publicly active space and also broadcasting it on the national TV channel, the piece of art and the artist would become much more visible.

The project sought to actualize the art and artistic practices in contemporary stream of information and images of media. As the relevance of artistic practices and their visibility on television were replaced by the criminal and sports programmes, the project attempted to bring back art to television screens. Art

happenings took place in various locations of the city and were accessible to the public. Thus, both – actions in the city and projects’ placement in television – have increased the public interest in art and artists.

- Strengthening of the role of an artist in society. One of the goals of the project was opening up the artistic process to the public, as something of relevance to the lives of the people. Artist serves community by articulating representations of reality, which the same community is facing on a daily basis. We hope this project will ignite a fresh interest in a career of the artist as a key player in the creative economies of near future.

This goal was achieved by demonstrating artists’ work creation phases, as well as revealing the personality of the artist by taking interviews, provoking discussions and presenting the dossier of the artist. By shooting reports, taking interviews, by the presentation of the works of art, being an artist was shown as an attractive lifestyle and profession and art itself as an important and influential process if not now, than in the nearest future.

Short-term objectives and methods of their implementation

- Educational art project is meant to involve artists, professional teachers (lecturers) from the Vilnius Art Academy and other Lithuanian and foreign universities with whom students have not yet had opportunity to meet at the academic level.

That was implemented by inviting students and teachers from various European cities and art schools, organising public lectures, creative workshops and discussion evenings. Various experts from different fields were invited to advise the artists.

- Project would serve as a unique meeting point for young artists from across Europe. Students attending the *Art-o-thlon* would have a two-month long opportunity to meet their peers from other countries as well as interact ethnically and professionally, thus strengthening a cross-European understanding and integration.

The project involved artists from different countries (Czech Republic, Estonia, France, Germany, Russia, Portugal, the USA, etc) and of different specialities who lived and worked in one space altogether and were able to directly exchange ideas, to think of new projects by trying to eliminate cultural and experiential differences.

- *Art-o-thlon* will serve as a gateway introducing a wide range of artists to the Lithuanian context. On the other hand, international artists will have a chance to familiarize themselves with Lithuanian cultural context thus reinforcing a possibility of the fruitful future collaboration.

This was achieved by inviting foreign artists and art students to the project. Project participants had access to the Lithuanian culture and art through discussions, organized sight-seeing tours and meetings. Participants regularly received information regarding art and cultural events and actively attended them thus familiarizing themselves with the Lithuanian art context.

- This project is a pilot test of the new educational practice in the field of inter-disciplinary art. Due to the fact that *Art-o-thlon* will offer a framework of a fast-paced art making in conjunction with a thorough theoretical support and analysis, *Art-o-thlon* could serve as a structural model for an innovative and thematically charged art course. Ability to receive an instant feedback through the voting mechanism and the constructive critique of the experts provides a very valuable and highly dynamic educa-

tional environment.

- Innovatively and effectively linking the art practice and methods of theory.

This objective was achieved through the non-traditional public lectures and creative workshop procedures and formats, linking the themes of theoretical lectures and creative tasks with the TV version of championship of arts – broadcasting on TV.

According to the authors of *Art-o-thlon* Žilvinas Lilas and Mindaugas Gapševičius, this project, due to its unique format was the first such project worldwide. The results achieved and processes recorded became a perfect material for analysis and in a way a study material for the compilers of art education programs and structures.

- Enhancing the curricular approaches in art by documenting the educational events of the project such as lectures, comments by supervisors and art critics, dialogues and the statements of the artists, and publishing them as accessible through the Internet audio and video libraries.

All project activities had been consistently filmed, recorded or captured otherwise. Most of the recorded material got into TV programme and website.

- Encouraging young artists to discuss art and the creative use of public spaces actively attended by the public.

Artists worked in public spaces of the town of Vilnius; they were encouraged to clearly motivate their creativity on the level of discourse and content: the interviews were conducted, discussions were held.

- Expanding art dissemination and reception planes to the public contexts. Bringing the art to the public (city residents and visitors).

City residents and visitors could communicate directly with the artists, follow the processes of artistic creation, discussion, join in the creative process. Workshops and public lectures, television broadcasts and shootings, discussions evenings were open to anyone interested in culture and art.

- *Edu-thlon*, the educational part of *Art-o-thlon*, aimed at the introduction of the art teachers and researchers from across Europe to the Vilnius Academy of Arts and Lithuanian artist community. The format of this academic exchange will range from public lectures, on-site discussions to thematic evenings. Students attending the scheduled activities will receive credit points (ECTS).

This goal was achieved by inviting significant cultural and art researchers to give public lectures during the whole project. Six public lectures were available to everyone who wished to come. Influential cultural and artistic researchers presented their recent research and objects of interest to the academic community of the Vilnius Academy of Arts, to the project organizers and participants of the project, to Vilnius city residents and visitors.

Main activities

- An open call for applications to take part in *Art-o-thlon* – the first international championship of arts – was disseminated in the specialised cultural (*7 meno dienos/ 7 Days of Art weekly, Literatūra ir menas/ Literature & Art weekly*, etc.) and popular online media (news portals: *delfi.lt, balsas.lt, bernardinai.lt, zebra.lt*) through press releases.
- Information about the forthcoming international championship of arts was announced to the students and the academic communities of art academies (KHM Kunsthochschule für Medien, EESI École européenne supérieure de l'image, RCA Royal College of Art, Design Interactions, UdK Universität der Künste, Institut für Kunst im Kontext,) and the general public by means of posters, leaflets as

well as personally, etc.

- 21 art students and artists to participate in *Art-o-thlon* were selected according to their suitability for the project and the strength of their motivation. Casting to choose the participants was done in several steps:
- portfolios of the artists willing to participate in the project were received after announcing the call for applications;
- all applicants were required to fill in the form / questionnaire, which consisted of various questions of motivation to take part in the project; participants had to make an exhaustive presentation of their artistic practice.
- after the first round of selection, the competent committee selected participants who were invited to the interview with the coordinators and the producer of *Art-o-thlon*. Participants were interviewed by the *Art-o-thlon* conception authors Prof. Žilvinas Lilas and Mindaugas Gapševičius, public relations specialist Dovilė Aleksaitė, project coordinator Kornelija Česonytė, TV programme director and producer Ričardas Rickevičius, art critic Laima Kreivytė at the Vilnius Academy of Arts and via *Skype*.
- Žilvinas Lilas and Mindaugas Gapševičius, who were in charge of the artistic supervision of *Art-o-thlon*, selected lecturers to give public lectures and to lead/guide discussions with the art students. The lecturers were chosen by taking into account the format of the project and they had been subjected to the following criteria: to work in a partner school of the project, to have international recognition, to specialise in subjects relevant to the project, to be well aware of the context of contemporary art and cultural events.

- Public lectures were given as follows:

Name	Topic of Lecture	Date
Prof. Dr. Hubertus von Amelunxen	<i>Skiagraphia - or, how Art and Education may turn Revolutionary</i>	July 22
Prof. Dr. Wolfgang Knapp	<i>Similarities, Differences and Potentials Historical and emerging interdisciplinary Collaborations / Practices in Arts/Media, Sciences and Research</i>	July 29
Prof. Marie-Luise Dr. Angerer	<i>Affective Troubles in Media and Art</i>	August 05
Prof. Ernest Truely	<i>Strategies for artistic collaboration</i>	August 12
Prof. Frans Vogelaar	<i>Hybrid Space</i>	August 19
David Ellis	Anti-lecture / performance. Reticence: <i>Sorry strategies for the End of the World</i>	August 26

- Arrival and accommodation for the participants was arranged, facilities prepared.
- The project was promoted to the public before broadcasting *Art-o-thlon*, in the process of broadcasting and after it using indirect (Lithuanian press: “7 meno dienos” / *7 Days of Art* weekly, “Daile” / *The Fine Arts*, “Lietuvos rytas” / *Lithuania’s Morning* daily, “Respublika” / *Republic* daily, “15 minučių” / *15 Minutes* daily, etc.) as well as direct (Internet: www.balsas.lt, www.lrytas.lt, www.delfi.lt, www.7md.lt and television) communication methods of broadcast.
- 7 TV shows were shot and broadcasted (weekly on Lithuanian TV: LTV). The TV show included reportages from the studio; reportages on activities held in the urban spaces, reportages on public lectures and on creative workshops. The reportages covered presentations of participants and their portfolios as well as of public opinion on the project. Various leisure activities of the participants of the TV show, the comments and evaluation by the Expert Jury, and points given by the TV show viewers

to the teams of artists were included in the TV show. The function of the Expert Jury in the TV show was to assess, by giving the points (ten grade system), the works created by the TV show participants and give its views and advise, ask questions; also help the viewers not to get lost in contemporary art discourse and context.

- A website www.artothlon.com was loaded; it was constantly updated and hosted videos on the TV show participants creating works of art for the show; the participants' portfolios and other relevant information. Video players were integrated in the website, providing a live-stream broadcast of the participants' everyday-life activities in the hostels they lived in during the project as well as of various art performances by the participants and events in the public spaces of the city. The website was necessary and intended for the audience that spends more time online than watching TV. Since knowledge about the project has been widely spread on the Internet, it was mandatory to fill the online space with an extensive amount of the relevant information.
- A creative press conference in a form of an attractive presentation of artists and the project for the public was held. It was supplemented with informational and representative gifts to the journalists.
- Everyone willing to take part in the shootings of the TV show was invited.
- During the project an active communication campaign which included posters, online advertising, media advertising, articles, TV features and TV clips, SMS and so on was held.
- Various activities were organized in the city: public lectures, film screenings, performances. Six lectures were held. They covered several issues on the contemporary art. The main axis of film screenings was getting together with the TV show participants, debating about art and culture, encouraging watching the *Art-o-thlon*. Four film reviews were held and eight meetings with the artists were organized.
- After the project an exhibition was held. The exhibition consisted of the photos, printed on a large scale canopy, and had the most accurate reflection on the project: the variety of works created, the wide range of activities of the project, artists' flamboyance etc. The exhibition lasted for a week and was located in the very heart of Vilnius town – Pilies street.
- A catalogue for the project was published (financed by the Culture Support Foundation, Lithuania). The catalogue consists of an introductory article and photo material: pictures, TV show stills. The concept of the catalogue does not aim to give answers or some kind of theoretical summaries of the project; it provides the reader with the space to decide upon his position on the project. The photographic part reflects all the activities of the project, the creative stages that were not visible in TV shows. The third part of the catalogue is comics, illustrating the conceptual and problematic issues of the project: the status of the artist, the approach of the Expert Jury towards the participants' creation results, team work. This part suggests an ironic view on the project and encourages the reader to discuss on its format and contents.

Project stages

- Preparatory stage: April – June, 2009.

During this stage after the open call for applications was announced, the participants of *Art-o-thlon* were selected. On the basis of region and genre of art, teams were built out of selected participants. At the same time the TV show script was written; tasks for the artists' teams were being prepared; the design of the TV show and of the entire project was created; the website www.art-o-thlon.com was set; the sponsors and

partners were being searched for, the public relations and advertising campaign was created and started in order to introduce and strengthen the brand of *Art-o-thlon*; the venues and premises for the project's activities were arranged; public procurement procedures were completed; the lecturers were found and the negotiations with them were started.

- The stage of implementation: July – August 2009.

The participants of *Art-o-thlon* were welcomed and accommodated, contracts between the participants and TV show producer were signed, teams of participants were built, plan of action was introduced to the participants during this stage. A creative press conference was held on the bank of the river Vilnelė. Out the final number of participants, 4 teams including 3 to 4 artists and art students were formed. All participants were deliberately accommodated in one building – the hostel of the Vilnius Academy of Arts – so they would altogether work on the following intensive creative processes: acquisition of the necessary tools and material to create their works of art; arrangement of venues for their performances; the creation process of their *œuvres d'art* itself; interaction with the TV show producers, director and press, the teamwork and many more. On Tuesdays weekly, production and recording of the *Art-o-thlon* TV show took place in the television studio; the entrance to which was free to all who wished to be there. The show, lasting 1 h 30 min, was broadcasted every Thursday primetime (10 p.m.) on the Lithuanian national TV as well as online www.art-o-thlon.com. After being broadcasted on TV, the shows were uploaded on the latter website. In this way *Art-o-thlon* TV show was available for both: TV and online audience. The teams of the TV show participants were given weekly creative tasks following certain topic (eg. food, LTL 100, etc) and were advised on a regular basis by the project coordinators and TV staff. Each team was given 6 days to complete the task given. After the completion of these tasks every team received evaluation and feedback from the Expert Jury – a regularly updated body formed from the most renowned and professional Lithuanian culture and art personalities – and TV show spectators. The Expert Jury held 50 % of total vote, the second half of evaluation was provided by the TV audience which could either send SMS or call to give points to the favourite team. After 3 TV shows were broadcasted, 3 out of 4 old teams of artists and art students were dismissed and replaced by three new teams composed of newly selected participants. Throughout the entire duration of *Art-o-thlon* public lectures were given by internationally acknowledged culture and art theoreticians: prof. doc. Hubertus von Amelnunxen, prof. doc. Wolfgang Knapp, prof. doc. Marie-Luise Angerer, prof. Frans Vogelaar, prof. David Ellis and Ernest Truely. The lectures were open to the society and were related to the project's topics and happening.

An exhaustive communication campaign, designated to promote the *Art-o-thlon* TV show was held throughout this stage, encompassing intensively broadcasted TV show trailers; billboards and posters in town; internet banners; articles in the national press and in online media; TV and radio programmes on certain topics of the *Art-o-thlon* project, TV and radio quizzes giving away *Art-o-thlon* T-shirts, caps, cups; as well as art books sponsored by the Vilnius Academy of Arts for the right answers to questions related to the activities of *Art-o-thlon*. The final TV show was broadcasted live on the 3rd of September from the inner court of the National TV. The voting live was arranged though SMS and by calling. The final TV show has followed the same pattern as the previous 6 shows: the theme of the tasks was announced, time to complete tasks was set and necessary materials were provided. The final TV show included a visual summary of all previous shows so the spectator would be able to gain a general understanding on the whole project: what was going on during the project, in what way and so on. The first place winner team was awarded a conceptual prize meeting the context of art: an opportunity to create and build their sculpture in the “Europos parkas”/ *Park of Europe* – the Open Air Museum of the Centre of

Europe in Vilnius, Lithuania.

- Final stage: August – December 2009

The exhibition of the project held at the gallery of Vilnius Academy of Arts “Akademija” / *Academy*.

The magazine “Dailė” / *The Fine Arts* published an article-interview with the project coordinator Kornelija Česonyte *Art-o-thlon* TV show director Donatas Ulvydas.

Publishing the catalogue *Art-o-thlon*.

Project partners and their functions, criteria of partner selection

A wide network of partners was developed (Vilnius Academy of Arts, KHM – Kunsthochschule für Medien Kiolne, EESI – École européenne supérieure de l’image Angoulême/Poitiers, RCA – Royal College of Art, London, UdK – Universität der Künste, Berlin), in charge of the selection of participants as well as dissemination of the information about *Art-o-thlon* internationally. The partner organisations spread information about the project to their students; they selected and proposed the lecturers of contemporary art and culture for the educational part (*Edu-thlon*) of the project, that gave public lectures in Vilnius.

2) Decalogue-Dialogue

Long-term objectives

- To create permanent links among the European Schools of Theatre.
- To promote a long-lasting cooperation in the field of theatrical art.
- To create a premise to produce a new conceptual event.

Short-term objectives

- To establish contacts with prestigious European Schools of Theater.
- To establish contacts with the European Drama Schools’ Network *École des écoles*.
- To hold the festival called *Decalogue-Dialogue*.

Methods of implementing the objectives, main activities

- I. Performances of theatre schools: directors of performances: Gintaras Varnas, Jean-Paul Wenzel, Johanny Bert, Olivier Maurin, Philippe Delaigue, Bruno Fornasari, Peter Clough, Yurgen Schoora. Different stage direction traditions of different countries, different dramaturgic solutions and five new *Decalogue* productions. Though bearing different names, the performances on the topic of Decalogue – *Il Bumo*, *Corps Exquis*, *Which Part of Myself Misleads the Other* or *Decalogue* – all feature young actors, students from the higher schools of theatre, who, guided by their experiences and considerations, attempted to develop the understanding of the role that the eternal principles of Decalogue plays in their lives and the lives of their contemporaries from the ethical point of view. By choosing the Ten Commandments as the starting point, actors tried to communicate a message about a state of mind of contemporary man, public anxiety, circumstances determining our moral choices, spiritual wellbeing or our quest for the truth; they debated over the often-forgotten concept of conscience. The project on the issue of Decalogue resulted in an excellent display of the issues, which are at the heart of European concerns, the attitude of the young generation towards the topical questions; it also revealed the aesthetics of

the theatre schools of different countries and their creative position. After the performances, actors, directors, philosophers and journalists participated in the discussions on different topics: lies in art and politics, slavery imposed by financial vampirism and the lack of responsibility and love towards our dear ones in contemporary society. The topics for discussion were prompted by the content of performances.

- II. In the creative laboratories European directors and lecturers guided the groups of young actors from different countries. In such laboratories one witnessed an interesting collision between the Lithuanian tradition of metaphorical theatre and the French realism, whereas the traditions of the country of the famous *comedia dell'arte* intermingled with the features unique to the German theatre. The intention behind this process was to expand the aesthetic and traditional boundaries of theatres. The topics of workshops were selected in consideration of the needs identified at the time of drafting the project. Françoise Rondeleux (recommended by the Strasbourg Drama School) held a diction workshop intended for the students of the Lithuanian Academy, whereas Renato Gato from Milano guided the sessions of *Comédie dell'arte*. The educational gaps of French and Italian students were filled by the lectures on physiodrama, movement and vocal. The workshops were led by the director from Frankfurt Yurgen Schoora and Algis Mažeika along with Edita Bagdonaitė from the Lithuanian Academy of Music and Theatre. At the request of both French schools, Gintaras Varnas held drama workshops based on the texts of the pieces by F. Garcia Lorca. Johanny Bert from ENSATT gave lectures to the fourth-year students of the puppet theatre at the Lithuanian Academy. A dramaturge and the head of the Playwright Division of ENSATT Enzo Cormann held a workshop on playwriting intended for the first-year students of dramaturgy at the Lithuanian Academy of Music and Theatre in cooperation with the leader of this speciality R. Paškevičius concerning the methodology of teaching and the drawing-up of a training programme for playwrights. The outstanding value of this part of the project has been unanimously acknowledged by both teachers and students.
- III. An important highlight of the project was a round table *Scanner* organized by the European Drama Schools' Network *École des écoles* and instructors from the Lithuanian Academy of Music and Theatre, which hosted the discussions and open conversations on the issues of education reform, politics of culture, the relations between the creator and society as well as the topic of the responsibility of theatre schools in respect of the art of theatre. The topic of the *Scanner: Schools of the Art of Theatre: Their Responsibility and Obligation in Respect of the Art of Theatre*. Participants of the discussions: former head of the Berlin University of Art A. Wirth, director Sverre Rodhol from the Danish National School of Theatre, playwright Enzo Corman, director Philippe Delaigue, lecturer Alain Garlan, head of the Lyon National Higher School of Theatre Art and Techniques Thierry Pariente, head of studies at the Higher School of Dramatic Art of the Strasbourg National Theatre (TNS) Dominique Lecoyer, director and lecturer Jean-Paul Wenzel from TNS school, head of the Milan Drama Academy Antonia Chiodi, administrator Donella Patrizia Giacotti, playwright Nicola Baldoni, director Bruno Fornasari, director and lecturer Gintaras Varnas from the Lithuanian Academy of Music and Theatre, theatre critic and lecturer Rasa Vasinauskaitė from the Lithuanian Academy of Music and Theatre, dean and lecturer professor Algis Mažeika, head of department Aidas Giniotis, coordinator of the project *Decalogue-Dialogue* Giedrė Kabašinskienė, head of the Open Society Fund in Lithuania Elona Bajorinienė. Also there were observers attending – lecturers and students from the Lithuanian

Academy of Music and Theatre and other schools. Students of the Lithuanian Academy of Music and Theatre prepared summary of this discussion which was printed in the weekly *Literatūra ir menas / Literature and Art. Scanner* is a word, which provides a precise definition of the format of a round table – it means the sharing of experience and key issues among all the schools in cooperation. The representatives of the Lithuanian Academy in discussions expressed their opinions on the reform of higher education, which came into life the previous year and made a particularly severe impact on Lithuanian art schools. At the time of a round-table discussion, members from all the schools discussed their responsibility in the face of the growing commercial production in the art of theatre. A highly constructive discussion was prompted by the members from French schools, who shared their most up-to-date experience of how art schools are being administered by both the ministry of education and the ministry of culture, bearing in mind the specific characteristics of art and schools. The Lithuanian reform of education was given as an example of the absent dialogue between the ministries. Yet another interesting topic was the Bologna Process and its practical benefit to the mobility of students and lecturers across the European schools granted by this instrument.

Project stages

1. Preparatory (spring 2008 – September 2009)

- In spring 2008, the relations with the most prestigious European higher schools of theatre in Lyon, Strasbourg, Frankfurt and Milan were established and the schools were proposed to stage a performance on the topic of the Ten Commandments (Decalogue) during the academic year, guided by a local director-pedagogue.
- In January-September 2009, the partner schools staged performances on the topic of Decalogue (in different genres – puppet, video, physiodrama or drama).
- In summer 2009, the creative group of *Decalogue* performance staged by the Lithuanian Academy of Music and Theatre and the leaders of the theatre division of this Academy along with the students of other specialities paid visits to partner schools, got acquainted with local educational systems, creative and pedagogical personnel. *Decalogue* staged in Vilnius was performed in Lyon and Frankfurt.

2. Festival *Decalogue-Dialogue* on 26-31 October 2009 in Vilnius.

- On 26-31 October 2009, the performances on the topic of Decalogue staged by the European schools of theatre were presented in Vilnius; creative laboratories and discussions were held as well.
- November – December 2009 – the development of continuous relations with the partners.

Project partners, criteria for their selection and functions of partners

Partners: Lithuanian Academy of Music and Theatre, Frankfurt Higher School of Music and Theatre (Hochschule für Musik und Darstellende Kunst Frankfurt), Milan Drama Academy (Accademia dei Filodrammatici di Milano), Higher School of Dramatic Art of the Strasbourg National Theatre (L'École Supérieure d'Art Dramatique du Théâtre National de Strasbourg), Lyon National Higher School of Theatre Art and Techniques (Ecole Nationale Supérieure des Arts et techniques du Théâtre – ENSATT), VŠĮ Theater “Utopija” / *Utopia*.

Lyon National Higher School of Theatre Art and Techniques (ENSATT) was chosen very purposefully because it is rated the highest among all 3 National Schools of Theater in France. In 2007 this school became head of association (former – APECC, current – *École des écoles*) which unites 10 partner schools from Barcelona, Berlin, Copenhagen, London, Lyon, Madrid, Milan, Rome and San Miniato. The aim of this association is to promote cooperation among European drama schools. By contacting ENSATT in 2008, it was expected that contacts of ENSATT and *École des écoles* would help to find right and professional partners in a very short period of time, in order to realize a complex project which meets the objectives of the national programme *Vilnius - European Capital of Culture 2009* and objectives of the projects' cycle *European School of Arts*, as well as of the similarly named programme of *École des écoles – European Schools of Art* – which is being implemented since 2009. Partners were chosen on the basis of their well-known activities and initiatives suggested so far.

3) Design for City

Projects' cycle *Design for City* consisted of 8 projects:

- *Design Documentary*
- *Moving Landscape*
- *Wayshowing*
- *Letters from City - Words to City*
- *International Artist's Book Workshop Vilnius 2009*
- *TM City*
- *Uniforms for City*
- *VilNews of the world*

Each project, with the exception of social poster contest *VilNews of the World* and the documentary film festival *Design Documentary*, consisted of both theoretical and practical parts. Projects started with public lectures and ended with public presentation of the results.

Long-term objectives of the projects' cycle

- To establish long-term international relations among the students and lecturers of the Vilnius Academy of Arts and foreign design schools.
- To demonstrate that design of all spheres is and must be available to everybody.
- To exchange experience of creation: to introduce students, pedagogues and design researchers practicing designers to the new theories of design teaching, research and realization methods.

Short-term objectives

- To introduce the various forms and possibilities of design to Lithuanian population, residents of Vilnius city and foreign visitors.
- To improve the quality of city environment.
- Together with foreign artists to create and propose new design objects in the city of Vilnius.

Methods of implementing the objectives, main activities

When implementing the complex project *Design for City* consisting of 6 creative studios, 1 festival and 1

competition described below, the following objectives were achieved:

- ***Creative studio Wayshowing***

Project curator: Prof. Audrius Klimas from the Vilnius Academy of Arts

Subject: Wayshowings and their systems help people to orient in unfamiliar or complex environments: such as cities (catchment areas, streets, parks), transportation nodes (airports, railway and bus stations), large establishments (offices, museums, universities). Good wayshowing system saves time, helps to understand which place you are in and how to reach the desired object. It allows to avoid confusion and to show attention to workers and visitors, in addition it helps to build up positive image of the institution.

Objective: The main objective of the project is to analyze the current situation and provide ideas how using design measures to facilitate orientation in public places for regular visitors and guests, also how to create balanced informational media that naturally incorporates into the city infrastructure.

Tasks: To choose one complex public institution which has several buildings situated in the city or in the natural environment. The Vilnius Academy of Arts was selected as having no adequate wayshowing system so far. The number of innovative ideas was proposed in order to improve orientation system both indoors and outdoors. It was much easier and more interesting for students to collect data and to examine the possibilities in their working environment.

Results: International group of students participated in introductory lectures of professor Per Mollerup. In creative workshops they collected, analyzed and summarized data on the current wayshowings of the Vilnius Academy of Arts. The study highlighted problems which participants tried to solve by proposing a comprehensive, innovative, rational wayshowings system. Several different options for wayshowing systems that could deal with the existing problems were proposed in the final presentation.

- ***Creative workshops – Uniforms for City***

Project leader: designer Sverker Bergström

Project curator: costume design Prof. Jolanta Talaikytė from the Vilnius Academy of Arts

Subject: Project was led by a Swedish designer P. Sverker Bergström, who has many years of experience in the field of clothes, uniforms design and industry (in companies such as *Jockey, Merkatil Trika, Big Is Beautiful, Marc O Polo, Levi's / Docks and A La Carte Identity Clothing*). In 1973 he started working for the *Hennes & Mauritz company (H&M)*. Since 1996 Sverker Bergström has been teaching at Beckman School of Design, conducting seminars in various countries, providing trainings and educating students about uniforms, work clothing design, as well about the process of manufacturing and launching it into the market. In 2000, he became member of the Swedish Fashion Council.

Objective: To create uniforms designs for the City Services staff (sweepers, public transport workers, etc.). The City Services staff is important in shaping the city's image and their clothing is an everyday working tool, which should be good looking, functional and comfortable.

Tasks: During 3-day creative workshops project participants had to find out existing defects of current uniforms, talk out needs of various workers and create visual projects of the uniforms proposing how to solve problematic points. Acceptable ratio between quality of materials and price was the main request for students.

Results: Partner of these creative workshops was UAB “Stebulė” (one of the largest private equity companies in Lithuania, working with plantation and management of urban areas). During 3-day creative workshops students performed a thorough research of the existing situation with uniforms and proposed solutions to the problems they found out. Each of four student groups created four different uniforms

projects for various staff.

- *Creative workshops – Letters from City – Words to City*

Project leaders: Tarja Nieminen – lecturer at Visual Communication Department of University of Art and Design TAIK in Helsinki (Finland); Kari Ojapelto – head of Graphic Design Department of Lahti University (Finland).

Project curator: Prof. Aušra Lisauskienė from Department of Design at the Vilnius Academy of Arts.

Subject: Experimental typography.

Objective: By applying experimental typography, to remind residents of Vilnius and guests of Vilnius European Capital of Culture 2009 about vulnerability of the unique and UNESCO protected Vilnius' Old Town. Our current attitude to cultural heritage determines what we will leave to future generations.

Tasks: Students had to work in groups and to collect materials about the troublesome sites of Vilnius heritage. Collected material had to be summarised and posters catching public attention had to be created.

Results: International group of young designers from Lithuania, Finland and other countries was assembled. It successfully collected material about the most endangered cultural heritage sites in Vilnius. Gathered material was summarised and problems of individual sites were highlighted. Visual typographic messages which could help to solve these problems were spread across the city. Different student groups proposed a number of different solutions on how to influence society and created a cycle of posters which were displayed in public areas of Vilnius. It was concluded that the most sensitive and most vulnerable site is Vilnius' Old Town.

- *International Artist's Book Workshop Vilnius 2009*

Project leaders: Prof. Wayne Andrew Crothers – lecturer from Musashino Art University (Japan); Prof. Chang-Soo Kim – lecturer from Kyungwon University (South Korea); Prof. Joseph Johannes Visser – lecturer from the Academy of Fine Arts at Kampen (the Netherlands).

Project coordinator: Prof. Kęstutis Vasiliūnas from Department of Graphics at the Vilnius Academy of Arts.

Subject: Artist's book.

Objective: Three book designers (leaders of creative workshops) of different specializations had two weeks to introduce and teach students in creative workshops how to make books in 3 ways: by using traditional techniques of Eastern countries, by using handmade paper and by working with digital format materials.

Tasks: Students in three different working groups had to make an artist's book using selected technology: traditional techniques of Eastern countries, from handmade paper or from digital format materials.

Results: International Artist's Book Workshop was organized during the 5th International Artist's Book Triennial Vilnius 2009. The workshops were devoted to academic youth from around the world: they had a chance to learn the artist's book history and different artist's book making traditions of various countries. Students were guided by visiting professors from abroad and were creating traditional artist's books and books-objects. These workshops were led by internationally known professors, winners of many prizes – Wayne Andrew Crothers from Australia, Chang-Soo Kim from South Korea and Joseph Johannes Visser from the Netherlands. Additionally open lectures were held during creative workshops.

- ***Creative workshops – Moving Landscape***

Project leader: Prof. Giuseppe Marinelli de Marco, designer-architect from the ISIA of Rome (design school).

Project curator: Lecturer Juozas Brundza from Department of Graphics at the Vilnius Academy of Arts.

Subject: Introductory part of the creative workshops was a presentation titled *Design in the Century of Confusion*. During a few theoretical and practical presentations students were introduced to consistent process of designing illustrated by examples. The project leader presented modern solutions, for example, adaptation of old premises to modern needs. He reminded that people must not only think about today but also look to the future. In the main part of the creative workshops called *Form - Model - Process*, relation among evolution, form and function was analyzed. Students had to create links (hypertext) system of this concept.

Objective: To explain new design solutions where person and space are interacting. Professor provided many examples covering from public spaces to the interior. For example, public museums are successfully carrying out research related to space and language interaction which is able to affect emotions of people.

Tasks: Students working in groups had to create modern maps and environmental systems of Vilnius. Axis of the moving landscape had to be river (Vilnia or Nėris). All created material had to be presented in 3D format.

Results: Students, guided in the workshops by Giuseppe Marinelli and Juozas Brundza, created within a short period of time a human environment in the digital form. Several structural models and all-encompassing forms were presented as well as the possibilities of further development. During the presentation of results, 3D animations made by groups of students were demonstrated - they reflected the experience acquired in the creative workshops.

- ***Creative workshops and exhibition – TM CITY***

Project leader: Richard Niessen, www.niessendevries.nl

Project curator: Marija Marcelionytė – lecturer from Department of Graphics at the Vilnius Academy of Arts.

Subject: Dutch designer Richard Niessen created a poster exhibition consisting of certain building blocks which have been merged into a single system. Exhibition is made of posters-mosaics. Richard Niessen created a rich mosaic system out of small elements. He gives projects a distinctive language, a mysterious vocabulary that makes each piece stand out. His consistent oeuvre echoes the seamless integration of typography, calligraphy, imagery and text found in Byzantine and Medieval illuminated manuscripts. R. Niessen translates this concept into a basic with its own set of visual elements or “bricks”, which can be letters, shapes, or colours. Exhibition - *TM-City* is a modular system and an ideal setting for R. Niessen’s inventive work. Eight different bases host the city’s quarters, which each cover a specific strand of Niessen’s work. The streets of *TM-City* are named after Niessen’s sources of inspiration. The city emerges from the combination of urban elements and the various works. *TM-City* is streets created by R. Niessen such as *Citadel Structure*, *Alphabet Block*, *Streams and Outbreaks*, *Calligraphy Quarter*, *Sugar Mountain*, *Cooperation*, *Town of Fabrics*, *Toolkit Treasure*.

Objectives: To present silk-screen and graphic design technologies and convey modern methods to students by inviting Richard Niessen to a week-long creative workshop.

Tasks: Each group of students had to create a font for city blocks of Vilnius such as Antakalnis, Fabijoniškės, Šnipiškės, Karoliniškės Žvėrynas, Naujamiestis, Old Town and Rasos.

Results: Each group of students tried to integrate specially designed fonts into the local architecture of designated city block. During *TM-City* exhibition, eight different fonts created in workshops using silk-screening were presented.

- ***Film festival – Design Documentary***

Project curator: Artūras Jevdokimovas – director, producer and head of the International Short Film Festival “Tinklai”.

Subject: The idea to programme a design documentary film festival emerged due to many reasons: the general knowledge of design is poor in Lithuania; design does not receive any proper television and press interest; society is under wrong impression that design is something more than fashion, fast cars and house interior. Documentary films provided wider knowledge about various design fields, the importance of design and encouraged Lithuanian design integration into business and culture.

Objective: To spread educative information about design, to attract to cinema screens target audience and anybody else interested.

Results: During November 26-29, at Design Innovation Center of the Vilnius Academy of Arts, the following films were screened: *Citroën DS 19*; *Bubble Club* sofa; *Bic Cristal* pen; *Objectified* (directed by Gary Hustwit), *Akari* lamps, *Hoover 150* vacuum cleaner, *iMac* computer, *Bookworm* bookshelf; *Concorde* airplane, *Conica* coffee pot, *Driving Design* (directed by Dylan Weiss), *Leica* camera, *lounge* chair, *Vespa* scooter, *Bauhaus: The Face of The Twentieth Century* (directed by Frank Whitford), *Helvetica*, *Sacco* bean bag chair, *Algol* TV, *Paimio* chair, *Ron Arad* (directed by Judith Dupasquier), *Philippe Starck*, *Ken Robinson*, *Don Norman*, *William Kamkwamba*; *The Future by Design* (directed by William Gazecki) Walkman player, *Valentine* typewriter, *Jaguar Type E* car, *Marc Newson* (directed by Georges Guillot), *Ronan and Erwan Bouroullec* (directed by Jérôme de Missolz), *Matala Crasset* (directed by Judith du Pasquier), *Frank Lloyd Wright: the Murder, Myth and Modernism* (directed by Paul T i l z e y) .
Documentary films were selected based on educational criteria. Films had to be relevant to designers and clear to understand to the general public.

- ***International poster competition – VilNews of the World***

Project curator: lecturer Robertas Jucaitis from Department of Design at the Vilnius Academy of Arts.

Subject: Theme of the social poster competition was inspired by the album *News of the World* (1977) by the legendary British rock band *Queen*. The album includes 12 tracks: *We Are the Champions*, *Sheer Heart Attack*, *All Dead, All Dead*, *Spread Your Wings*, *Fight From the Inside*, *Get Down*, *Make Love*, *Sleeping on The Sidewalk*, *Who Needs You*, *It's Late*, *My Melancholy Blues*.

Task: Participants of the competition had a task to create a social or cultural poster based on a song or lyrics of the *Queen's* album *News of the World* (but not to illustrate the songs). The main idea was to review the British cosmopolitan culture of '80s and compare it with the current European culture.

Objective: The aim of the competition was to encourage design students to create posters which were inspired by the legendary album hits. Ideas had to emotionally transform into spirit of modern city or urban culture. The participants were also encouraged to take a fresh look at the surrounding world trying to discover links and relations existing.

Results: The competition was attended by more than 70 students from various countries. The first and second prizes were shared by competitors from Poland. The third prize was awarded to a student from Lithuania.

Project stages

- Preparatory works of the projects' cycle *Design for City*: spring 2008 – September 2009.
- Project implementation period: September 14, 2009 – December 27, 2009:
Design Documentary November 26-29, 2009
Moving Landscape November 16-20, 2009
Wayshowing September 14-30, 2009
Letters from City - Words to City November 28 - October 02, 2009
International Artist's Book Workshop Vilnius 2009 October 15-25, 2009
TM-City 2009 November 09-13, 2009 (exhibition was held between November 13 - December 09, 2009)
Uniforms for City October 21-23, 2009
VilNews of the World November 27 - December 27, 2009
- Finalizing the projects' cycle, post-production works.

Project partners and their functions, criteria of partner selection

ISIA Roma Design School, Italy

Faculty of Art & Design, University of Lapland, Finland

School of Art, Design & Architecture, University of Huddersfield, the United Kingdom

University of Art and Design TAIK, Helsinki, Finland

Royal Academy of Art, Hague, the Netherlands

Technological Educational Institute (TEI) of Athens, Greece

Art Academy of Latvia, Latvia

Lahti University of Applied Sciences / Institute of Design / Graphic Design Department, Finland

Canberra School of Art, Australia

Estonian Academy of Arts, Estonia

Department of Visual Communication Design, Kyungwon University, Republic of Korea, Korea

Beckmans College of Design Stockholm, Sweden

Oslo National Academy of the Arts, Oslo, Norway

Willem de Kooning Academy, the Netherlands

Arnhem Art Academy, the Netherlands

CUMULUS the International Association of Universities and Colleges of Art, Design and Media since 1998. Now it counts 140 university level design schools from 41 countries.

Partners were responsible for selection of participants for creative workshops.

4) Design for All

Long-term objectives

- To create a long-term platform enabling the collaboration and self-improvement of young Lithuanian and foreign artists-designers, as well as common projects of creative industries.
- To promote public apprehension and acknowledgement of design importance for the development of society.

Short-term objectives

- To create and propose real innovative design objects which could improve the quality of life in the city.
- To present real objectives and possibilities of design to the general public.
- To introduce Lithuanian culture and global design trends to the young generation of Lithuanian and foreign creators.

Methods of implementing the objectives, main activities

Project objectives were achieved by the following activities:

- Conditions for creative co-operation of designers in solving real city problems in workshops led by experts from Italy, Ireland, Sweden were created.
- Conditions for spreading ideas in the international conference *Culture for All – Factoring Design for All into the European Capitals of Culture* were created.
- Objects created in design workshops were produced, installed and presented along with ideas in the exhibitions: in Vilnius City Municipality (November 9-20, 2009); at the gallery on St. John's Street (November 21 - December 5, 2009); at the public transport stops titled "Opera", "A. Goštauto" and "Vilniaus dailės akademija" / *Vilnius Academy of Arts*; and at the conference *Water and Life in the city* in Vilnius City Municipality (on November 20, 2009).
- The most recent foreign industrial design examples were demonstrated free of charge in the exhibitions: *INDEX Design Award* in the Square titled "Europos aikštė" (May 12-26, 2009); *Austrian Design - Innovations and Technology* at the Artists' Union Gallery (May 15 - June 30, 2009), *Latvian Ecodesign* at the shopping centre *Panorama* (June 17 - July 15, 2009), *Bruno Award – the Best Estonian Design* in *ContraDesignMuseum* (June 18 - July 15, 2009), *FormaTura – the Hungarian Design* at the Artists' Union Gallery (September 4 - October 5, 2009), *Design Observer – the French Design* at the gallery "Šv. Jono gatvės" (November 5-December 5, 2009).

Project stages

- Preparation, search for partners (January – April, 2009).
 - Proposals to cooperate were sent to European design organizations at the beginning of 2009. By April 1, 2009, agreements on design exhibitions to be displayed in Vilnius and recommending of designers for creative workshops were reached; also contacts with designers and leaders of creative workshops were established and their consents to take part were received.
- Creative workshops and conference
 - Between May 22-26, 2009, creative workshops took place in the hotel *Best Western Vilnius*. They were led by experts from Italy (A. Accolla, P. Kercher), Ireland (M. Ozmin) and Sweden (F. Petren) and attended by young designers from Lithuania and foreign countries (Estonia, Latvia, Hungary, Portugal and Belarus). The subject of creative workshops was space near water and its accessibility to everyone. Designers divided into four groups and developed visions of their chosen places in the city, later the

presentations followed.

- Producing creative workshops results
 - After projects suitable for production had been selected, preparations for their realization started. The municipality granted permission to exhibit projects in public spaces. During public procurement procedures a manufacturer was chosen. An agreement on copyright and designer's participation in developing product prototype was settled. Manufactured objects have been on display in public spaces near the bridges titled "Karaliaus Mindaugo" and "Baltasis" since November 10, 2009.
- Design exhibitions
 - Between May 12-26, 2009, *INDEX: Award*. Location: Vilnius square titled *Europos aikštė*. INDEX is the most subsidized design competition in the world. The exhibition presented the finalists of the award in the six categories.
 - Between May 15 – June 30, 2009, *Austrian Design - Innovation and Technology*. Location: Artists' Union Gallery on Vokiečių str. 2. The curator of the most striking Austrian contemporary industrial design exhibition was the association *Design Austria*.
 - Between June 17 – July 15, 2009, *Latvian ecodesign exhibition*. Location: shopping centre *Panorama*, Saltoniškių str. 9. New and specific approach of our neighbours to materials, typology and scale of design objects.
 - Between June 18 – July 15, 2009, *Bruno Award – the best Estonian design*. Location: *Contra Design Museum*, T. Ševčenkos str. 16. Exhibition of the National Estonian Design Prize winners of 2008.
 - Between September 4 – October 5, 2009, *FormaTura*. Location: Artists' Union Gallery, Vokiečių str. 2. A touring exhibition of contemporary Hungarian design was presented by the Hungarian Design Council.
 - Between November 5 – December 5, 2009, *Design Observer – the French Design*. Location: gallery *Jonu*, on Šv. Jono str. Works of the most recent winners of *Design Observer* from France were presented.
 - Between November 9 – November 20, 2009. Location: Vilnius City Municipality, 2nd floor, Konstitucijos pr. 3. Exhibition of prototypes of the best works from *Design for All* creative workshops.

Project partners and their functions, criteria of partner selection

Proposals to cooperate were sent to European design organizations. From received confirmations countries that have not been widely presented in Lithuania and countries where Lithuanian design and culture is less known were selected. Priority was given to neighbouring countries due to the greatest possibility of future cooperation among organizations and individual designers.

Partners invited to participate in the project: European organizations uniting designers of their countries – *Design Austria*, Latvian and Estonian Unions of Designers, as well as the Hungarian Design Council (in charge of preparation of design exhibitions), Belarusian Union of Designers (it recommended some of the designers) and EIDD – *Design for All Europe* (organization of the conference and selection of creative workshops leaders). The main criterion of partner selection was trust based on long-term relationships

5) **DOCRES VNO**

DOCRES VNO is a programme for young professionals – film-makers. This programme consists of two closely related projects. One of them is a residency for emerging film-makers, open for professional artists from all over Europe. The participants of the project are provided with an opportunity to live in Vilnius, become acquainted with Lithuanian culture, history, and develop creative ideas. The other part – *MediaLAB* – is a media laboratory where the participants are provided with all the necessary technical conditions for film making, from shooting to the final post-production of the film. Such a diverse programme is the only one not just in the Baltic States, but in the Eastern Europe region in general. Artists from different countries live and work together, as well as share their experiences and form connections necessary for the further development of creative ideas.

Long-term objectives

- To gain experience, form useful connections in order to create a system based on which there would be a guaranteed ongoing process of residencies, film making, production and post-production in Vilnius.
- To provide an opportunity for the guests and Lithuanian film-makers to learn from each other, share experiences and form long-term connections for their new projects.

Short-term objectives

- To provide young film creators with an opportunity to work and develop creative ideas in Vilnius.
- To share experiences and ideas in the area of film, collaborating on an international level.
- To present professionals of film art from Europe to the Lithuanian public and Lithuanian film society.
- To organize seminars and creative workshops for beginners and film professionals in Lithuania.
- To encourage talented youth to work together.

Methods of achieving objectives

In order to achieve the objectives of the project, good technical conditions had to be ensured first, which is the reason why the *MediaLAB* was created. In order to make sure that the residents of the programme not only received all the necessary equipment but also had excellent opportunities to create and collaborate with each other, exchange knowledge and experiences, convenient housing was provided to them in the Old Town of Vilnius.

With the help of the project partners from abroad, selection of the residents for the project took place according to certain criteria (described below). One of the main tasks for the residents was to create a documentary film about Vilnius. All of the films created by the residents were combined into one film, “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known*. In order to provide the film-makers with as much knowledge about Vilnius’ cinematography as possible and to give them an opportunity to gain invaluable experience, conditions for collaboration with various cinema professionals from Vilnius and Lithuania were created; the residents of the project were introduced to the culture of Vilnius and the lifestyle of its citizens. After doing some research and communicating with the public, the

residents had to choose a final topic for their prospective films.

In order to make the *MediaLAB* accessible and appealing for the citizens of Vilnius and Lithuania, and with the help of Lithuanian cinema professionals, informational events were organized, such as “Kino pusryčiai” / *Breakfast with a Film*, as well as various discussions on the topic of cinema making. Certified instructors led free film making and film editing courses in *MediaLAB* for professional film-makers and amateurs (separately).

Project stages and activities

- Selection of participants (January – June 2009):
Selection of artists was conducted according to the criteria that were formulated and submitted to partner institutions in advance; film directors applying for the residency had to:
be young professional artists who have already made one or more films;
have knowledge and experience in shooting in HDV format and editing with *Final Cut Pro*;
be able to make a rough cut of the film on his/her own;
be able to communicate in English or Russian.
- Search for ideas (June 21 – July 15, 2009):
For the first few weeks the young film-makers searched for ideas, got to know each other, presented their works to Lithuanian cinema professionals during the “Kino pusryčiai” / *Breakfast with a Film* events, became acquainted with the City of Vilnius. The participants looked for ideas and characters for their films.
- Production (July 15 – September 15, 2009):
Coordination of work, touch basing, filming, encoding of the material, audio and video editing in *MediaLAB*.
- Post-production (September 01 – November 27, 2009):
The participants had to make a rough cut of their film in *MediaLAB*, finishing it with the help of film editors working at *MediaLAB*.
- DVD production (November 27 – end of the year 2009):
A DVD package was created and final film versions were prepared for circulation.
- Film premiere, film screening (premiere: November 27; screening: November 27 – December 17, 2009):
The premiere of the film “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known* took place in the Grand Hall of the cinema theatre “Pasaka” / *Fairy Tale*. In addition to the film itself, the project *DOCRES VNO* and a short film about the progress of the project and the making-off of the film “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known* were presented to the audience.

Project partners and their functions, criteria of partner selection

- Institute of Documentary Film, Czech Republic (www.docuinter.net)
- National Film Centre of Latvia, Latvia (www.nfc.lv)
- Estonian Film Foundation, Estonia (www.efc.ee)
- Independent Belgian Production Company *Associate Directors* in Antwerpen (www.adirector.eu)
- UAB *ERA film* – initiator and the most important partner of the project.

Project partners were selected according to two criteria: geographic – the project was focused on the Baltic Region, and qualitative – the project aimed to select participants with considerable experience in the area of documentary film making. An exception to the geographic criterion was *Associate Directors* (Belgium) but this partner met the qualitative criterion and also provided financial support.

Main function of the partners was to find and select young film-makers (according to the provided criteria) who are well-known in their home countries and meet the criteria for the residency programme.

6) When People Meet

Long-term objectives

The aims of this project was to establish long-term international contacts among young film-makers from Lithuania and abroad; to create opportunities of cooperation among the young film-making professionals of different fields from Lithuania and abroad by shooting a common film and thus getting acquainted to the traditions and specific national characteristics of work in the area of film-making; to exchange experience; to establish contacts for future projects and to improve professional skills. In order to achieve the aforementioned goals, professional film-makers from Lithuania and lecturers from foreign countries were invited to contribute to this project – foreign artists were introduced to the Lithuanian cinema through the organization of Lithuanian cinema evenings, whereas the Lithuanian audience had a chance to see the works of project participants.

Short-term objectives

- To organize seminars on the cutting-edge tendencies of digital cinema to the project participants.
- To present the Lithuanian traditions of cinematography to foreign film-makers through meetings with the Lithuanian film-makers.
- To shoot a pilot film by sharing and developing new ways of story-telling and promoting new cooperation methods by means of story-telling from the view-points of different cultures.

Methods of achieving objectives, main activities

Methods for achieving project objectives:

Special attention was devoted to the selection of participants; contacts with international organizations were established – British Council, *Northwest Vision Media*, the Danish Cultural Institute, Danish Film Institute and Media Bureau. The selected participants had to be young but already experienced film-makers, i.e. each of them had previously created 2 or 3 short films presented in international festivals and the national market. Participants were invited from the former European Capitals of Culture.

The “coordination group” of the project, which joined the footage shot by all the participants into a single film, was set up of: script writers Saulius Drunga and Allan van O. T. Andersen, director Kristina Buožytė, supervising director of photography Feliksas Abrukauskas, sound director Vytis Puronas, editing director Tomas Rugevičius-Rugys, production designer Algirdas Garbačiauskas.

The young participants of the project from other countries had a great chance to work with professional team of film-makers, actors, shooting technical equipment. For many of them, it was the first opportunity ever to work with professional actors and mass scenes; cameramen had the first chance to employ different professional technical possibilities – eg., shooting with *low loader*, *carmount*, *stedicam*, camera dolly, etc.

In case any questions emerged in the process of shooting, professional leaders of departments were always

available for consulting. They observed creative and shooting processes to ensure maximum work efficiency.

The Lithuanian participants gained invaluable experience of working in international team. The participants used to assist each other at the time of shooting, thus, everybody had a great opportunity to get acquainted with different cinema schools and film-making traditions as well as to acquire experience organizing work and solving any encountered problems collectively.

The project was implemented in individual stages: drawing-up and implementation of the project, the gathering of international team of film-makers, preparation for production (film-shooting activities), production process and development of creative base.

Contacts were established with national and international cinema festivals and cinema fairs.

Main activities:

- ***Shooting of the pilot film***

A team of thirty international film-makers from five different countries (Italy, Belgium, the United Kingdom, Denmark and Lithuania) worked in five creative groups, which were given a draft of the script and had to shoot a film separately in order to create a common film afterwards. All five stories commenced in the five countries of the project participants and later moved to Lithuania, where the main plot developed. At the end of the project, all five film-making crews went back to their home countries, where they all shot the ending scenes of the film. Finally, the footage shot by all five groups was edited and one common film, telling a story from five different perspectives based on the cultural peculiarities of the five different countries of the project, was made. Each of the five teams was set up of a director, cameraman, sound operator, editing director, actor and producer. The overall work of all the groups was coordinated by the group of Lithuanian cinema professionals – creative and technical staff.

The film was shot at Vilnius International Airport and Taujėnai Estate.

The participants wrote descriptions of their characters along with script writers. Afterwards, they had to shoot pre-history (a short story on the life of their character in a home country prior to coming to Lithuania). The work of participants in their home countries lasted for a month. Upon arrival to Vilnius, the first three days were devoted to the seminars in Vilnius and personal consultations with lecturers in Taujėnai. When the shooting work in Lithuania started, the participants were working for 13 days, 2 days of which were spent on shooting in Vilnius (airport and cinema archive) and the remaining ones were spent on shooting in Taujėnai and its surroundings.

The shooting proceeded according to the following pilot model: the participants used to get tasks along with a fragment of the script every three days. Upon the receipt of their tasks, the following day was devoted to a further development of the script; the second day was devoted to shooting, the third day – to editing.

- ***Seminars***

On August 18-19, 2009, lectures on the innovations of cinema production were delivered. The lectures were given by a guru of high definition (HD) technologies Martin Kreitl (Germany). Martin Kreitl has been studying the application of HD technologies in cinema production; he is the initiator of one of the largest digital cinema technology conferences in Europe *Digitale Cinematographie* in Munich (Germany) and one of its major organizers. The lectures were also delivered by a famous director of photography working with cinematic and digital formats Philippe Ros (France). The subtleties of cinematographic story-telling, script-writing were elaborated on by a British script writer, documentary and feature film-

maker David Wingate (the United Kingdom / Sweden).

The seminars were open to all professionals of the Lithuanian cinema; the information was published in the press and specialized news-letters; it was also distributed through cinema organizations.

A cycle of lectures *New Technologies* provided an excellent opportunity for project participants, other Lithuanian film-makers and the society interested in film-making to get a broader and deeper understanding of the possibilities of contemporary shooting technologies and compare the material recorded by using different shooting methods. The lectures provided a review on different shooting formats (cine film, digital format, etc), presented the process of work related to the chosen format, the strengths and weaknesses of a particular format. Other topics of a cycle of lectures were the following: the choice of different formats in respect of economic aspect (in the process of production and post-production), the choice of different formats in respect of stylistics. The lectures also provided information on the processing methods of different shooting formats and possibilities at the time of post-production; their differences in terms of style, quality and economic aspect. The participants of lectures got information on the possibilities of the new digital cameras, the indicators of data processing and work process efficiency when shooting in digital format as well as possible threats of this format.

- ***Presentation of films and cinematic projects of the participants, Lithuanian cinema evenings and reports by film-makers***

On August 25, a film director Audrius Stonys, on August 27 – Giedrė Beinoriūtė, on August 31 and September 1– Ignas Miškinis and Kristina Buožytė delivered their presentations in Taujėnai. The films shown: “Skrydis per Lietuvą arba 510 sekundžių tylos” / *Flight over Lithuania or 510 Seconds of Silence* and “Atverti duris ateinančiam” / *Open the Door to Him Who Comes* (director Audrius Stonys), “Troleibusų miestas” / *City of Trolleybuses* and “Vulkanovka po didžiojo kino” / *Vulkanovka after the Great Cinema* (director Giedrė Beinoriūtė), “Lengvai ir saldžiai” / *Easily and Sweetly* (director Ignas Miškinis), “Lietuviškos grožybės” / *The Lithuanian Beauty* (director Simonas Aškelavičius), “Pakeisk plokštelę” / *Change the Record* (director Kristina Buožytė).

At the time of seminars, the project participants and the residents of Taujėnai had a chance to get a better awareness of contemporary Lithuanian cinema and attend the lectures on different artistic solutions in the production of feature or documentary films. The lectures and film reviews were free of charge, thus, they received a broad interest among the residents of Taujėnai and were attended by a numerous audience of different age groups. The reviews of the films were followed by discussions with film authors and other project participants. The residents of Taujėnai were eagerly observing the progress of the project and contributed to the implementation of ideas of the project participants with enthusiasm (participated in the shooting of mass scenes, supplied livestock and agricultural machinery, etc).

- ***Shooting a documentary film on the feature film making-off***

The educational process was very important in the project, thus, a considerable attention was devoted to the creation of a documentary film. The participants were interviewed in different stages of the project – upon arrival to Lithuania, in the middle of the project and after the first film screening. The documentary film clearly expresses the major question and idea of the film: is it possible to shoot a film in five shooting groups from different countries under experimental conditions, where a script is a secret, which is gradually revealed to the actor, who embodies his/her character, and to the director along with the entire creative group, which has to consider, develop the received information and get it ready for shooting within a single day? The next day was devoted to shooting; the third consisted of editing works. The timetable was particularly intensive, thus, it is natural that there were professional disputes, the solutions to

which made impact on the result of the feature film, however, the documentary film on making-off shows the discussions of film-makers in an interesting light and is of great value to both cinema amateurs and young professions from Lithuania and abroad. This part of the project received special attention of cinema critics, who wrote reviews on this project.

Project stages

- July 2008 – January 2009: creating of the project structure.
- August 13 – June 1, 2009: formation of the team.
- Early July – August 10, 2009: selection of project participants.
- July 20 – August 2009: search for lecturers, contact-making, discussions on the topics.
- June 1 – December 2009: project implementation stage.
- June 1 – October 3, 2009: creation and development of the script.
- July 15 – August 14, 2009: preparing the script for production (creating the storyboard and production schedule).
- July 15 – August 13, 2009: preparatory works for production (auditions of actors, formation of the international creative team).
- August 20 – September 3, 2009: project production works (film shooting).
- September 4 – December 15, 2009: post-production works (editing film shoot material; creating soundtrack and music, final design of sound; doing film color correction).
- October 15 – December 15, 2009: distribution stage (preparing and translating subtitles; subtitling the film; preparing and producing the DVD; editing and producing the film trailer; preparing film promotional material (leaflets, posters, visual material); distributing the film).

Project partners and their functions, criteria of partner selection

Foreign partners of the project: digital film development agency *Northwest Vision Media*, the Danish Cultural Institute, Danish Film Institute and Media Bureau, Media Bureau in Belgium, British Council in the United Kingdom, production company *Katapult Films* (Hungary).

The project partners were selected based on the fact whether their countries have any former or current European Capitals of Culture. Project partners contributed to the selection of participants and promotion of the project. Partners were intrigued by the event taking place in Vilnius – European Capital of Culture. They liked the idea itself and the fact that the project was designed for young film professionals from 5 European countries which have cities holding the title of former or present European Capital of Culture. Partners spread information about the project and selection of participants. They published information on their websites also directly contacted potential participants. Everyone interested was obliged to fill in the application form and send DVDs of their previous works. Thus 5 creative shooting groups were formed. After the end of the project, all foreign partners have the right to distribute the created film in their countries.

7) maProject

Long-term objectives

- to encourage an interactive exchange and collaboration among artists of various disciplines;
- to create a network of artists and arts organizations connecting Eastern Europe and Western

Europe.

Short-term objectives

- The international art-educational project *maProject* was aiming at bringing young artists and tutors (leaders of creative workshops) together to explore the issues of “new Europe” and utilising multidisciplinary approaches to illuminate context and reasons that shape the current changing face of Europe.
- To give young artists an opportunity to increase their European awareness through research on 4 European project countries’ particularities working together with artists and tutors from different European countries.
- To create an opportunity for young artists for alternative education as opposed to the formal one.
- To communicate the results of research in the form of multidisciplinary arts installation to Vilnius’ citizens and guests.

Methods of implementing the objectives, main activities

1st method: During six-week creative workshops in Vilnius both visual and performing young artists and tutors got acquainted with different art disciplines and forms of artistic expression. 25 young artists, 9 leaders of creative workshops and 3 extra lecturers took part.

2nd method: The project countries were Bulgaria, Lithuania, Poland and the Netherlands and all young artists and tutors were from those 4 countries. Each workshop for young artists was a study of a unique cultural or traditional concept / idea that is typical of the country represented, hereby of all 4 countries throughout the whole project. The project started with lectures and discussions focusing on the phenomenon of “new Europe” where Western Europe meets Eastern Europe. A sociologist from Lithuania, a historian-philosopher from the Netherlands and an art critic from Poland gave theoretical lectures (one each). In order to learn the phenomenon of “new Europe”, the questions raised in the lectures concentrated on the place of the artist in society: what is the responsibility of the artist towards society? How does society perceive artists? How can artists help solve the undeniable problems the “new Europe” is posing? For example, the post-memory of Europe, the human condition, sexual politics, etc. All discussions were illustrated with examples from the 4 project countries, their history or culture, in support presenting facts of education or works of contemporary art.

3d method: It was improvised with educational and artistic research methods seeking for innovations and versatility. For example, after workshops in various locations young artists were asked to express and reflect their individual results of research in the specially created white neutral place – space installation (construction). Seeking to receive the results of team work and promote intercultural exchange, often when giving the tasks projects participants were divided into small international teams. During first week of the project most of the “brainstorm” activities were carried out in various open spaces of the city. The participants were encouraged to observe or involve into social provocations the locals. After the insights were discussed. Also “learning by doing and sharing” was the keystone of the educational part of the project. Experienced tutors led the process of learning so that participants would widen the boundaries of their creativity and improve their understanding of own cultural background as well as of the others. Big attention was paid to presenting methods of creating different art forms therefore artists of various profiles were involved. For example, dancers, costume designers, etc. were introduced to making sound – this

presentation was given by participants with education in music. Excluding the theoretical introductions, all tasks were interactive.

4th method: A framework of multidisciplinary art installation was chosen for presenting the results of creative workshops in order to combine into one piece of work all the forms of art represented by project participants: contemporary dance and contemporary music, architecture, experimental video art, lighting and costume design, set design; and in order to give a chance to young artists to show the basics of creating or performing other forms of art that have been newly acquired in creative workshops. Whereas the architectural conception of the installation-construction was based on assimilation of the real rout out of the European map connecting Rotterdam, Vilnius, Sofia and Lodz. This construction filled with works of other forms of art, with multidisciplinary content, enabled the artists to invite the audience to take an imaginary journey in the “new Europe”: to present there own thoughts about current Europe, changes it is facing, own views on European identity – those answers and remaining questions which were examined, discussed in creative workshops.

5th method: the four-country multidisciplinary arts project with 34 participants and 12 partner organizations was a favourable basic for establishing long-term working relations among young artists and tutors, as well as with partner organizations.

Project stages

April 22 – June, 2009

In co-operation with partner organizations, the auditions for young artists and extra lecturers were held in four project countries

April 22 – August, 2009

Preparatory administrative and project publicity work was conducted, the content of educational programme was drawn up, international meetings of tutors were organized

August 5-10, 2009

Preparatory work the team of tutors was done in Vilnius

August 10, 2009

Arrival of young artists in Vilnius

August 11, 2009

Team building and introductory programme

August 12, 2009

Lecture *Geography and storytelling (on maps and art)* – by a philosopher-historian Joannes Wilhelmus Timmerman (the Netherlands)

August 13, 2009

Lecture *A Rite of Memory. Swapped Identities and Confusing Spaces* – by an art critic Witold Mrozek (Poland)

August 14, 2009

Lecture *In the Ghetto of Gender and Sexual Identities: Practices of Difference in the Enlarged Europe* – by a sociologist Artūras Tereškinas (Lithuania)

August 17, 2009

Creative workshop of experimental video art, super 8 technology

August 18, 2009

Creative workshop of sound making

August 19, 2009

Creative workshop of motion making

August 20 – September 14, 2009

Creative workshops of multidisciplinary art

August 22, 2009

Creative workshop out of Vilnius:

creative workshop of Lithuanian folklore in the Open Air Museum of Lithuania in Rumšiškės

August 29, 2009

Creative workshop out of Vilnius:

visiting the contemporary Baltic culture and neo-folklore festival “Mėnuo Juodaragis” on the island of Zarasai

September 15-18, 2009

Technical rehearsals of the presentation of the project results at the Vilnius Academy of Arts

September 18-19, 2009

Events of presenting the project results to the general public – World Premiere of the multidisciplinary art installation at the Vilnius Academy of Arts

September 20, 2009

Project evaluation activities with all participants

September 21, 2009

Departure of foreign participants

Project partners and their functions, criteria of partner selection

VšĮ *Cultural & Media Consulting* (Lithuania), *Dance Motion Picture* (the Netherlands), menininkų NVO “Žuvies akis” / artists’ NGO *Fish Eye* (Lithuania), *Dansateliers* (the Netherlands), *The Red House Center for Culture and Debate* (Bulgaria), *Lodz Art Centre* (Poland), *WORM Foundation* (the Netherlands), *University of Lodz Faculty of Economics and Sociology* (Poland), *Nowy Taniec / Fundacja PERFORMA* (Poland), *Vilnius Academy of Arts* (Lithuania), *For U Art* (Bulgaria), *UAB Ekspobalta* (Lithuania).

Most of the partner organizations joined the project when making the application to PI *Vilnius – European Capital of Culture 2009*. The majority of them are organizations that leaders of the creative workshops, initiators of the project have been working, co-operating with for a while. Each organization chosen for a partnership has an experience of working in a specific field: academic world, on promotion of contemporary dance, experimental video art, etc. All of these organizations have experience in working on international projects, some of them as well as on multidisciplinary art projects.

Few of them, for example, *Dansateliers* (the Netherlands), *The Red House Center for Culture and Debate* (Bulgaria), *Lodz Art Centre* (Poland) are large-scale organizations supported by the national-level authorities. They coordinate local and international different scale arts projects. Other organizations, for instance, *Dance Motion Picture* (the Netherlands), menininkų NVO “Žuvies akis” / artists’ NGO *Fish Eye* (Lithuania), *For U Art* (Bulgaria) are small, young but proactive organizations, working directly with young artists.

VšĮ *Cultural & Media Consulting* (Lithuania) made the application to PI *Vilnius – European Capital of Culture 2009* for including the project titled *maProject* into the projects’ cycle *European School of Arts* which is part of the National Programme.

Dance Motion Picture (the Netherlands), menininkų NVO “Žuvies akis” / artists’ NGO *Fish Eye*

(Lithuania), *Nowy Taniec / Fundacja PERFORMA* (Poland) and *For U Art* (Bulgaria) held the auditions for young artists and extra lecturers in project countries.

The rest of organizations spread the information about auditions and project; proposed candidates for auditions; advised on fundraising and what important representatives of the art world, producers should be invited to the premiere in Vilnius; supported the preparation of the tutors for the project by providing with their usual services. The Vilnius Academy of Arts allowed to use their premises for the events at project participants convenience, also enabled to use their photo laboratory and its materials, equipment of its photo studio.

8) Art Territory

The introductory part of the project was the international conference *Art for Health: Experience and Prospects*, which took place on June 1-2, 2009. Artists, health specialists, art managers, art academics and specialists of art therapy from the United Kingdom, Ireland, Sweden, USA, Norway, France, Estonia, Latvia and Lithuania shared their experience and knowledge on the link between health and art and the results of application of such measures in a number of European countries.

Long-term objectives

- To discover new possibilities of promoting creativity and raising awareness of the concept of creativity as a quality that creates a surplus value to the members of society.
- To discover the new possibilities of educational and interdisciplinary projects; to unite the project partners, institutions and members of communities of different fields into joint activities.
- To promote creative innovations and cooperation among young artists.
- To promote international cultural cooperation.

Short-term objective

To create the works of contemporary art for Children's Hospital of Vilnius University.

Methods of implementing the objectives, main activities

Project objectives were achieved through the following activities:

- Creative workshops and seminars to the young artists
- Creation and publishing of colouring books for hospital patients
- Organization of the international conference on the topic *Art for Health: Experience and Prospects*
- Initiated discussion in the Seimas (Parliament) of the Republic of Lithuania *Prospects of Projects on the Topic of Art for Health in Lithuania*, which was held in a joint meeting of the Committee on Health Affairs and the Committee on Education, Science and Culture.

The main part of the project was creative workshops and seminars for the young artists, which took place between June 15 and July 14, 2009. A two-day seminar on art therapy led by the members of the Lithuanian Art Therapy Association and the specialists of art therapy served as the introduction to the programme.

Other seminars were delivered and creative workshops were led by famous Lithuanian and foreign artists, painters, graphic artists, sculptors and inter-disciplinary artists – Karina Matiukienė, Kęstutis Grigaliūnas,

Vilmantas Marcinkevičius, Nauris Kalinauskas, Margaret Cahill, Antoin O’Heocha. Within the entire month devoted to creative workshops, the young artists created more than 200 hundred works of art for Children’s Hospital of Vilnius University.

Artists Gintaras Jocius and Rolandas Kiaulevičius invited by the project partner – *Artists’ Union Gallery* – created a fairy-tale / coloring book “Ką pamiršo Vukas?” / *What has Vukas Forgotten?* dedicated to young patients exclusively. Five thousand books were given to the children of the hospital. A theatrical presentation of the coloring book attended by the young patients and the personnel of the hospital was organized in Children’s Hospital of Vilnius University on August 19, 2009.

The project partners – *Artists’ Union Gallery*, the Institute of Cultural and Arts Education of Vilnius Pedagogical University and the Lithuanian Art Therapy Association – developed and applied educational and therapeutic art programmes to the young patients of the hospital.

The final presentation of the project took place in the Pediatrics Division of Children’s Hospital of Vilnius University on September 29, 2009. The audience visited art works exhibited in the hospital and took part in the presentation of a sound installation *Song of Birds* given as gift by the children hospital in Liverpool. The project results in Children’s Hospital of Vilnius University fell under the scope of interest of the famous Lithuanian artists, vice-ministers of health, culture, education and science as well as heads of Vilnius Municipality.

Project Stages

- April-June 2009:

Development and coordination of the conference programme

Invitation of the young artists to participate in creative workshops

Drawing-up and coordination of the programme of creative workshops

- June, 2009:

1-2 – International conference *Art for Health: Experience and Prospects*

3 – Discussion in the Seimas (Parliament) of the Republic of *Lithuania Prospects of Projects on the Topic of Art for Health in Lithuania*, which was held in a joint meeting of the Committee on Health Affairs and the Committee on Education, Science and Culture

15 June 15 – July 14, 2009 – creative workshops for the young artists

August 19, 2009 – theatrical presentation of the coloring book in Children’s Hospital of Vilnius University

- August – September, 2009:

Installation of art works in the interior of the hospital

Preparation and technical implementation of complex projects / installations

- September 29, 2009 – the final presentation of the project in the Pediatrics Division of Children’s Hospital of Vilnius University

Project partners and their functions, criteria of partner selection

Initiators and authors of the project were *Artists’ Union Gallery*.

Project partners – the British-Lithuanian Fund *The Tiltas Trust*, Institute of Cultural and Arts Education of Vilnius Pedagogical University and Lithuanian Art Therapy Association were selected in consideration of one of the goals of the project – to promote the cooperation between different institutions and

organizations. All partners of the project contributed to project planning and organizational work. The contribution of the project partners from *The Tiltas Trust* was particularly significant – their goal was to transfer “the good experience” of analogue projects implemented in the United Kingdom. Thanks to them, the most well-renown specialists of the field of art for health from the United Kingdom took part in the international conference.

9) *Mapping Vilnius Modelling Vilnius*

Long-term objectives

- To increase the understanding of uniqueness of the city and spread information about it in the city and beyond.
- To promote cooperation among Lithuanian institutions of higher education (Vilnius Academy of Arts and Vilnius University) and foreign partners.
- In order to encourage interdisciplinary approach, to demonstrate to higher schools the alternative methodologies of working with students.

Short-term objectives

- To demonstrate that interdisciplinary approach, cooperation of different disciplines in the field of art is more effective than working singly.
- To combine all artistic and scientific installations on Vilnius shaping a spectacular interpretation of the city.
- To create alternative educational and creative space for art students.
- To raise public awareness of existing psychogeographic problems in the city.

Project stages

- Autumn 2008: creating of the project concept together with foreign partners.
- November 2008: filling in the application for the European Commission and the Ministry of Culture of Lithuania.
- February-March 2009: preparing the public procurement plan and documents; creating financial project control systems; searching for premises, locations for project activities.
- April 25-26, 2009: finalizing the programme together with professor Lawrence Wallen – leader of the creative part of the project.
- May-July 2009: designing of exposition boxes and communication campaign; executing of public procurement procedures; making reservations for lecturers’ travel and accommodation; signing of contracts.
- Early July 2009: the last preparatory organizational work.
- July 9 – August 1, 2009: creative workshops, lectures and an exhibition were held.
- August-October 2009: making photo documentation of the exhibition; designing and printing of the calendar which is a form of the creative workshops results presentation; preparing of the content and financial reports.

Project partners and their functions, criteria of partner selection

Selection of partners: in 2007, Andrius Ciplijauskas, the initiator and coordinator of the project earned a master's degree in set design in Switzerland. Within two years of study, he made a number of professional contacts. One of them, Lawrence Wallen, a course leader for the MA and PhD in set design at ZHdK (Zurich University of the Arts / Zürcher Hochschule der Künste) and the head of the School of Design UTS (University of Technology, Sidney) became a key partner of the project and was responsible for the selection of participants. Another partner of the project, UAB *Ekspobalta* directed by an architect and artist Saulius Valius, was selected for its high competence. This partner carried out logistics activities and installed the exhibition.

10) Networks of Music Laboratories *THE PROCESS*

Long-term objective

The project aimed to establish long-term international contacts among Lithuanian and foreign music artists, create collaboration opportunities for artists of various fields and for representatives from different countries and cultures.

Short-term objective

The aim of the networks of music laboratories *The Process* was to gather young artists from Lithuania and other countries of the world; to create good working conditions for them; to encourage and inspire them to create new, original, high quality pieces of sound art.

Methods of implementing the objectives, main activities

The project consisted of five music laboratories which enabled artists from various fields to improve themselves and create their art in an international team, under the guidance of experienced lecturers from Lithuania as well as from abroad. During their stay in Vilnius, young artists had an opportunity to directly communicate and become acquainted with each other, get advice and learn the news and innovations in the field of sound art, experiment, create and present the results of their work to the public through concerts and other non-commercial events.

Project stages

The project was carried out in two stages: spring and autumn.

- In May 2009, two of *The Process* laboratories took place:
 - o The sound recording laboratory (SRL) (May 16 – June 16)
 - o The acoustic music laboratory (AML) (May 16-26)
- In September 2009, three of the remaining *The Process* laboratories took place:
 - o The music visualization laboratory (MVL) (September 7-20)
 - o The electronic music laboratory (EML) (September 10-20)
 - o Audi(o)torium (September 15-20).

SPRING:

Sound recording laboratory

January 2008 – April 2009: Commissions to write operas; creation, rehearsals and production works of

contemporary operas; music rehearsals (individual, group, general) – preparation for recording.

April – June 2009: Sound recording laboratory, preparation of sound recordings, work between participants and lecturers, record publishing.

June 16, 2009: Presentation of the sound recording laboratory CD.

Acoustic music laboratory

January – April 2009: formation of the organizational team, contacting lecturers, partners, sponsors; search for participants and auditions.

May 2009: beginning of the workshops, individual and group work of the participants, consulting with guest composers and pedagogues; rehearsals with visiting and local collectives.

May 20-25, 2009: A cycle of five concerts (“FLUXUS grįžta!” / *FLUXUS is Back!*, *Chamber Music Concert*, “5 minutės MUZIKOS” / *5 minutes of MUSIC*, “ELEKTRINIS fagotas” / *ELECTRIC Bassoon, Afterparty*), in which five bands / collectives from Lithuania and abroad performed.

AUTUMN:

The music visualization laboratory

June – August 2009: formation of the organizational team, contacting lecturers, partners, sponsors; search for participants, holding auditions, breaking down the participants into groups (composers, contemporary music performers, dancers, video artists).

September 2009: beginning of the workshops, individual and group work of the participants, consulting with guest sound and visual artists and pedagogues; rehearsals with visiting and local collectives; formation of three artists’ groups and creation of the final product (performance).

September 10-19, 2009: four public concerts by guest as well as Lithuanian collectives and lecturers took place (opera “SKYLĖ” / *HOLE*, “Muzika yra labai svarbi” / *Music is Very Important*, *ARCO Greatest Hits*, Luis Naón, Diego Losa, Yannis Kyriakides), and three projects by the participants of the Music visualization laboratories were presented in the Chamber of Trade Unions IV during the contemporary non-commercial art festival “Vilniaus veidai 2009” / *Faces of Vilnius 2009*.

The electronic music laboratory

June – August 2009: formation of the organizational team, contacting lecturers, collectives, and inviting them to participate in the project, search for partners and sponsors; search for participants and holding auditions.

September 2009: beginning of the workshops, individual work of the participants, consultations with some of the most famous composers of electronic and electroacoustic music (Luis Naón, Patrick Delges and Diego Losa); rehearsals with guest and local collectives.

September 13-16 and 20, 2009: Six public concerts by guest and Lithuanian collectives and instructors (*R&R Electronics*, *Organization of Young Composers* from Serbia, Luis Naón, Diego Losa (France), Yannis Kyriakides (the Netherlands), *LOOS Ensemble*, *Electro_process*) and three public meetings for the lecturers of electronic music took place at the Union of Lithuanian Composers.

Audi(o)torium

June – August 2009: formation of the organizational team, contacting lecturers, inviting them to participate in the project, search for partners and sponsors; search for participants and holding auditions.

September 2009: beginning of the workshops, theoretical lectures by the lecturers and hands-on work with the participants, formulation of tasks, preparation of the final result.

September 15-18, 2009: Four public lectures by guest speakers (Ray Lee, Kim Cascone, Guy Marc Hinant)

from the United Kingdom, Belgium, and the USA took place in the Centre of Contemporary Art. September – December 2009: work on the layout, editing, and design of the final product of the project and its publishing.

Project partners and their functions, criteria of partner selection

An operative team of partners was brought together in order to successfully carry out the project. The work of the members of the partners was related to dissemination of music, organizing and coordinating music projects, gathering young artists and musicians. Partners were carefully selected from both Lithuania and abroad. They significantly contributed towards organizing the project and selecting participants for the project.

Partners:

Lithuanian Music Information and Publishing Centre

Independent creative group *Music is Very Important*

Independent creative-production group “Operomanija” / Operamania

Youth Section of Lithuanian Composers’ Union

ARCO (the United Kingdom, contact person Neil Luck: neilluck@hotmail.co.uk)

Organization of Young Composers (Serbia, contact person Maya Lekovic: mayalekovic@yahoo.co.uk)

Valonia Music Research and Creation Centre (Belgium).

11) *Neu Now Vilnius '09*

Together with the largest international network of higher arts education institutions ELIA (European League of Institutes of the Arts), PI *Vilnius – European Capital of Culture 2009* (VECC 2009) organized the first festival of the works of graduating artists in Europe, which:

- included a wide range of art disciplines taught in higher arts education institutions – theatre and dance, music, design, the fine arts and cinema,
- expanded across the entire territory of the European Union and the EEA,
- presented all the selected projects in virtual space (245 works),
- presented 30 selected works in a festival, which offered events free of charge.

The festival was co-organized by the organization, which unites a total number of 350 members – ELIA – and that provided an excellent opportunity to both Lithuanian higher art schools – the Vilnius Academy of Arts and the Lithuanian Academy of Music and Theatre – of introducing themselves, whereas their students had a chance to present their graduation works. Exclusive attention was paid to the works of the Lithuanian students in the festival; they were exhibited in a separate showcase.

In cooperation with the partners, ELIA and VECC 2009 proposed an innovative and novel structure of the festival – all 145 works of the festival were presented in the virtual space www.neunow.eu, whereas part of them – 30 works – was presented to the audience in Vilnius.

The festival became a showcase of the works of graduates from higher arts education institutions, providing a great opportunity to learn the cutting-edge tendencies and topics of arts.

This festival was one of the final highlights of the art-educational programme *European School of Arts*. As part of the programme, young emerging artists and art students from abroad were invited to Vilnius – the European Capital of Culture – where they could create along with their Lithuanian contemporaries. In this way, Vilnius was presented as a city – a space for innovative and brave creative solutions.

The cornerstones of the festival were education, art, youth, innovations and modernity.

The major mission of the festival is to help the art students to integrate into the professional world of art by providing the opportunity to introduce themselves to the colleagues, organizers of galleries, curators and festival organizers.

Long-term objectives

- To organize the first-ever festival, which would create the exclusive opportunity to introduce the most talented and innovative projects of the emerging European artists / students thus promoting the name of Vilnius and Lithuania worldwide
- To build a bridge between higher art schools and professional world of art by organizing the event presenting the most cutting-edge tendencies in arts, where graduating students of arts and emerging creative talents would present their works to art professionals and the wide European audience.
- To make the annual festival one of the key events presenting the future European talents and creative potential to the audience worldwide.
- To create a space where emerging artists, producers, curators, cultural operators and cultural policy makers could discuss future developments of the role of artists and share their views on the goals and objectives of higher arts education institutions.
- To create a traditional annual event, which would involve as many students / artists from the European countries as possible and would gain popularity across a wide audience;
- To develop a network of the festival participants and alumni club, whose members would engage in active interpersonal cooperation;
- To create the largest archive of student graduation works on the website www.neunow.eu

Short-term objectives

- On November 19-22, 2009, to organize the first festival in Vilnius presenting the works of graduates from the best European art schools.
- To present the best projects of higher arts education institutions within the EU and the EEA, which would cover all artistic disciplines; to highlight the tendencies of contemporary art and cover the entire European geography (countries, regions), promote gender equality, etc.
- To present 30 selected works in the live festival in Vilnius and to present the remaining projects on the website of the festival www.neunow.eu
- To organize public discussions on the issues of art and education as part of the festival.
- To organize a mini-fair designed to present to students the European higher arts education institutions.

Methods of implementing the objectives, main activities

Project objectives were achieved by means of the following activities:

- The selection of highly competent and reliable partners.
- The creation of a firm and functional platform for the festival in the virtual space and effective coordination of a virtual festival and a live festival in Vilnius.
- The setting-up of a highly skilled and competent jury, which had to meet particularly complex

requirements both collectively and individually (the jury as a unit: a broad geographic area; proportionate representation of genders; representation of different European cultural environments; each member individually: professional achievements in academic and applied fields).

- Careful selection of the works for the festival; invitations for proposals delivered to the entire ELIA network of 350 schools.

Project stages

- Presentation and development of ideas (Summer 2008 – March 2009).
- Steering group meetings were held, where all organizational, financial and content issues were discussed. In 2009, they were held in Vilnius (February, July, September, October), Sofia (June), London (September). The steering group consisted of: Gerald Bast, (Rector of University of Applied Arts Vienna), Paul Crabtree (Dean at the Bergen National Academy of the Arts), Anthony Dean (Dean of Faculty of Arts at University of Winchester – chair of steering group and artistic director of the festival), Carla Delfos (ELIA Executive Director), Lars Ebert (ELIA Deputy Director), Eduardas Gabnys (Rector of the Lithuanian Academy of Music and Theatre), Arūnas Gelūnas (Vice Rector of the Vilnius Academy of Arts), Mantautas Krukauskas (representative of the Lithuanian Academy of Music and Theatre), Ieva Skaržinskaitė (Project Manager of the projects' cycle *European School of Arts* and cinema projects at PI *Vilnius - European Capital of Culture 2009*).
 - Selection and confirmation of festival and workshops spaces (March – June 2009): “Titanikas” / *the Titanic* – Design Innovations Centre of the Vilnius Academy of Arts, “Menu spaustuvė“ / *the Arts Printing House*, concert halls of the Lithuanian Academy of Music and Theatre, cinema theatre “Skalvija”, dance hall of the National M.K. Čiurlionis School of the Arts).
 - Drawing-up the festival programme (July – September 2009). The festival programme consisted of 48 events:
 - interactive presentations of visual arts and design works at *Titanic* (26)
 - dance and theatre performances at the *Arts Printing House* (5)
 - works of dance and music in the dance hall (4)
 - music performances in the halls of Lithuanian Academy of Music and Theatre (3)
 - film screenings at “Skalvija” (7)
 - round-table discussions (2)
 - presentations on the foreign art schools (1)
- Formation of the juries, selection of projects (December 2008 – September 2009). International competition for jury members was held. 5 juries of different disciplines were created. They were led by:
 - Design: Audrius Klimas, the Vilnius Academy of Arts, Lithuania
 - Music: Luis Madureira, Escola Superior de Música de Lisboa-Instituto Politecnico de Lisboa, Portugal
 - Visual Arts: Christine Pybus, CIT Crawford College of Art and Design, Ireland

- Film: Ingo Petzke, University of Applied Sciences Würzburg, Germany
- Dance and Theater: Maarten Soete, Bâtard Festival, Belgium
- The following Lithuanians were included into juries: Gediminas Urbonas (visual arts), Janina Lapinskaitė (cinema), Rūta Stanevičiūtė (music), Audrius Klimas (design). 17 professionals from 11 countries took part in jury work.
- Website development and release (April – November 2009).
- Together with partners and sponsors, ELIA created a portal www.neunow.eu which has a special system for reviewing works and an option to archive the works of the current and future festivals. In this way, a unique archive of the best works of European art students will be gradually built.
- Holding the festival in Vilnius
- The festival activities lasted for 4 days in Vilnius (November 19-22, 2009).

Project partners and their functions, criteria of partner selection

- European League of Institutes of the Arts (ELIA) – the lead organizer and coordinator on the international level, which carried out partners’ selection and coordination.
- PI *Vilnius - European Capital of Culture 2009* – project co-organiser.
- Vilnius Academy of Arts – festival partner in Vilnius which provided main exhibition space for the festival.
- Lithuanian Academy of Music and Theatre – festival partner in Vilnius in charge of logistics, technical issues, coordination and progress of the festival; provided space, premises for music projects.
- Foreign higher schools of arts – their students’ works were presented in Vilnius.
- *Jotta.com* – an online and offline community for art, design and communication, provided as a social networking service by *15Creative Limited* (London); created the technical platform for the virtual festival.

12) Vilnius Academy of Literature: Acquaintances and Connections

Long-term objectives

The aim of this project was to establish long-term international contacts among Lithuanian and foreign artists, create a space for collaboration and future projects among Lithuanian and foreign writers and translators, educate and motivate the young generation of translators, establish connections with experienced colleagues from abroad, improve translators’ professional skills, disseminate to the world the image of Vilnius as a city open to international exchange of culture and art.

Short-term objectives

In collaboration with skilled international experts, to introduce artists from abroad to Lithuanian culture and art; to help to reveal talents.

Methods of implementing the objectives, main activities

The project consisted of two main parts: residencies for young writers and workshops for young

translators. During their stay in Vilnius, the writers and translators had a great opportunity to get to know the local culture and literature scene, visit various cultural organizations, establish connections with colleagues from abroad, share experiences, initiate new projects, create in collaboration with others in a pursue to achieve common goals.

Project stages

- May 2009: Preparation works.
- May – June 2009: Young writers' residencies in Vilnius.
- July – August 2009: Editing texts about Vilnius, discussions with authors and workshops leaders, sending texts to translators, preparation for the young translators' workshops.
- September 2009: Young translators' workshops in Vilnius.
- October 2009: Poetry translation workshops in Druskininkai.
- October – November 2009: Editing of written and translated texts and preparing them for printing.
- November 2009: Final event – summary of the project and presentation of the anthology of literature texts and translations for the public of Vilnius; preparation of the reports.

In the first part of the project, seven young writers were invited from Austria, Belgium, Italy, the United Kingdom, Latvia, Poland and Lithuania. The writers were invited to a 2-week long creative residency programme in Vilnius, introduced to people working in the field of culture, as well as to other writers, translators and students. Professional literature excursions in Vilnius were organized for the participants of the project. Based on personal areas of interest of every writer, meetings were organized, interesting places in the city were visited and connections for further communication were developed. Before departing, the writers left a literature text with motifs, moods, and allusions to Vilnius.

Foreign project partners helped to select writers and coordinate their stay in Vilnius: in Austria – *Literaturhaus im StifterHaus and Übersetzungsgemeinschaft*, the United Kingdom – *Literature Across Frontiers*, Latvia – *Latvian Literature Centre*, Poland – *Instytut Książki*, Italy – *Italian Culture Institute in Vilnius*, Belgium – *Collège Européen des Traducteurs Littéraires de Senefé*, in Lithuania – “Lietuviškos knygos” / *Lithuanian Books*.

In the second part of the project, workshops for the young translators were organized during which the texts of foreign writers were translated into Lithuanian, and the text about Vilnius by a Lithuanian writer Agnė Žagrakalytė – into six foreign languages. Translators prepared for the workshops in advance – they brought an already translated text which was improved and refined during the discussions of the three workshop days. Translators and leaders of the workshops provided plenty of feedback and constructive criticism to each other, actively engaged in discussions and collectively tried to achieve the best possible result. By working together with native speakers, translators learned many nuances and subtleties of the language.

Two skilled translators-experts led the workshops: one from abroad and one from Lithuania.

Lithuanian writer Agnė Žagrakalytė was also invited to the workshops; together with the translators translating her text, she analyzed the text for nearly two hours, investigating every single phrase and the various nuances of each meaning, and considering the many possible ways of translating them. Direct communication with the author of the text provided an exceptional opportunity for translators who often

face numerous questions and doubts.

Writers from abroad also actively collaborated with translators and workshops leaders. Both in preparation for and during the workshops they actively exchanged letters, held *Skype* conferences over the Internet, communicated over the phone and shared information on the social network *Facebook*.

The workshops went on for three intensive days during which each group of translators had to prepare one version of a translation, suitable for publication in the anthology. Each workshop consisted of, on average, three translators of both languages.

Six workshops for young translators took place in Vilnius in September:

1) Lithuanian-German and German-Lithuanian translation workshops; a text by an Austrian writer Reinhard Kaiser-Mühlecker was translated into Lithuanian, and a Lithuanian piece by Agnė Žagrakalytė was translated into German. Two skilled translators-experts led the workshops: one from Austria and one from Lithuania. Austrian Translators' Union recommended one of their members, Christa Rothmeier, an experienced translator, leader and member of various translating workshops, to be the leader of the workshops in Vilnius. One of the best translators of German literature, Antanas Gailius, led the German-Lithuanian workshops.

2) Lithuanian-French and French-Lithuanian translation workshops; a text by a French-spoken Belgian writer Stéphane Lambert was translated into Lithuanian, and Agnė Žagrakalytė's text was translated into French. Director of the College of European Literature Translators in Seneffe, Françoise Wuilmart, and French-Lithuanian translator Akvilė Melkūnaitė led the workshops.

3) Lithuanian-Italian and Italian-Lithuanian translation workshops; a text by an Italian writer Peppes Fiore was translated into Lithuanian, and A. Žagrakalytė's text was translated into Italian. Guido Michelini from Italy and Rasa Klioštoraitytė from Lithuania led the workshops.

4) Lithuanian-English and English-Lithuanian translation workshops; a text by a British writer Tom Bullough was translated into Lithuanian and A. Žagrakalytė's text was translated into English. Ros Schwartz from the United Kingdom and Rasa Drazdauskienė from Lithuania led the workshops.

5) Lithuanian-Latvian and Latvian-Lithuanian translation workshops; a text by a Latvian writer Inga Gaile was translated into Lithuanian, and A. Žagrakalytė's text was translated into Latvian. Dace Meiere from Latvia and Vladas Braziūnas from Lithuania led the workshops.

6) Lithuanian-Polish and Polish-Lithuanian translation workshops; a text by a Polish writer Sylwia Chutnik was translated into Lithuanian, and a text by A. Žagrakalytė was translated into Polish. Izabela Korybut-Daszkiewicz from Poland and Rimvydas Strielkūnas from Lithuania led the translation workshops.

Poetry translation workshops were organized at the end of September in Druskininkai during the traditional festival "Poetinis Druskininkų ruduo" / *Druskininkai Poetic Fall*. These translation workshops were different from the other six workshops described above, and were dedicated to translating poetry. Translating poetry is exceptionally complex, and poetry from small countries rarely gets a chance to appreciate skilled translations into other languages. Thus a popular and effective way of translating poetry from one language into another is translation workshops for poets. Five poets and translators from Iceland, Scotland, Poland and Lithuania participated in these workshops. Using word-by-word translations and, most importantly, working with each other in pairs, the poets translated each other's poems into their own languages. Robyn Marsack, head of international poetry translating workshops and director of the Scottish Poetry Library was the leader of the workshops. These workshops were organized in cooperation with a long-time partner, network of literary organizations located in the United Kingdom, *Literature Across*

Frontiers (director Alexandra Büchler), and “Lietuviškos knygos” / *Lithuanian Books*, an organization promoting Lithuanian literature abroad. The results of these workshops were presented in the *Druskininkai Poetic Fall 2009* festival.

It is important to note that the languages and countries were not chosen at random. Translation is a solitary and not well-communicated branch of art. This is due to the fact that first, such art is often created in solitude, and second, because translators are oftentimes “forgotten” to be mentioned, as the majority of attention is usually given to the primary author of a text or book – the writer. Because of the solitary nature of the work, and because one needs to be a true master the language he / she is translating from, people usually become translators of literature at a mature age. This rule especially applies to translators of small languages, because a young person (with a few exceptions) is oftentimes unable to study, for example, Lithuanian language, realizing that he / she will not be able to make a living from knowing such a language. This is why in preparing this project we carefully calculated all of the potential participants of the translating workshops and chose those languages from which and to which we could find young translators.

Project partners and their functions, criteria of partner selection

The partners for the project were chosen responsibly and thoughtfully. The selection was based firstly on the nature of the project (partners were either literary organizations or translators’ unions) and the language (we chose partners from countries whose language translators could be participants of the project; because the selection of project participants-translators was based on their age, we had to eliminate many languages, simply because the translators of those languages did not fit into the category of young artists). We also paid attention to the competency and reliability of the partners (all partners were familiar, various collaboration projects were implemented with them in the past, we exchanged experiences with them in international seminars, book fairs, etc).

Project partners were enabled to select and propose writers, recommend workshops leaders from their countries; they provided professional help and advice on various topics, helped in finding translators when needed, spread information about the project in their home countries. Some partners contributed to this project financially, covered the travel and / or accommodation expenses of the delegated writer, paying author’s remunerations, etc.

Partner organizations:

“Lietuviškos knygos” / *Lithuanian Books*, director Gintautė Lidžiuvienė, J. Basanavičiaus str. 5, 01118 Vilnius, tel./fax.: +370 5 2618741, gintaute@booksfromlithuania.lt, www.booksfromlithuania.lt;

Italian Culture Institute in Vilnius, director Stefania del Bravo, Universiteto str. 4, 01122 Vilnius, tel. +370 5 2614568, fax. +370 5 2616490, stefania.delbravo@esteri.it, www.iicvilnius.esteri.it;

Culture weekle “Literatūra ir menas” / *Literature and Art*, editor in chief Kornelijus Platelis, Mėsinių str. 4, 01133 Vilnius, tel. +370 5 2691976, 2126556, fax. +370 5 2126556, lmenas@takas.lt, www.culture.lt/lmenas;

Lietuvos literatūros vertėjų sąjunga (LLVS) / Union of Lithuanian Literature Translators, chair Jurgita Mikutytė, Šv. Ignoto str. 5-264, 01120 Vilnius, tel. +370 698 18116, info@llvs.lt, www.llvs.lt;

Collège Européen des Traducteurs Littéraires de Seneffe (CTLS), director Françoise Wuilmart, 34, rue Joseph Hazard, 1180 Uccle, Belgium, tel. +32 496 25 01 52, +32 2 5696812, fax. +32 2 5696812, ctls@skynet.be;

European Council of Associations of Literary Translators (CEATL), president Ros Schwartz, 34 Heriot Rd,

London, NW4 2DG, the United Kingdom, tel./fax. +44 208 2027877, schwartz@btinternet.com, www.ceatl.org;

Instytut Książki (The Book Institute), director Grzegorz Gauden, ul. Szczepańska 1, 31-011 Kraków, Poland, tel. +48 12 4337040, fax. +48 12 4293829, ewojciechowska@instytutksiazki.pl, www.bookinstitute.pl;

Latvian Literature Centre (LLC), director Janis Oga, Stabu iela 73-20, LV-1009 Riga, Latvia, tel. +371 7 311021, fax. +371 7 311024, janis@literature.lv, www.literature.lv;

Literature Across Frontiers (LAF), director Alexandra Büchler, Mercator Centre, University of Wales, Aberystwyth SY23 1NN, Wales, the United Kingdom, tel. +44 1970 622241, fax. +44 1970 621524, info@lit-across-frontiers.org, www.lit-across-frontiers.org;

Literaturhaus im StifterHaus, head Regina Pintar, Adalbert-Stifter-Platz 1, A-4020 Linz, Austria, tel. +43 732 772011294, 772011298, fax. +43 732 772011780, r.pintar@stifter-haus.at, www.stifter-haus.at;

Übersetzergemeinschaft (The Austrian Association of Literary and Scientific Translators), secretary-general Brigitte Rapp, Seidengasse 13, A-1070 Wien, Austria, tel. +43 1 526204418, fax. +43 1 526204430, br@literaturhaus.at, www.translators.at.

13) 5 Senses of Vilnius

Long-term objectives

- To establish long-term relations of cooperation with international organizations.
- To introduce the cultural and historical heritage of Vilnius and Vilnius Region to Lithuanian and foreign artists.
- To create the products that would provide an innovative presentation of Vilnius.

Short-term objectives

- To provide artists with the opportunity to try the innovations of science and technology by applying them to their creative work.
- To use the website of the project as interactive means of communication with the society.
- To present the result to the society and to promote public discussions.

Methods of implementing the objectives, main activities

- Lecturers from foreign countries were invited.
- Team of professional lecturers was organized; each of them developed a course of lectures designed to get a better understanding of Vilnius.
- Conditions for lecturers and participants to create a souvenir from the materials of their choice were provided; any technical assistance was guaranteed.

Project stages

1. Preparatory works:

September – December 2008: development of project idea; searching for international partners and experts in Lithuania and abroad.

January – May 2009: detailed programme for the project workshops was drawn up; a search for premises

and sponsors was performed. Plans for work progress and communication were made; detailed schedule for each day of creative workshops was prepared (planning specific lectures, discussions, places to visit, tasks); public procurement procedures were carried out.

June – August 2009: search for participants from Lithuania and foreign countries, public procurement procedures and contract signing were carried out; communication plan was executed.

2. Creative workshops:

The period of three weeks from August 25 to September 14 was devoted to creative workshops:

- The goal of the first week was to introduce Vilnius to the participants through 5 senses: sight, hearing, taste, touch and smell. Each day consisted of theoretical lectures, experimental lessons of technique; creative workshops and laboratories were attended as well. One day was devoted to one sense. The goal of this week was to provide as much new information on Vilnius as possible, to promote joint processes of creation, to share the information from different fields along with personal experiences. At the end of the week, participants selected one of the senses that they would further like to explore and divided into individual groups.
- The goal of the second week was to develop a concept and prototypes of 5 souvenirs, which would represent the City of Vilnius in 5 senses. Participants worked in 5 different laboratories based on special programmes. The week resulted in the creation of prototypes of souvenirs and their sketches.
- The third week was devoted to the presentation of project results – the concepts and prototypes of the 5 souvenirs of the City of Vilnius – in public spaces of the city. Outdoor advertising pillars in the centre of Vilnius (Gediminas avenue, Vokiečių, Pilies and Vilniaus streets) served as the places of exposition. The exposition on each outdoor pillar gave an interactive presentation of the prototype of a souvenir of different senses and elaborated on its concept. For instance, a souvenir of smell was created of the scents of the Old and the New Vilnius. The exposition enabled to sense the smell of both scents and read the information on the concept of a souvenir. The intention behind the exposition in the centre of Vilnius was not a mere presentation of project results to the citizens or city guests but the opportunity to get their opinion on as many aspects as possible: whether a souvenir represents the City of Vilnius, whether it reflects the sense that it is trying to communicate, whether a person would like to buy it, to give it as a present or receive such a present him/herself. The viewers had a chance to express their opinion in two ways: by participating in Internet voting or by filling voting leaflets. Comprehensive voting results were announced on the website of the project (<http://www.culturelive.lt/lt/pojuciai/rezultatai/>) along with the material presenting souvenirs: photos, video and textual information.

3. After-project activities:

Discussions with the partners on the duplication of the most popular souvenirs have been held since mid-September. Preparatory works related to the publishing of a catalogue and 5 different postcards have been conducted; it is attempted to locate a more permanent place for the exposition.

The following conclusions were made after the project:

- Lithuanian artists established contacts with foreign artists and international organizations of artists; they exchanged their experiences of working in different fields of art and culture.
- Foreign artists, who came to Vilnius to put their creative ideas into practice, had a chance to get a better understanding of the culture, art, history and environment of the city and create along with the artists from other countries.

	<ul style="list-style-type: none"> - The project resulted in the creation of prototypes of souvenirs on the topic of Vilnius City, which reflected any aspect of the city through one of the five senses: smell, sight, taste, touch and hearing. - The residents of Vilnius had a chance to take part in interactive presentations of the souvenirs, to vote and express their opinion. <p><i>Project partners and their functions, criteria of partner selection</i></p> <p>Partners were selected paying attention to the project script and lecturers' programmes, project objectives: VŠĮ <i>LT Identity</i> – the authors of the project idea – provided with work space and equipment (computers, phones and printers);</p> <p>Official Culture Partner – <i>JCDecaux</i> – provided with outdoor advertising pillars in which souvenirs were displayed;</p> <p>Information Partner – the daily paper “Lietuvos rytas” / <i>Lithuanian Morning</i> – spread the information;</p> <p>Friends of the Project – UAB <i>HNIT-Baltic</i> (www.maps.lt) – created a virtual exhibition map and contributed to advertising;</p> <p>UAB “Kvapų namai” / <i>Perfume House</i> provided work space and raw materials of perfume.</p>
Achieved project results	<p>As stated by one of the project participants, the creative experiments of the <i>European School of Arts</i> that lasted all year long are after all only “the beginning and locator of creative possibilities”.</p> <p>The events started on May 22 and continued until December 27, 2009. The total of 340 events was held within the-afore indicated time-span. More than 800 artists took part as active participants (excluding the audience), i.e., the Lithuanian and foreign students of arts, emerging professionals and acknowledged artists from 37 countries worldwide.</p> <p>The activities of creative workshops for the young artists and students were led and the lectures were delivered by such world-acclaimed art personalities as Hubertus von Amelnunxen, Marie-Luise Angerer and Wayne Andrew Crothers, Sverker Bergström, Per Mollerup, Richard Niessen, Guido Michelini, Ros Schwartz, Ray Lee, Kim Cascone, David Toop, Jean - Paul Wenzel, Liat Magnezy, Martin Kreitl, Philippe Ros, Margaret Cahill, Lawrence Wallen, Ola Lewin, Gintaras Varnas, Stasys Eidrigėvičius, Kęstutis Vasilūnas, Antanas Gailius, Vladas Braziūnas, Rytis Mažulis, Agnija Šeiko, Vilmantas Marcinkevičius, Nauris Kalinauskas, Kęstutis Grigaliūnas, Arturas Valiauga, Žilvinas Lilas, Donatas Ulvydas, Kristina Buožytė.</p> <p>Specific activities of the projects – workshops, exhibitions, concerts, performances, films and works of literature – which were created within the period of the programme <i>European School of Arts</i>, are listed next to the descriptions of the projects. Nevertheless, several aspects of the projects need to be discussed in greater detail: their innovative character and social load.</p> <p>Vilnius may be proud of several aspects of the <i>European School of Arts</i> projects, which provoked public response even in the international cultural context and served as a starting point of certain traditions. What we have in mind is the first international championship of arts <i>Art-o-thlon</i> organised along with the National Broadcaster and, to the best of our knowledge, having no analogues. We would also like to mention the first-ever festival of the graduating artists of the European higher arts education institutions <i>Neu Now</i>. That was a unique festival in terms of its scope and form: over 350 higher art schools</p>

contributed to the project; the total of 245 works of music, theatre and dance, cinema, design and visual arts was presented. That was the first time when the festival was held in two environments: physical, i.e. the festival in Vilnius, which lasted for 4 days, and virtual, i.e. the website designed for the festival exclusively, which enabled the presentation of art panorama of the entire Europe. We may be proud that the festival, the origins of which lie in Vilnius, is so vivid and necessary. It has been already approved that the second round of the festival will take place in Nantes, France, whereas the members from *Tallinn – European Capital of Culture 2011* and the Estonian Academy of Music confirmed that the third festival will be held in Tallinn.

The social aspect was most vividly expressed in the project *Art Territory*. The young artists in cooperation with the personnel and patients of the Children's Hospital of Vilnius University created and gave as a present the total of 340 works of art, textile, sculpture, photography and other. Since the international conference *Art for Health* was organized as part of the project, the interdepartmental working group established afterwards conducted its activities within the entire year – one of the major goals of its activities is to make the speciality of art therapist an integral part of educational system.

2 international festivals were held at the time of the art-educational programme – *Neu Now Vilnius '09*, which presented the best projects of European art students, and *Decalogue-Dialogue*, which invited to the performances of the best-known European theatre schools.

Two international conferences were organized as part of the programme – *Art for Health: Experience and Prospects*, which gave a first complex and thorough analysis of the link between art and health in the presence of specialists of healthcare and social workers, art managers and curators, artists and art therapy specialists, social pedagogues of general education schools, psychologists and teachers of arts. The second conference was also organized as part of the national programme and carried social educational shades – that was the international design conference *Culture for All*, which elaborated on the link between design and culture, the implementation of policy of culture by means of the programme *European Capitals of Design* and design for all as a method and opportunity to contribute to the mass accessibility of cultural projects.

The students and emerging artists, who participated in creative workshops, chose Vilnius as a natural starting point. Thus, at the end of the year we can already evaluate the artistic and social exploitation of the public spaces of Vilnius through the projects *Design for All*, *Mapping Vilnius* *Modelling Vilnius* and *Design for City*. Long-lived stereotypes were dismantled by the *5 Senses of Vilnius*, which resulted in the creation of 5 souvenirs of the capital.

Social aspects were most vividly expressed by the works of art created by artists, patients and personnel of the Children's Hospital of Vilnius University as part of the project *Art Territory*. 340 works of art still decorate the hospital walls and hallways.

Finally, the end of the year was crowned by two cinema premieres – a documentary film *Vilnius – the City I have Never Known* and a pilot feature film *PARK '79*. Documentary film-makers from Latvia, Estonia and Belgium gave a reflection of Vilnius through their cinecamera lense, whereas a feature film – a thriller – was created by as many as five international working groups.

The *European School of Arts* was the only project of the national programme *Vilnius – European Capital of Culture 2009*, which was co-financed by the European Commission. With regard to the fact that the European Commission declared the year 2009 the European Year of Creativity and Innovation, the educational cycle of projects was developed and implemented in such a way that the process of creation would be considered as important as the actual result.

1) Art-o-thlon

Short-term results

- Cycle of seven art-educational programs was broadcasted on LTV (the National Lithuanian TV channel).
- Six public lectures were held.
- Art of Lithuanian and foreign creators was presented.
- Series of events were held in Vilnius.
- The best team of the championship consisting of 3 artists was announced.
- All pieces of art created and artistic actions taken in the project were demonstrated, broadcasted on the National Lithuanian Television, featuring comments and questions of art and culture critics.
- Project catalogue displaying progress and diversity of the project was published.
- Exhibition of the project was held.
- The event / project was widely reflected in the national media.

Long-term results

- Arts students have gained experience through presenting works of art to the general public and attending the lectures of established artists, sociologists, art historians, etc.
- Foreign project participants were introduced to local artists and current topicalities of Lithuania.
- The general public and project participants were presented with global trends and topicalities in contemporary art.
- Institutions involved in the project established closer connections and discussed the perspectives for the future mutual co-operation.
- Attractive art-educational TV show presented the audience of LTV (National Lithuanian Television) with the discourse of contemporary art, with experimental art.
- *Art-o-thlon* presented the principles of creating contemporary art and how the relevant concepts are used in creating art.

Project results for Vilnius / Lithuania / Europe

- The project was broadcasted on LTV (National Lithuanian Television) and LTV World (the third channel of the National Lithuanian Television for the European and North American audience) which increased the publicity / visibility of the project. The original format of the project and TV show presented Vilnius and Lithuania as innovative and modern locations where the newest

trends in culture are being followed.

- The event gave impetus to the project *Migrating Art Academies*. Its one of the main goals is to create a new study programme integrating together not only different disciplines such as arts, science and technology but also the institutions themselves. The new study programme will be offered to Lithuanian and European art institutions.
- Vilnius was presented as a multicultural city in which individualistic project participant of various artistic backgrounds found their place.

Results for the target audience

- The general public had a chance to familiarize themselves with the methods which are being used in contemporary art and were able to observe the creative process: from the birth of idea to the display of the art work in a discourse environment
- Participants were able to extend the studio context and work in a wide social media / environment.
- Vilnius Academy of Arts has been widely presented in the international environment. This might significantly expand the flow of highly skilled foreign students and artists to the Academy and to other cultural institutions of Lithuania.

Recommendations for continuous projects

- Project information should be spread on the Internet more widely.
- Project format should be better adapted to the level of professionalism and age of the participants.
- Purpose, expedience of announcing tasks for artists should be considered.
- Purpose, expedience of appointing scores by jury should be considered.

Preconditions for the continuity of the project

It is likely that the International Championship of Arts *Art-o-thlon* will become an annual event of the European Capitals of Culture. The project was acknowledged by both local and foreign art and culture researchers.

Indirect benefits of the project

- *Art-o-thlon* brought contemporary art closer to the general public. Each show on LTV was watched by approximately 40 000 viewers (no data collected about the number of LTV World viewers). The show was repeated on LTV 2 (second channel of the National Lithuanian Television) two months after the end of the project (the data on number of viewers has not yet been available).
- Alternative space and innovative academic form for the joint projects of Lithuanian and foreign art students, young artists were created.

2) Decalogue-Dialogue

Short-term results

All of the short-term objectives of the project were achieved. During the preparation stage, direct contacts were established among schools and representatives of the network of European Higher Schools of Theatre. As a result of collaboration, the *Decalogue-Dialogue* festival took place in Vilnius, where all of the participating schools had a chance to present the performances that they prepared specifically for this event.

Long-term results

All of the long-term objectives were achieved: long-term relations were established among famous European Higher Schools of Theatre; long-term cooperation was encouraged in the field of theatre art; conditions for the rise of a new conceptual event were established.

To summarize, it can be said that the overall results of the project are threefold: artistic, educational and those of international collaboration. The artistic results consist of the 20th century man's view towards the attitudes of the Decalogue. The development of the new play *Decalogue*, which contains significant educational features, encouraged collaboration with other European countries in discussing the universal topic of the Ten Commandments. During the joint seminars, lecturers and students from various European Higher Schools of Theatre had a great opportunity to familiarize with the different work methods, pedagogical programmes, and student activities of various countries, and made useful social contacts.

During the implementation of the project *Decalogue-Dialogue*, an annual meeting of the network *École des écoles* was held. It was an opportunity for the Lithuanian Academy of Music and Theatre to get to know the activities of the network and, after paying a membership fee, become a member of the network.

Project results for Vilnius / Lithuania / Europe

- Cultural exchange between Lithuania and foreign cities was encouraged, emphasizing the uniqueness of the city of Vilnius and confirming it as part of the world culture.
- After carrying out the project *Decalogue-Dialogue*, international contact establishment and development in the area of theatre art was encouraged in the Lithuanian Music and Theatre Academy.
- New conceptual performances emerged in Lithuanian and European theatre scenes, analyzing universal truths – an important topic for the new Europe.
- Development of professional art was encouraged.
- Lithuanian public saw *Decalogue*.
- Connections with the European Higher Schools of Theatre were developed, which encouraged an interest in the Lithuanian School of Theatre and in the educational system of Lithuanian Academy of Music and Theatre (and vice versa).
- The project helped in making useful social contacts between students and lecturers.
- The project provided grounds for the Lithuanian Academy of Music and Theatre to become a member of the network *École des écoles*.

Results for the target audience

- Pedagogues and heads of schools had an opportunity to familiarize themselves with the newest educational methodologies, study requirements and professional career opportunities of art schools.

- Young actors had an opportunity to improve their professional experience when discussing the universal ethical truths and familiarizing themselves with the work methods of foreign countries and the aesthetic criteria of foreign artistic directors.
- The project provided conditions for establishing long-term relationships not only between actors but also between other participants of the theatre crew, such as set designers, dramaturges, technicians, school pedagogues and directors.
- The project demonstrates a long-term impact not only for the young actors who significantly expanded their knowledge and skills in the performing arts and dramaturgy while participating in the creation of such a performance, but also for the young managers and creators of performing arts.
- The young theatre critics had an opportunity to professionally improve while moderating open discussions organized after the performances and preparing the *Scanner* material for the media.
- The project *Decalogue-Dialogue* provided an alternative space for collective innovative projects of Lithuanian and foreign students.
- The project introduced the participants to the tendencies and news in the theatre field.
- The project helped foreign participants to get to know Lithuanian culture and art.
- The theme of the project encouraged discussions among the broader public.
- The project initiated a new conceptual event during the programme *Vilnius – European Capital of Culture 2009* – a cycle of creative laboratories and a cycle of performances on the theme of the Decalogue.
- The project encouraged European schools of art to start seeking for new decisions, innovatively reorganizing the customary educational program.
- The project helped to educate students of all specialties not only from the Lithuanian Academy of Music and Theatre, but also those who observed the festival – students of Vilnius Pedagogical University, Vilnius Academy of Arts, Vilnius College, and many others who came to see the performances from Kaunas, Vilnius and Klaipėda.

Recommendations for continuous projects

Improvements in the ability to organize international projects of such scale should be made in the Lithuanian Academy of Music and Theatre Department of Theatre.

A broader range of lecturers from the Lithuanian Academy of Music and Theatre and Vilnius Academy of Art should be involved, as the lecturers had occupational obligations in the Academies and were therefore unable to attend all of the events and seminars in a consistent manner, despite their deep interest.

One of the major disappointments was that *Scanner* was not attended by the leaders and politicians from the Ministry of Culture and Education who started an Educational Reform in 2009 which had a great impact on art schools.

Preconditions for the continuity of the project

The participants of the project evaluated the quality of the organization; trusting the authors and executors of the project constitutes significant grounds for further development of the project.

Indirect benefits of the project

- For the Lithuanian Academy of Music and Theatre, which still had almost no international pro-

jects and exchanges.

- Western Europe Schools, which used to collaborate mostly with the old European countries.

3) *Design for City*

Short-term results

- Six different creative workshops took place in Vilnius for the students of the Vilnius Academy of Arts. The duration of the creative workshops varied from three intensive days to two weeks.
- More than 140 participants (organizers, workshops leaders and students) participated in the projects from different countries (Finland, Italy, Sweden, South Korea, Australia, Japan, Latvia, Estonia, Poland, the Netherlands, the United Kingdom and Lithuania). Participants were able to explore Vilnius and discover the peculiarities of Lithuanian design, exchange knowledge and share experiences with their colleagues from around the world.
- Two exhibitions were opened in the centre of Vilnius, a festival of design documentary and an International Social Poster Contest were organized.
- Students of the Vilnius Academy of Arts had a unique opportunity to participate in the creative workshops led by world renowned specialists, share knowledge and experiences, and learn new techniques.
- Public became acquainted with the latest design trends during open lectures, creative workshops presentations, exhibitions, and the festival of design documentary.
- Fifteen foreign schools and *Cumulus* association (comprising 140 higher education schools from around the world) became partners of the project. Information about the projects was spread in all of the schools of the project partners; this contributed towards popularizing the names of Vilnius and Lithuania.
- A festival of documentary films about design was held for the first time in Vilnius.
- International Social Poster Contest was organized, attended by more than 70 participants from different countries around the world.
- Participating lecturers and students shared their experiences, creativity, expert skills, technologies, various techniques and ideas.

Long-term results

- Long-term collaborative relationships were established among the members of the academic design societies in Lithuania and abroad.
- During the period of preparation for the project and in 2009, long-term collaborative relationships formed between the partner schools, creative workshops leaders and organizations. We had partnership experience with some of the leaders in the past, and after implementing the projects' cycle *Design for City*, the partnership was strengthened even further.
- During the creative workshops, students from Lithuanian and foreign schools acquired knowledge about various forms of design, had an opportunity to learn about new technologies, explore contemporary art forms and techniques.
- Participants of the creative workshops gained new theoretical knowledge about the different areas of graphic design, as well as about a wide range of disciplines of product design.

- Society's horizons were broadened and their knowledge about various forms of design was enriched during open lectures and presentations of the final results of the creative workshops;
- Organizers, leaders of the creative workshops and participants enriched their international collaboration experience and established strong team work skills.

Project results for Vilnius / Lithuania / Europe

- For Vilnius City: In 2009, the capital of Lithuania invited people to participate in a broad range of international projects and events, accepted guests from around the world, thus promoting its name in Europe among the design professionals, schools, partners and participants. Project participants from abroad had an opportunity to explore Vilnius as a European and culturally rich city, and shared their experiences of the project at their home countries.
- City guests contributed towards creating a worldly spirit, became more open to understanding different technologies and creative traditions.
- For Lithuania: Guests and participants of the project were not only from Vilnius, but from other cities as well. Lithuanian capital's name was promoted in the information about the project in all of the participants' and partners' schools. Foreign countries expressed interest and became acquainted with the art, design and culture situation in Lithuania.
- For Europe: Project *Design for City* met the requirements emphasised by the EU cultural politics to create opportunities for mobility and cultural exchange of the artists. The objectives of the project were to enhance the participants' knowledge regarding the cultural and artistic achievements of Europe in the area of design, and to encourage closer collaboration among the European countries.

Results for the target audience

- Students and professors of the Vilnius Academy of Arts as well as the general public who is interested in design projects improved their skills in various areas of design, shared experiences and knowledge in creative workshops, exhibitions and festivals by working together with the most highly skilled design professionals from around the world.
- Design professionals had an opportunity to share their experiences and knowledge not only with their Lithuanian colleagues, but also with design gurus from abroad, and to discuss possible co-operation and project implementation possibilities.
- Representatives from industry companies and businesses became acquainted with the global trends of various design areas and had an opportunity to improve their knowledge in the areas of design related to their activities.

Recommendations for continuous projects

- Given the highly complex and difficult conditions of project implementation and the complexity of public procurements, it was not possible to carry out all of the pre-planned projects, publish the general project flyers, etc.
- Due to the economic difficulties, we received negative responses from the embassies of Denmark and the Netherlands regarding financial support.

Preconditions for the continuity of the project

- In 2009, projects' cycle *Design for City* was carried out; similar workshops could be organized in the schools of other foreign partners. A team with previous organizational experience could successfully undertake the organizing of future workshops.
- Project partners (foreign organizations and academic institutions of higher education) are willing to contribute towards the continuation of the project.
- There are plans to organize a festival of design documentary in other Lithuanian cities in the near future, so that a larger audience could learn about design issues and expand their knowledge in various areas of design.

Indirect benefits of the project

Lithuanian providers of goods and services (art shops, distributors of office supplies, cultural organizations, etc.) gained financial benefit.

4) Design for All

Short-term results

High intensity of design events was reached. In addition to the funds allocated by the European Commission and the Lithuanian Ministry of Culture, foreign partners and the Lithuanian Design Forum significantly contributed towards the project; more foreign design exhibitions were organized throughout the project than during the entire period after the declaration of independence. It had contributed towards the improvement of design professionals; public and corporate attention was paid to industrial design and its economic and cultural importance: the best industrial design objects were exhibited. Several additional attractions appeared in the city, such as furniture for sitting near the "Baltasis" and "Karaliaus Mindaugo" bridges. A group of Lithuanian designers gained new experiences and knowledge in the creative workshops.

Long-term results

The project being part of the programme *Vilnius – European Capital of Culture 2009* contributed towards promoting the names of the city and country. The links among European design organizations have been strengthened, possibilities for future international collaboration were created. Public perception of design as a form of creativity, an economic factor, and a tool for developing a friendly environment was strengthened.

Project results for Vilnius / Lithuania / Europe

- The city received a new momentum to debate about a specific database for solutions and suggestions, and the use of public spaces and the improvement of the situation by using simple or temporary tools which would bring maximum results.
- An example of involving designers in decision making regarding the harmonisation of urban environment was created, which could serve as an example for other cities of the country.
- Links between European design organisations and individual designers were strengthened. As an assumption for further and more intensive collaborations, it has contributed towards Europe's

objective to strengthen its position in the field of creative innovations.

Results for the target audience

- Participants of the creative workshops:

Gained experience in creating in multinational teams

Mastered a new methodology – *Design for All*

Established new international connections

Realized their ideas in practice

- Visitors of the exhibitions – the public:

Familiarised with the innovations in the material – design – culture of the neighbouring and more remote countries; discovered the previously less known concept of design as a form of industrial creation; became acquainted with current public space management proposals and issues; received free entertainment.

- Visitors of the exhibitions – professionals:

At close range familiarised themselves with the best modern examples of industrial design from five countries.

Recommendations for continuous projects

A broader communication campaign.

Preconditions for the continuity of the project

- Further activity of the association “Dizaino forumas” / *Design Forum* – the author of the project. “Dizaino forumas” / *Design Forum* is seeking for recognition of design as a catalyst for the development of contemporary society and as a prospective factor in economic development. The association is working towards establishing a broader application of design in manufacturing, communications, and public spaces, and is therefore highly interested in the continuation of the project. The organization has reliable institutional and personal ties with design organizations, communities and individual designers from European countries.
- The international design association *Design for All* was very pleased with the cooperation with the cultural capital and considers participation in other programs with cultural capitals as one of its strategic objectives. On October 16, 2009, at a meeting of the representatives of European Capitals of Culture in Vilnius, the concept of *Design for All* as well as the project itself were presented to the representatives from other capitals.
- In the programme *Vilnius – European Capital of Culture 2009*, and particularly in the *European School of Arts*, the design projects filled an important niche which has not been filled before.

Indirect benefits of the project

Lithuanian designers received new ideas and motivation. The overall cultural atmosphere has improved. The project contributed towards the intensity of the events of *Vilnius – European Capital of Culture 2009*.

5) **DOCRES VNO**

Short-term results

- Three prospective residents were selected for the residency program for young film professionals.

- Conditions for living and creating in Vilnius were provided for the young film professionals from other European countries: they were provided with housing in the Old Town of Vilnius, were able to film and edit in *MediaLAB*, use filming, sound, and montage equipment.
- Preparation, filming, post-production and presentation to the public of three short documentaries on the topic “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known* were carried out.
- Selection of participants was organized for seminars on working with video and sound editing program *Final Cut Studio Pro*, intended for film professionals and beginners.
- A course on video and sound editing with the *Final Cut Studio Pro* program was taught to film professionals (November 27) and beginners (November 30 – December 11). 114 people registered for the auditions, and 12 participants were selected.
- Three informational-cultural events about the works of Lithuanian and foreign film-makers were organized: “Pusryčiai su kinu” / *Breakfast with a Film*, “Poetinė lietuvių dokumentika” / *Poetic Lithuanian Documentary*.
- A short film about the *DOCRES VNO* project was created, introducing the viewers to the process of film making (making-off) and the experiences of the participants.
- Film premieres were organized, and 19 showings were held free of charge in the cinema theatre “Pasaka” / *Fairy Tale*.

Long-term results

- The first media laboratory for the production of digital film was created – *MediaLAB* – in Eastern Europe.
- The first residency program for film artists was created in Lithuania, sufficient contacts were found and valuable experience was gained required for establishing a perpetually functioning residency system.
- A representational DVD consisting of three documentary films “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known* was made, which can be used to present Lithuania and its capital Vilnius.
- The first residency for making documentary film was created in Eastern Europe; its participants were thoroughly introduced to the Lithuanian culture.

Project results for Vilnius / Lithuania / Europe

- Artists from foreign countries were fascinated by Vilnius and established connections with Lithuanian cinema professionals; it is likely that they will develop projects with our country in the future and popularize Lithuania’s name in the world.
- Admirers of films on Vilnius were presented with another artistic viewpoint about their city; it was recorded on film tape therefore has a permanent value.
- Vilnius’ name will be promoted every time the films “Vilnius – miestas, kurio nepažinojau” / *Vilnius – the City I Have Never Known* are screened in various countries.

Results for the target audience

- Young film professionals – *DOCRES VNO* residents – gained new experience, thoroughly familiarized themselves with Vilnius, its culture and the artistic society; they perpetuated Vilnius and its people in the year of Lithuania’s millennium and the year of European Capital of Culture.
- Lithuanian cinema artists gained new knowledge, established new contacts.
- The wide audience had a chance to see the works of famous European film-makers of documentary film about Vilnius.

Recommendations for continuous projects

Reconsider the duration of the residency in Vilnius for young filmmakers.

Preconditions for the continuity of the project

Ensuring the continuity of activities and creating permanent value are one of the most important goals of the *DOCRES VNO* project. Preparations for residencies for next year have been started, *DOCRES VNO* has already been registered in the international network of residencies *Resartists*, and will also be registered in the *Traansartists* network; the search for international funding sources is in progress. In Spring 2010, auditions for new residents will be announced.

Indirect benefits of the project

- The participants of the project will be sharing the experiences that they gained in Vilnius in their home countries, thus popularizing the name of Lithuania, Vilnius, and *DOCRES VNO*.
- The DVDs of the films created during the project will be used for representative purposes, where the name of our country, its capital, or the project will be mentioned.

6) *When People Meet*

Short-term results

- Pilot film-making project, the goal of which was to discover and develop new ways of story-telling along with the promotion of cross-cultural cooperation of project participants, was implemented.
- The documentary film, which reflects the peripeteias of the production of a feature film *When People Meet*, was made. The pilot work of film-makers will be presented to the Lithuanian and European audience.
- Successful international creative team was set up, which got acquainted with the Lithuanian cinematographic traditions and exchanged experience with the members from other countries. A feature film was created on the basis of the cultural differences and peculiarities of the five European countries. A documentary film was created on the project, its progress and major idea.
- The DVD of the pilot feature film and the documentary film released.
- Producers of the shooting groups from each country were granted a permit to distribute the film within their home countries – in cinemas, DVD format, television and other events. British and Italian producers are already negotiating with local television channels over the broadcasting of the film.
- The film will be presented to potential distributors in Berlin International Film Festival.

- With some changes, the project will be continued in cooperation with the present and new partners.

Long-term results

Maintenance and development of the established international relations; educational analysis of the cultural peculiarities and distinctive features of the countries presented in the film; the document of our times reflecting and elaborating on one of the scheduled events of the national programme *Vilnius – European Capital of Culture 2009*.

Project results for Vilnius / Lithuania / Europe

Successful international creative cooperation and the use of the presented historical facts and landscape / locations of the country in the project establish excellent possibilities for the intriguing representation of the city and the entire Lithuania on the international level.

Results for the target audience

- For the young cinema professionals:

That was the first time when Lithuania hosted long-term creative international workshops intended to the young professionals. Two-week workshops are organized by the Lithuanian Academy of Music and Theatre (summer studies of *Media*); however, they are intended to film-making students exclusively; a professional shooting group, which would work along with the young film-makers, is not provided and there is no complex technical base. 24 young professionals from the United Kingdom, Italy, Denmark and Belgium got acquainted with the Lithuanian cinema industry, its possibilities and strong sides and established contacts with the Lithuanian cinema professionals.

- For Lithuanian cinema professionals:

Highly experienced film-making professionals from Lithuania had the opportunity to work with the young film-makers from different countries and get acquainted with different methods of film-making. Intensive timetable of shooting and post-production works and the balancing of different interests of 5 shooting groups forced to solve any work-related problems as quick as possible.

- To the general public:

Similar to other projects organized by the *European School of Arts*, the results of the creative workshops of this project were also announced to the wide audience.

Similar to other projects organized by the *European School of Arts*, the results of the creative workshops of this project were also announced to the wide audience.

Successfully implemented project and its final result were presented to the society in film sessions of a feature film *Park '79* and a documentary film *When People Meet*.

Premiere: at the cinema theatre *Forum Cinemas Vingis*: December 16, 7 p.m. (Grand Hall)

Film sessions: at the cinema theatre "Pasaka" / *Fairy Tale*:

December 17, 7.30 p.m. (Grand Hall)

December 18, 5.10 p.m. (Small Hall)

December 19, 5 p.m. (Video Hall)

December 20, 5 p.m. (Video Hall)

December 21, 9 p.m. (Video Hall)

December 22, 5.40 p.m. (Video Hall)

Both the wide audience and cinema professionals expressed their great interest at the time of presenting the

documentary and feature films. Since it was a pilot project based on the principle of creative workshops, the very educational-experimental stage of film-making will remain of great value.

Recommendations for continuous projects

To prolong the preparatory stage of the project; to expand the geographical area of selection of the members of the international creative team.

Preconditions for the continuity of the project

Analogue project can be implemented in other European Capitals of Culture; the further step could be the festival of films created in such a way.

Indirect benefits of the project

Since part of the shooting works was done in Taujėnai, the residents of this town were also involved in the project. First of all, they could take part in the events of the project – film screenings and meetings of the Lithuanian cinema directors. The major hall of Taujėnai Estate could hardly accommodate all the audience of those meetings – project participants and townspeople. The latter were particularly active in film screenings and communication with cinema directors A. Stonys, G. Beinoriūtė, I. Miškinis and K. Buožytė. The shortage of such events in the town was illustrated by the fact that film screenings were attended in families – grandparents, parents and grandchildren. Project coordinators are planning to organize the presentation of the film *Park '79* to the townspeople as well.

All the finances intended to cover the costs of accommodation, food and lease of shooting places were spent in Taujėnai – that also proves the indirect benefit of the project to the town of Taujėnai.

7) maProject

Short-term results

- Six-week international creative workshops for young artists were held in Vilnius.
- Project had 34 participants from 4 countries, including leaders and participants of creative workshops, extra lecturers.
- 12 partner organizations from 4 countries were involved.
- Information about the project was spread in four countries.
- Using the material created in the workshops, a 40-minute length multidisciplinary art installation was produced in Vilnius.
- The World Premiere of the installation took place in Vilnius.
- Vilnius' audience was presented with the non-traditional format work of art.
- Artists who participated in the project interchanged ideas and experience, had cultural exchange.

Long-term results

- Long-term working relations were developed among young artists and leaders of creative workshops.
- Long-term working relations were developed among partner organizations as well as among artists and organizations. Some of the workshop leaders and partner organizations already have had experience in working together therefore joining hands for *maProject* should only strengthen partnerships.

- In the creative workshops young artists acquired knowledge on various art disciplines and forms of artistic expression; tried out the creation methods or performing techniques of the other art forms.
- In the creative workshops young artists acquired some knowledge of sociology, philosophy, art theory on topics related to changes in Europe, European values and European identity; were introduced to the cultures of project countries.
- Both leaders of the creative workshops and young participants gained or enriched experience of international artistic collaboration, as well as acquired or improved team work skills.

Project results for Vilnius / Lithuania / Europe

For Vilnius: In the year 2009 Vilnius invited and hosted artists from the other countries in the international projects, including *maProject*, taking place in the city. By doing this, it spread the city's name among foreign artists and culture organizations, gave an opportunity to the visitors to learn the cultural diversity of the city so they could witness it when back home. Whereas the guests contributed to creating the European spirit in Vilnius, enabled the city to become open to all European citizens, open to mixing and interaction among them. As well the visitors enabled the residents of Vilnius to realize that the action of the European importance is taking place in the city, to comprehend the significance and benefits to the city of having the title of the European Capital of Culture.

maProject presented to Vilnius residents the complex contemporary art which is not too usual in the city and to which introduced one can "discover" it, get interested in it.

For Lithuania: Lithuanian project participants were not only Vilnius residents but also from the other towns (eg. from Kaunas, Klaipėda, Šiauliai and Marijampolė) who after the project returned to their homes to create there. Therefore the direct benefits to project participants geographically are not restricted to Vilnius. The name of Lithuania was promoted in the project information in the other three project countries. Partner organizations from the other countries learnt the situation in the arts and culture sector of Lithuania, made contacts with Lithuanian arts organizations which were partners of *maProject*. 86 percent of the project budget were spent in Lithuania (14 percent were spent on fees for foreign artists).

For Europe: In the EU's cultural policy the priority to encourage mobility of artists and cultural exchange in the union is stressed. This was reached by *maProject*. The project also had the European dimension: it was aiming at increasing European awareness of participants, at raising their awareness of cultural diversity of Europe and was promoting cultural dialog in the old continent.

Results for the target audience

Project results were introduced to these audiences:

- People interested in multidisciplinary arts or at least in some forms of art: music, dance, visual arts, etc.
- People interested in contemporary art.
- People interested in art crossing cultural barriers, with unconventional media used to change and intensify the relationship between viewer and artist.
- People interested in innovations.
- European citizens having questions or own perception of European identity.

- People interested in arts projects where an audience is expected to be interactive.

The choice to present the results of *maProject* in the form of multidisciplinary arts installation served the purpose. The complex work of contemporary art was created. The audience who gathered to see the installation probably were attracted by an idea to see their favourite form of art but were at once introduced to several forms of art joined together. So in some way the installation fulfilled its educational function, contributed to presenting and promoting contemporary art.

Recommendations for continuous projects

Due to the project implementation conditions, participants complained about the lack of flexibility in the project which was mostly determined by the early public procurement procedures. There were very little chances to change something, to vary from the plan which was drawn up before the arrival of the participants in Vilnius. After the participants gathered in Vilnius there was a big demand to adapt many planned things to the existing situation. Recommendation: more flexible administrative conditions should be created for arts projects, especially considering that artists need space for creativity.

There was little critical, evaluative media attention paid to the project, same with art critics, despite the maximum efforts put into getting it. Recommendation: to cover the expenses of the art critics' travel to the event from abroad. This way the reviews will be guaranteed.

Negative responses regarding co-funding were received from the Embassy of the Kingdom of the Netherlands in Vilnius and the European Cultural Foundation. Recommendation: to apply one year in advance to the embassies or funds if possible. Therefore the main share of funding should be guaranteed approximately one year and a half earlier than the first activity of the project begins.

Preconditions for the continuity of the project

It makes sense to consider the idea of presenting the produced multidisciplinary art installation in the other countries or other towns of Lithuania – it is the finalized piece of work and the team has a common working experience. The latter has its ambitions and plans to show the installation to as wide audience as possible in various countries. Therefore this product and these human resources are the preconditions to bring the installation on tour.

It is also worth considering the idea of using the educational format once again in another country with new participants – other young artists. The team of the workshops' leaders is settled, the ideas and tasks have been tested and the experience has been gained. It is possible to use the installation-construction more times – it is produced for multi-time usage (for at least 10 mountings).

The project was documented in the video, photo-documentation book, plenty of photos, which all could serve as good tools for promoting the project results.

Project partner organizations are ready to contribute as much as they can in case of continuing the project.

Indirect benefits of the project

As mentioned above, 86 percent (or 688 000 LTL / 199 259 EUR) of project budget were spent in Lithuania (14 percent were spent on fees for foreign artists). So the providers of goods and services in Lithuania as well as the state budget benefited from the project. Also the art organizations and events frequently visited by project participants and guests from abroad made some income.

8) Art Territory

Short-term results

The international conference giving a thorough presentation of the cooperation possibilities between art and health fields and the benefit provided by this cooperation was for the first time organized in Lithuania. More than three hundred works of art were created for Children's Hospital of Vilnius University – elements of painting, graphics, sculpture, photography, design and felt toys, two installations. A sound installation was for the first time assembled in the Lithuanian hospital.

Long-term results

The project goal seeking the discovery of the new possibilities of promoting creativity and raising awareness of the concept of creativity as a quality that creates a surplus value to the members of society was achieved.

By joining different professional experience of the project partners, new possibilities for educational and interdisciplinary projects were discovered; not only the project partners of different fields but institutions and members of communities took part in the joint activities.

Project results for Vilnius / Lithuania / Europe

The result of the project for Vilnius: following the first international conference on the topic *Art for Health: Experience and Prospects*, the city was included into the map of the art-for-health field, which has been developed in Europe and worldwide for a number of years already.

The results of the project served as a significant impulse to develop the art-for-health field in Lithuania and to organize discussions on the benefits of art to the society, art and its functions in the public space as well as a new and broader concept of health.

The achieved goals of promoting international partnerships were one of the most topical results on the European level.

Results for the target audience

- The young artists acquired new experience; the work along with well-known Lithuanian and European artists granted new knowledge and skills, whereas a better awareness of the Lithuanian culture and art provided new creative impulses. Thanks to the intensive programme of the project and joint activities, friendly relations were established and expanded to the level of international cooperation – even though the project is already over, the international group of young artists continues cooperation and develops plans of joint art projects.

The social aspect of the experience of young artist is of crucial importance in this project – the artist created for the community, his / her works of art changed the hospital environment, they received a positive evaluation of the personnel and the young patients of the hospital – all that confirmed the capacities of the young professional and the necessity of his work for the society.

- The personnel and patients of the hospital. Not only did the works created by the young emerging talents changed the interior of the hospital but harmonized the environment of the hospital personnel and patients. Members of the hospital community contributed to the project as well. The cooperation was especially intensive in the debate over the choice of the places for the exposition of the works of art. The process of installation of art works raised the interest of the entire hospital community and provoked a number of discussions and emotions.

As illustrated by the experience of similar projects in the United Kingdom, the works of art provoke discussions; create new possibilities and impulses for personnel communication and communication between personnel and patients. That was confirmed by the case of the Children's Hospital of Vilnius University as well.

- Conference participants. The conference received a considerable public response; 222 participants registered for a two-day international conference and around 200 took part in it. That was the first time when Lithuania hosted the conference on such a topic, thus, we may expect that new knowledge and ideas will promote the partnerships of professionals from art and health fields and will serve as the impulse for new projects.
- Project partners. The implementation of the project provided important experience to project partners and promoted future cooperation. The contacts established at the time of the conference provided the opportunity to develop the art for health projects by relying upon a broader network of potential partners and the knowledge accumulated by more experienced partners.

Recommendations for continuous projects

The project was successful. The only unexploited possibility that is worth mentioning was internal project communication – too little attention was paid to the presentation and distribution of information in the hospital.

Preconditions for the continuity of the project

A considerable interest in the project (by the media and related institutions) and positive evaluations are the first precondition for the continuity of the project. Upon the completion of the project, the possibilities of further cooperation and implementation of a similar project in 2010 were discussed with the managing bodies of the Children's Hospital of Vilnius University. The partners of the project agree to contribute to future developments of the project; the scope, content and other aspects of the future project have been discussed. The relations and new contacts established at the time of the project allow to expand the circle of the institutions and organizations concerned in the context of the continuity of the project.

Indirect benefits of the project

The major indirect benefit and the possibilities provided by this project are the positive impact of the works of art on the patients, personnel and visitors of the hospital. The opportunity to affect emotional state of mind – to reduce anxiety, to improve the mood, to divert attention from negative thoughts, etc – is the opportunity to make indirect influence on the treatment process.

The specific features of this project are the cooperation of different institutions; therefore, the indirect benefit of the project is also the establishment of the new social links.

9) Mapping Vilnius, Modelling Vilnius

Short-term results

- The importance of problems and result is illustrated by the fact that Lithuanian students actively participated in the contest and the number of applicants was three times higher than the number of available positions.
- 16 lecturers and 30 students participated in the project; they created 21 installations. These

installations analyzed very important topics such as urban social climate, adaptation of public spaces and that of the river to fit the needs of the Vilnius' society; issues of the modern – Soviet architecture, creation and application of a personal psychogeographic map of cultural objects.

- Exhibition was relocated to Vilnius Municipality, which enabled to get the attention of the specialists who directly work with the policies of urban development.
- The success and achievement of the objectives of the project is demonstrated by the exceptional media coverage, which enabled to attract the attention of not only professionals but also that of the public.
- Discussion inspired by the project moved to the virtual space (*Youtube*, web blogs, etc.), allowing not only the dissemination of project information in the Internet space but also enabling people who did not have an opportunity to directly participate in the project to acquaint with the project and its events.

Long-term results

- Foreign lecturers and Lithuanian students established not only personal and professional ties, but also began to create strategies for establishing residency programmes among the participating institutions.
- Due to their exceptional expertise, some lecturers will be invited to Lithuania again, in order to participate in juries selecting student works.
- Students who participated in the project are continuing to interact with their former lecturers online, and have a unique opportunity to improve in their field of expertise.
- Plans were developed for Lithuanian representatives to come to Zurich University of Arts (ZHDK), both as listeners and lecturers.

Project results for Vilnius / Lithuania / Europe

During the implementation of the project, the names of Vilnius and Lithuania were popularized. Foreign lecturers and students had an opportunity to discover and analyze (in open discussions) the differences in the techniques and methodologies between Eastern and Western schools of higher education, to explore and discover the city of Vilnius. Cooperative relations were established, and Lithuania became an attractive partner for collaborative projects with art schools in Europe, Southeast Asia and Australia.

Results for the target audience

The main benefit of the project was for the students of architecture, set design, design, art history, and “pure” arts. They had an opportunity to broaden their horizons, learn to work in interdisciplinary teams and combine different fields of art and sciences, meet and discuss with highly skilled professionals (architects, set designers, video artists, exhibition curators, etc.), and informally interact and discuss the topics of common interests with their colleagues from foreign countries, establish useful contacts for future projects. The other target audience of the project was the lecturers. This project was valuable to them because of the opportunity to exchange knowledge and experiences in teaching systems and methods, to establish contacts and discuss possibilities of future collaboration.

Urban planners and architects had an opportunity to acquire knowledge in lectures and in the exhibition (which was later relocated to Vilnius Municipality building), which demonstrated the issues of the city and

suggested alternative solutions.

Stimulated by the open lectures and mass media reports on the project, the general public initiated discussions on the Internet about the problems and questions regarding city planning.

Preconditions for the continuity of the project

Participants were satisfied with the professional organization of the project and its results. Students are showing a great interest and initiative for further development of such projects. Database of motivated students was created, which can be used in implementing similar projects in the future.

Indirect benefits of the project

Project participants (especially Lithuanians) gained more confidence in their professional potential and more motivation to improve and seek for the best results in their field.

10) Networks of Music Laboratories THE PROCESS

Short-term results

- Throughout the project, twenty-six public and free of charge events were organized for the residents and guests of Vilnius, including concerts by famous visiting groups from Lithuania as well as from abroad, public lectures, gatherings in various traditional and non-traditional areas of Vilnius. Some of the events took place in the form of professional youth art festivals (Short Opera Festival *NOA*, “Vilniaus Veidai” / *Faces of Vilnius*, “Druskomanija”) which have been held in Lithuania for several years, in this way attracting as large and as diverse of an audience as possible (both participants and viewers).
- Various artistic and innovative music projects were born in the process of creative laboratories: six international young composers’ premieres created for *The Composers Ensemble*; six international young composers’ premiers created for the group “Vilniaus fagotynas”, 24 music and video projects based on contemporary music theory; a visual performance inspired by *ARCO collective*; a music video performance inspired by “Operomanija” / *Operamania*; a music video performance inspired by *Music is Very Important*; modern electroacoustic music project with groups *The LOOS* and *R&R electronics*.
- Triple compact disks with contemporary Lithuanian operas (5 operas were recorded), created by young artists were released during the audio clip laboratory. The CD’s were distributed in Lithuania (in an attempt to spread the contemporary Lithuanian musical theatre culture, the work of the young generation artists, and the events of the projects *European School of Arts and Vilnius – European School of Arts 2009* throughout the country) as well as to the guests from abroad (coordinators of foreign festivals, cultural, and music projects, in an attempt to introduce Lithuania’s musical culture and present the works of young artists to an overseas audience).
- International youth music compositions, projects, and performances created throughout the duration of the project were recorded. After the project, a series of 16 CD’s and DVD’s from the music laboratories was released, capturing the public laboratory events, music projects created in the laboratories, and contemporary music programs brought and presented by laboratory guests. The music discs are distributed via famous world festival and contemporary music organizations, in an attempt to preserve and reveal the new professional art ideas born in Vilnius, as well as to

initiate a further route of development and realization of those ideas.

Long-term results

- The participants of the networks of music laboratories *The Process* actively communicated, generating ideas for creative projects in the future. Participants had an opportunity to become acquainted with professional lecturers – due to these relationships, part of the Lithuanian participants are already studying or interning abroad; in communicating between each other, young Lithuanian as well as foreign artists generated ideas which are currently being realized – young people from various countries are performing each other's contemporary works, collectively create contemporary art projects, organize concerts, tours, and festivals.
- The laboratory idea itself is great in that musical youth from different countries and recognized authorities of contemporary music are all housed together, thus having an opportunity to interact with each other outside of the official lecture and seminar atmosphere. In getting to know each other and each other's art, artists share ideas that later obtain the form of various professional art projects. It is fortunate that such an atmosphere was successfully created during the period of the networks of music laboratories *The Process*. As many as four guest lecturers from abroad (John Woolrich, Pieter Smit, Moritz Berfeld, Yannis Kyriakides) are currently arranging plans for the contemporary music events in Lithuania for next year. Two young sound directors (SRL participants from Lithuania) are already doing apprenticeships in Berlin, whereas tens of others maintain close relationships with their previous lecturers in hope of future study abroad opportunities. Foreign youth collectives – *ARCO*, *Serbian Composers Youth*, as well as collectives from Lithuania – “Muzika yra labai svarbi” / *Music is Very Important*, “Operomanija” / *Operamania* – have gained new international members and inspired other young composers and performers to create their own collectives – *The Contemporary Music Group* collective of composers and performers in England, and a group of composers “SEKCIJA” / *SECTION* in Lithuania. That is just part of the events inspired by *The Process*. After the project, many relations will grow into a fruitful collaboration in the area of contemporary music and art.

Project results for Vilnius / Lithuania / Europe

Close relations of cooperation have formed between the guest lecturers, professors and performers from various European culture centers and between their colleagues from Lithuania; those relations have become an important link for the young artists in pursuing cultural exchange as well as further realization of project development; contemporary music actualities have been raised in conferences, concerts, and discussions, and have attracted a widespread attention among the Lithuanian and European public, encouraged the development of new ideas as well as the creation and realization of new projects.

Results for the target audience

The project involved young artists from a wide range of areas of music: composers, sound directors, singers, instrumentalists, choir singers, conductors, video artists, dancers, musicologists, humanitarians. The project has attracted both young viewers who are aware of art and culture innovations, as well as an audience of the elder generation – everyone who is interested in contemporary music culture, contemporary music technologies and who seeks to constantly broaden their horizons.

Preconditions for the continuity of the project

Lithuanian higher education art schools could guarantee the continuation of similar projects by submitting applications to international funds that sponsor similar educational projects (programmes of the Nordic Council of Ministers Office in Lithuania, education and culture programme *Youth in Action*, etc.).

Indirect benefits of the project

The project has given an impulse to open the doors for avant-garde cultural and art events for such spaces as Lithuanian Museum of Technology, Trakai Castle, Vilnius Town Hall, etc.

11) *Neu Now Vilnius '09*

Short-term results

- The first international festival of the graduates from higher arts education institutions involved more than 100 artists and art experts from 28 countries and was attended by several thousand visitors.
- The festival in Vilnius presented the projects of 5 art disciplines (visual arts, theatre and dance, music, cinema, design) – Lithuanians had a great opportunity to see the best works of art of the graduates from the best European higher schools of arts and to learn about contemporary art tendencies.
- Round-table discussions attended by academic and art society discussed the most topical issues arising in art schools and the entire community of artists. Topics of discussions – *Teaching for Now* and *From My Space to My Industry*.
- The best works of the students from the Lithuanian Academy of Music and Theatre and the Vilnius Academy of Arts were presented to the Lithuanian and international society.

Long-term results

- The success of the first festival encouraged its organizers to develop the idea of the annual international festival. The meeting of the steering group of the second festival was held on January 19-21, 2010 – the festival will take place in Nantes (France) in October 2010. It was decided to organize the festival on October 26-31. The third festival is due to take place in 2011 in Tallinn – the European Capital of Culture. The meeting of the representatives of ELIA and the partners from Estonia on organizational matters is scheduled to take place in March 2010.
- Vilnius was presented as a city creating conditions for the most innovative and ambitious continuous projects. Vilnius has become a city, which created a new tradition adopted by other cities and European Capitals of Culture.
- Producers, organizers and journalists, who attended the festival, had a rare and significant opportunity to discover the names of young emerging artists, projects and topical themes.
- A new festival model was proposed to the international cultural community – simultaneously organized “live events” and the presentation of the festival in the virtual space. The latter provides the opportunity to build a unique archive of the best works of the European art graduates.
- The festival participants had a chance to see the projects of their colleagues – certain acquaintances will definitely grow into creative future partnerships. There is a future plan to

establish a club of the festival participants, which would resemble a cooperation network and alumni.

- The presentation of European higher arts education institutions organized during the festival encourages to commence and continue studies abroad.

Project results for Vilnius / Lithuania / Europe

Vilnius and Lithuania were granted an excellent opportunity to organize the largest European pilot festival of graduating artists from the European higher arts education institutions and get the first chance to know the young generation of European artists. The presentation of the European higher education institutions and their students on the international level is of great importance as well.

Together with ELIA (European League of Institutes of the Arts), PI *Vilnius – European Capital of Culture 2009* organized the first festival of the works of art of graduating artists in Europe, which:

- included a wide range of art disciplines taught in higher arts education institutions – theatre and dance, music, design, visual arts and cinema,
- expanded across the entire territory of the European Union and the EEA;
- presented all the selected projects in virtual space (245 projects),
- presented 30 selected works in a live festival, which offered a number of events free of charge.

Results for the target audience

Though Europe hosts a number of student festivals, we will not make a mistake in asserting that *Neu Now* found its niche and met the expectations of academic and art community. First of all, Vilnius proposed the idea of a festival that would encompass a broad geographic area. A number of festivals of student projects are of national or regional significance. Second, the festival encompassed a wide range of art disciplines, which is also a distinctive feature of this festival since many festivals are organized on the basis of a certain topic or a particular field of arts. A single forum, where all the students of higher arts education institutions could present their graduation projects, has been lacking until now.

The students from both major art schools – the Vilnius Academy of Arts and the Lithuanian Academy of Music and Theatre – took an active part in the festival in Vilnius. They not only had the opportunity to get acquainted with the projects of the festival and their authors but could directly contribute to the organization of the festival: preparation of expositions, administration of halls, maintenance, logistics, etc. Artists, producers, managers and journalists of different fields, which are involved in organizing international festivals and can provide information on the cutting-edge art tendencies, were invited to the opening day of the festival.

More than 60 participants visited Vilnius, got acquainted with the Lithuanian culture and established contacts with the media and professionals.

The lecturers of Lithuanian higher arts education institutions had the opportunity to see the works of the graduating students of other higher schools of arts within a single space, to evaluate the most up-to-date tendencies and working methods applied by their colleagues. They could also participate in round-table discussions on art education and the preparation of graduates for professional life.

Recommendations for continuous projects

ELIA – the co-organisers of the festival – have never been previously involved in the event organizing

process of such extent. Hence the lack of experience and time shortage led in the underdeveloped management of festival invitees (organisers of festivals, producers, art critics) who should become the major observers, assessors of such festivals and the promoters of the ideas of the young emerging talents.

Preconditions for the continuity of the project

- The success of the first festival (attention and responses of professionals and the media).
- The confirmed need for a showcase of young artists, which would encompass the artists across the entire Europe.
- The developed body of main organizers.
- The ongoing need for new developments and new names in the field of arts.
- The approved information that the second festival will be organized in Nantes on October 26-31, 2010. The first meeting of the steering group of the festival was held in January.

Indirect benefits of the project

The opportunity to get the understanding of the general tendencies and topical issues via the works of art and a chance to compare and analyse them in a local cultural and public context.

12) Vilnius Academy of Literature: Acquaintances and Connections

Short-term results

- Seven young writers from Lithuania, Latvia, Poland, Italy, Belgium, Austria and the United Kingdom spent two weeks in Vilnius and created literary texts inspired by the city and reflecting its spirit, cultural and historical experience and the people.
- Guided by the experienced and professional instructors/translators, young translators from/to the Lithuanian language were granted the opportunity to participate in translation workshops, improve their professional qualification and skills, gain invaluable experience of immediate cooperation in cross-cultural environment and joint processes of creation.
- The texts created by the visiting writers and translated by the translators were published in a separate book; the texts were published in the periodical press of Lithuanian and foreign partners.
- Public attention was diverted towards often invisible and underestimated translator's work.

Long-term results

- The new acquaintances among young artists from different countries evolved to personal contact, joint international future projects, invitations to festivals, initiation of literary translations and publishing in foreign countries, etc.

Project results for Vilnius / Lithuania / Europe

- The project expanded the possibilities of getting better acquainted with Vilnius through literature and discovering its uniqueness through the eyes of seven different nationalities. New translations were born along with the new texts: the texts of six foreign authors are now available in Lithuanian, whereas the text of a Lithuanian writer was translated into all six languages of project partners. The translations might be used in various ways, such as

literature recitals, festivals, anthologies, Internet media, publications in periodic press, etc;

- The image of Vilnius as a city open to the international exchanges of culture and art is shaped.

Results for the target audience

Though key objectives of such project (education of the young generation of translators, improvement of translation skills, initiation of joint international projects in the future) can only be achieved in a long term and require continuous attention and efforts, nevertheless, certain results in respect of the target audience of the project – the young writers and translators – can already be observed:

- The Goethe-Institute promoting German culture in foreign countries invited two writers (S. Chutnik and A. Žagrakalytė) to participate in the online literature project on the year 1989, years of the fall of the Berlin Wall and the changes and experience of different countries during that period;
- The writer T. Bullough, who visited Vilnius for the second time, was invited to a meeting with the students of Vilnius University and heads of the faculty to discuss the possibility of organizing the training courses of creative writing in Vilnius;
- A group of French translators along with the Union of Lithuanian Literature Translators are going to invite the leaders of the Lithuanian-French translation workshops Mr. Francoize Wuilmart and organize another translation workshop;
- Italians are also planning the continuity of this project the following year, etc;
- A great number of letters of the youngest participants of translation workshops were received. The letters expressed gratitude for a rare opportunity to participate in such a workshop. The young participants acquired more motivation to undertake translator's job in future.

That is only a small part of the most obvious results after the end of the project.

Recommendations for continuous projects

- The participation of Lithuanian writer Agnė Žagrakalytė in workshops fully served the purpose. Thus, it would be wise to consider the possibility of inviting all the participating writers in future.
- It might be useful to devote more time to translation workshops by extending their duration from 3 to 5 days, where one day would be dedicated to comprehensive discussion on workshops, consideration of new ideas and creation of future plans and provide the opportunity to spend more time in the city visiting all the locations described in the texts.

Preconditions for the continuity of the project

Even though the national programme *Vilnius – European Capital of Culture 2009* is over, the institutions such as “Lietuviškos knygos” / *Lithuanian books* and Union of Lithuanian Literature Translators may assure the continuity of similar projects.

The project gained unexpected big attention in the specialized foreign press. The international literary journal *Transcript* published in three languages expressed its interest in publishing the texts of the anthology.

13) 5 Senses of Vilnius

Short-term results

A week-long interactive presentation of the souvenirs inside the advertising-pillars intended to the residents and guests of Vilnius.

Long-term results

Long-term relations of cooperation among the artists and international organizations were established. Historical and cultural heritage of Vilnius and Vilnija region was introduced to the Lithuanian and foreign artists. The concepts and prototypes of the souvenirs representing Vilnius in five different senses were created:

Smell souvenir: presentation of the scents of the Old and the New Vilnius



Hearing souvenir: Vilnius glee consisting of natural sounds of Vilnius City



Taste souvenir: presents 5 tastes of Vilnius reflecting five most significant places of the city





Sight souvenir: camera obscura – view of Vilnius

Touch souvenir: a portrait of the resident of Vilnius that can be touched



- Public attitude towards untraditional and innovative souvenirs identified.
- Relations with potential investors willing to duplicate the most popular souvenirs established.

Project results for Vilnius / Lithuania / Europe

- The project was directly beneficial to Vilnius since 5 unique souvenirs representing Vilnius through 5 human senses were created during the project. The project was of great value to Lithuania since 15 European artists visited Lithuania, got familiar with our country, its culture and history through 5 senses.
- The benefit of the innovative and untraditional souvenirs lies in the fact that they help to represent Vilnius and Lithuania in a more effective manner in the European context, whereas the benefit of the project is the establishment of long-term contacts of cooperation among various European artists and organizations.

Results for the target audience

The target audience of the project was the residents and visitors of Vilnius, to whom the novel and innovative city souvenirs were created. The souvenirs were presented in interactive manner; therefore, the participating target audience had a possibility to express its personal opinion. The fundamental goal was the introduction of the most popular souvenirs to the market in the beginning of the year 2010. Vilnius needs a souvenir, which would be relatively cheap and at the same time unique by its inherent idea and would distinguish itself from other souvenirs on the market of Vilnius and the capitals of other neighbouring countries.

Recommendations for continuous projects

	<p>To create a special website, which would enable to reach a broader audience and receive a clearer public feedback.</p> <p><i>Preconditions for the continuity of the project</i></p> <p>A significant interest of the society and the media and positive feedbacks (a survey covered more than 1000 residents of Vilnius) shows that such souvenirs would be of considerable demand. The project continuity is essential in order to develop the prototypes of the souvenirs to the level of mass production, to find potential manufacturers and distributors. Since the programme and form of souvenir creation proved to be successful, the project might be continued in other cities of Lithuania and their souvenirs might be created as well.</p> <p><i>Indirect benefits of the project</i></p> <p>The participants of the project established long-term relations of cooperation with international organizations. Historical and cultural heritage of Vilnius and Vilnija region was also introduced to the participants of the project. This project distinguished by its educational impact as it convinced the society that the idea of the souvenir might exceed the borders of a “traditional souvenir”. Such an innovative souvenir may represent Vilnius more effectively since its purpose is two-fold: to reveal the unique character of the history and traditions of the city and to show that a modern Vilnius is viable, dynamic, open to creative solutions, new ideas and cooperation.</p>
Project continuity	<p><i>1) <u>Art-o-thlon</u></i></p> <p><i>Possible directions of further project development</i></p> <p>The project might be implemented in the other European Capitals of Culture maintaining the analogue activities of logistics: selection, accommodation, invitation of experts and lecturers.</p> <p><i>Possible project partners</i></p> <p>Art and design institutions, cultural centres, museums of contemporary art.</p> <p><i>Possible long-term results of the project</i></p> <ul style="list-style-type: none"> - Creation of art-educational television programmes; continuous inclusion into TV broadcast schedule. - Improvement of artist’s image. - Development and regulation of art market. <p><i>Necessary conditions for project development</i></p> <ul style="list-style-type: none"> - Professional team set up of professional art managers, art critics and artists and their contribution to the project; performance of obligations. - Professional team of television part of the project experienced in the creation of art-educational programmes. <p><i>2) <u>Decalogue-Dialogue</u></i></p>

Possible directions of further project development

To develop the annual tradition of the festival of European higher schools of theatre. Second – to encourage the mobility and exchange among the students and lecturers by means of individual projects. Third – to take advantage of the opportunity of the Lithuanian Academy of Music and Theatre to become a member of the network *École des écoles*. Intensive cooperation with the European Commission and other funds is essential to the development of this project, bearing in mind that the Lithuanian Academy of Music and Theatre is not yet financially capable of active involvement in European exchanges.

The authors of the project idea are planning to further continue the project during 2010-2011. In May 2010, theatre “Utopija” / *Utopia* in cooperation with the Lithuanian Academy of Music and Theatre is planning to submit an application to the European Commission with regard to the programme *Culture 2007* concerning the sponsorship of the project *Identity-Dialogue*. The structure of the latter project is similar to the structure of *Decalogue-Dialogue*. Certain partners of *Identity-Dialogue* are expected to be the partners of the festival *Decalogue-Dialogue* as well. The authors of the project are planning to invite the Georgian School of Theatre (correspondence on the project is still in progress). The European Commission considers this country to be of high priority in the fund of the third countries.

Decalogue-Dialogue proposed new ideas, which are still in the process of development: the Lithuanian Academy of Music and Theatre is planning to invite J. Bert from France and to continue his work with the students of puppet art, which has already been started during the festival *Decalogue-Dialogue*, and create their graduation performance. Milan Drama Academy, a stage of which is of the highest quality, suggests to continue cooperation by staging a joint performance.

The Higher School of Dramatic Art of Strasbourg is planning to invite G. Varnas to deliver lectures in the year 2011.

The Lithuanian Academy of Music and Theatre was invited to join *École des écoles* (NB it requires financial contribution of the school).

Possible long-term results of the project

- Continuous cooperation in the academic field among the higher schools of theatre, which took part in the project.
- Development of a firm platform for academic exchange of students and lecturers among the members of *École des écoles*.

Possible project partners

Members of the *École des écoles* network.

Necessary conditions for project development

- Co-financing by Lithuania’s Ministry of Culture of the project proposed to the European Commission.
- Tight cooperation between the Ministry of Education and the Ministry of Culture.
- Improvement of international project management of the Lithuanian Academy of Music and Theatre.

3) Design for City

Possible directions of further project development

- Results of creative workshops, which were taking place in the Vilnius Academy of Arts in 2009, could be presented in European higher education institutions of design and art.
- Leaders of the creative workshops in Vilnius could be invited to contribute to future creative-educational projects on similar topics. Students from other partner schools could be invited to participate in creative workshops.
- Works of art made in creative workshops could be exhibited during various events; a joint exhibition on the results of all the projects could be organized as well.
- It is planned to organize similar creative workshops *Moving Landscape* in ISIA Roma School of Design in Italy in 2011-2012. Participants from the Vilnius Academy of Arts (students and lecturers) would be invited to take part.

Possible project partners

It is expected to continue cooperation with existing project partners, i.e. foreign higher arts education institutions. It is intended to establish close contacts of cooperation with cultural organizations, embassies, institutes of culture of European countries, design organizations, etc.

Possible long-term results of the project

The continuity of design projects of similar type by inviting other emerging designers to creative workshops in other foreign country; development of educational content of the project.

The activities conducted during 2008, when preparatory works for the project were taking place, and during 2009, when the project was implemented, revealed that the organizational team of the project enables an excellent application of accumulated experience and knowledge and successful initiation, organization and implementation of the new creative projects.

Necessary conditions for project development

Financial support is required to cover traveling and living costs of project participants and organizers. Most creative workshops require working tools, such as a specific paper, various paints, brushes, glue and other stationery and art goods.

4) *Design for All*

Possible directions of further project development

Taking advantage of the intensified contacts with project partners, the project could further evolve in the following directions: presentation of Lithuanian design and designers in analogue or similar partner projects abroad; new design exhibitions in Lithuania, exceeding the borders of Vilnius. Further individual developments of the results of creative workshops; there are possibilities of presenting the design of other countries, such as Poland, Norway, Spain, Ukraine and Italy in Lithuania under equivalent conditions.

Possible project partners

Members of the association "Dizaino forumas" / *Design Forum*.

Possible long-term results of the project

A far better expressed image of the Lithuanian design abroad and the promotion of the need for design topics in Lithuania. Dissemination of the ideas of the project *Design for All*, which could stimulate changes in the development of urban environment.

Necessary conditions for project development

At least minimal funding is required for the targeted and coordinated development of the project. To ensure the continuity of the project, further contribution of the association “Dizaino forumas” / *Design Forum* is required since this project was based on the partners of this organization and their experience. The partnership could develop in the future: possible co-operation has been discussed with the Lithuanian Union of Architects and Vilnius City Municipality.

5) DOCRES VNO

Possible directions of further project development

Project *DOCRES VNO* will be continued. A cinema residence is planned to be organized in the year 2010; the application for the development of contacts and education among the Baltic countries and Eastern Asia has already been submitted. The introductory course of the editing program *Final Cut Pro* offered free of charge received considerable public interest and positive response and is going to be continued in the future. The courses are going to be led by the sole certified professionals of *Final Cut Studio* in Lithuania – Kostas Radlinskas and Tomas Rugevičius-Rugys. The course might be attended by 8-18 people per one lesson.

Possible project partners

Various cinema institutions, such as Kiel Media Laboratory, which is in tight cooperation with the employees of the Lithuanian *MediaLAB*, considered the directions of future partnerships, such as cinema residency programmes (eg. Torino Media Laboratory and many other). The negotiations with potential partners are still in progress.

Possible long-term results of the project

It is expected that the name of *DOCRES VNO* will find its niche among the popular artist residencies – to which it is not only a great honour to be invited and to participate in but a great benefit to residents, organizers of residencies, Lithuanian cinema community and the society interested in filmmaking.

Necessary conditions for project development

Further maintenance of *MediaLAB* and personnel – IT specialist, Final Cut editing director and project manager; generation and implementation of ideas.

6) When People Meet

Possible directions of further project development

Cooperation and education projects of the young film-makers.

The project provided considerable experience in the processes of film-making and cooperation with the colleagues from foreign countries working towards a common goal. Friendly relations were established among the participants from different countries and that allows to expect joint projects and events in the

future, which would join the art of cinematography of two or more countries.

The projects of such type will help the young cinema professionals gain experience in film-making processes: thanks to experienced professionals, they can achieve a maximum quality of putting their ideas to practice, improve their professional skills, try new formats, styles, etc.

It is difficult to create a feature film of high artistic value following the principles of this project; nevertheless, the experience gained by project participants is invaluable. Project authors are planning to organize educational projects in future, which will not seek to create a joint film.

Possible project partners

Institutions organizing cinema and cultural projects in the former, present and future European Capitals of Culture: 2010 Essen (Germany) , Pécs (Hungary) , Istanbul (Turkey); 2011 Turku (Finland) , Tallinn (Estonia).

Possible long-term results of the project

The improvement of the professional level of Lithuanian film-makers, the development of work experience in international film-making projects, the establishment and maintenance of long-term relations of cooperation among project participants.

Necessary conditions for project development

The development of the project highly depends on its partners: *Northwest Vision Media*, the Danish Cultural Institute, production company *Katapult Films* (Hungary) along with the new partners and financial supporters – the German Film Institute and organization *German Films*, the Finnish Film Foundation (Suomen elokuvasaatio), the Estonian Film Foundation and the Hungarian Film Institute.

7) maProject

Possible directions of further project development

- To tour presenting the results of the creative workshops held in Vilnius in 2009.
- To continue the educational project: to gather together in the other European country the same team of the creative workshops' leaders but other, new young artists and to work in the creative workshops on the same topics, using again the installation-construction which was produced in Vilnius.
- To exhibit the installation-construction with lighting design and video projections as a large-scale piece of set design (in visual arts events: exhibitions, architecture fairs, etc.).
- To use the installation-construction as an exposition object when giving the presentations of Lithuania in the events abroad: to use it as a stage for a very Lithuanian piece of art or as a screen for a work of cinema /media.

Possible project partners

The present partner organizations; embassies; culture institutes / centres of European countries; large-scale performing art festivals of Europe (especially with the educational aspect, the ones including in their programmes the creative workshops for young artists); art incubators targeting young artists; dance, music, etc. production companies / centres, etc.

Possible long-term results of the project

- Touring in the biggest European festivals of performing art or to art centres to present the results of the creative workshops held in Vilnius in 2009 – the multidisciplinary art installation which premiered in Vilnius.
- Continuing the educational project and gathering together in creative workshops new young artists, to refine the educational format and content and get the chance to compare the results of the creative workshops held in Vilnius with the results of the workshops attended by new artists of different cultural background and mentality.
- Appreciating the common work experience gained, the project leaders / initiators may start and jointly implement new projects.

Necessary conditions for project development

- A right for the project authors to use the installation-construction in the future.
- Funds for touring or further educational projects / creative workshops.
- Partners for organizing the tour or creative workshops.
- A tour agent.
- Recommendations.

8) Art Territory

Possible directions of further project development

The development of the projects on the topic of the art for health highly depends on research in this area, thus, it would be wise to plan the research studies conducted in parallel to the project (impact of art and creativity on health, etc).

Possible project partners

The present partners of the project are planning to continue cooperation; possible new partners are the Vilnius Academy of Arts, Lithuanian Music Therapy Association, the Lithuanian Academy of Music and Theatre.

Possible long-term results of the project

Following the international conference, the organizers of the project initiated the discussion in the Seimas (Parliament) of the Republic of Lithuania *Prospects of Projects on the Topic of Art for Health in Lithuania*, which was held in a joint meeting of the Committee on Health Affairs and the Committee on Education, Science and Culture. Since the participants of the discussion agreed on the importance of this study field, the interdepartmental group was established, whose major duty is to make proposals to the Prime Minister of the Republic of Lithuania on the coordinated development of the art-for-health projects in Lithuania. Thus, we are delighted that the project encouraged to pay attention to the benefit of art to the society and to expect that the proposals made by the working group (members from the project partners *Artists' Union Gallery* and the Lithuanian Art Therapy Association contributed to the activities of the working group) will promote long-term changes in the field of art therapy and the art for health.

Necessary conditions for project development

Project partners are planning to continue cooperation in this field and prepare a project for the Children's Hospital of Vilnius University 2010. The circle of project partners is to be expanded. The interest, contribution and cross-institutional cooperation of health institutions (Ministry of Health of the Republic of Lithuania and Ministry of Culture of the Republic of Lithuania) and a consistent policy of financing are of crucial importance to the project.

9) *Mapping Vilnius Modelling Vilnius*

Possible directions of further project development

- It is planned to create a network of residencies between the scientific institutions of Lithuania and foreign countries and private organizations.
- After the end of the project, the activities of creative workshops *Beepart* were initiated in Pilaitė Neighbourhood stimulated by the activities and results of the project, which promote the development of various artistic activities and residences.
- Creative workshops will be initiated to design a building for the above-listed activities.
- Some foreign lecturers will come to Lithuania once again to participate in other projects.

Possible project partners

The British Council, Vilnius City Municipality, UAB *Ekspobalta*, ZHdK, UTS.

Possible long-term results of the project

Creation and development of a global network of residencies designed for students of various art and social disciplines.

Necessary conditions for project development

Close co-operation between project initiators and authors and Vilnius City Municipality along with Vilnius County on the issue of allocation of spaces for project development.

10) *Networks of Music Laboratories THE PROCESS*

Possible directions of further project development

The practice of creative workshops for musicians, analogous to the project *The Process*, is popular throughout the world, therefore, based on the high interest and number of the participants, such workshops would be in high demand every year in Lithuania, and could investigate different areas of creative music every time. In collaboration with partner organizations from abroad, the final products (concerts, performances, video plays, etc) could be exported abroad.

Possible project partners

Composers' unions from Lithuania, as well as from other countries; music information centres; organizations gathering performers and groups of performers; independent groups of young artists, etc.

Possible long-term results of the project

Regular collaboration between musicians / artists on an international level, development of premiere musical / sound works into performers' repertoire works, more active performances of the works of Lithuanian composers abroad, various international music projects strengthening intercultural collaboration and forming an image of Lithuania in the world as an attractive country for cultural and artistic activities.

Necessary conditions for project development

Encouragement of similar projects, their financial support, institutional and political support, collaboration with partners from abroad, exchange of information and experience.

11) Neu Now Vilnius '09

Possible directions of further project development

The project may be further developed in several directions – the strengthening of public interest in online festival, which is already accessible to the academic cultural community worldwide (though more relative to Europe), or the development of the quality level of a live festival by helping the young talents enter the international art arena.

In the first case, more financial and creative resources should be invested into the website of the festival in order to facilitate the review of large-scale projects (eg. filmed performances), alternative ways of presenting works of art on the Internet should be considered (certain issues are not only relevant in the context of this festival but other forums as well, eg., the presentation of theatre pieces via a filmed material).

In the second case, specific producers, curators and festival organisers should be attempted to attract to the events of *Neu Now*. An additional focus on a wider programme of seminars and discussions could be also set.

The recent meetings of the working groups make it clear that more attention will be paid to the presentation of project participants and the development of their network in the organization of the festival *Neu Now* 2010.

The first meeting of the steering group, which took place on January 19-21, 2010, made a decision to organize the festival in Nantes (France) in October. The third festival is to be held in Tallinn – the European Capital of Culture. Estonian partners are Estonian Academy of Music and the Bureau of the Capital of Culture.

The festival was presented to other European Capitals of Culture in the meeting held in Vilnius on October 16, 2009.

Possible project partners

The major partners of the second festival will be *Ecole Régionale des Beaux Arts Nantes* (France), whereas the major partners of the third project will be the fund organizing the implementation of the programme *Tallinn – European Capital of Culture 2011* and the Estonian Academy of Music. Future festivals will be organized in cooperation with the higher arts education institutions, the European Capitals of Culture, acknowledged and new art festivals.

Possible long-term results of the project

The festival may evolve into annual event, which would be attended by the producers from all parts of the

world guided by the goal of discovering the young European talents. That could become the annual festival of the academic and culture-minded community, which would reflect all fields of art and present the most recent projects of the emerging European talents.

Necessary conditions for project development

Finding its niche among the European festivals of arts.

Continuous financing creating opportunities to develop a long-term festival strategy.

Motivated and professional team of organizers and international cooperation.

12) Vilnius Academy of Literature: Acquaintances and Connections

Possible directions of further project development

Similar writers' exchange and translation projects as well as creative workshops could take place annually not only in Lithuania but also abroad. There are many ways and opportunities to improve translators' professional skills and raise their qualification, and there are many institutions that specify in doing that, therefore continuation of the project is certain.

Possible project partners

"Lietuviškos knygos" /Lithuanian Books, Union of Lithuanian Literature Translators, various associations of writers and translators in foreign countries, as well as centres of literature of foreign countries.

Possible long-term results of the project

Regular cultural exchange of writers and translators, a strong and actively working generation of translators, publication of Lithuanian literature in foreign countries, active publishing of Lithuanian books abroad, various international projects strengthening intercultural collaboration and forming a positive view of Lithuania in the world.

Necessary conditions for project development

Encouragement of similar projects, their financial support, institutional and political support, collaboration with partners from abroad, exchange of information and experience.

13) 5 Senses of Vilnius

Possible directions of further project development

To initiate such a project in other Lithuanian cities and towns; to further develop the idea of creating an innovative souvenir.

Possible project partners

Organizations interested in duplicating the souvenir; however, at this point, there are no approved future partners of the project.

Possible long-term results of the project

In the beginning of 2010 (March – April), the duplicates of the most popular souvenirs (related to hearing, sight, smell and taste) selected by means of public voting are to be presented to the residents and tourists.

	<p>The souvenirs should be distributed in the offices of Vilnius Tourism Information Centre and <i>R-Kiosks</i>. The organization of the analogue project in other Lithuanian city in 2011.</p> <p><i>Necessary conditions for project development</i></p> <p>Financing; website for presentation of souvenirs; public interest in the project.</p>
<p>Number / age of participants and audience</p>	<p><i>The activities of the European School of Arts in numbers:</i></p> <p>340 events – festivals, exhibitions, concerts, performances, film screenings, open lectures, presentations of creative workshops results, conferences, discussions, etc – were held.</p> <p>An approximate number of: participants – 460; leaders of creative workshops and lecturers – 195.</p> <p>The age of young artists and students – between 18 and 35 years.</p> <p>Fields of activities: all fields of arts.</p> <p>Countries represented: 37 (Ireland, the United Kingdom, Armenia, Australia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Czech Republic, Denmark, Estonia, Germany, Spain, Italy, Israel, Japan, the USA, Canada, China, Korea, Croatia, Latvia, Poland, France, Norway, the Netherlands, Portugal, Rumunia, Russia, Serbia, Slovakia, Finland, Sweden, Switzerland, Hungary, Lithuania).</p> <p><i>N.B.</i> Please find enclosed the detailed list of the <i>European School of Arts</i> participants.</p> <p><i>1) <u>Art-o-thlon</u></i></p> <p><i>Number, age and field of activity of the participants; represented countries</i></p> <p>27 participants: 6 lecturers; 21 artists and art students.</p> <p>Participants:</p>

	Name, surname or title	Country	Profession or field of activity
1.	Ernest Truly	USA	Having lived all the time on the US West Coast, Ernest Truly got his Bachelors Degree in Arts and worked as an art instructor in the US for 7 years. In 2008 he moved to Estonia and became an art instructor at Estonian Academy of Arts. He works with painting, drawing, film and digital photography, video installations. He also works with ceramics, wood and metal.
2.	Pavel Forman	Czech Republic	Painting is his passion. Along with music and video installation artists, he has participated in poetry readings. Pavel Forman loves large format painting and usually chooses unusual painting tools. Also he loves experimenting.
3.	Andreia Filipe	Portugal	Fields of activity: installations, constructions, painting and sculpture. Andreia Filipe is a student of visual arts at the University of Algarve.
4.	Nathaniel Pitt	the United Kingdom	He is an artist, curator and director at PITT gallery in Worcester. Nathaniel Pitt works with interdisciplinary arts.
5.	Tom Russotti	USA	He is a manager of Aesthetics University, doing research in the area of arts and sports. Tom Russotti makes arts and sports meet to engage maximum possible numbers of people. He invents new sports using unusual means.
6.	Fiona Flynn	the United Kingdom	She is the 1st year Art School student. Fiona Flynn is a journalist, instructor, has tried out acting. She has multiple ideas related to various arts.
7.	Justin Tyler Tate	Canada/USA	Born in Canada, Halifax City, having spent the most of his lifetime in Florida (US), now he is back and creating in his native city. Justin Tyler Tate got his Bachelors Degree in Arts from Nova Scotia College. He works with kinetic and electronic installations, sculpture, multimedia and painting. He prefers sculpture and installations.
8.	Andrius Labašauskas	Lithuania	He is a 4th year student of the Vilnius Academy of Arts. Andrius Labašauskas is a sculpture class graduate of Eduardas Balsys Gymnasium of Arts. In 2002 he entered the Vilnius Academy of Arts where he studied sculpture. In 2005 he went to America. In 2007 he entered Massachusetts College of Art and Design in Boston as the 3rd year sculpture student.
9.	Rafal Piesliak	Lithuania	He graduated from Vilnius Adomas Mickevičius Gymnasium. In 2008 Rafal Piesliak defended his Bachelor theses at the Vilnius Academy of Arts and started acting at Vilnius Polish Theatre. He is a conceptualist, predominantly interested in how space works in art and how art influences space. Rafal Piesliak is a sculptor interested in history, thus often uses soviet time furniture for his works and totally transforms them by changing their „memory“.
10.	Saulius Leonavičius	Lithuania	He is a 3rd year student at the Vilnius Academy of Arts, Department of Photography and Media, specializing in video art. His creative ideas cover mass communication insights and comments of social problems.
11.	Kostas Brazauskas	Lithuania	He is an amateur artist. He is a student of Vilnius College of Technologies and Design. Kostas Brazauskas has no preferred area of art: he is interested in painting, sculpture, and installations.
12.	Monika Malinauskaitė	Lithuania	She is studying creative industries at Vilnius Gediminas Technical University and is a member of the Theatre-Studio <i>Attic</i> which is an experimental image-making group at the University.
13.	Anna Shestakova	Russia	Anna Shestakova is a student of Rodchenko Higher Graphic Design School and the School of Photography and Television Arts. She dreams of working in Germany upon her graduation. She creates video, photography, sculpture.
14.	Mindaugas Ūba	Lithuania	Mindaugas Ūba is a designer. This year he graduated from Vilnius Užupis Gymnasium. Currently Mindaugas Ūba is living in Copenhagen.
15.	Jonas Kimo Arbas	USA / Lithuania	Lithuanian-American born in Hawaii, “almost on a volcano” as he put.s. He started his career with graffiti art and murals paintings. Later he developed his creative activities to film director, vocalist, and as a conceptual artist making video / sound installation performances and compositions. Jonas Kimo Arbas completed studies at California Institute of the Arts as well as University of the Arts – Berlin.
16.	Vilius Venckevičius	Lithuania	He is a clothing designer. Vilius Venckevičius is studying design at the Royal Netherlands Academy of Arts. He prepared 5 clothing collections and 2 personal exhibitions, participated in a few international exhibitions.
17.	Saulius Petrošius	Lithuania	Director, born in 1991 in Vilnius, Lithuania. During 1997-2001, he studied at Vilnius Salomėja Neris Gymnasium. During 2001-2005, he studied at National M.K.Č. arts school. During 2005-2009, he studied again at Vilnius Salomėja Neris Gymnasium. Saulius Petrošius currently is living and traveling in Europe. He is directing a full-length movie <i>Montage</i> .
18.	Linas Cicėnas	Lithuania	He graduated from the Vilnius Academy of Arts with specialization in painting. He is ironic and free but also looking for attention and understanding. His oeuvre is similar. Linas Cicėnas’ large format decorative canvasses pretend to be unsophisticated and sentimentally naive. Their images however leave a lasting imprint in one’s mind.

Project promotion	<p><u>The European School of Arts project cycle</u></p> <p><i>Concept of project communication strategy</i></p> <p>The strategy was to present and promote the <i>ESA</i> in the communication and public relations campaigns of each separate project of the cycle between May – December 2009.</p> <p>In all press releases of the <i>ESA</i> it was compulsory to note that the project is a part of the National Programme <i>Vilnius – European Capital of Culture 2009</i> international art-educational projects' cycle <i>European School of Arts</i>. At the end of press releases, the summarised information on goals, statistics, participants, etc of the <i>ESA</i> was introduced.</p> <p><i>List of project means of promotion and public relations along with the content, date, publicity channel, etc indicated</i></p> <p>Means of promotion and public relations:</p> <ul style="list-style-type: none"> - 03-06-2009, PI <i>Vilnius – European Capital of Culture 2009</i> organized a press conference intended to present the summer events. One of the main messages of this conference was the start of the <i>European School of Arts</i> projects' cycle. - 18-09-2009, PI <i>Vilnius – European Capital of Culture 2009</i> organized a press conference intended to present the autumn and winter period events. The key-part of this conference were presentations of the projects of the <i>European School of Arts</i>. - 03-06-2009, the press release “Vilnius European Capital of Culture Will Be Submerged in an Uproar of Events” was sent to Lithuanian media (app. 300 e-mail addresses) – one of the main parts of it presented the <i>European School of Arts</i> projects' cycle. - 16-09-2009, the press release “In Autumn and Winter Vilnius will be Warmed by the Events of the European Capital of Culture” was sent to Lithuanian media (app. 300 e-mail addresses) – one of part of it presented the planned events of the <i>European School of Arts</i> for the autumn and winter period. - 400 booklets <i>Naked Vilnius</i> with a special cover presenting the projects' cycle were presented to the participants of the <i>European School of Arts</i>. - 10 advertisement banners with the logo of <i>Vilnius – European Capital of Culture 2009</i> and the underline <i>European School of Arts</i> were intended to mark the event places of the cycle. - information on the website www.vilnius2009.lt. <p><i>Project post-production</i></p> <p>There were no special publications, DVDs or CDs released on the occasion of the <i>European School of Arts</i>. The cycle of projects is only mentioned in the final publications of the 13 projects.</p> <p><i>1) <u>Art-o-thlon</u></i></p> <p><i>Concept of project communication strategy</i></p> <p>Since <i>Art-o-thlon</i> was a television project, the organizers tried to spread the information on the project and</p>
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TV broadcasts to as wide audience as possible. Attempts were made to inform and raise interest in the TV broadcasts of the project not only among those interested in contemporary art but those, who were little aware of it. The spread of the project was conducted by means of promotion in the media and public relations. The activities of project publicity not only contributed to raising the interest of TV viewers but gathering the audience to LTV studio at the time of shooting as well as the participants of public lectures and film reviews.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of promotion:

- Promotion on the Internet (from 33rd to 35th week) : web banners displayed (www.delfi.lt, www.lrytas.lt, www.bernardinai.lt, www.djscene.lt);
- Outdoor advertising on the advertising pillars and bus-stops of the project sponsor *JCDecaux* (32nd-36th weeks) 252 units of promotional stands;
- Project trailers on LTV television (29th-26th weeks); approximately 400 units;
- SMS messages in *Omnitel* network inviting to watch TV broadcasts, to join the audience at the time of shooting and helping to follow the processes of the project;
- Advertising in the Annexes “Sostinė” (*The Capital*) (1 layout) and “TV Antena” (*TV Antenna*) (1 layout) to “Lietuvos rytas” (the daily paper *Lithuanian Morning*);
- Continuously updated website on the project;
- Information on the website www.vilnius2009.lt

Activities of public relations:

- Press conference organized in the Park of Sereikiškės on 23-07-2009, which announced the start of *Art-o-thlon*;
- The shooting of TV broadcasts was open to everyone interested in the project each Thursday from the very beginning of the project;
- The project partner Lithuanian Television initiated interviews in LTV programmes: “Labas rytas” (TV programme *Good Morning*) (22-07-2009 / 8:08) “our next guests are the manager of the projects of the European School of Arts and cinema projects I. Skaržinskaitė and E. Bžeskas, the host of the championship of arts *Art-o-thlon*, which will be broadcasted by “the Lithuanian Television””; “Labas rytas” (22-07-2009 / 6:21). “A couple of days ago the park of Sereikiškės witnessed the presentation of the championship of arts *Art-o-thlon*”; “Labas rytas” (23-07-2009 / 7:26) “Today, “the Lithuanian Television” starts broadcasting the championship of arts *Art-o-thlon*; the championship is part of the programme *Vilnius – European Capital of Culture 2009*”; “Labas rytas” (30-07-2009 / 7:24) “Dear viewers, from now on, we will devote time on each Thursday morning to inform you on the news in the championship of arts *Art-o-thlon*”
- The Public Institution *VECC (Vilnius European Capital of Culture)* and project organizers distributed 8 press releases (around 300 e-mail addresses):
“Championship of Arts Announces the Selection of Participants” (28-03-2009);
“The First Championship of Arts Gets Off to a Good Start” (03-04-2009);
“International Championship of Arts *ART-O-THLON* Takes Off Today” (23-07-2009);

“Championship of Arts *Art-o-thlon* Invites to Educational Cycle of Lectures” (23-07-2009);
“Lecture of *EDU-THLON*”: On Issues in the Media and Art” (04-08-2009);
“Object of *Edu-thlon* Discussions this Week – Strategies of Artistic Cooperation” (13-08-2009);
“Lecture of *EDU-THLON* Invites to Discuss on a Hybrid Space” (18-08-2009);
“Final Meeting of *Edu-thlon* – Anti-Lecture/Performance on Moderation and the End of the World” (25-08-2009);

- In the report on the implementation of the project, the project partner the Lithuanian Television provided the following information on the prepared and distributed press releases and the media channels, which announced them:

“The First-Ever International Championship of Arts Takes a Fresh Start” (message: the first TV broadcast of *Art-o-thlon* released on Thursday; unconventional press conference; the list of participants): www.alfa.lt (20-07-2009), www.zebra.lt (20-07-2009), www.balsas.lt (23-07-2009).

“In the Contest of Artists – Bžeskas Hanging Upside Down” (message: Bžeskas introduced himself and unexpected works of art were created in the first broadcast): www.alfa.lt (30-07-2009), www.delfi.lt (22-07-2009), www.vtv.lt (22-07-2009), “Dainavos žodis” (regional paper *Word of Dainava* page 7 (25-07-2009), “Panevėžio balsas” (regional paper *Voice of Panevėžys* page 10 (24-07-2009).

“Reality Theatre of Contemporary Art”. Agnė Klimčiauskaitė “Vilniaus diena” (a daily paper *Day of Vilnius*) . page 17, 25-07-2009);

“Thrilling Competition of Art”, Annex “TV Antena” to “Lietuvos rytas” Ramūnas Zilnys (25-07-2009);

“First Disputes of Participants in *Art-o-thlon*” (message: how artists deal with their creative task; disputes over creation process): www.alfa.lt (28-07-2009), www.lrt.lt, www.vtv.lt (27-07-2009), www.zebra.lt (27-07-2009).

“The Second Broadcast of *Art-o-thlon* will Show how Bžeskas is Going to Eat...Himself!” (message: the accomplishment of POP task): www.alfa.lt (30-07-2009), www.lrt.lt, www.lrytas.lt (29-07-2009), www.vtv.lt (30-07-2009), www.tvgidas.lt/lt/naujienos/bendros (30-07-2009), www.moteris.lt (30-07-2009), www.balsas.lt (30-07-2009).

“Participants of *Art-o-thlon* – One Step to Police Custody” (message: Report on the accomplished task by one of the teams and the sculpture “Krantinės arka” (*Quay Arch*): www.alfa.lt (29-07-2009), www.lrt.lt, www.lrytas.lt (28-07-2009), [www.15 min.lt](http://www.15min.lt) (28-07-2009), www.balsas.lt (28-07-2009), www.delfi.lt (28-07-2009), www.vtv.lt (28-07-2009), www.zebra.lt (28-07-2009).

“A Newcomer to *Art-o-thlon*!” (message: the arrival of a new artist, review of his artistic works): www.vtv.lt (31-07-2009), www.lrytas.lt (31-07-2009), www.moteris.lt (31-07-2009), www.vtv.lt (31-07-2009), www.balsas.lt (31-07-2009), www.zebra.lt (01-08-2009).

“Participants of *Art-o-thlon* Invite to Public Exercises” (message: public activities on aesthetics in the Park of Vingis organized by the artist Tom Russotti): www.lrytas.lt (31-07-2009), www.alfa.lt (31-07-2009), www.balsas.lt (31-07-2009).

“The Fountain of Cold Beet Soup, Silver Matches and the Palace of the Grand Dukes of Lithuania in *Art-o-thlon*” (message: on the completion and preparation for a creative task “Vilnius: Memory and Place”): www.vtv.lt (05-08-2009), www.lrytas.lt (05-08-2009) www.alfa.lt (05-08-2009), www.zebra.lt (05-08-2009), “Diena Media” (05-08-2009), www.pramoguklubas.lt (05-08-2009), www.balsas.lt (03-08-2009), www.elta.lt (03-08-2009). The second part of the press release was

distributed separately: “Project Participants will Shock TV Viewers: Unexpected Discoveries of *Art-o-thlon* Participants in the AIDS Centre” (message: on a tour of the team *Error* to the Aids Centre and organized social campaign): www.delfi.lt (03-08-2009), “Diena Media” (03-08-2009), www.lrytas.lt (03-08-2009), www.vtv.lt (03-08-2009), www.zebra.lt (03-08-2009)

“Radical Changes in *Art-o-thlon*” (message: reference to the accomplishment of the creative task “Art of LTL 100”): www.alfa.lt (10-08-2009), www.zebra.lt (10-08-2009), www.vtv.lt (10-08-2009), www.balsas.lt (11-08-2009).

“*Art-o-thlon* Evaluates Food-stuffs from a Different Angle” (message: on the accomplishment, preparation, challenges and creative solutions of the task “Food as a Media”): “Diena Media” (28-08-2009), www.alfa.lt (25-08-2009), www.balsas.lt (24-08-2009), www.lrytas.lt (24-08-2009), www.vtv.lt (24-08-2009), www.zebra.lt (24-08-2009).

“Second Stage of *Art-o-thlon*: the Majority Left for Home” (message: on the start of the second stage of the project and the teams withdrawn from the project): www.alfa.lt (13-08-2009), “Diena Media” (12-08-2009), www.delfi.lt (12-08-2009), www.vtv.lt (12-08-2009), www.zebra.lt (12-08-2009).

“Triumph of the Newcomers and Unexpected Role of Egmontas Bžeskas in *Art-o-thlon*” (message: on the new participants of the project and their enthusiasm) www.balsas.lt (14-08-2009), www.elta.lt (14-08-2009), www.tvgidas.lt (14-08-2009), www.delfi.lt (14-08-2009), www.vtv.lt (14-08-2009), www.zebra.lt (14-08-2009).

Participants of “*Art-o-thlon* on a Pedestal in the Square of Lukiškės” (message: on the performance of the team Die’ Kitshen in the city, its philosophy and conception): www.alfa.lt (17-08-2009), www.moteris.lt (19-08-2009), www.elta.lt (17-08-2009), www.pramoguklubas.lt (17-08-2009), www.balsas.lt (17-08-2009), www.delfi.lt (17-08-2009), www.vtv.lt (17-08-2009), www.zebra.lt (17-08-2009).

“The Season of Banana TV Ripens”, “Vakaro žinios” (a daily paper *Evening News* (28-08-2009)). “*Art-o-thlon* – Synthesis of All Arts” (message: on the inter-disciplinary character of project teams, the accomplishment of the task *Without Topic*: www.alfa.lt (20-08-2009), www.balsas.lt (20-08-2009), www.tvdb.lt (20-08-2009), www.vtv.lt (20-08-2009), www.zebra.lt (23-08-2009).

“Tolerance of LTV *Art-o-thlon* Participants is Fake”. www.alfa.lt (31-07-2009), (message: review of the second TV broadcast).

“*Art-o-thlon*: Fight for Survival by Cosmic Measures.” (message: on the final topic of the championship of arts and predicted results and conclusions of the project): www.zebra.lt (28-08-2009), www.alfa.lt (03-09-2009), www.delfi.lt (28-08-2009), www.artnews.lt (01-09-2009), DMN (01-09-2009), www.balsas.lt (28-08-2009), www.vtv.lt (28-08-2009).

“Triumph of the Veterans of the Championship of Arts *Art-o-thlon*” (message: on the ultimate moments, winners and the final of the project): www.delfi.lt (04-09-2009), www.lrytas.lt (04-09-2009), www.alfa.lt (04-09-2009), www.balsas.lt (04-09-2009), www.vtv.lt (04-09-2009).

“The Symbol of *Art-o-thlon* Changed in the Eve of the Final Broadcast” www.vtv (02-09-2009)

Project post-production

80-page catalogue of the visual material along with the introductory text published.

The magazine “Dailė” / *The Fine Arts* conducted and published an article-interview with the project coordinator Kornelija Česonyte *Art-o-thlon* TV show director Donatas Ulvydas on the creation and

development of the project *Art-o-thlon*.

2) *Decalogue-Dialogue*

Concept of project communication strategy

The activities of public relations had been initiated as far back as the preparatory stages of the project and continued until the presentation of project results in Lithuania. The goal of project publicity campaign was to attract the lovers of theatre, students of theatre-related specialities and academic youth to the performances of the project staged by different European schools of theatre and to inform on the system of registration to the performances. The publicity campaign of the project was conducted via advertising on the Internet, promotional outdoor stands and means of public relations.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of promotion:

- Special website www.decalogue-dialogue.lt created (in three languages: EN, LT and FR);
- Posters on the advertising pillars of the project sponsor *JCDecaux*; the total of 90 stands;
- Catalogue of 34 pages in the circulation of 500 units released (in three languages), which presents comprehensive descriptions and photos of the projects and was distributed in the venues of events, higher education institutions, *VECC* friendly spots, among project participants, etc.;
- Contemporary forms of communication used (frype, facebook, e-mails sent at the addresses of the interested persons collected in advance);
- Posters of A2 format (the total of 150 units) and flyers (the total of 2000 units) distributed in the venue of event, higher education institutions, *VECC* friendly spots, among project participants, etc;
- Dynamic web banners on Internet portals (43rd-44th week)
djscene.lt; ore.lt; blogas.lt; alfa.lt; 15min.lt; delfi.lt; lrytas.lt;
- The partners used their own channels to distribute the information on the websites of schools; the flyers of their organized events.
- Through the network *École des écoles* during the organized meeting of network members;
- On the website of *Menų spaustuvė (Arts Printing House)*, flyers and posters;
- Through educational institutions – Vytautas Magnus University, Lithuanian Academy of Music and Theatre, Faculty of Arts of Vilnius College, Vilnius University, Vilnius Pedagogical University, Vilnius Academy of Arts;
- Information on the website www.vilnius2009.lt.

Means of public relations:

- Publications in daily and weekly papers: “Lietuvos rytas” (daily paper *Lithuanian Morning*), “Literatūra ir menas” (weekly paper *Literature and Art*), “Septynios meno dienos” (weekly paper *Seven Days of Art*), “Lietuvos žinios” (daily paper *Lithuanian News*); the portal *Les Dernières Nouvelles d'Alsac*, the paper of the *Theatre National de Strasbourg*, the paper *Les Dernières Nouvelles d'Alsace*.

- A broadcast in the television and radio programmes “Panorama” (news programme), “Labas rytas” (TV programme *Good Morning*), “Ruskoje radijo” (Russian radio station);
- Through Euronews programme *Le MAG*;
- Public Institution *Vilnius – European Capital of Culture 2009* distributed 5 press releases to the media (around 300 e-mail addresses):
 - “Project *Decalogue-Dialogue* Gathers its Pace in Frankfurt”;
 - “Milan – Fourth Stop of the Young Lithuanian Theatre People on the Road of *Decalogue-Dialogue*”;
 - “Vilnius Hosts the Festival of European Higher Schools of Theatre”;
 - ““*Decalogue-Dialogue* United Five Famous European Schools of Arts””;
 - “Enthusiasm and Determination of the Lithuanian Theatre People Teaches Foreigners how to be Strong”.

3) ***Design for City***

Concept of project communication strategy

Goals of project communication:

- To present different forms of design and possibilities of improving the environment of the city to the Lithuanian society, residents and foreign guests of Vilnius;
- To inform students, teachers, design researchers and practicing designers on the possibility of acquiring information on the new methods of design teaching, study and realization.

Communication message: the design of all fields is and has to be accessible to everyone.

The target group: residents of Vilnius and city guests interested in different fields of design and their possibilities of changing the city environment; youth and students of design specialities.

Design for City was one of the most extensive and complex projects of the *European School of Arts*. Promotional campaigns in mass media were conducted to present those parts of the project, which consisted of the exhibitions and film reviews in order to inform as wide audience as possible and convince to visit exhibitions or watch films. To demonstrate the results of other parts of the project, *JCDecaux* promotional stands, the services of information partner *Delfi.lt* and other means were used. Means of public relations were exploited as well.

A newsletter was distributed to more than 1800 users of the website *www.dic.lt* prior to every project.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

The following means of promotion and public relations were used in each part of the project:

Wayshowing:

- The portal *Delfi.lt* initiated a special interview with Prof. Per Mollerup;
- Information on the website *www.vilnius2009.lt*;
- Two press releases distributed (around 300 e-mail addresses) on the start of the project, its participants and goals as well as workshop results:
 - “Five Innovative Projects of Wayshowing Created to Vilnius Academy of Arts” (28-09-2009);
 - “Design Specialists will Use Wayshowing Signs to “Clear Up” the View of Vilnius” (10-09-

2009).

Letters from the City – Words to the City:

- Results of workshops were demonstrated in the portal *Delfi.lt*;
- Promotional posters on the stand of the sponsor JCDecaux (30 pillar stands) in the Old Town next to the buildings, the architectural style of which correspond to the theme of posters;
- Information on the website www.vilnius2009.lt;
- 2 press releases distributed (around 300 e-mail addresses) providing information on the beginning of the project, its participants, goals and results of workshops at the end of the project:
“By Means of Typographic Messages, Design Specialists will Remind of the Fragility of the Old Town of Vilnius” (25-09-2009);
“Typographical Messages Ask: Is the Old Town of Vilnius in the Zone of Danger?” (01-10-2009).

Uniforms for City:

- The portal *Delfi.lt* demonstrated the models of uniforms created by designers at the time of workshops; an article and a special interview with Mr. S. Bergstrom were initiated as well. Visitors of the portal were invited to vote and leave commentaries;
- 1 press release distributed (around 300 e-mail addresses) providing information on the beginning of the project, its participants and goals:
“The Young Designers will Create Uniforms to the Maintenance Employees of Vilnius” (21-10-2009);
- Information on the website www.vilnius2009.lt.

Creative workshops of the International Artist's Book Vilnius 2009:

- 2 press releases distributed (around 300 e-mail addresses) providing information on the beginning of the project, its participants, goals and workshop results:
“Vilnius will Witness Unexpected and Provocative Forms of the Artist's Book” (14-10-2009);
“The Artist's Book Created in Lithuania will be exhibited in the Museum of the Netherlands” (23-10-2009);
- Information on the website www.vilnius2009.lt.

TM City:

- 3 promotional advertisements providing information on the organized exhibition in daily papers “Lietuvos rytas” and “15 minučių” (a daily paper *15 Minutes*) – (46th-48th weeks);
- Web banners on the following portals: Alfa.lt, Atvirukas.lt, Autoplus.lt, Basketnews.lt, Blogas.lt, Buhalteris.lt, Burbulas.lt, Cha.lt, Cinema.lt, Dieta.lt, Djscene.lt, Draugas.lt, Domoplus.lt, Ehr.lt, Enamai.lt, Eurobasket.lt, Eurofootball.lt, F-1.lt, Formule1.lt, Frype.lt, Futbolas.lt, Games.lt, Ieskok.lt, Jt.lt, Jtn.lt, Kinas.info.lt, M-1.fm.lt, Manonamai.lt, Moteris.lt, Muge.lt, Music.lt, Miestai.net, Open24.lt, Ore.lt, Orai.lt, Panele.lt, Point.lt, Skelbiu.lt, Sportas.lt, Studentuera.lt, Supermama/beforumo.lt, Tavovaikas.lt, Tax/beforumo.lt, Tindirindi.lt, Tingiu.lt, Traders.lt, VerslasBanga.lt, Visalietuva.lt, Zmones24.lt – (48th-50th weeks);

- Information on the website www.vilnius2009.lt;
- 1 press release distributed (around 300 e-mail addresses): “By Means of Letter Fonts, Designers Will Present Unconventional Face of Vilnius” (11-11-2009).

Moving Landscape:

- 1 press release distributed (around 300 e-mail addresses) – “Designers will Try to Put the Landscape of Vilnius into Motion” (16-11-2009) providing information on the beginning of creative workshops, participants, goals and results of workshops;
- Information on the website www.vilnius2009.lt.

Design Documentary:

- Two promotional advertisements informing on the marathon of documentary films on design published in the daily papers “Lietuvos rytas” and “15 minučių” – (47th-48th weeks);
- Web banners in the following portals: Alfa.lt, Atvirukas.lt, Autoplius.lt, Basketnews.lt, Blogas.lt, Buhalteris.lt, Burbulas.lt, Cha.lt, Cinema.lt, Dieta.lt, Djscene.lt, Draugas.lt, Domoplius.lt, Ehr.lt, Enamai.lt, Eurobasket.lt, Eurofootball.lt, F-1.lt, Formule1.lt, Frype.lt, Futbolas.lt, Games.lt, Ieskok.lt, Jt.lt, Jtn.lt, Kinas.info.lt, M-1.fm.lt, Manonamai.lt, Moteris.lt, Muge.lt, Music.lt, Miestai.net, Open24.lt, Ore.lt, Orai.lt, Panele.lt, Point.lt, Skelbiu.lt, Sportas.lt, Studentuera.lt, Supermama/beforumo.lt, Tavovaikas.lt, Tax/beforumo.lt, Tindirindi.lt, Tingiu.lt, Traders.lt, VerslasBanga.lt, Visalietuva.lt, Zmones24.lt – (47th-48th weeks);
- Promotional videos on the Lithuanian National Television – 50 broadcasts (47th – 48th weeks);
- Small programmes/posters published in 1500 units and distributed in cafes, Vilnius Academy of Arts, the venue of the event, the Contemporary Art Centre;
- Information on the website www.vilnius2009.lt;
- A press release distributed to the press (around 300 e-mail addresses): “Films on People and Things, Designers and Design” (24-11-2009) elaborating on the start of the marathon of the documentary films on design.

International contest of social posters – VilNews of the World:

- 2 promotional advertisements providing information on the marathon of the documentary films on design published in the daily papers “Lietuvos rytas” and “15 minučių” – (50th -51st weeks);
- Web banners in the following portals: Alfa.lt, Atvirukas.lt, Autoplius.lt, Basketnews.lt, Blogas.lt, Buhalteris.lt, Burbulas.lt, Cha.lt, Cinema.lt, Dieta.lt, Djscene.lt, Draugas.lt, Domoplius.lt, Ehr.lt, Enamai.lt, Eurobasket.lt, Eurofootball.lt, F-1.lt, Formule1.lt, Frype.lt, Futbolas.lt, Games.lt, Ieskok.lt, Jt.lt, Jtn.lt, Kinas.info.lt, M-1.fm.lt, Manonamai.lt, Moteris.lt, Muge.lt, Music.lt, Miestai.net, Open24.lt, Ore.lt, Orai.lt, Panele.lt, Point.lt, Skelbiu.lt, Sportas.lt, Studentuera.lt, Supermama/beforumo.lt, Tavovaikas.lt, Tax/beforumo.lt, Tindirindi.lt, Tingiu.lt, Traders.lt, VerslasBanga.lt, Visalietuva.lt, Zmones24.lt – (52nd week);
- Information on the website www.vilnius2009.lt;
- A press release distributed to the press (around 300 e-mail addresses): “Ideas of the Legendary *Queen* in Social Posters” (23-11-2009).

The models of created posters were presented in the portal of the information partner *Delfi.lt*. Visitors of the portal had a chance to leave their commentaries.

Project post-production

Catalogues of the seven parts of the project were published after the project in 1750 units (each part – 250 units). The catalogues were distributed among the participants of all parts of the project and the educational institutions that they represented.

4) Design for All

Concept of project communication strategy

The goal of project communication was to provide information on the exhibitions and workshops organized during the project and let others know that Vilnius and Lithuania were already surfacing on the map of the European design.

The major message of communication – design is a means of improving our environment along with the improvement of human life quality.

The target group – consumers/viewers of project results: educated city residents, students, professionals of design and architecture.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Promotional campaigns of project exhibitions were conducted:

Exhibition of Austrian design:

- 1000 units of booklets distributed in the venue of the event, among the participants of the event, etc.;
- Information on the website www.vilnius2009.lt.

Exhibition of Latvian design:

- 5 units of large-scale posters exhibited on the special stands of the shopping centre *Panorama*;
- 500 units of flyers distributed in the venue of the event, the Contemporary Art Centre, higher education institutions in Vilnius, etc.
- Information on the website www.vilnius2009.lt.

Exhibition of Estonian design:

- 50 units of posters distributed in the venue of the event, the Contemporary Art Centre, higher education institutions in Vilnius, etc.
- Information on the website www.vilnius2009.lt

Exhibition of Hungarian design:

- outdoor promotional posters on the stands of the sponsor *JCDecaux* – 100 stands (37th – 41st weeks);
- promotional advertisements in the press – 4 layouts in “Lietuvos rytas”, “15 minučių”, Annex

“Stilius” (*Style*) to the “Lietuvos rytas” (37th – 39th weeks);

- web banners on the Internet – delfi.lt, lrytas.lt, Ore.lt, Djscene.lt, bernardinai. Lt, 15min.lt, (37th – 40th weeks);
- promotional posters (A2) – 70 units distributed in higher education institutions, galleries, *VECC* friendly spots, etc.;
- flyers – 700 units distributed in higher education institutions, galleries, *VECC* friendly spots, etc.;
- information on the website www.vilnius2009.lt.

Exhibition of French design:

- promotional outdoor posters on *JCDecaux* stands – 90 stands (45th – 49th weeks). To that end, an advertising agency contributed to the creation of a poster layout and its different sizes were adapted to press layouts.
- Promotional advertisements in the press – 3 layouts in “Lietuvos rytas”, “15 minučių”, “Vilniaus diena” (daily paper *Day of Vilnius*) (45th – 48th weeks);
- web banners on the Internet – delfi.lt, lrytas.lt, Ore.lt, Djscene.lt, bernardinai. Lt, 15min.lt, (45th – 49th weeks);
- promotional posters (A2) – 50 units distributed in higher education institutions, galleries, etc.;
- flyers – 1000 units distributed in higher education institutions, galleries, *VECC* friendly spots, etc.;
- information on the website www.vilnius2009.lt.

Exhibition of results of creative workshops

- promotional outdoor posters on the stands of the sponsor *JCDecaux* – 50 stands (46th – 48th weeks). To that end, an advertising agency contributed to the creation of a poster layout and its different sizes were adapted to press layouts;
- by the proposal of artists to decorate *JCDecaux* stands near the river by different design solutions, posters with the visualization of ideas were exhibited in the stands along with the descriptions of their ideas to make the passers-by better aware of the benefit and functional aspect of the solutions proposed (46th – 47th weeks);
- promotional advertisements in the press – 3 layouts; in “Lietuvos rytas”, “15 minučių”, “Vilniaus diena” (46th – 47th weeks);
- web banners on the Internet – delfi.lt, lrytas.lt, Alfa.lt, bernardinai. Lt, 15min.lt, (46th – 47th weeks);
- promotional posters (A2)– 50 units distributed in higher education institutions, galleries;
- flyers – 1000 units distributed in higher education institutions, galleries, *VECC* friendly spots, etc.
- information on the website www.vilnius2009.lt.

Means of public relations:

6 press releases distributed (about 300 e-mail addresses):

- Exhibition of Austrian Design Opens o the Public Today” (15-05-2009);
- “Best Estonian Design – in Vilnius” (18-06-2009);
- “ECO 2009. Design for All and the Future” (18-06-2009);
- “Hungarian Design – not Only *Ikarus* Buses” (02-09-2009);
- “French Industrial Design – Unique Combination of Elegance and Technologies” (04-11-2009);
- “Quays of the Neris will Turn into Platforms?” (06-11-2009).

Opening events intended to the press, artists, professionals of design and architecture were organized for each exhibition.

5) **DOCRES VNO**

Concept of project communication strategy

Means of promotion and public relations were used for the publicity of the project. The result of the project – documentary films about Vilnius created by film-makers from other countries – was intended to everyone interested in documentary films. That was not a niche project, thus, as wide audience as possible was informed on its proceedings and results. By means of public relations, information was provided on the idea and organizers of the project and, finally, on the result of the project. Mass media, such as press, Internet, flyers, were used to inform as wide audience as possible on the time and place of film sessions and to invite to watch the films.

Mass media were used to inform and attract a wide audience to the seminars on the work using a video and audio editing programme *Final Cut Studio Pro*.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of promotion:

- a promotional advertisement inviting to take part in the seminars on the work using a video and audio editing programme *Final Cut Studio Pro* intended to cinema professionals and amateurs (the courses of two parts) was placed in “Lietuvos rytas”, “Pravda” (a monthly magazine *The Truth*) and “15 minučių” during the 40th-41st weeks. To that end, an advertising agency contributed to the creation of a layout and its different sizes;
- Promotional advertisements inviting to the sessions of the film created during the project were placed in “Lietuvos rytas”, “Vilniaus diena” and “15 minučių” during 48th-49th weeks. To that end, an advertising agency contributed to the creation of a layout and its different sizes;
- 50 Internet websites and portals (delfi.lt.; lrytas.lt; one.lt ir kt.) displayed web banners inviting to the films of the project during 50th-51st weeks;
- a promotional booklet/flyer created on the project and its films. Circulation of 1000 units. Distributed via higher education institutions (Vilnius University, Lithuanian Academy of Music and Theatre, etc); institutions of culture (Vilnius Teachers’ House, Vilnius City Hall, etc), institutions of cinema and media (Lithuanian Filmmakers Union, Lithuanian Cinema Studio, Lithuanian Mediadesk, etc), bars;
- a promotional poster in the circulation of 50 units promoting the sessions of the films *DOCRES*

VNO; distributed along with flyers (listed above);

- Information on the website www.vilnius2009.lt.

Means of public relations:

Public institution *Vilnius – European Capital of Culture 2009* distributed 4 press releases (about 300 email addresses):

“The Young European Film-Makers will Commemorate Vilnius in Films” (13-07-2009);

“Attention – Selection of Candidates for Montage Lessons is Announced!” (07-09-2009);

“Attention – Selection of Cinema Professionals is Announced” (07-09-2009);

“Vilnius – the City I have Never Known” – 3 Directors, 3 Countries, 3 Viewpoints” (27-11-2009).

Project post-production

- DVD of the three documentary films *Vilnius – the City I Have Never Known* released. DVD also includes a film on the proceedings of the project *DOCRES VNO*. The scripts of all the films were translated and subtitled in Lithuanian, English, Estonian, Latvian and Flemish languages.
- All three films *Vilnius – the City I Have Never Known* were presented in the festival of the Lithuanian cinema in Chicago (USA) on January 26, 2010.

6) *When People Meet*

Concept of project communication strategy

Means of promotion and public relations were used for the publicity of the project. The target group – the audience of different age groups seeking for knowledge and challenges. Goals of project publicity campaign:

- to inform the society on the project, its proceedings and invite to the sessions of the film produced during the project;
- the goal in other countries was to raise interest of the organizers of film festivals and related events, which could show the film and present project organizers as part of their programmes.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of promotion:

- layouts on the outdoor stands of the sponsor *JCDecaux* (15 units of showcases and 15 units of pillars) – (51st week);
- the presentation of a film trailer (24 seconds) on the Lithuanian Television (50th-51st weeks);
- promotional posters in A2 format, 175 units, and flyers (A4 and A6, 5500 units) distributed in higher education institutions – Vilnius University, Vilnius Gediminas Technical University, colleges, cultural centres, cinema theatres and public spaces;
- information on the website www.vilnius2009.lt.

Means of public relations:

- 4 press releases and an article distributed (about 300 e-mail addresses):

“Lessons of Technique of Well-Renown Cinema Specialists – for Lithuanian Filmmakers” (17-08-2009);

“The Project *When People Meet*: Actor Eglė Mikulionytė, Estate of Taujėnai and a Local Cow Stopping the Way to a Luxurious *Jaguar*” (26-08-2009);

“Shooting Works of the Project of *European School of Arts – When People Meet* – Came to an End” (13-10-2009);

“Cinema Premiere of *PARK '79* in December” (14-12-2009);

An article presenting unabridged interviews with the author of project idea and the film director –

“Script Threads of a Pilot Film United Five Film-Making Teams in Lithuania” (15-12-2009).

Project post-production

A double DVD of documentary and feature films (2000 units) released, distributed among project participants and the people of the Lithuanian film-making world.

7) maProject

Concept of project communication strategy

The communication of the project was intended to reach its audience by means of selection of the young Lithuanian artists, which was publicised through particularly targeted channels only.

The promotional information promised that unique and impressive forms would be used to present the results of the project to the residents of Vilnius and the events would be free of charge upon a prior registration by e-mail.

The proceedings of the project were publicized by means of press releases (“the participants have gathered”, “the creative workshops reached their half-way”, “premiere this weekend”, etc.).

Since only a limited audience could attend the events and contemporary art has a limited target audience as well, promotion and publicizing campaign was not oriented towards quality and scope but the relevance of the selected publicity channels and, in particular, means of promotion (e.g. flyers, which are more relevant to mass events, were not used).

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of promotion:

- A2 promotional posters, 250 units, distributed in higher education institutions, the Contemporary Art Centre, cafes, the event venue, etc.
- promotional dynamic web banners (37th – 38th weeks) on Internet portals: www.delfi.lt, www.ore.lt, www.djscene.lt, www.bernardinai.lt, www.lrytas.lt, www.15min.lt;
- 1000 units of project booklets on the participants and concept of the project distributed to the audience in the venue of the event;
- Information on the website www.vilnius2009.lt.

Means of public relations:

- Press conference presenting the premiere of a project installation was held on 17-09-2009 in the

venue of the event – the lobby of the New Building of Vilnius Academy of Arts;

- Public Institution *VECC* distributed 4 press releases (about 300 e-mail addresses) and prepared 3 special articles on the initiation of the project:

“*The maProject* Announces the Selection of the Young Artists” (23-04-2009);

“Artists from Four European Cities Join their Forces in Vilnius” (17-08- 2009);

“*maProject* – Synthesis of Interdisciplinary Arts” (11-09-2009);

“A Dancing, Singing and Playing Map of the Four European Cities in Vilnius” (17-09-2009).

The article “*maProject* – Synthesis of Interdisciplinary Arts“ initiated on the basis of 3 interviews with the supervisors of creative workshops (“A Multi-Cultural Atmosphere of Vilnius is a Source of Inspiration to a Bulgarian Composer”, “Contemporary Artist Admires the Spontaneity of Traditional Filmmaking Technologies”, “A Choreographer from the Netherlands Invites to Become Part of the Work of Art”) was first announced on www.bernardinai.lt and other media afterwards: 11-09-2009: www.delfi.lt; 13-09-www.artnews.lt; 15-17 09 2009: www.cityout.lt; www.studentas.lt ir www.miestoiq.lt; 03-12-2009: “Muzikos barai” (a monthly paper on music *Bars of Music*), pages 14-18.

Other articles initiated:

www.cityout.lt, Toma Jonuškaitė, “Participants of the Project “*The maProject* Creates a Journey Route” (message: a new project is taking a fresh start; its concept, authors, project of creative workshops, a journey within a building on 18-19 September) 13-08-2009. www.cityout.lt, Toma Jonuškaitė, “Work in the Camp of the *The maProject* Reached its Peak (photo)” (message: project participants learn and create altogether for as long as two weeks already), 24-08-2009.

After the premiere:

www.dance.lt, Vita Mozūraitė, “Mixture of Languages does not Impede Communication” (article by a critic of contemporary dance), 29-09-2009.

www.nowytaniec.pl or <http://danceinpoland.eu>, Witold Mrozek “A Different Tower of Babel. On *maProject*” (article by a Polish critic of contemporary dance), 07-11-2009 (its version in the English language announced).

Project post-production

A book of photo-documentation of the project published (64 pages), which presents the participants, project proceedings (lectures, creative workshops) and the presentation of the installation to the audience of Vilnius as its final point.

The book was distributed among the organizations of partners, participants, delivered to larger festivals of European stage and interdisciplinary art, art centres, producers and embassies in order to present the results of the project and promote the idea of presenting the installation in other countries in the form of a tour with the intention of proposing the installation to the programmes of festivals and art centres abroad.

8) Art Territory

Concept of project communication strategy

Since *Art Territory* was a social and educational project, which aimed at raising awareness of the role of art for health within the society and responsible institutions, the means of public relations were chosen to publicize the project, which attempted to disseminate the information on the project and the experience of other countries in this area.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

- Public Institution *Vilnius – European Capital of Culture 2009* distributed 6 press releases (about 300 e-mail addresses) and initiated 2 broadcasts on TV:
 - “International Conference will Build a Bridge Joining Fields of Health and Art” (20-05-2009);
 - “Participants of the Project *Art Territory* will Give Life to the Walls of the Children’s Hospital” (03-06-2009);
 - “Art for Health – Already in Children’s Hospital of Vilnius University” (13-07-2009);
 - “Presents to the Young Patients of the Children’s Hospital of Vilnius University” (17-08-2009);
 - “*Art Territory*: 200 Works of Art and Healing Children” (24-09-2009);
 - “*Art Territory* – Outside the Hospital Walls As Well” (30-09-2009).
- TV broadcasts:
 - News programme of the “Lietuvos rytas TV” “Reporteris” (*A Reporter*) (02-07-2009);
 - Lithuanian Television, programme “Labas rytas” (03-07-2009).
- Three press conferences organized – presentation to the media, presentation to the society and presentation to the members from responsible institutions:
 - On 01-06-2009 – a press conference presenting the first-ever international conference in Lithuania “Art for Health: Experience and Prospects”.
 - On 19-08-2009 – a theatrical presentation of the colouring book intended to the young patients of the hospital was held in the Children’s Hospital of Vilnius University. The event was attended by children and their parents, hospital personnel; the total of 60 participants.
 - On 29-09-2009 – a press conference/presentation of the project results was organized in the Paediatrics Division of the Children’s Hospital of Vilnius University.
- A special database of the media and journalists specializing in healthcare was compiled in the context of the afore-mentioned press conferences/presentations; the promotion campaign intended to raising interest of the representatives from the afore-mentioned media was conducted via the agency of public relations.
- Press conferences/presentations were attended by the media representatives from such publications as “Gydytojų žinios” (a fortnightly paper *Doctors’ News*), “Ekstra” (a weekly magazine *Extra*), “Litovskij kurjer” (a weekly paper in Russian *A Lithuanian Courier*), photo-reporters of the portals 15min.lt and zebra.lt, a reporter from the Lithuanian Radio and representatives from responsible institutions – Mayor of Vilnius Vilius Navickas, Vice-Minister of the Ministry of Education and Science, Vice-Minister of the Ministry of Culture L. Šukys, Vice-Minister of the Ministry of Health A. Skikas.
- Information on the website www.vilnius2009.lt

Project post-production

- Catalogue of the project in the circulation of 2500 units released and distributed among the participants and partners of the project, institutions, non-governmental organizations, conference participants, hospital administration and personnel;
- A booklet/map in the circulation of 10 000 units published and distributed in the Children’s Hospital of Vilnius University (patients and visitors, personnel, administration) and project

participants and partners;

- A colouring book *What has Vukas Forgotten*, authors Gintaras Jocius and Rolandas Kiaulevičius, 5000 units, distributed among patients of the hospital.

9) **Mapping Vilnius Modelling Vilnius**

Concept of project communication strategy

The goal of project communication was to inform as wide audience as possible on the exhibition organized as part of the project and to invite to visit it. By means of public relations (press releases, article), the information was provided on the project, its proceedings and exhibition. The article written on the project was oriented towards the audience of the specialized media (specializing in articles on architecture, design, construction, etc). Web banners on the Internet intended to inform on the exhibition and invited to see it.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

- The selection of project participants was organized by delivering electronic invitations to the target audience of several hundred potential candidates;

The following means of promotion were used to publicize public lectures and the opening of the exhibition:

- online advertising (29th – 31st weeks) on the following portals: delfi.lt, alfa.lt, 15min.lt, bernardinai.lt ;
- Traditional publications: posters (A2, 100 units) and flyers (A6, 1000 units) distributed in the institutions of culture and arts (Contemporary Art Centre, museums), educational institutions (Vilnius Academy of Arts, Vilnius Design College) and locations of public gatherings of young people (bar *Woo*, cafe *Coffee Inn*).
- 2 press releases distributed (about 300 email addresses):
“Artists and Academics from Nine Countries will Create a Contemporary Face of Vilnius” (17-07-2009);
“Artistic Face of the New Vilnius – in the Exhibition without Sculptures and Paintings” (24-07-2009);
- Article “Face of Vilnius will Also be Shaped by Foreign Artists” on the project and the experience of participating lecturers announced in the following media: “Statyba ir architektūra” (a magazine *Construction and Architecture*), “MiestoIQ” (a magazine on culture *CityIQ*), “Interjeras” (a magazine *Interior*), “Namas ir aš” (a magazine *My House and Me*), etc.

Project post-production

A calendar of project activities (200 units) published and distributed among project participants (lecturers, students), partners and supporters.

10) **Networks of Music Laboratories THE PROCESS**

Concept of project communication strategy

Individual parts of the project were presented to the society in spring and autumn; promotion campaigns were also conducted in two stages.

Goals:

- to inform a wide audience (from the youth interested in the developments of contemporary art to senior active musically-minded citizens) on music workshops organized as part of the project;
- to invite the society to the presentation of the results of creative workshops, i.e. presentation of public events, concerts, lectures; to raise public interest in the participation of public events.

The target group was youth (18-35 years old) interested in the development and developmental directions of contemporary music; contemporary art, contemporary music (electronic, performances, possibilities of sound recording), etc.

Potential foreign participants of the projects were informed by means of information networks of international organizations, direct mail, etc.

To attract the attention of the target audience (youth), most attention was paid to the spread of information on the Internet. Topical information was delivered to the most popular Lithuanian online news portals - delfi.lt, eb.lt, 15min.lt, lrytas.lt, cultural / music portals, such as music.lt, ore.lt, djscene.lt, artnews.lt, social portals such as frype.lt, facebook.com and others.

The Lithuanian radio stations (“M-1”, “Opus3”, “LRT1”, “Radiocentras”) broadcasted audio clips informing on public performances of the participants and lecturers of the networks of music laboratories *The Process*.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of Promotion:

SPRING			
No.	Means of Communication	Quantity	Period
1.	Press releases	4	19 May–16 June
2.	Flyers	1000	04 June–16 June
3.	Posters (A2)	700	04 June–16 June
4.	JCDecaux stands of bus stops	50	09 June–16 June
5.	Web banners	2	01 June–16 June
6.	Online messages	4	20 May
AUTUMN			
No.	Means of Communication	Quantity	Period
1.	Press releases	5	03 Sep–20 Sep
2.	Flyers	2400	07 Sep–20 Sep
3.	Posters (A2)	450	07 Sep–20 Sep
4.	Outdoor advertising (JCDecaux)	90	07 Sep–20 Sep
5.	Web banners	2	07 Sep–20 Sep
6.	Online messages	15	08 Sep–17 Sep
7.	Radio clip	1	07 Sep–20 Sep
8.	Booklet	300	14 Sep–20 Sep

Information on the website www.vilnius2009.lt

Means of public relations:

By means of Internet possibilities, the plan of international communication took advantage of press

releases and invitations to the young artists to take part in music workshops. Information was distributed through:

- the network of music information centres taking advantage of the contacts in the disposition of the Lithuanian Music Information and publishing Centre.
- the network of higher schools taking advantage of the contacts in the disposition of the Lithuanian Academy of Music and Theatre.
- Independent youth art associations taking advantage of the contacts of Ikultur (Austria; contact person Johannes Kretz: johkretz@mac.com), ARCO (the UNited Kingdom; contact person Neil Luck: neilluck@hotmail.co.uk), Organization of Young Composers (Serbia, contact person Maya Lekovic: mayalekovic@yahoo.co.uk); representatives of ensembles of young musicians of their home countries: Hikari Kiriamu (the Netherlands; ferneyhough@hotmail.co.jp), Giovanni Bertelli (Italy; giovannibertelli@libero.it), Jan Masanetz (Germany; jan.masanetz@arcor.de) and keeping in touch with Daiva Parulskienė (the United Kingdom, *Cultural Attaché*).

Press releases, radio, Internet, press, outdoor advertising stands, posters, flyers and booklets were used as part of the local communication plan:

- 9 press releases were distributed to the press (about 300 email addresses):

“The Networks of Music Laboratories *The Process* Presents First Non-Commercial Concerts” (19-05-2009);

“The Sound Recording Laboratory – Presentation of CD on 16 June, 19:00” (10-06-2009);

“The Sound Recording Laboratory – Reminiscent of Other Short Operas” (13-06-2009);

“*Fusedmarc* and *ART’i*: Getting Intoxicating of What?” (12-06-2009);

“*THE PROCESS* Invites Sound Artists, Researchers of Electronic Music and Experimental Art to Join a Cycle of Lectures and Creative Workshop” (18-08-2009);

“Cycle of Public Lectures *Audi(o)torium* on the Art of Sound and Electronic Music” (14-09-2009);

“Cycle of Digital Music Concerts *electroPROGRESSION* ” (14-09-2009);

“Non-Commercial Inter-Disciplinary Cycle of Concerts *Progress* ” (08-09-2009).

Project post-production

CD of the works of *NOA* sound recording laboratory – 1500 sets (3 units per CD). 100 units of boxes including the post-cards and writing/video works of other formats created by the participants of *Audi(o)torium*. Upon the completion of the project, CD and DVD of the remaining laboratories presenting video recordings and audio recordings of concerts of the project were released in different circulations – the total of 1250 units, 14 CDs and DVDs of different types.

11) *Neu Now Vilnius '09*

Concept of project communication strategy

The festival *Neu Now* organized in Vilnius was the first festival presenting the works of all fields of art of the graduating students across the entire European Union and the European Economic Area. Taking this fact and the importance of the project into consideration, considerable attention of both PI *Vilnius – European Capital of Culture 2009* and the project partner ELIA was paid to the publicity campaign of the project. The goal of project communication was to inform as wide audience as possible on the event of

great importance in the world of art and education hosted in Vilnius and to invite to the events of the festival – performances, exhibitions, concerts, film reviews and discussions. To that end, mass advertising means (TV, press, Internet, posters, etc) and means of public relations were used.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

The following means were used in the promotion campaign:

- Outdoor promotional posters presenting the programme of the festival in *JCDecaux* stands – 60 stands (46th – 47th weeks);
- Outdoor advertising signboards and flags on street light-poles (next to the venue of the event (Design and Innovation Centre of Vilnius Academy of Arts *Titanic*, cinema centre “Skalvija”, Theatre of Dance of the National M.K. Čiurlionis School of Arts, Central Building of the Lithuanian Academy of Music and Theatre) (46th-47th weeks);
- Promotional posters on trolleybuses and buses driving across the locations of the festival – 3 units (46th – 47th weeks);
- Promotional video on the Lithuanian Television – 50 broadcasts (46th – 47th weeks);
- Promotional advertisements in the press presenting the programme of the festival – 2 layouts; in “Lietuvos rytas” and “Vilniaus diena” (46th – 47th weeks);
- Promotional banners on the Internet – delfi.lt, lrytas.lt, 15min.lt, Alfa, Atvirukas, Autoplus, Basketnews, Blogas, Buhalteris, Burbulas, Cha, Cinema, Dieta, DJscene, Draugas, Domoplus, Ehr.lt, Enamai, Eurobasket, Eurofootball, F-1, Formule1, Frype, Futbolas.lt, Games, Ieskok, Jt, Jtn, Kinas.info, M-1.fm, Manonamai, Moteris, Muge, Music, Miestai.net, Open24.lt, Ore, Orai, Panele, Point, Skelbiu, Sportas, Studentuera, Supermama/be forumo, Tavovaikas, Tax/be forumo, Tindirindi, Tingiu, Traders, VerslasBanga, Visalietuva, Zmones24.lt, bernardinai. Lt.(47th week);
- Promotional posters (A2) introducing the programmes of the festival – 150 units, distributed in higher education institutions, galleries, etc;
- Flyers introducing the programme of the festival in the English language – 3000 units distributed in schools, galleries, etc.;
- Festival catalogues in Lithuanian and English languages presenting the projects and the idea of the festival – 1500 units;
- Information on the website www.vilnius2009.lt

Campaign of public relations:

- On 18 November, Design and Innovation Centre of Vilnius Academy of Arts *Titanic* hosted a special opening event of the festival. ~ 400 guests took part in the event – Lithuanian artists, politicians, media representatives, members of the project partner ELIA, art students, etc.
- 5 press releases distributed (about 300 e-mail addresses):

“Projects of the Graduates from Lithuanian Schools of Arts – Among the Best in Europe” (09-11 2009);

“A. Klimas: The Potential of the Young Designers is not Yet Exhausted” (12-11-2009);

“Vilnius Became the Capital of the Young European Artists” (18-11-2009);

“Personal Stories of Lithuanians Will Teach the Young Irishmen to be Tolerant” (19-11-2009);

“Cinema Centre “Skalvija” Presents the Premiere of the Films of Young European Filmmakers” (20-11-2009).

Project post-production

A catalogue presenting the works of the festival released in 1500 units in Lithuanian and English languages. Half-an-hour film on the festival is still in the process of creation. Director – Dalia Kutavičienė, operator – Donatas Buklys. A 5-minute trailer on the festival created as well.

12) Vilnius Academy of Literature: Acquaintances and Connections

Concept of project communication strategy

Bearing in mind that it was a niche project of educational type intended to those interested in literature and translations, the project was publicized by means of public relations.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

Means of public relations:

- April 2009. General information on the project announced via Internet and e-mail;
 - May 2009. Information on the residencies of writers provided along with the general information on the project (via Internet, e-mail, newsletters, radio and media);
 - May-September 2009. Continuously updated information on specific parts of the project via newsletters and e-mails;
 - September 2009. Information on translation workshops and general information on the project announced via e-mail, Internet, radio, television, press (press releases);
 - November 2009. Information on project results and the presentation of almanac in Vilnius announced via Internet, radio, press; a press release distributed to the media;
 - In the process of the project, the information on the project, its proceedings and results was announced on the websites of “Lietuviškos knygos” / *Lithuanian Books*, the Lithuanian Association of Literary Translators and project partners;
 - Information on the website www.vilnius2009.lt.
 - PI *Vilnius – European Capital of Culture 2009* prepared and distributed 4 press releases (about 300 e-mail addresses) and a TV broadcast:
 - “Residency” of the Young Foreign Writers in Vilnius Academy of Literature Started” (18-05-2009);
 - “New “Trainees” from Abroad Come to Vilnius Academy of Literature” (01-06-2009);
 - “The Young Translators will Practise in Vilnius Academy of Literature” (16-09-2009);
 - “Students” of Vilnius Academy of Literature will Present a Collection of Stories Dedicated to Vilnius” (19-11-2009);
- TV broadcast on the LTV evening news programme “Panorama” on 02-06-2009 “Sounds of pens scribbling and the smell of ink can be sensed in the beginning of the summer in *Vilnius – European Capital of Culture...*” On 19-11-2009 a public event was organized in the Lithuanian Theatre, Music and Film Museum. The wide audience observed the presentation of the almanac

and the discussion on project results. Several journalists of the Lithuanian Radio and Television also took part in the event.

Project post-production

The almanac of the texts created or translated in translation workshops (circulation of 2000 units). The publication was distributed free of charge (to project participants – writers, translators, workshop supervisors, hosts of events and reciters, cultural organizations in Lithuania, institutes of foreign culture in Vilnius, partner organizations abroad, Lithuanian institutions of higher education, Lithuanian and foreign libraries).

13) 5 Senses of Vilnius

Concept of project communication strategy

Goals of project publicity campaign:

- provide information on the idea and proceedings of the project;
- present the ideas of souvenirs created during the project and encourage voting for them.

The target group: residents of Vilnius and city guests. Innovators interested in new and novel ways of presenting Vilnius.

A week before the presentation of souvenir samples inside five *JCDecaux* pillars (in the centre of Vilnius), a promotional “teaser” campaign was conducted. Afterwards, the same five outdoor advertising pillars were used to exhibit the samples of souvenirs created at the time of the project. Everyone interested in this project had a chance to smell, hear and try the souvenirs and participate in the online voting evaluating the souvenirs on the basis of the criteria indicated. For several days after the opening of the project, volunteers stood by near the pillars – they distributed voting flyers and provided information on the origins of the idea of each souvenir. Legends were created for each souvenir, which were distributed to the media and are intended to be used in the future developments of the project. Results of voting are to this day available on the website <http://www.kulturagyvai.lt/lt/pojuciai/rezultatai/>. The services of a programmer were used to create the online questionnaire.

Means of public relations were used to provide information on the project.

List of project means of promotion and public relations along with the period, publicity channel, quantities, etc indicated

The following promotional means provided information on the project results, locations of their exposition and invitation to vote:

- Outdoor posters of the sponsor *JCDecaux* – 45 stands from 31-08-2009 to 13-09-2009. Outdoor promotional campaign was conducted in two stages – the first stage of “teasers” (15 stands) by 4 September, where different posters were produced to fit the idea of each of the five souvenirs. The second stage consisted of the campaign informing on the locations of souvenir exposition, their ideas and possibilities of voting;
- Web banners on the Internet - portals delfi.lt, lrytas.lt, 15min.lt, one.lt, map.lt (on the basis of sponsorship) during the period 04-13 September 2009;
- 3500 units of fliers – the flyers featuring maps that indicate the locations of exposition of

	<p>souvenirs (1000 units) and the flyers including voting questionnaires (2500 units) distributed in <i>VECC</i> friendly spots next to the locations of souvenir exposition, etc.</p> <ul style="list-style-type: none"> - 1000 stickers featuring the sign of each of the five senses and distributed at the time of the presentation of results, in the locations of souvenir exposition, etc. <p>Means of public relations:</p> <ul style="list-style-type: none"> - 2 press releases distributed (around 300 e-mail addresses) and 5 legends created on the idea of each of the souvenirs, which had to represent and elaborate on the souvenirs in the pillars and provide references to exact locations of promotional pillars in Vilnius: “Ideas of Unconventional Souvenirs Hide a Different Vilnius” and 5 legends – 04-09-2009; “Artists will Create Contemporary Souvenirs of Vilnius through the Prism of Five Senses”– 24-08-2009. Five legends were distributed along with the press release – hearing <i>The Sound of Vilnius</i>; touch – <i>Touch Vilnius</i>; sight – <i>Image of Vilnius</i>; taste – <i>Taste of Vilnius</i>; smell – <i>Smell of Vilnius</i>. <p><u>Information, articles:</u> information www.vilnius2009.lt on the website; additional rout with more detailed information www.maps.lt, article www.kvapunamai.lt;</p> <p>On 04-09-2009, the Teachers’ House hosted a press conference/presentation, where each of the five participating groups presented their idea and samples of souvenirs. The presentations highlighted the originality and modernity of souvenirs, their interactive presentation and introduction of their authors.</p>
<p>Feedback about the project in the public media (number of articles / reportages, main aspects of the evaluation of the project)</p>	<p><u>The European School of Arts projects’ cycle</u></p> <p><i>General insights about the feedback on the project in media</i></p> <p>The <i>European School of Arts (ESA)</i> was mentioned in a great deal of publications and reportages, which spoke about each of its 13 projects.</p> <p><i>The number of responses in different types of media</i></p> <p>Based on the media report provided by <i>TNS Gallup Media</i>, over 300 publications and reportages about the projects of the <i>European School of Arts</i> appeared in the media between May and December 2009. In majority of them it was mentioned that the project is a part of the National Programme <i>Vilnius – European Capital of Culture 2009</i> international art-educational projects’ cycle <i>European School of Arts</i>.</p> <p>Publications in which the media gave general reviews on the projects’ cycle the <i>European School of Arts</i>:</p> <p>News Agency BNS June 3, 2009 “Vasarą – intensyviausia VEKS programa” (<i>The VECC programme is the most intense in the summer time</i>)</p> <p>Naujienų agentūra ELTA / <i>News Agency ELTA</i> June 3, 2009 “Vasarą Vilnių užgrius VEKS renginių lavina” (<i>An avalanche of VECC events will hit Vilnius this summer</i>)</p>

Vtv.lt June 3, 2009

“Europos kultūros sostinė Vilnių užlies renginių šurmuly” (*European Capital of Culture Vilnius will be submerged in an uproar of events*)

News.lt June 3, 2009

“Europos kultūros sostinė Vilnių užlies renginių šurmuly” (*European Capital of Culture Vilnius will be submerged in an uproar of events*)

Balsas.lt June 3, 2009

“Europos kultūros sostinė Vilnių užlies renginių šurmuly” (*European Capital of Culture Vilnius will be submerged in an uproar of events*)

Alfa.lt June 3, 2009

“VEKS vasarą tikisi daugiausiai dėmesio” (*VECC is expecting most of attention in the summer time*)

Zebra.lt June 3, 2009

“Europos kultūros sostinė Vilnių užlies renginių šurmuly” (*European Capital of Culture Vilnius will be submerged in an uproar of events*)

1) Art-o-thlon

General insights about the feedback on the project in media

Over 100 commentaries on the Project appeared in the media, which:

- Emphasized the uniqueness of the Project as the first international arts contest in the world.
- Highlighted the innovativeness of such a project in the history of Lithuanian television.
- Emphasized the main parts of each program: distinguished teams, works of art created by the participants of the teams, provocative and complicated aspects of the announced topics of the creative works.
- Presented the realities of art: the difficulties of working together, the joy of presenting created works, reflections of the realities of the artists' lives and their images in a specific theme and piece of work.
- Discussed the polymorphisms of the Project: combining different mediums, views of the artists of different specialties.

The number of responses in different types of media

Taking into account the fact that over 100 publications about the Project appeared, the list of all of their names is not provided in this part of the report. Copies of the publications are provided in separate appendices of the report.

Main aspects of project evaluation in media

- Continuous and other values of contemporary art.

- Status and image of the artist.
- Possibilities of art reflection.

2) *Decalogue-Dialogue*

General insights about the feedback on the project in media

Festival – a new European School of Arts. A new educational – creative phenomenon.

Publications about the trips of the authors and coordinators of the Project to partner countries appeared in websites Delfi.lt, Alfa.lt, Balsas.lt; in the newspaper “Lietuvos rytas” / *Lithuania’s Morning*, in a reportage in the show “Labas rytas” / *Good Morning*, in the catalogue and flyers of the *Premieres* festival in Strasbourg, in the *Le mag* reportage in the *Euronews* program.

The number of responses in different types of media

Based on the media report prepared by *TNS Gallup Media*, 20 publications and reportages about the Project appeared in the media:

Alfa.lt August 27, 2009

“Milanas – ketvirtoji stotelė “Dekalogo-Dialogo” kelyje” (*Milan – the fourth stop on the road of Dialogue-Decalogue*)

Balsas.lt August 3, 2009

“Projektas “Dekalogas-Dialogas” įgauna pagreitį Frankfurte” (*The project Dialogue-Decalogue gains momentum in Frankfurt*)

Balsas.lt August 27, 2009

“Milanas – ketvirtoji jaunujų Lietuvos teatralų stotelė “Dekalogo-Dialogo” kelyje” (*Milan – the fourth stop of the young Lithuanian thespians on the road of Dialogue-Decalogue*)

vtv.lt August 27, 2009

“Milanas – ketvirtoji jaunujų Lietuvos teatralų stotelė Dekalogo-Dialogo kelyje” (*Milan – the fourth stop of the young Lithuanian thespians on the road of Dialogue-Decalogue*)

Zebra.lt August 27, 2009

“Milanas – ketvirtoji jaunujų Lietuvos teatralų stotelė “Dekalogo-Dialogo” kelyje” (*Milan – the fourth stop of the young Lithuanian thespians on the road of Dialogue-Decalogue*)

“Lietuvos rytas” / *Lithuania’s Morning* *dayly* August 5, 2009, p. 15

“Pamatė save lyg iš šalies” (*Saw themselves from a side view*)

“7 meno dienos” / *7 Days of Art weekly* September 11, 2009, p. 5

“Teatro mokyklų festivaliui artėjant” (*As the festival of theatre school approaches*)

Balsas.lt October 28, 2009

“Dekalogas-Dialogas” suvienijo penkias Europos teatro meno mokyklas” (*Decalogue-Dialogue united five European schools of theatre art*)

Balsas.lt October 30, 2009

“Lietuvos teatralų užsidegimas ir ryžtas užsieniečius moko stiprybės” (*Passion and determination of Lithuanian thespians teaches foreigners strength*)

ELTA.lt October 25, 2009

“Europos aukštųjų teatro mokyklų festivalyje – Dekalogo tema” (*In the festival of European higher education schools of theatre – the theme of the Decalogue*)

“Naujos Tėviškės žinios” / *News of the New Motherland daily* October 27, 2009, p. 8

“Dekalogo tema” (*The theme of the Decalogue*)

LTV October 26, 2009 / 7:51

Metteur en scene Gintaras Varnas is a guest at the “Labas rytas” / *Good Morning* studio

LTV October 27, 2009 / 20:30

Running text line: “Tomorrow at 5 pm in the Black Hall of *Art Printing* in Vilnius, a project-festival of the educational art program *European School of Art, Dialogue-Decalogue*. A play *Corps Exquis* by Frankfurt Higher Education School of Music and Theatre”

LTV October 28, 2009 / 20:30

Running text line: “Tomorrow at 5 pm in the Black Hall of *Art Printing* in Vilnius, a project-festival of the educational art program *European School of Art, Dialogue-Decalogue*, a play by *Utopia* theatre, *Decalogue*”

LTV October 28, 2009 / 20:30

A project of the *VECC* programme – a festival of European Higher Education Schools of Theatre *Decalogue-Dialogue* begins in Vilnius

LTV October 29, 2009 / 20:30

Running text line: “Tomorrow at 8 pm in the Black Hall of *Art Printing* in Vilnius, a project of the educational art programme *European School of Art*”

LTV October 30, 2009 / 20:30

Running text line: “Tomorrow at 9 pm in the Black Hall of *Art Printing* in Vilnius, *Dialogue-Decalogue* festival. A theatrical performance by the magistrates of Lithuanian Academy of Music and Theatre”

“Lietuvos žinios” / *Lithuanian News daily* November 2, 2009 p. 8

“Pagal Dievo padiktuotą tvarką” (*According to God's Order*)

“7 meno dienos” / *7 Days of Art weekly* November 6, 2009 p. 4

“Nepripaėliai saviųudėiai Vroclave” (*Odd ones out suicides in Vroclav*)

LTV November 13, 2009 / 20:30

Running text line: “Tomorrow at 7 pm in the Black Hall of *Art Printing* in Vilnius, a play by *Utopia* theatre, *Decalogue*”

Main aspects of project evaluation in media

- The positive aspects of the educational systems of other European schools are discussed and compared to the Lithuanian Academy of Music and Theatre.
- Advantage of the festival (the value of seminars and international exchange).
- Detailed description of the *Scanner* material.

3) Design for the City

General insights about the feedback on the project in media

Publications and reportages in the media depict the information dispersed for the press.

The number of responses in different types of media

Based on the media report prepared by TNS Gallup Media, 45 publications and reportages about the Project appeared in the media:

Balsas.lt September 10, 2009

“Dizaino specialistai kelrodėiais sieks parodyti “aiųskesnių” Vilnių” (*With wayshowings, design specialists will attempt to show a “clearer” Vilnius*)

Balsas.lt September 25, 2009

“Dizaino specialistai tipografiniais pranešimais primins Vilniaus senamiesėio trapumą” (*Design specialists will remind about the fragility of the Old Town of Vilnius with typographical talks*)

Balsas.lt September 28, 2009

“Vilniaus dailės akademijai sukurti penki inovatyvūs kelrodėių projektai” (*Five innovative wayshowing projects created for Vilnius Academy of Art*)

Delfi.lt September 11, 2009

“Dizaino specialistų rankose – inovacinės kelrodėių sistemos idėjos” (*In the hands of design specialists – innovative wayshowing system ideas*)

Delfi.lt September 18, 2009

“Per Mollerup: Vilnius kelrodėiams išleidžia per daug” (*Per Mollerup: Vilnius spends too much on wayshowings*)

News.lt September 28, 2009

“Dizaino specialistai tipografiniais pranešimais primins Vilniaus senamiesčio trapumą” (*Design specialists will remind about the fragility of the Old Town of Vilnius with typographical talks*)

lrytas.lt 2009 09 28

“Vilniaus dailės akademijai sukurti penki kelrodžių projektai” (*Five innovative wayshowing projects created for Vilnius Academy of Art*)

vtv.lt 2009 09 26

“Dizaino specialistai tipografiniais pranešimais primins Vilniaus senamiesčio trapumą” (*Design specialists will remind about the fragility of the Old Town of Vilnius with typographical talks*)

Balsas.lt October 1, 2009

“Ar Vilniaus senamiestis – pavojaus zonoje, klausia tipografiniai pranešimai” (*Is the Old Town of Vilnius in a danger zone – typographical talks inquire*)

Balsas.lt October 14, 2009

“Menininkai atskleis netikėtas ir provokuojančias knygos formas” (*Artists will reveal unexpected and provocative forms of a book*)

Balsas.lt October 21, 2009

“Vilnių prižiūrintiems darbuotojams uniformas kurs jaunieji dizaineriai” (*Young designers will create uniforms for the maintenance workers of Vilnius*)

News Agency BNS October 21, 2009

“Jaunieji dizaineriai kurs uniformas Vilniaus kiemsargiams” (*Young designers will create uniforms for the maintenance workers of Vilnius*)

Delfi.lt October 1, 2009

“Vilniaus dailės akademijai sukurti 5 inovatyvūs kelrodžiai” (*Five innovative wayshowings created for Vilnius Academy of Art*)

Delfi.lt October 2, 2009

“Vilniaus senamiesčiui sukurti šriftai įspės sostinės senamiesčio trapumą” (*Fonts created for the Old Town of Vilnius will warn about the fragility of the Capital's Old Town*)

Cityout.lt October 2, 2009

“Vilniaus senamiesčio ir šriftų dizaino trapumas” (*The fragility of font design and the Old Town of Vilnius*)

Delfi.lt October 22, 2009

“Per savaitę – 14 unikalių dailininko knygų” (*Fourteen unique books of a painting artist in one week*)

Delfi.lt October 23, 2009

“Jaunieji dizaineriai kūrė uniformas šlavėjams ir kiemsargiams” (*Young designers created uniforms for*

maintenance and sentinel workers)

News Agency ELTA October 14, 2009

“Vilniuje atidaromos dailininko knygos kūrybinės dirbtuvės” (*Creative workshop of a painting artist's book opens in Vilnius*)

Bernardinai.lt October 14, 2009

“Menininkai Vilniui atskleis netikėtų ir provokuojančių knygos formų” (*Artists will reveal unexpected and provocative forms of a book to Vilnius*)

Lrytas.lt October 15, 2009

“Menininkai Vilniui atskleis netikėtų ir provokuojančių knygos formų” (*Artists will reveal unexpected and provocative forms of a book to Vilnius*)

Zebra.lt October 22, 2009

“Jaunieji dizaineriai kurs uniformas Vilniaus kiemsargiams” (*Young designers will create uniforms for the maintenance workers of Vilnius*)

Reportage:

LTV October 23, 2009 / 20:30

“Knyga gali būti ne tik literatūros, bet ir dailės meno žanras” (*A book can be not only a genre of literature but also a genre of painting art*)

Cityout.lt October 28, 2009

“Kuriame plakatą pagal “Queen” albumą” (*Creating a poster based on Queen's album*)

News.lt November 11, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

Vtv.lt November 11, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

Zebra.lt November 11, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*);

Balsas.lt November 11, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

Lrytas.lt November 11, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

Bernardinai.lt November 12, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

Alfa.lt November 12, 2009

“Dizaineriai šriftais pristatys netradicinį Vilniaus veidą” (*Designers will present the non-traditional face of Vilnius with fonts*)

“Literatūra ir menas” / *Literature and Art weekly* November 13, 2009, p. 9

“Pasiskolintos raidės, gražinti žodžiai” (*Borrowed Letters, Returned Words*);

Vtv.lt November 16, 2009

“Dizaineriai bandys “išjudinti” Vilniaus peizažą” (*Designers will attempt to “Shift” the Vistas of Vilnius*)

Zebra.lt November 16, 2009

“Dizaineriai bandys “išjudinti” Vilniaus peizažą” (*Designers will attempt to “Shift” the Vistas of Vilnius*)

Delfi.lt November 16, 2009

“Dizaineriai bandys “išjudinti” Vilniaus peizažą” (*Designers will attempt to “Shift” the Vistas of Vilnius*)

Bernardinai.lt November 17, 2009

“Dizaineriai bandys “išjudinti” Vilniaus peizažą” (*Designers will attempt to “Shift” the Vistas of Vilnius*)

Balsas.lt November 17, 2009

“Dizaineriai bandys “išjudinti” Vilniaus peizažą” (*Designers will attempt to “Shift” the Vistas of Vilnius*)

News Agency ELTA November 23, 2009

“Socialinės tematikos plakatuose – legendinės grupės “Queen” idėjos” (*In social themed posters – Ideas of the legendary band Queen*)

Balsas.lt November 23, 2009

“Socialinės tematikos plakatuose – legendinės grupės “Queen” idėjos” (*In Social Themed Posters – Ideas of the Legendary Band Queen*)

Delfi.lt November 27, 2009

“Socialinės tematikos plakatuose – legendinės grupės “Queen” idėjos” (*In social themed posters – ideas of the legendary band Queen*)

Lrytas.lt November 24, 2009

“Vilniuje – filmai apie žmones ir daiktus bei dizainerius ir dizainą” (*In Vilnius: films about people and*

things, and about designers and design)

Delfi.lt November 24, 2009

“Filmai apie žmones ir daiktus, dizainerius ir dizainą” (*In Vilnius: films about people and things, designers and design*)

Balsas.lt November 24, 2009

“Filmai apie žmones ir daiktus, dizainerius ir dizainą” (*In Vilnius: films about people and things, designers and design*)

Zebra.lt November 24, 2009

“31 filmas apie žmones ir daiktus, dizainerius ir dizainą” (*In Vilnius: 31 films about people and things, designers and design*)

Alfa.lt November 24, 2009

“31 filmas apie žmones ir daiktus, dizainerius ir dizainą” (*In Vilnius: 31 films about people and things, designers and design*)

“Verslo žinios” / *Business News daily* November 27, 2009, p. 20

“Dizaino legendas pristato filmai, ateitį – paroda” (*Design icons are presented by films, the future – by exhibition*)

Main aspects of project evaluation in media

All of the disseminated announcements for the media emphasized the innovativeness and the new design tendencies of each part of the Project, e.g. a quote from an announcement for the media about a painting artist's book: “A book can be not only a genre of literature but also a genre of painting art. <...> The result of the work of the young artists – more than ten unique painting artist's books, fascinating not because of their narrative, but because of their form and appearance <...>”. Publications and reportages that appeared in the media were prepared based on the information in the distributed reports for the media.

4) Design For All

General insights about the feedback on the project in media

Publications and reportages in the media were prepared based on the information disseminated for the press.

The number of responses in different types of media

Based on the media report prepared by TNS Gallup Media, 17 publications and reportages about the Project appeared in the media:

Balsas.lt September 2, 2009

“Vengrijos dizainas – ne tik “Ikarus” autobusas” (*Hungarian design – not only the Ikarus bus*)

News Agency ELTA September 4, 2009

“Vilniuje pirmą kartą vieši Vengrijos dizaino naujienos” (*For the first time in Vilnius: novelties of Hungarian design*)

Bernardinai.lt September 2, 2009

“Vengrijos dizainas – ne tik “Ikarus” autobusa” (*Hungarian design – not only the Ikarus buses*)

LR1 September 4, 2009 / 6:57; 7:53

Geriausio praėjusių metų Vengrijos dizaino paroda 16 val. atidaroma Lietuvos dailininkų sąjungos galerijoje

(*An exhibition of the best Hungarian design of last year opens at 4 pm in the Gallery of Lithuanian Painters' Society*)

LTV September 9, 2009 / 7:22; 8:52

Kviečiame užsukti į Vengrijos dizaino parodą ir apžiūrėti pačius geriausius pernai šalyse sukurtus dizaino objektus

(*We invite you to come to the Hungarian design exhibition and see the best design objects that were created last year*)

Delfi.lt November 4, 2009

“Sostinėje – Prancūzijos industrinio dizaino paroda” (*French industrial design exhibition in the capital*)

Balsas.lt November 4, 2009

“Prancūzijos industrinis dizainas – unikalus elegancijos ir technologijų derinys” (*French industrial design – a unique blend of elegance and technology*)

Delfi.lt November 4, 2009

“Prancūzijos industrinis dizainas – unikalus elegancijos ir technologijų derinys” (*French industrial design – a unique blend of elegance and technology*)

Delfi.lt November 6, 2009

“Neries krantinės virs tribūnomis?” (*Will the embankments of Neris become tribunes?*)

LTV November 11, 2009 / 7:24; 8:52

“Daiktų istorijos” lankosi Prancūzijos industrinio dizaino parodoje” (*History of things is visiting the French industrial design exhibition*)

“Respublika” / *Republic daily* November 11, 2009, p. 14

“Neries pakrantėje bus galima patogiai prisėsti” (*It will be possible to comfortably sit down on the banks of Neris*)

“Lietuvos aidas” / *Echo of Lithuania daily* November 11, 2009, p. 3

“Dizaineriai sostinėje bandys pagyvinti Neries krantines” (*Designers in the capital will try to revive the banks of Neris*)

“Darbas” / *Labour* November 12, 2009, p. 6

“Dizaineriai sostinėje bandys pagyvinti Neries krantines” (*Designers in the capital will try to revive the banks of Neris*)

“Šiaulių kraštas” / *Land of Šiauliai daily* November 12, 2009, p. 9

“Dizaineriai gaivins Neries krantines” (*Designers will breathe life into the banks of Neris*)

“Vilniaus diena” / *Vilnius’ Day daily* November 12, 2009, p. 15

“Gyvybės gūsis Neries krantinei” (*A gust of life for the banks of Neris*)

“Sostinė” / *Capital daily* November 14, 2009, p. 16

“Nerį pagyvino ryškūs baldai” (*Bright fixtures enlivened Neris*)

“Šiaulių kraštas” / *Land of Šiauliai daily* November 14, 2009, p. 8

“Kėdės” (*Chairs*)

Main aspects of project evaluation in media

- Information about current exhibitions and invitations to visit them.
- Ideas of the designers from abroad about enlivening the embankments of Neris.
- The meaning and importance of industrial design and the opportunities for its development in Lithuania.

5) DOCRES VNO

General insights about the feedback on the project in media

There was both positive and negative feedback. *Bernardinai.lt*: “*DOCRES VNO* is the first project in Vilnius that provided the opportunity for film-makers from abroad to create and dedicate their work to the city which invited them. And the *MediaLAB* complex, installed by the initiators of the Project and intending to continue its activities after the end of the cultural capital year is the first laboratory with such advanced technical and educational opportunities in the Baltic States”.

Alfa.lt: “Over the course of three months of their stay in Vilnius, young film directors Bram Crol (Belgium), Dzintars Dreiberis (Latvia) and Kristin Raup (Estonia) will try to feel the life rhythm of the capital of Lithuania which has entered its second millennium. Film professionals will perpetuate their experiences in three documentary films (coming out in November), all united by the one main motif, “Vilnius – miestas, kurio nepažinojau” / *Vilnius – The City I Have Never Known*. It is expected that these documentaries, produced during the course of the Project *DOCRES VNO* will contribute towards popularising Lithuania and its capital in foreign countries”.

Publications and reportages in the media were prepared based on the information disseminated for the

press.

Based on the media report prepared by TNS Gallup Media, 8 publications and reportages about the Project appeared in the media in July, after the first media announcement (*delfi.lt*; *balsas.lt*; *bernardinai.lt*; *zebra.lt*; *alfa.lt*; LTV (2 reportages); “Respublika” / *Republic daily*; “Vakarų ekspresas” / *West Express daily*), presenting the Project *DOCRES VNO*, which aimed not only at creating valuable documentary films representing Vilnius. In September, the art educational programme’s *European School of Arts Project DOCRES VNO* film evening *Lithuanian Poetic Documentary* was announced in *balsas.lt*, *bernardinai.lt* and *lrytas.lt* portals. In November, publications about the presented films of the Project appeared in *balsas.lt* portal, newspaper “Vilniaus diena” / *Vilnius’ Day daily*, magazine “Veidas” / *Face*.

Main aspects of project evaluation in media

- Innovativeness in the area of film.
- Benefits for film professionals and beginners throughout the free courses on film montage.
- Benefits for the young Lithuanian film artists.

6) When People Meet

General insights about the feedback on the project in media

Publications and reportages in the media were prepared based on the information disseminated for the press.

The number of responses in different types of media

Based on the media report prepared by TNS Gallup Media, 6 publications and reportages about the Project appeared in the media in August (*delfi.lt*, *alfa.lt*, *balsas.lt* (2 publications), *vtv.lt*, LTV), announcing the two day-long training for filmmakers; this is the first stage of the national program’s *Vilnius – the European Capital Of Culture 2009* project-creative international workshop in film art *When People Meet*. In December, 6 publications informing about the completion of the project *When People Meet*, the premiere of the film *PARK’79* (*balsas.lt* (2 publications); *alfa.lt* (2 publications); LTV; *zebra.lt*), article *Strings of the Scenario of an Experimental Film United Five Teams of Creators in Lithuania* (*bernardinai.lt*, *CityIQ.lt*, *Cityout.lt*).

Main aspects of project evaluation in media

- Information about the Project in progress and its idea.
- Information about the end of the Project and the presented film.
- Interview with the creators.

7) maProject

General insights about the feedback on the project in media

As the general information, excluding 2 articles (V. Mozūraitė and W. Mrozek’s) after the public presentation of the project’s results, press-releases or information prepared on the basis of the press-releases and interviews with the project organizers got access to media, reviews are absent – only

informational material, without assessment, insights and opinions of media representatives.

The number of responses in different types of media

According to media review on the project prepared by *TNS Gallup*, 19 publications and reports were announced:

Alfa.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

Alfa.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

Balsas.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

Delfi.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

News agency ELTA August 17, 2009

“Lietuvos ir užsienio menininkai Vilniuje kurs “gyvąjį” Europos žemėlapi” (*Lithuanian and foreign artists will create a “living” map of Europe in Vilnius*)

News.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

vtv.lt August 17, 2009

“Keturių Europos miestų menininkai pajėgas vienija Vilniuje” (*Artists of four European cities unite their forces in Vilnius*)

“Naujos Tėviškės žinios” (*New Mother Country News daily*) August 20, 2009, p. 8

“Kurs “gyvąjį” žemėlapi” (*Creating a “live” map*)

Alfa.lt September 17, 2009

“maProject” – keturių šalių menininkų atgaivinta Babilono bokšto legenda” (*maProject – the legend of the Babylon Tower resurrected by artists from four countries*)

Balsas.lt September 17, 2009

“Generalinė repeticija dažnai būna nepakartojama” (*Dress rehearsal is often unrepeatable*)

Balsas.lt September 17, 2009

“Vilniuje – šokantis, dainuojantis ir grojantis keturių Europos miestų žemėlapis” (*Dancing, singing and playing map of four European cities in Vilnius*)

Balsas.lt September 18, 2009

“Vilniuje – šokantis, dainuojantis ir grojantis keturių Europos miestų žemėlapis” (*Dancing, singing and playing map of four European cities in Vilnius*)

Delfi.lt September 11, 2009

“maProject” – tarpdisciplininių menų sintezė” (*maProject – synthesis of interdisciplinary arts*)

Delfi.lt September 18, 2009

“Menininkai sukūrė “gyvą” žemėlapi” (*Artists created a “living” map*)

Bernardinai.lt September 11, 2009

“maProject” – tarpdisciplininių menų sintezė” (*maProject – synthesis of interdisciplinary arts*)

Radio station “Pūkas” September 17, 2009 / 5:00 pm

“Vilniuje bus galima pažvelgti į gyvą keturių Europos miestų žemėlapi, kurį sukūrė Nyderlandų, Lietuvos, Lenkijos ir Bulgarijos menininkai” (*In Vilnius people will have a chance to have a look at a living map of four European cities created by the artists from the Netherlands, Lithuania, Poland and Bulgaria*)

LTV September 17, 2009 / 9:00 pm

Playing, singing and dancing map of four cities – artists from Rotterdam, Lodz, Sofia and Vilnius inspired by such a creative vision united their forces in the educational project Vilnius – European Capital of Culture for the young creators.

“Lietuvos rytas”/ *Lithuanian Morning daily* September 19, 2009, p.25

“Kviečia pasivaikščioti po kūrinį” (*Invitation to take a walk through the work of art*)

“Verslo žinios”/ *Business News daily* September 18, 2009, pages 22-23

“Šiuolaikinė Babelio bokšto versija” (*Modern version of the Tower of Babel*)

Main aspects of project evaluation in media

Quotations from the abovementioned 2 articles of modern dance critics:

Vita Mozūraitė, www.dance.lt, “Kalbų susimaišymas netrukdo susikalbėti” (*The mixture of languages does not obstruct understanding each other*): “Vilnius Academy of Arts situated across the river Vilnia and bridged with the Park of Sereikiškės for two or three nights has become a peculiar Babel. But in opposition to the Holy Writ, where God mixed languages so that people could not reach Heaven, here representatives from different countries have found a common language and the tower “maProject” created by them has truly become a success.”; “This project is on of those that corresponds to the national programme – it is taking place in Vilnius, yet several representatives from the European Union participate in it.”; “The whole

process of “maProject” left the impression of brightness and lightness. And at the same time – multi-meaningfulness.”

Witold Mrozek, www.nowytaniec.pl or <http://danceinpoland.eu>, “A Different Tower of Babel. On maProject”: “The performance from Vilnius makes the spectator aware about his subjectivity as a participant, who is no longer guided through the structured story. “maProject” is therefore an example of engaging art.”

8) Art Territory

General insights about the feedback on the project in media

The majority of publications and reports have been prepared on the basis of the distributed press-releases.

The number of responses in different types of media

According to media review on the project prepared by *TNS Gallup* and the project coordinator, approximately 30 articles / reports were published:

“Lietuvos medicinos kronika”/ *Chronicle of Lithuanian Medicine* 2009, No 23 (105)

“Ar reikia Lietuvai meno terapeutų?” (*Does Lithuania need art therapists?*)

“Lietuvos medicinos kronika”/ *Chronicle of Lithuanian Medicine* 2009, No 34 (116)

“Vaikų ligoninėje – meno teritorija” (*Art territory in the children’s hospital*)

“Gydytojų žinios”/ *Doctors’ News fortnightly* November 16, 2009, No 21 (484)

“Meno kūriniai padės greičiau sveikti” (*Artworks will help recovering faster*)

“Ekstra”/ *Extra magazine* July 7, 2009, No 27 (549)

“Iš skausmo gniaužtų – į šokio sūkurį” (*From the grip of pain to the vortex of dance*)

“Ekstra”/ *Extra magazine* October 12, 2009, No 41 (563)

“Tarp ligoninės sienų – ne vieni” (*Not alone among the hospital walls*)

“Litovskij kurjer”/ *Lithuanian Courier weekly* October 8 2009, p. 11

“Территория искусства” - за больничными стенами” (*Art Territory behind the hospital walls*)

Vilnius.lt May 25, 2009

“Tarptautinėje konferencijoje bus tiesiamas sveikatos ir meno sritis jungiantis tiltas” (*The bridge connecting health and art will be laid at the international conference*)

Alfa.lt June 1, 2009

“Projektas “Meno teritorija” – gydymas be vaistų” (*Project: Art Territory – healing without medicine*)

Cityout.lt June 1, 2009

“Menas sveikatai” (*Art for health's sake*)

15min.lt June 1, 2009

“Menas išgydys grėsmingus vaikų ligoninės koridorius” (*Art will heal the threatening corridors of the children's hospital*)

Cityout.lt June 6, 2009

“Meno ir mano teritorija: kūrybinės dirbtuvės” (*Art and my territory: creative workshops*)

Krizeine.lt June 24, 2009

“Gydantis menas beldžiasi į ligonines” (*Healthful art knocks on the doors of hospitals*)

Balsas.lt July 13, 2009

“Sveikti skirtas menas – jau VU vaikų ligoninėje” (*Art devoted to recovering has reached Vilnius University Children's Hospital*)

News agency ELTA July 13, 2009

“VU vaikų ligoninė virst “Meno teritorija” personalui ir ligoniuokams” (*Vilnius University Children's Hospital will turn into Art Territory for the staff and little patients*)

Alfa.lt August 17, 2009

“VU vaikų ligoninėje besigydantiems vaikams dovanų – po pasaką” (*Children treated at Vilnius University Children's Hospital receive fairy-tales as gifts*)

Balsas.lt August 17, 2009

“Besigydantiems vaikams dovanų – po pasaką” (*Children under treatment receive fairy-tales as gifts*)

Delfi.lt August 17, 2009

“VU vaikų ligoninėje besigydantiems vaikams dovanų – po pasaką” (*Children treated at Vilnius University Children's Hospital receive fairy-tales as gifts*)

News agency ELTA September 25, 2009

“Meno teritorija: 200 meno kūrinių ir sveikstantys vaikai” (*Art territory: 200 artworks and recovering children*)

Alfa.lt September 25, 2009

“Meno teritorija: 200 meno kūrinių ir sveikstantys vaikai” (*Art territory: 200 artworks and recovering children*)

Balsas.lt September 25, 2009

“Meno teritorija: 200 meno kūrinių ir sveikstantys vaikai” (*Art territory: 200 artworks and recovering*)

children)

vtv.lt September 25, 2009

“Meno teritorija: 200 meno kūrinų ir sveikstantys vaikai” (*Art territory: 200 artworks and recovering children*)

Alfa.lt September 30, 2009

“Meno teritorija – ir už ligoninės sienų” (*Art territory behind the hospital walls*)

Balsas.lt September 30, 2009

“Meno teritorija – ir už ligoninės sienų” (*Art territory behind the hospital walls*)

Vilniaussueiga.lt October 1, 2009

“Meno teritorija už ligoninės sienų” (*Art territory behind the hospital walls*)

15min.lt July 14, 2009

“Menininkai pristatė kūrinus, kurie įsikurs vaikų ligoninėje” (*Artists introduced to the pieces of art that will settle at the children’s hospital*)

15min.lt September 29, 2009

“Projektas “Meno teritorija” pralinksmino VU vaikų ligoninę” (*The project Art Territory cheered up Vilnius University Children’s Hospital*)

Zebra.lt September 29, 2009

“Meno teritorija vaikų ligoninėje” (*Art territory in the children’s hospital*)

“Lietuvos rytas”/ *Lithuanian Morning daily* TV show “Reporteris” July 2, 2009

LTV show “Labas rytas”/ *Good morning* July 3, 2009

Foreign press (presentation of information, non-analytic articles):

1. Journal of the British-Lithuanian society “Tiltas”, Volume 10, Number 2, September 2009

2. www.limeart.org “Arts in Health Lithuania”

(<http://www.limeart.org/news.php>)

3. Association Musique&Sante, Lettre d’informations / Avril 2009

(http://www.musique-sante.org/newsletter/newsletter200904/lettre_infos_avril.html)

Main aspects of project evaluation in media

Main assessment focuses of the project – importance and benefit of art, possibilities of cooperation between art and wellness and positive assessment of the project results.

The majority of articles accentuate that art programs for the sake of health render tangible benefit and results – patients treated in a cosy and friendly environment recover faster, experience less stress and take less medicine.

“It is not important whether artists are playing, singing or painting together, the only thing that matters is that they are close to ill persons. Community of people gives balance. It inevitably makes positive influence to one’s state and health.” A.Srėbalienė, “Ekstra”/ Extra magazine, July 7, 2009, No 27 (549), “Iš skausmo gniaužtų – į šokio sūkurį” (From the grip of pain to the vortex of dance).

“A collective project of medical people and artists – is a way for the residents of Vilnius, especially the little ones, to feel better, and the faces of medics not to abandon their smiles“, - said the Mayor of Vilnius V.Navickas. “Gydytojų žinios”/ Doctors’ News, November 16, 2009, No 21 (484), “Meno kūriniai padės greičiau sveikti” (Artworks will help recovering faster).

9) Mapping Vilnius, Modelling Vilnius

General insights about the feedback on the project in media

The interest of media in this project was extremely great. Specialized publications published the initiated article. The major part of media means prepared publications / reports with reference to the information and material of the distributed press-releases presented with the initiated article.

The number of responses in different types of media

According to media analysis prepared by *TNS Gallup*, 17 publications / reports were announced in media (listed below):

According to the review of web portals prepared by *Andrius Ciplijauskas*, 17 various web portals published short announcements, comments and invitations to the show.

Alfa.lt July 24, 2009

“Meninis naujojo Vilniaus veidas – parodoje be skulptūrų ir paveikslų” (Artistic face of the new Vilnius in show without sculptures and pictures)

Balsas.lt July 17, 2009

“Devynių valstybių menininkai ir akademikai kurs šiuolaikinį Vilniaus veidą” (Artists and academicians from nine nations will create the face of modern Vilnius)

Balsas.lt July 24, 2009

“Meninis naujojo Vilniaus veidas – parodoje be skulptūrų ir paveikslų” (Artistic face of the new Vilnius in show without sculptures and pictures)

News agency *BNS* July 24, 2009

“Devynių šalių menininkai pristatys šiuolaikinio Vilniaus veidą” (Artists from nine countries will present the face of modern Vilnius)

Bernardinai.lt July 24, 2009

“Meninis naujojo Vilniaus veidas – parodoje be skulptūrų ir paveikslų” (Artistic face of the new Vilnius in show without sculptures and pictures)

Bernardinai.lt July 27, 2009

Miglė Anušauskaitė “Vilniaus veidų žemėlapis” (*The map of the faces of Vilnius by Miglė Anušauskaitė*)

lrytas.lt July 17, 2009

“Devynių valstybių menininkai ir akademikai kurs šiuolaikinį Vilniaus veidą” (*Artists and academicians from nine nations will create the face of modern Vilnius*)

vtv.lt July 24, 2009

“Meninis naujojo Vilniaus veidas – parodoje be skulptūrų ir paveikslų” (*Artistic face of the new Vilnius in show without sculptures and pictures*)

Zebra.lt July 19, 2009

“Devynių valstybių menininkai ir akademikai kurs šiuolaikinį Vilniaus veidą” (*Artists and academicians from nine nations will create the face of modern Vilnius*)

Zebra.lt July 24, 2009

“Devynių šalių menininkai pristatys šiuolaikinio Vilniaus veidą” (*Artists from nine countries will present the face of modern Vilnius*)

“Vilniaus diena“/ *Vilnius' Day daily* July 25, 2009

“Parodoje – ištyrinėtas Vilnius” (*At the exhibition – mapped Vilnius*)

LR1 July 20, 2009/ 6:55; 7:54 am

Vilniuje šiandien prasideda projektas “Tyrinėti Vilnių – modeliuoti Vilnių” (*Today the project Mapping Vilnius Modelling Vilnius is starting in Vilnius*)

LR1 July 21, 2009/ 6:55; 7:52 am

Vilniuje vyksta Europos kultūros sostinės programos projekto “Tyrinėti Vilnių, modeliuoti Vilnių” renginiai (*The events of the project Mapping Vilnius Modelling Vilnius as a part of the programme of Vilnius – European Capital of Culture are taking place in Vilnius*)

LR1 July 22, 2009/ 6:59; 7:54 am

At this point in the capital the project *Mapping Vilnius Modelling Vilnius* is being continued.

Žinių radijas/ *News Radio* July 20, 2009/ 11:40 am; 2:20 pm

On the project the creation of the vision of modern Vilnius

LTV July 21, 2009/ 8:30 pm

Running text line: “In Vilnius, on the platform of arts *Kultflux* floating on the river Neris, 7:00 pm, public lectures of the project *Mapping Vilnius Modelling Vilnius* as a part of the programme *Vilnius – European Capital of Culture 2009* with the participation of the artists and academicians from 9 countries.”

“Statyba ir architektūra”/ *Construction and Architecture magazine* August 31, 2009, pages 34-39

“Vilniaus veidą kūrė užsienio menininkai” (*Foreign artists were creating the face of Vilnius*)

Short announcements, comments, invitations, articles in the following websites:

1. *A-D.lt*
2. *Archata.lt*
3. *Art-news.lt*
4. *Baldu-pramone.lt*
5. *City-out.lt*
6. *Dic.lt*
7. *Doo.lt*
8. *Einam.lt*
9. *Elta.lt*
10. *Kamane.lt*
11. *Kauno diena.lt*
12. *Klaipeda.lt*
13. *Miestai.lt*
14. *Miesto iq.lt*
15. *Place-making.de*
16. *Savaitgalis.lt*
17. *Spec.lt*
18. *Stefanie-buerkle.de*
19. *Vilniaus diena.lt*

In addition, a short paragraph was published in the Austrian weekly *Profil*.

Main aspects of project evaluation in media

Publications and reports have conveyed information of press-releases. A good few comments in web portals, where the readers were encouraged of visiting the project show, appeared.

10) *Networks of Music Laboratories THE PROCESS*

General insights about the feedback on the project in media

The majority of publications and reports have been prepared according to the information of distributed press-releases.

The number of responses in different types of media

According to media analysis prepared by *TNS Gallup*, 18 publications and reports presenting information from distributed press-releases were announced in media:

Alfa.lt May 20, 2009

“Muzikos laboratorijų tinklas “Procesas” pristato pirmus koncertus” (*Network of music laboratories The Process presents the first concerts*)

Balsas.lt May 20, 2009

“Procesas” pristato pirmus nekomercinius koncertus” (*The Process presents the first non-profitmaking concerts*)

Delfi.lt May 19, 2009

“Muzikos laboratorijų tinklas “Procesas” pristato pirmus nekomercinius koncertus” (*Network of music laboratories The Process presents the first non-profitmaking concerts*)

Zebra.lt May 20, 2009

“Muzikos laboratorijų tinklas “Procesas” pristato pirmus nekomercinius koncertus” (*Network of music laboratories The Process presents the first non-profitmaking concerts*)

Balsas.lt September 8, 2009

“Nekomercinis tarpdalykis koncertų ciklas “Progresas” (*Non-profitmaking interdisciplinary concert series The Progress*)

Balsas.lt September 10, 2009

“Atvirų paskaitų ciklas skirtas garso menui ir elektronei muzikai” (*Open-lecture series dedicated to the art of sound and electronic music*)

Balsas.lt September 15, 2009

“Paskaitų apie garsą ciklas “Procesas Nr. 6: audi(o)torija”” (*Lecture series on sound Process No 6: Audi(o)thorium*)

Delfi.lt September 10, 2009

“ŠMC rengiamas nemokamas atvirų paskaitų ciklas “audi(o)torija”” (*Free open-lecture series Audi(o)thorium organized in the Contemporary Art Centre*)

Bernardinai.lt September 8, 2009

“Koncertų cikle “Progresas” susijungs skirtingos formos ir idėjos” (*Different forms and ideas will unite in the concert series The Progress*)

LR1 September 11, 2009 / 6:56; 7:52 am

Sostinėje taip pat į nekomercinius renginius kviečia muzikos laboratorijų tinklas “Procesas” (*Music laboratory network The Process invites to non-commercial events taking place in the capital*)

LTV September 9, 2009 / 9:10 pm

Bėganti eilutė: “Vilniuje, Profesinių sąjungų rūmuose, 20 val. Muzikos laboratorijų tinklo “Procesas” koncertų ciklas “Progresas”: tarpdisciplininės muzikos, žodžio, vaizdo bei judesio manipuliacija “Muzika yra labai svarbi” (*In Vilnius, the House of Labour Union, 8:00 pm, concerts series The Progress of the music laboratory network The Progress: manipulation of interdisciplinary music, word, picture and movement Music is Very Important*)

LTV September 10, 2009 / 8:30 pm

Running text line: "In Vilnius, the House of Labour Union, 8:00 pm, non-commercial interdisciplinary concerts series *The Progress* organized by the music laboratory network *The Progress*: R. Vitkauskaitė's multimedial opera "Skylė" (*The Hole*).

LTV September 11, 2009 / 8:30 pm

Running text line: "In Vilnius, the House of Labour Union, 8:00 pm, non-commercial interdisciplinary concerts series *The Progress* organized by the music laboratory network *The Progress*. *Fluxus* performance *Arco Collective*"

LTV September 14, 2009 / 8:30 pm

Running text line: "Tomorrow, in the Contemporary Art Centre, 6 pm, open-lectures series *Audi(o)torium* of the music laboratory network *The Process* dedicated to the art of sound and electronic music: lecture by the British artist, composer and performer R. Lee *Sound and attitude or wild dance of inner ear hair.*"

Bėganti eilutė: "rytoj, Šiuolaikinio meno centre, 18 val. muzikos laboratorijų tinklo "Procesas" atvirų paskaitų ciklas "Audi(o)torija". (*Tomorrow, in the Contemporary Art Centre, 6 pm, open-lectures series Audi(o)torium of the music laboratory network The Process.*)

LTV September 15, 2009 / 8:30 pm

Running text line: "Tomorrow, in Vilnius, the Contemporary Art Centre, 6 pm, open-lectures series *Audi(o)torium* of the music laboratory network *The Process* dedicated to the art of sound and electronic music leaders, lecture by K. Cascone."

LTV September 15, 2009 / 8:30 pm

Running text line: "Tomorrow, in Vilnius, the Lithuanian Museum of Energetics, 8 pm, the concert "Elektroprogresija" (*Electro Progression*) of three digital music concert cycles, organized by the music laboratory network *The Process*."

LTV September 16, 2009 / 8:30 pm

Running text line: "Tomorrow, in Vilnius, the Contemporary Art Centre, 6 pm, lectures series of the music laboratory network *The Process*, lecture by the producer G. M. Hinant."

LTV September 17, 2009 / 8:30 pm

Running text line: "Tomorrow, in Vilnius, the Contemporary Art Centre, 6 pm, open-lectures series *Audi(o)torium* of the music laboratory network *The Process* dedicated to the art of sound and electronic music, lecture by the electronic music specialist K. Cascone."

Main aspects of project evaluation in media

Publications and reports have delivered information of press releases. Quite a number of preview reviews, the major focus of which is publicizing information about well-known, visiting lecturers from abroad and Lithuania who took part in the project. After the project ended, articles on the Internet appeared (3). In them – analysis and criticism of the situation of modern music in Lithuania, raised issues, the basis for which became the events of the music laboratory network *THE PROCESS*.

11) Neu Now Vilnius '09

General insights about the feedback on the project in media

The social activeness of the young creators, interest in problems of public integration of the segregated and disabled persons, innovativity and originality by analyzing these issues in their works are emphasized.

The basic message accentuated in media was that during the festival Vilnius had become the capital of the young artists of Europe:

“The festival uniting five branches of art – cinema, music and dance, design, visual arts – and schools of arts from all Europe is being organized for the first time. Vilnius has become the capital of the young artists of Europe for almost a week, attracting nearly one hundred graduates, teachers and tutors of the schools of arts, famous art producers and curators from foreign countries.”

In addition, the articles have also spotlighted that on the international display of the young art, the graduates of the Lithuanian arts schools had exceptional conditions to present their works: the most popular headlines announced: “Lietuvos meno mokyklų diplomantų darbai – tarp Europos geriausiųjų” (*The works of graduates of the Lithuanian art schools among the best of Europe*).

What was important is that media attention was continual, it was attempted to introduce the festival by disintegrating it into the branches of art – see the interview with Audrius Klimas (design), articles on film reviews in “Skalvija”, etc.

The number of responses in different types of media

According to media review prepared by *TNS Gallup*, 21 announcements were published:

Bernardinai.lt November 10, 2009

“Lietuvos meno mokyklų diplomantų darbai – tarp Europos geriausiųjų” (*The works of graduates of the Lithuanian art schools among the best of Europe*)

Balsas.lt November 10, 2009

“Lietuvos meno mokyklų diplomantų darbai – tarp Europos geriausiųjų” (*The works of graduates of the Lithuanian art schools among the best of Europe*)

Bernardinai.lt November 13, 2009

“Audrius Klimas: “Jaunųjų dizainerių potencialas dar neišnaudotas” (*Audrius Klimas: “The potential of young artists still unused”*)

Lrytas.lt November 13, 2009

“Dizaineris A.Klimas: “Jaunųjų kūrėjų potencialas dar neišnaudotas” (*Designer A. Klimas: “The potential of young artists still unused”*)

Balsas.lt November 13, 2009

“A.Klimas: jaunųjų dizainerių potencialas dar neišnaudotas” (*A. Klimas: the potential of young artists still unused*)

Lrytas.lt November 17, 2009

“Festivalyje Vilniuje – naujausių meno tendencijų vitrina” (*In the festival of Vilnius – the showcase of the latest art tendencies*)

LTV November 17, 2009/ 8:30 pm

Running text line: “Tomorrow in *Titanic*, Design Innovations Centre of Vilniaus Academy of Arts, 5:30 pm, the opening of the European schools of arts festival *Neu Now Vilnius '09*”.

Bernardinai.lt November 18, 2009

“Vilnius tapo Europos jaunųjų menininkų sostine” (*Vilnius has become the European capital of young artists*)

LTV November 18, 2009 / 8:30 pm

Bėganti eilutė: “rytoj Vilniuje, Lietuvos muzikos ir teatro akademijos didžiojoje salėje, 19 val. tarptautinio menų festivalio “Neu/Now (Nauja/Dabar) muzikos programos mišrus projektas” (*Running text line: “Tomorrow in Vilnius, the Great Hall of the Lithuanian Academy of Music and Theatre, 7:00 pm, the mixed project of the musical program, of the international arts festival Neu/Now begins”*).

Balsas.lt November 18, 2009

“Vilnius tapo Europos jaunųjų menininkų sostine” (*Vilnius has become the European capital of young artists*)

LTV November 19, 2009 / 8:30 pm

Running text line: “Tomorrow in Vilnius, the Great Hall of the Lithuanian Academy of Music and Theatre, 7:00 pm, the concert “Ties riba” (*On the verge*) of the musical program of the international arts festival *NEU/NOW* will take place.”

LR1 November 19, 2009/ 6:55; 7:52 am

Sostinėje prasideda tarptautinis menų festivalis “Nauja, Dabar” (*International arts festival Neu/Now starts in the capital*)

Balsas.lt November 19, 2009

“Lietuvių istorijomis jaunos airius mokys tolerancijos” (*Lithuanian stories will teach the young Irishmen tolerance*)

LTV November 19, 2009/ 7:49 am

Studijoje dar 2 svečiai programos “Europos meno mokykla” vadovė I. Skaržinskaitė ir Lietuvos muzikos ir teatro akademijos rektorius, profesorius E. Gabnys (*2 more guests in studio: I. Skaržinskaite, the head of the programme the European School of Arts and E.Gabnys, the rector of the Lithuanian Academy of Music and Theatre*)

LTV November 20, 2009/ 8:30 pm

Running text line: "In Vilnius, the Great Hall of the Lithuanian Academy of Music and Theatre, 7 pm, the musical program of the international arts festival Neu/Now"

Balsas.lt November 20, 2009

"Skalvijos" kino centre – jaunujų Europos kūrėjų filmų premjera (*In Skalvija Cinema Center – the opening ceremony of movies of the young European creators*)

"Verslo žinios"/ *Business News daily* November 20, 2009, p. 22

"Jaunojo Europos meno geriausieji – Vilniuje" (*The best of the young European art – in Vilnius*)

"Respublika"/ *Republic daily* November 20, 2009, p. 12

"Titanikas" nuleido inkarą" (*"Titanic" has dropped anchor*)

"Vilniaus diena"/ *Vilnius' Day daily* November 21, 2009, p. 31

"Skalvijoje" – jaunas kinas" (*In cinema Skalvija – young cinema*)

"Klubas"/ *The Club magazine* November 23, 2009 p. 36

"Gripas menui kelio neužkirto" (*The flue has not closed the door to art*)

"Žmonės"/ *People magazine* November 26, 2009, p. 8

"Dėl viso pikto!" (*Just in case!*)

Main aspects of project evaluation in media

An experiment of balancing among ecology, technical characteristics of the creation and surrounding environment, the search for possibilities enabling to solve social or economic problems familiar to the creators.

12) Vilnius Academy of Literature: Acquaintances and Connections

General insights about the feedback on the project in media

The information publicized in media was more of an informational, not analytical nature, and the project was introduced in a favourable and exhaustive way.

The number of responses in different types of media

According to media review prepared by *TNS Gallup*, 17 publications were announced:

Balsas.lt May 19, 2009

"Jaunieji užsienio rašytojai pradeda „stažuotę" Vilniuje" (*The young foreign writers start their "internship" in Vilnius*)

LR May 24, 2009

Sunkmetis latvių poetę išlaisvino (*Hard times have liberated the Latvian poetess*)

Bernardinai.lt May 25, 2009

“Jaunieji užsienio rašytojai pradeda „stažuotę“ Vilniaus literatūros akademijoje” (*The young foreign writers start their “internship” at Vilnius Literature Academy*)

Balsas.lt June 1, 2009

“Į literatūros akademiją atvyko nauji “stažuotojai” iš užsienio” (*New “trainees” from abroad have come to Vilnius Literature Academy*)

Delfi.lt June 1, 2009

“Į Vilniaus literatūros akademiją atvyko nauji “stažuotojai” iš užsienio” (*New “trainees” from abroad have come to Vilnius Literature Academy*)

News.lt June 1, 2009

“Į “Vilniaus literatūros akademiją” atvyko nauji “stažuotojai” iš užsienio” (*New “trainees” from abroad have come to Vilnius Literature Academy*)

vtv.lt June 1, 2009

“Į Vilniaus literatūros akademiją atvyko nauji “stažuotojai” iš užsienio” (*New “trainees” from abroad have come to Vilnius Literature Academy*)

Zebra.lt June 1, 2009

“Į Vilniaus literatūros akademiją atvyko nauji “stažuotojai” iš užsienio” (*New “trainees” from abroad have come to Vilnius Literature Academy*)

“Literatūra ir menas”/ *Literature and Art weekly* June 12, 2009, p. 23

“Vilniaus literatūros akademija: pažintys ir jungtys” (*Vilnius Literature Academy: Acquaintances and Connections*)

Balsas.lt September 17, 2009

“Vilniaus literatūros akademijoje “grūdinsis“ jaunieji vertėjai” (*The young translators will “harden” at Vilnius Literature Academy*)

Balsas.lt September 30, 2009

“Tarptautinės poezijos vertimo dirbtuvės Druskininkuose” (*International poetry translation workshops in Druskininkai*)

Alfa.lt September 17, 2009

“Vilniaus literatūros akademijoje “grūdinsis” jaunieji vertėjai” (*The young translators will “harden” at Vilnius Literature Academy*)

Bernardinai.lt September 15, 2009

“Europos menų mokykla”: užsienio rašytojų dovana Lietuvos kultūrai” (*European School of Arts: a present from foreign writers to the Lithuanian culture*)

Bernardinai.lt September 17, 2009

“Vilniaus literatūros akademijoje “grūdinsis” jaunieji vertėjai” (*The young translators will “harden” at Vilnius Literature Academy*)

Zebra.lt September 17, 2009

“Vilniaus literatūros akademijoje “grūdinsis” jaunieji vertėjai” (*The young translators will “harden” at Vilnius Literature Academy*)

Cityout.lt November 17, 2009

“Gimė istorijų Vilniui ir apie Vilnių rinkinys” (*The collection of stories dedicated to Vilnius and about Vilnius was born*)

Voruta.lt November 18, 2009

“Vilniaus literatūros akademijos “studentai” pristatys istorijų Vilniui rinkinį” (*The “students” of Vilnius Literature Academy will present the collections of stories dedicated to Vilnius*)

Main aspects of project evaluation in media

The attention has been drawn towards the project and its participants; importance of the project for the culture of the country.

13) 5 Senses of Vilnius

General insights about the feedback on the project in media

Publications that appeared in media have been prepared with reference to the distributed press-releases.

The number of responses in different types of media

According to media review prepared by *TNS Gallup* 17 publications were announced:

Balsas.lt August 24, 2009

„Šiuolaikinius Vilniaus suvenyrus menininkai kurs per penkių pojūčių prizmę” (*Artists will create modern souvenirs through the prism of five senses*)

Delfi.lt August 24, 2009

“Šiuolaikinius Vilniaus suvenyrus menininkai kurs per penkių pojūčių prizmę” (*Artists will create modern souvenirs through the prism of five senses*)

vtv.lt August 24, 2009

“Šiuolaikinius Vilniaus suvenyrus menininkai kurs per penkių pojūčių prizmę” (*Artists will create modern souvenirs through the prism of five senses*)

Balsas.lt September 2, 2009

“5 Vilniaus pojūčių” projekto pristatyme nuo Vilniaus kvapo iki atvirukų” (*In the presentation of the project 5 Senses of Vilnius - from the scent of Vilnius to postcards*)

Balsas.lt September 4, 2009

“Netradicinių suvenyrų idėjose užkoduotas kitoks Vilnius” (*Unconventional souvenir ideas encode new Vilnius*)

News.lt September 7, 2009

“Netradicinių suvenyrų idėjose užkoduotas kitoks Vilnius” (*Unconventional souvenir ideas encode new Vilnius*)

lrytas.lt September 4, 2009

“Netradicinių suvenyrų idėjose užkoduotas kitoks Vilnius” (*Unconventional souvenir ideas encode new Vilnius*)

vtv.lt September 4, 2009

“Netradicinių suvenyrų idėjose užkoduotas kitoks Vilnius” (*Unconventional souvenir ideas encode new Vilnius*)

Zebra.lt September 3, 2009

“Menininkų kurti suvenyrai: nuo Vilniaus kvapo iki atvirukų” (*Souvenirs created by artists: from the scent of Vilnius to postcards*)

Zebra.lt September 4, 2009

“Netradicinių suvenyrų idėjose užkoduotas kitoks Vilnius” (*Unconventional souvenir ideas encode new Vilnius*)

LR1 September 4, 2009/ 6:57; 7:53 am

Vilniaus Mokytojų namų kiemelyje šiandien 13 val. pristatomas projektas “5 Vilniaus pojūčiai” (*Today, 1:00 pm, the project 5 Senses of Vilnius will be presented in the courtyard of the Teachers’ House*)

LTV September 4, 2009/ 7:50 am

TV show “Labas rytas”/ *Good morning*

Main aspects of project evaluation in media

- A new unconventional attitude towards the creation of Vilnius souvenirs: September 7, 2009 *News.lt*: “To have a different look at Vilnius, to create an introduction to non-traditional thinking and to enable the capital visitors to preserve their recollections”.
- Discussion of concept and possible use of every souvenir; speeches of the leading lecturers of the project; public opinion on creation, use and benefit of innovative souvenirs with regard to Vilnius city was mentioned.

	<ul style="list-style-type: none"> - The description of the place and time of voting for the most favourite souvenir is provided.
<p>Other sources of project financing</p>	<p>The Ministry of Culture of Lithuania partially financed the <i>European School of Arts</i> cluster project providing € 1 050 000.</p> <p>In the process of implementing individual projects, their coordinators were looking for additional financing sources on independent basis – the sponsorship was mostly provided in the form of services and activities of partners.</p> <p>1) <u>Art-o-thlon</u></p> <ul style="list-style-type: none"> - Culture Support Foundation (Lithuania) – LTL 20000 / EUR 5792 (for preparation, layout, printing and editing of the catalogue), administrated by Vilnius Academy of Arts. - Vilnius Academy of Arts – LTL 80000 / EUR 23170 (provision of premises, costs of public utilities, hotel accommodation for 20 people for the period of 60 days, costs of public utilities, gas; provision of gallery-type rooms) - KHM, Kunsthochschule für Medien – LTL 1000 / EUR 290 (first posters of the project). - KHM, Kunsthochschule für Medien, Prof. Žilvinas Lilas, zil.lilas@googlemail.com, +49 1747893978 – printing of posters and flyers including invitations to participate in the project – LTL 400 / EUR 116. - EESI, École européenne supérieure de l’image, Prof. Hubertus von Amelunxen, hubertus@vonamelunxen.com, +33 608322238 – project-related consultations and invitation of participants. - RCA, Royal College of Art, Design Interactions, Julijonas Urbonas, julijonas.urbonas@rca.ac.uk, +44 7826120391 – project-related consultations and invitation of participants. - UdK, Universität der Künste, Institut für Kunst im Kontext, Prof. Wolfgang Knapp, Knapp_Wolfgang@t-online.de, +49 303459116 – project-related consultations and invitation of participants. - Verein zur Förderung kultureller Praxis e.V., Mindaugas Gapševičius, miga@art-o-thlon.com, +49 1795462260 – website creation and maintenance – LTL 6000 / EUR 1738. - Ludeum Research, Nicolas Rivet, rivetnicolas@yahoo.fr, +49 221 20189235 – consultations on the issues of website creation. - Integrated Open Source Solutions, Joerg Brendel, jb@iossol.de, +49 91314000220 – free software and access to the Internet. - Lietuvos radijas ir televizija / Lithuanian National Radio and Television (LRT), Tadas Patalavičius, tadpat@lrt.lt – lease of equipment and premises (around LTL 80000 / EUR 23170). - www.balsas.cc, Vytautas Michelkevičius, balsas@vilma.cc – project-related consultations and dissemination of information. <p>2) <u>Decalogue-Dialogue</u></p> <ul style="list-style-type: none"> - VšĮ Theatre “Utopija” / <i>Utopia</i> – LTL 45000 / EUR 13033: for staging a performance “Dekalogas” / <i>Decalogue</i>; its promotion campaign, updated versions of the performance, bureau

services (computers, printers, communication services).

- Lithuanian Academy of Music and Theatre – LTL 5000 / EUR 1448: provision of administrative premises.
- National School of Theatre Art and Techniques in Lyon (Ecole Nationale Supérieure des Arts et techniques du Théâtre ENSATT) – app. EUR 50000: for staging the performance *Dekalogas / Decalogue*, travelling and accommodation expenses of 7 persons.
- Strasbourg Higher School of Drama Art (L'École Supérieure d'Art Dramatique du Théâtre National de Strasbourg) – app. EUR 50000: for staging the performance *Which part of myself misleads the other* performance, travelling and accommodation expenses of 7 persons.
- Milan Drama Academy (Accademia dei Filodrammatici di Milano) – app. EUR 50000: for staging the performance *Il Bumo*, travelling and accommodation expenses of 6 persons.
- Frankfurt Higher Music and Theatre School – app. EUR 50000: for staging the performance *Exquisite Corpse*.
- Culture Support Foundation (Lithuania) – LTL 20000 / EUR 5792: for preparatory works of the project, administrated by PI Theatre “Utopia”.

3) Design for City

Vilnius Academy of Arts contributed to the implementation of the project by providing infrastructure, premises and human resources.

4) Design for All

Contribution of the project partners was the collection of exposition material, preparation, packaging, preparation of accompanying information and other organisational work including assistance in communication with the embassies of foreign countries in Lithuania. Based on previous experiences, this contribution accounts for LTL 30000 / EUR 8689 if estimated on the basis of market prices.

5) DOCRES VNO

- The Police Commissioner's Office of Vilnius County, UAB “SIV projektai” / *SIV Projects*, AB “Vilniaus kranai” / *Vilnius cranes* cooperated in the process of film creation (intangible support).
- UAB “SIV projektai” / *SIV Projects* issued permits for shooting and provided the area for shooting – construction site – for 9 days (app. LTL 4500 / EUR 1303)
- AB “Vilniaus kranai” / AB *Vilnius cranes* issued permits for shooting, provided safety equipment and the accompanying person during the shooting in a construction crane. The shooting took 4 days.
- Each resident was granted partial support from the film foundations of their countries.

6) When People Meet

- UAB “Tremora” covered the representation and press-related expenses, accounting for app. LTL 5000 / EUR 1448.
- Project participants organized the shooting of their characters in their home countries at personal expense or supported by local film-making enthusiasts, leased the required machinery, actors and participants for crowd scenes.
- The Danish Cultural Institute covered travelling and accommodation expenses for two Danish team members at the time of the film premiere (app. LTL 2000 / EUR 579).

7) **maProject**

- AB “Lietuvos draudimas” / *Lithuania's Insurance* applied a significant discount to general civil liability insurance (to the organizer of the event) – the discount of app. LTL 5000-6000 / EUR 1448-1738 (only the total of LTL 1000 / EUR 290 was paid for the insurance).
- UAB “Mamaika” provided design services of project photo-documentation book free of charge – that would account for app. LTL 4000-5000 / EUR 1158-1448.
- UAB “Ekspobalta” provided installation (construction) storage services after the premiere free of charge. Annual storage cost in monetary terms would account for app. LTL 4000 / EUR 1158.
- *Dansateliers* (Rotterdam, the Netherlands) provided remuneration for a consulting dramaturge from the Netherlands. EUR 2000 (before tax) paid by *Dansateliers* to the dramaturge directly.

8) **Art Territory**

- Culture Support Fund (Lithuania) – LTL 7000 / EUR 2027 for the development of educational programmes, administrated by *Lietuvos dailininkų sąjunga/ Lithuanian Artists' Union*.
- UAB “Senukai” provided different materials (paint, varnish, etc.), which were used in the works of art and their indoor installations (LTL 3000 / EUR 869).
- UAB “Sedes Regia” provided their services (made the coating for rubber sculptures by means of special machines) (LTL 2000 / EUR 597).

9) **Mapping Vilnius Modelling Vilnius**

- The project was supported by UAB “Ekspobalta”. They provided exposition equipment – lighting (LTL 600 / EUR 174); exhibition transportation services (LTL 200 / EUR 58); transportation of guests from the airport (LTL 100 / EUR 29); storage services (LTL 300 / EUR 87).
- ZHdk (Zurich Higher School of Art) covered coordinator’s travel costs to Stuttgart (LTL 1500 / EUR 434) and a flight to Vilnius of a lecturer and supervisor of a creative workshop Ola Lewin (LTL 850 / EUR 246).

10) **NEU NOW Vilnius '09**

- Organization *ELIA* covered a part of administrative costs as well as all costs of project development and the expenses of meetings of steering groups in 2008.

- Company of Internet Solutions *Jotta* developed a portal www.neunow.eu. A large portion of works were conducted on the basis of sponsorship.
- Both categories of the-afore mentioned expenses – working hours of *ELIA* employees, the meetings of working groups (flights, accommodation and food expenses) and the activities of Internet company may account for app. LTL 20000 / EUR 5792.

11) *Vilnius Academy of Literature: Acquaintances and Connections*

- *Literature Across Frontiers* (LTL 21000 / EUR 6082):
Remuneration to Tom Bullough (The United Kingdom)
Travel expenses and remunerations: Robyn Marsack (The United Kingdom), Adelsteinn Asberg Sigurdsson (Iceland), Gerrie Fellows (Scotland), Elizabeth Wojcik-Lees (Poland), Maciej Wozniak (Poland)
- Latvian Literature Centre (LTL 800 / EUR 232):
Travelling expenses of Inga Gailes (Latvia)
- Instytut Książki (The Book Institute) (LTL 800 / EUR 232):
Travelling expenses of Sylwia Chutnik (Poland)
- Institute of Italian Culture in Vilnius (LTL 500 / EUR 145):
Premises for the event
- Lithuanian radio station “Klasika” / *Classic* (LTL 3000 / EUR 869):
Sound recording, directing and broadcasting.

12) *5 Senses of Vilnius*

- Hotel *Domus Maria* – partial support, provision of accommodation services – app. LTL 6000 / EUR 1738.
- UAB “Kvapų namai” / *Perfume House* – partial support, lectures and lease of premises – app. LTL 2000 / EUR 579.
- VšĮ *LT-Identity* – telecommunications services, premises, fuel – app. LTL 8000 / EUR 2317.
- The Botanical Garden of Vilnius University – provision of a conference hall for 3 hours, which accounts for LTL 500 / EUR 145.
- UAB “Fotoprojektai” / *Photo Projects* – partial support for the lease of photo-studio premises – LTL 1500 / EUR 434.
- UAB *HNIT-Baltic* – advertising services, public communication services (2 weeks; 2 web banners, compilation of a specialized map and its display on www.maps.lt) – LTL 12 000 / EUR 3475.
- Organization ZANZI VZW (Belgium) – presentation of a molecular cuisine and tasting.

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