



Culture in MOTion
in Adriatic NETwork
of Museums

Interreg - IPA CBC
Italy - Albania - Montenegro



MONET

**Cross-border call to select artists for exchange for museum merchandising products within the
PROJECT "MONET – culture in MOTion in adriatic NETwork of Museum"
PROGRAMME INTERREG IPA CBC Italy – Albania – Montenegro 2014/2020. CODE 237**

The present call aims at selecting artists from the countries involved in the Programme Italy – Albania - Montenegro who will participate in the exchanges for museum merchandising products. The scope of the exchange is to examine the importance of merchandising products and museum store and to brainstorm and design schemes of merchandising products for each involved museum.

The Project "MONET – culture in MOTion in Adriatic Network of Museums", funded through the first call for ordinary projects of the programme INTERREG IPA CBC Italy-Albania-Montenegro 2014/2020 (Priority Axis 2 – Specific Objective 2.2), mainly aims to create a model network of museums and cultural sites in the programme area, according to a common methodology and through innovative services and means.

The project is prompted by the need to face usual challenges that public museums in the programme area are tackling. In particular, the need to increase communication between the museum and the potential network of visitors; to strengthen the exchange of expertise and the international co-operation for similar institutions; to enhance museums management capacity; to promote the cultural heritage of the interested countries; to reduce the disparity of touristic flows in different seasons; to promote the growth of a sustainable cultural tourism and to foster the economic development of the participating countries.

The particularity of this project lies in the use of a methodological approach directly involving consumers, who stop being passive recipients of a ready-made offer and become active creators of the cultural output. Thus, the objective is to improve the cultural and touristic offer and consequently, the development of a sustainable cultural tourism.

Project Partnership

LEAD PARTNER:

- Ministry of Culture - MONTENEGRO

PARTNERS:

- Pino Pascali Foundation –Museum of Contemporary Art – ITALY
- ARATRO — the University of Molise’s Archive of Electronic Arts and Laboratory for Contemporary Art – ITALY
- Puglia Region – Department of tourism, culture economy and territory promotion – ITALY
- Ministry of Culture of Albania – ALBANIA
- Marubi National Museum of Photography (Scutari) – ALBANIA

ASSOCIATED PARTNERS:

- Municipality of Lecce (Puglia) – ITALY

BASELINE SPECIFIC ACTIVITIES

Among other project activities, work package n.2 (WP2) – PRODUCTION OF INTEGRATED CULTURAL SERVICES aims to question the importance of merchandising products in museum everyday business confronting museum management and artists with experts through cross border exchanges. Furthermore, within this Work Package it will be produced a study that evaluates legal options to implement these products in museum stores. Selected artists will participate in the exchange organized in each of participating area lasting 4 days (except in Molise lasting 3 days).



Artists involved in this activity will be responsible for brainstorming and creating conceptual designs of merchandising products for each of 10 museums involved in this project. The ideas for merchandising products should reflect project museum's image, design and frame of mind to every single place in the world where they arrive. Each area of the programme will host selected artists coming from other involved areas. During exchanges will be organized workshops with prominent lecturers about importance of merchandising products and museum store, as well as workshops about creative industries and insights on designing and developing contemporary artifacts that can serve as museum merchandising products. Exchange will include also visits to selected museums and meetings with museum staff in order to fully experience museum and better understand their needs regarding the subject of the exchange. Finally, selected artists will brainstorm and design schemes of products.

The following activities will be implemented within this WP:

- **4 exchanges for museum merchandising products** (1 per each involved area: Albania, Molise, Montenegro and Puglia);
- **50 conceptual designs of merchandising products** (20 in Puglia, 5 in Molise, 15 in Montenegro, 10 in Albania) in compliance with the museum's staff vision and needs of each participating museum;

SUBJECT OF THE CALL

This call aims to select **16** artists from different art branches, in particular:

- **n. 4 artists from Puglia**, which will be selected together by "*Pino Pascali Foundation – Museum of Contemporary Art*" in Polignano a Mare (BA) and "*Puglia Region, Department Tourism, Economy of Culture and Valorization of Territory*" in Bari (BA);
- **n. 4 artists from Molise**, selected by "*ARATRO - Electronic Arts Archive of the University of Molise*" in Campobasso;
- **n. 4 artists from Montenegro**, selected by the "*Ministry of Culture of Montenegro*" in Cetinje;
- **n. 4 artists from Albania**, which will be selected together by the "*National Gallery of Arts*" in Tirana and by the National Photography Museum "*Marubi*" in Shkoder.

Selected artists will be involved in the following activities:

Activity A) Exchange for museum merchandising products to be held within the period September – October 2019

Each area (Puglia, Molise, Montenegro and Albania) hosts one cross-border exchange that will involve n.4 artists, i.e. n.1 artist from local area involved and the remaining n.3 artists coming from the other 3 areas. The working language of each exchange is English. Each exchange will be organized approximately as follows:

- Day 1: Workshops with about importance of merchandising products and museum store and workshops about creative industries and insights on designing and developing contemporary artifacts.
- Day 2: Visits to local museums and meetings with museum staff.
- Day 3: Visits to local museums and meetings with museum staff; Brainstorm and design schemes of merchandising products.
- Day 4: Brainstorm and design schemes of merchandising products.

In case of Molise, it will be organized 3 day exchange as there is only one museum involved.

The museums which artists will visit during this activity are:

- National Museum of Montenegro (Cetinje, Montenegro);
- Center of Contemporary Art (Podgorica, Montenegro);
- Maritime Museum of Montenegro (Kotor, Montenegro);
- Pino Pascali Foundation (Polignano a Mare, Puglia, Italy);
- Archeological Museum Ribezzo (Brindisi, Puglia, Italy);
- La Dogana - Provincial Art Gallery of Modern and Contemporary Art (Foggia, Puglia, Italy);
- Sigismondo Castromediano Provincial Museum (Lecce, Puglia, Italy);
- ARATRO (Campobasso, Molise, Italy);
- National Historic Museum (Tirana, Albania);
- National Photography Museum "Marubi" (Shkoder, Albania).

NUMBER OF ARTISTS TO SELECT PER AREA

AREA	TOTAL SELECTED ARTISTS PER AREA
ALBANIA	4
MONTENEGRO	4
PUGLIA	4
MOLISE	4
TOTAL	16

Sharing and co-working will include exploring different cultures joined in the project, embracing values, discovering differences and similarities, among artistic methodologies from cross-border areas with a mutual enrichment.

Activity B) Creation of conceptual designs of merchandising products

The group of artists during cross-border exchange will generate at least 5 conceptual designs of merchandising products for each involved museum in the area where exchange is organized, i.e. 20 in Puglia, 5 in Molise, 15 in Montenegro, 10 in Albania in compliance with the museum's staff vision and needs of each participating museum. Designs will be as innovative and original as possible and they will be the outcome of the artistic co-operation. Conceptual designs will be collected into single catalogue which will include product descriptions, graphic representations and indices depicting product. The catalogue will be uploaded on the Network's web Platform.

CONDITIONS FOR SELECTED ARTISTS

Selected artist will be granted:

- travel costs (only for whose artists participating in the laboratories in the country different from their country/region of residence);
- accommodation and board;
- Space for group working;
- Fee for creating conceptual designs of merchandising products.

In particular, it is noted that:

- Travel expenses for the artists traveling outside their country (or in case of Italy from two regions) of residence will be covered up to the limit defined in the project, ranging from 120 to 500 euro depending on the travel distance;
- Food expenses (3 meals a day) and accommodation of the participants in the exchange for its entire duration;
- Each partner implementing exchange will assume local transport expenses for visits in local museums, as well as setting up the working space where artists shall carry out activities;
- Artists will receive fee for creating conceptual designs of merchandising products up to limit defined in the project, ranging from 300 to 700 euro (the amount is intended as gross all-inclusive, including VAT and any other tax and social charges) depending to the number of museums for which designs will be created.

ELIGIBLE CANDIDATES

This call is addressed to artists of all genders, aged between 18 and 45, belonging to any of the artistic fields. The candidates need to be interested to contribute to the strategy of museum branding through creation of new conceptual ideas to offer within museum shops.

There will be selected 16 artists with the above-mentioned characteristics, coming from the eligible territories of the Interreg Italy-Albania-Montenegro Programme.

The candidate expresses his / her consent to the participation in the exchanges in all areas through the application itself.

APPLICATION PROCEDURES

Candidates must submit:

1. Attached application form, dated and signed. The form can be found online at projects and partners websites
2. Personal CV (Europass format with photo) in English and native language, maximum 3 pages in each language, duly dated and signed;
3. Artistic CV (portfolio) including up to a maximum of 5 relevant experiences, duly dated and signed;
4. Letter of motivation up to 2 pages, duly dated and signed;
5. Substitutive Declaration certifying language knowledge, duly dated and signed;
6. Photocopy of a valid identity document (Identity Card or Passport), duly signed;

The lack or inaccuracy of the declaration(s) referred to points (1), (2), (3), (4), (5) and (6) will result in exclusion from the selection process.

Candidates from Montenegro can submit their application form:

- in person at Ministry Njegoseva Street, 81250 Cetinje;
- as registered mail by express courier to the following address: **Ministry of Culture, Njegoseva Street 81250, Cetinje;**
- by e-mail to the address *jelena.zaric@mku.gov.me* and *milena.raznatovic@mku.gov.me*



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The envelope must be marked as follows: **Cross-border call to select artists for exchange for museum merchandising products within the PROJECT "MONET – culture in MOTion in adriatic NETWORK of Museum" PROGRAMME INTERREG IPA CBC Italy – Albania – Montenegro 2014/2020. CODE 237**

In case of submission via e-mail, the abovementioned indication must be written in the e-mail subject.

Incomplete application forms, or drafted differently from the indications in this paragraph, or unsigned by the applicant, or lacking a signed copy of the identification document, or submitted beyond the deadline will be not handled and thus will be excluded.

The Entity does not assume any responsibility for the loss of communications and documents caused by incorrect indication of the address by the candidates, or for failure or late communication of the change of address indicated in the application, or for any postal or telegraphic errors, or in any case attributable to the third parties, due to unforeseeable circumstances or force majeure.

Candidates must submit their application form, under penalty of exclusion, within the peremptory time limit of 30 days from the date of publication of this announcement. Only the application forms received not later than 30th day from the publication of the call will be accepted.

The deadline for submitting application is July, 22nd at 13:00.

ASSESSMENT

Ministry of Culture will select 4 artists among the received applications in Montenegro.

Candidates will be selected by Commission, made up of 2 members per area (Puglia, Molise, Albania, Montenegro), appointed by each partner in each territorial area of the Programme.

Commission will evaluate the applications on the basis of requested documentation taking into consideration as criteria the education qualification and training related to the artistic profile, participation in artistic events and initiatives; experiences in Programme area or abroad of artistic and cultural nature; soft skills; motivation; knowledge of English, attitudes and artistic portfolio coherent with the topic of exchanges. The Commission will also provide for the distribution of artists in the exchanges starting from the preferences expressed by the artists in the application form, if possible.

The selection Committee reserves the right to request the original documents demonstrating data and information contained in the application form, as well as suspend examination of the application until the time limits given to the candidate to provide original documentation. If it fails to do so within that period, the candidate shall be excluded from the procedure. Participation in the selection process implies full acceptance of the indications contained in this call.

The candidates, in particular, will be evaluated and selected on the basis of the declarations made in the application form and the documents attached to it. The Evaluation will take place according to the following score distribution (max points: 20), based on the criteria indicated for:

MOTIVATIONAL AND ATTITUDINAL PROFILE:	
1) Interest and motivation expressed by the candidate	max. 6 points
2) Soft skills and aptitude expressed	max. 3 points
CURRICULAR PROFILE:	
1) Education background relevant to the project topic	max. 2 points
2) Professional trainings related to the artistic profile	max.2 points
3) Previous experience at events and artistic initiatives in Programme Area and abroad	max. 3 points
4) Artistic portfolio coherent to the topic of the cross border exchange	max. 2 points
5) Knowledge of English	max. 2 points
TOTAL	max. 20 points

On the basis of the scores assigned, the Commission is called to define a final ranking list among the candidates who have reached a score greater than or equal to 10 points out of a total of 20 points, identifying n.4 selected candidates. In case of equal score, the younger candidates must be selected.

The decision of the Commission, in any case, is to be considered unquestionable.

The list of selected candidates and the possible waiting list will be published online on the projects and partners websites and this publication has the value of notification to all effects.

ADMISSION AND WITHDRAWAL

Within a week of the publication of the list of selected candidates, the selected candidates must confirm their participation in the exchange by sending an e-mail to the address jelena.zaric@mku.gov.me and milena.raznatovic@mku.gov.me.

In case of withdrawal or lack of confirmation of participation from the selected candidate, Ministry of Culture will contact the first candidate on the waiting list.

PRIVACY PROTECTION

The data acquired will be processed in compliance with current legislation and in particular with Regulation (EU) 2016/679 ("GDPR" or also "Applicable Regulations on Data Protection"), exclusively for the purposes related to the Call for selection of artists.

CONTACTS AND INFORMATION

For details and clarifications about this call, please contact Department for International Cooperation in the Ministry of Culture of Montenegro: Jelena Žarić (Tel/fax. +382 41 232 582, E-mail: jelena.zaric@mku.gov.me) and Milena Ražnatović (Tel/fax. + 382 41 232 582, E-mail: milena.raznatovic@mku.gov.me)

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