



OPEN CALL for artists and creative minds

MUSE.ar - Merging Museal Values and Creativity

The **Muse.ar** project is looking for nine artists and creative minds to join us on our journey to create a new digital tool to explore new narratives for museums.

ABOUT MUSE.ar

The aim of the international MUSE.ar project is to create a platform that will help cultural institutions to work with their collections in an innovative and meaningful way. Institutions will use the platform to connect with contemporary artists and collaborate to create digital guides, and utilise virtual reality, augmented reality or digital games to enhance the educational and immersive effect for visitors. We are looking for three groups of artists and creatives who will work with the visions of our partner institutions to co-create new digital narratives.

WHO ARE WE LOOKING FOR?

We are looking for groups of artists and creative minds to work with one of 3 partner museums. Each group will consist of 3 individuals, each with a defined role, who are committed to participating in the entire project. You can apply individually and be matched with others later, or as a group of 3, already covering these roles. The three roles are:

Collector

We are looking for participants with skills in conceptualization, curation, and teamwork. They should be experienced and interested in cooperating with the project team, and able to conduct in-depth research.

Narrator

Artists and creative minds from all artistic disciplines with strong design and narrative building skills, who can demonstrate experience or clear interest in interdisciplinary and participatory practices to work towards the creation of a digital narrative.



Framer

Participants with strong desire to work with digital tools (such as AR or VR technologies). Experience with digital art and tools is an advantage, but not a necessity.

It is possible to apply either as an individual for a specific role (and be matched with other individuals later), or as a group of three which covers all three of the predefined roles. Please note: if applying as an individual it is possible to apply for more than one role.

Each group will complete the following tasks:

- build a digital narrative in an interdisciplinary process for a pilot site (e.g. create an exhibition guide or a novel mode to present a partner's collection);
- advise, test, evaluate, and co-create the digital tool;
- participate in and test our Digital Interpretive Planner training, which will be a new, certified [Interpret Europe training](#).

WHAT WE WILL OFFER

- Artist fee
- Digital interpretation training with the international team
- Support materials
- International network
- Artistic and technical support
- Reimbursement of all travel and accommodation expenses incurred as part of transnational activities

ART RESIDENCIES AND CREATIVE WORK

We will provide an opportunity for the selected participants to visit the sites before the residencies and to participate in the Digital Interpretive Planner test training to gain new knowledge in digital interpretation and storytelling. At the first residency program the participants will get to know the museums and their collections in depth to collect inspiration for their following creative work. They will work together with a museum specialist assigned to them and share their ideas with the project team. Between the two residencies, the participants are required to do active research and joint work with the continuous support of the project team. Participants will advise, test, evaluate, and co-create our digital tool. During the second residency program they will upload and test their generated digital content and narrative to the newly developed digital platform. They will also present their new creations at launch events and the closing event.



OPEN HOUSE

During the application period we will present the project at an online event and provide opportunity for potential applicants to meet with the project team and ask questions.

Date of the Open House event: **16 April**

The event will be organized by Pro Progressione

Further details about the Open House will be announced soon on Pro Progressione's [website](#) and [Facebook page](#).

PILOT SITES AND ART RESIDENCIES

PRAGUE - CZECH REPUBLIC

The National Film Museum (NaFilm), located in the heart of Prague, is the first museum of its kind in the Czech Republic. It offers innovative, interactive installations and countless opportunities for all generations to discover how film works and its fascinating history. The young team of curators and artists combine analogue and digital approaches throughout the exhibition – from reconstructed projectors to holograms, virtual and augmented reality, which allows them to explore their connection to the beginnings of cinema. The museum was built from scratch and is still growing, looking to evolve and be enriched with new partnerships.

[Official website](#)

LEPENSKI VIR - REPUBLIC OF SERBIA

Lepenski Vir is one of the most interesting prehistoric cultures on the river Danube, and it was absolutely unknown until its discovery in late 1960's. Very soon it was clear that people who lived on Lepenski Vir formed one of the oldest organized human settlements in Europe, dating for more than 9000 years in the past. They were among first architects by constructing their houses in a very specific shape. But more than anything they were among the first sculptors who were making unique sandstone sculptures, which was visualization of divine creatures or even gods.

[Official website](#)

About Lepenski Vir on the [National Museum in Belgrade's website](#)

FELSŐCSATÁR - HUNGARY



The Iron Curtain Museum is a unique open-air collection, created and managed by former border guard Sándor Goják on his own vineyard, just a few meters from Hungary's western border. The visitors are welcomed and guided personally by Mr. Goják through the history of the Iron Curtain, amended with additional elements resonating with the current events of migration. His mission is to present "a short, but brutal period of history that should never happen again". It is also a homage to all those having lost their lives on Hungary's western border either as refugees or border guards.

[Official website](#)

TIME SCHEDULE OF MUSE.ar

The participants involved must be able to follow the whole process including transnational activities.

2021 May 28-29	Site visit to Lepenski Vir and Prague
2021 May 30-31	Site visit to Felsőcsatár
2021 June 1-3	1st training for participants in Felsőcsatár
2021 July 30 - August 1 (HUN)	2nd training for participants in Budapest
2021 August	1st art residency in Prague, Lepenski Vir, and Felsőcsatár
2021 August - 2022 February	Content creation by artists for the digital tool
2022 Spring	2nd art residency in Prague, Lepenski Vir, and Felsőcsatár
2022 Spring	Launch events in Prague, Lepenski Vir, and Felsőcsatár
2022 from April	Museum Hackatons to disseminate and try the digital tool
2022 June	Closing event in Prague

HOW TO APPLY

Required application materials:

- CV
- Links to portfolio or related works/projects
- Motivation letter addressing the objectives of the project

Eligibility: Europe based artists and creatives, with a high level of proficiency in English (no further proof needed).



To apply as a group:

- give a name to your group (e.g. *The Interpreters*)
- fill out the Application Form individually
- fill out the “Name of your group” field in the Application Form.

All submissions must be sent digitally through the following link:

Application Form: <https://forms.gle/LGgurVbS4nTaTNvf6>

DEADLINE

25th of April 2021

Results will be published at the end of April 2021.

CONTACT & FURTHER INFORMATION

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