

Partner search

CREATIVE EUROPE / Culture sub-Program

Strand	Cooperative, large or small-scale project
Deadline	2018, beginning of January (to be confirmed)

Cultural operator(s)

Name	ABBAYE AUX DAMES, LA CITE MUSICALE, SAINTES (FR)
Short description	<p>The Abbaye aux Dames, located in Saintes in Southwestern France, is a French cultural non-profit private organisation. Constructed in the 11th century, the abbey itself is today a music school, a hostel (in the historical monument), a provider of social housing, and a classical concert venue. For over 40 years, music lovers have been attending the abbey to enjoy and to learn about music, with a special emphasis on the use of period instruments. It organises the “Festival de Saintes” and the “Jeune Orchestre de l’Abbaye”(JOA) – unique youth orchestra specialised in the interpretation of the classical and romantic repertoire on period instruments. It develops outreach activities in classical music and cultural heritage designed for different audiences and involving local communities. www.abbayeauxdames.org</p> <p>Since June 2016, the Abbaye aux Dames has developed a new, innovative cultural heritage interpretation project called “MUSICAVENTURE”. Its Sound Journeys (Voyages sonores) propose a 3D sound immersion in cultural heritage. The high-tech headphones create a 360° sound environment that guides the visitor’s eyes through the monument. With adapted storytelling, 3D binaural sound and different language options, MUSICAVENTURE proposes to larger audiences a more emotional, immersive and unforgettable experience of the European cultural heritage (architecture and performing arts) from the Middle Ages to today. The Abbaye aux Dames has developed this project with 3 French creative industries: Narrative (transmedia), Aubry & Guiguet (architect) and Modulo Digital (digital technologies).</p>
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Project

Field(s)	TANGIBLE & INTANGIBLE CULTURAL HERITAGE DIGITAL ARTS MUSIC
Description	<p>The future developments of MUSICAVENTURE aim to offer opportunities for European citizens and international visitors to better understand their present through a richer and shared interpretation of their past. MUSICAVENTURE wishes to spread the key message: “Our European cultural heritage is our common goods”. MUSICAVENTURE’s future developments will raise public awareness about cultural heritage, its conservation, safeguarding and enjoyment, and they will foster wider access to cultural heritage through adapted storytelling and innovative digital technologies.</p> <p>Music (its appreciation and practice) forms a part of our common intangible</p>

heritage. Music has educational, social and therapeutical virtues. Children and teenagers tend to be more receptive to new music experiences but, unfortunately, their musical tastes are not diversified enough.

BUT WHY DOES MUSIC AFFECT OUR EMOTIONS? Music is multidimensional. It is a vibration, a physiological and cognitive stimulator for memorization and learning. Music is a non-verbal language. It could be images and colours (musical synesthesia).

We propose research laboratories in neurosciences, instruments museum, art education museums and creative industries to join our project in order to imagine and create new conditions of exchange, empathy, curiosity in sharing unexpected, immersive, multisensorial experiences in music that would be dedicated to new audiences.

In the framework of a CREATIVE EUROPE cooperation project, the Abbaye aux Dames would like to develop with European and international partners an innovative digital prototype. This interactive prototype will offer neophyte visitors an opportunity to broaden their knowledge in European and non-European music through enjoyable, immersive hands-on experiences.

Specific aims of this cooperation project will be:

- Identify and evaluate the **multidimensional impact of music** in our societies (economic, social, health, psychology, etc.)
- Bring together **different musical communities** at an European and international scale
- Analyze the **diversity of music education approaches**
- Imagine **new forms of audience involvement** in musical performances
- **Create innovation in conception of informal and non-formal learning music tools by playing**
- **Develop new and non-audiences** by creating intergenerational links between adults, youth (children and teenagers) and hard-to-reach groups
- **Train professional pedagogues** to these new approaches in music education
- Develop a larger awareness of **musical acoustics in historical monuments**
- Develop **new transnational narratives in tangible and intangible cultural heritage**
- Test and evaluate the prototype in different EU and non-EU place in order to improve and **develop its future commercialization** at an European / international level

Looking for Partners

Countries	EU members countries + Creative Europe participating countries ¹ + International partners
Profile	Research Laboratories focused on music education Instruments Museums Art education museums Creative industries specialized in digital immersive applications in music Historical buildings and monuments involved in music

¹ Iceland, Norway, Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Montenegro, Republic of Serbia, Georgia, Moldova, Ukraine