

## Partner search

### Culture sub-Program

Strand/category	Creative Europe
Deadline	By cop Thursday 10th August

### Cultural operator(s)

Name	Córdoba City Council (Spain)
Short description	The Leader of this project will be the Culture Unit within the Córdoba City Council.
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### Project

Field(s)	Contemporary art, crafts and cultural traditions
Description	<p><b>Project Title:</b> The Flowers' way</p> <p><b>Project Overview</b></p> <p>The purpose of the project is to establish a connection between floral traditions and contemporary art across Europe involving those countries in particular where the use of flowers is a sign of identity. This connection will help to bring contemporary art more into the public arena that has yet to identify with it.</p> <p>There are some examples in which contemporary art has intersected with the floral traditions, but they have rarely interacted with each other in a collective manner. The unification of contemporary art and</p>

the culture surrounding flowers has the potential to create connectivity between different people groups, techniques and experiences also fomenting a new category of tourism linked to art and flower- “flower tourism” in the participant cities.

The project aims to involve crafters, artisans and cultural operators in the production of works of art in a contemporary mode.

Throughout the interaction between contemporary artists, art curators, flower arrangement experts, businesses related to floral traditions, artisans and various other profiles of European citizens, it is expected that the professional horizons of art, to a sectoral and geographical level, will be expanded.

The ancestral sensibility of the people in Córdoba (Spain) linked to flowers such as the Festival of Patios in the city of Córdoba (recently recognised as Intangible Cultural Heritage of Humanity by UNESCO) together with many other flower manifestations across Europe (Chelsea Flower Festival in the UK, Floralia Festival in Gent, Belgium, Festa da Flor in Madeira, the importance of the Rose Damascena in Bulgaria, etc) made us realise that there is an opportunity to open a door from these traditions and invite in the world of contemporary art.

With all this parts we would be creating a cartography comprised of artists, businesses and cultural traditions to achieve the objectives stated below.

## **Objectives**

### **1. Transnational mobility**

There will be an exchange of artists and their work between the partnered countries with the idea of providing opportunities for the

artists to experience the culture of the host countries which will foster cross cultural learning as well as develop a sustainable network of artists across Europe.

Contemporary artists will be invited to investigate cultural manifestations that are part of the country's identity.

## **2. Audience development**

One of the project goals is to invite those more familiar with floral traditions, flower arrangements and popular celebrations, into the art gallery and to contemporary art which is so often identified as being difficult to access (as well as being far removed from the festival culture).

The idea is to combine contemporary art with traditions in order to connect different parts of society that usually are not connected thereby increasing understanding, connectivity and involvement through commissioned art projects.

On this note, the project also aims to involve professionals and crafters in the same process thus opening and the opportunity described here in the third objective.

## **3. Capacity building - New business models through skills development and sector professionalisation.**

Initiating training and skills improvement to incorporate new businesses and management approaches and other activities linked to entrepreneurial skills for the cultural and creative sectors, and also to incorporate new opportunities into the traditional market of artisans, crafters and businesses related to the floral traditions.

This will allow both sectors to learn from each other while providing them with new tools to expand in their respective areas of expertise.

As an example of what the project could achieve in terms of new business models we have the Ikebana flower schools in Japan.

### Partners searched

Countries

United Kingdom, Belgium, Holland, France, Bulgaria, Italy and Portugal.

Profile

Museum, Cultural Centre, University, company, New business models know-how know-how

### Other

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