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CREATIVE INDUSTRIES HERITAGE

#CreativeEuropeAtHome



The European Commission has launched the <u>social media campaign</u>

<u>#CreativeEuropeAtHome</u> to promote the rich work beneficiaries of the Creative Europe

Programme are showing online to their audiences.

It is important to acknowledge and highlight the many positive examples that continue to move forward the cultural and creative life in Europe even in times of the Coronavirus outbreak that is affecting all aspects of our lives.

The European Commission asks beneficiaries of the Creative Europe Programme to showcase their art work using #CreativeEuropeAtHome.

The coronavirus outbreak has had a significant impact on the cultural and creative sector, artists and their audiences alike. Many activities carried out under the Creative Europe Programme cannot take place as planned due to the measures imposed by governments to contain the spread of the virus.

While there is no denial about the gravity of the situation, it is also important to acknowledge and highlight the many positive examples that continue to move forward the cultural and creative life in Europe: movie archives opening up their websites for the public, theaters and musicians livestreaming their performances online, and so on.

With this in mind, the European Commission has launched #CreativeEuropeAtHome – a social media campaign that is running on our Creative Europe accounts on Facebook, Twitter and Instagram. With this, the European Commission is crowd sourcing the effort to highlight great online cultural activities throughout the Creative Europe community – available to culture lovers currently stuck at home.

You can discover the art of Creative Europe through the campaign Twitter feed, using the hashtag #CreativeEuropeAtHome. <a href="https://ec.europa.eu/programmes/creative-">https://ec.europa.eu/programmes/creative-</a>

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More info: <a href="https://ec.europa.eu/programmes/creative-europe/content/share-your-art-home-en">https://ec.europa.eu/programmes/creative-europe/content/share-your-art-home-en</a>

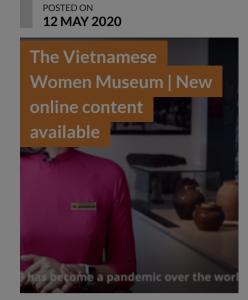
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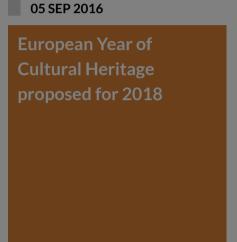














## **ABOUT ASEF CULTURE360**

**culture360.asef.org** brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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