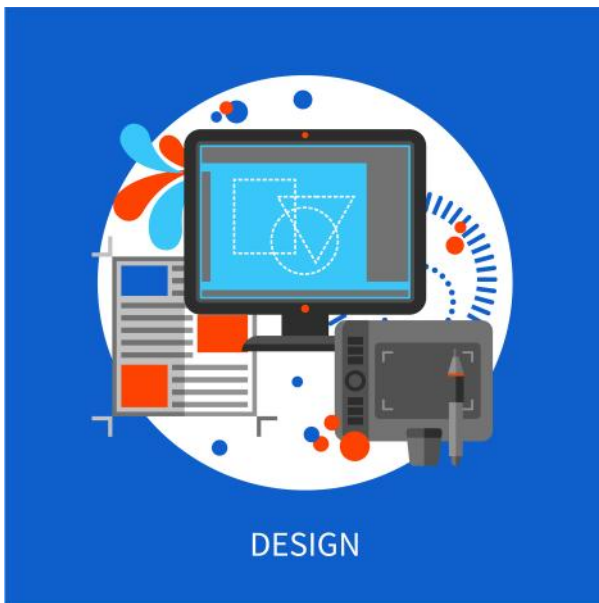


E-connector / Asia & Europe

Directory on Cultural & Creative Industries

Directory on Digitalisation of the arts and humanities

Article-glossary on Cultural mobility



A research by:

on the move



Supported by:



Introduction

Why an E-connector Asia & Europe?

The story of this E-connector started during the “Communication training and information sessions on cultural mobility”, hosted by the *Luxembourg Agency for Cultural Affairs* on 17-19 June 2014 in Luxembourg city, in co-operation with On the Move and with the support of the Asia-Europe Foundation ([ASEF](http://culture360.asef.org))¹.

During the first day of training related to communication strategies on information and dissemination, we realised that organisations participating in the workshop could be divided into two main groups of online resources:

1. **Cultural portals and websites with a certain level of interactivity supported by funding bodies, networks and/or independent organisations:** Asia-Europe Foundation (<http://culture360.asef.org>), Luxembourg Agency for Cultural Affairs (<http://culture.lu> & <http://plurio.net>), On the Move (<http://on-the-move.org>); Trans Europe Halles (<http://teh.net>); The Arts and Theatre Institute, Czech Republic (<http://www.idu.cz/en/about-us>), Culture Desk Foundation Bulgaria (<http://letsplayculture.com>); DutchCulture|TransArtists (<http://transartists.org>); RES ARTIS (<http://resartis.org>); FACE Fresh Arts Coalition Europe (<http://fresh-europe.org>); Kunstenloket (<http://kunstenloket.be>) and Bamboo Curtain Studio (<http://bambooculture.com/en/2015/front>).
2. **Online magazines or information newsletters:** Randian Magazine China (<http://www.randian-online.com>); Planting Rice (<http://www.plantingrice.com>) and the Korean Art Management Service (<http://eng.theapro.kr/> & <http://eng.theartro.kr/>)

Most of the represented organisations also share information via social networks, such as Facebook and Twitter.

We discussed how we, as organisations, could better share information so that it would reach our target groups in a more efficient way, and therefore benefit the cultural sector in Europe and/or Asia. Three organisations Luxembourg gathered in Luxembourg – namely the *Luxembourg Agency for Cultural Affairs*, *Planting Rice* and *On the Move* – came to the conclusion that this information could be shared more widely through a **common online gateway**: an **E-connector** that could tackle transversal topics and related resources, which were both relevant to the “Luxembourg Group”, but also to the wider cultural sector in Europe and Asia. We identified 3 key areas:

- **Cultural and Creative industries** and the growing interest towards cultural entrepreneurship. The consideration of artists and cultural professionals as entrepreneurs
- **Digitalisation of arts and humanities** providing access to knowledge, history, archives and art works
- **Cultural mobility**, meaning the mobility of artists and cultural professionals regardless of their discipline.

The interesting connection between these 3 focus areas is that they echo development in strong policy orientations internationally and in Asia and Europe, particularly in light of the 10th anniversary of the UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions². The 3 topics also underline some of the key priorities established by the

¹In the framework of the pilot programme on life long learning for cultural actors in Luxembourg, co-funded by the European Social Fund.

² <http://en.unesco.org/creativity/convention/celebrating-10-years> ; New UNESCO report on the implementation of 1980 Recommendation on Status of the Artist: <http://en.unesco.org/creativity/monitoring-reporting/status-artist>

European Commission within the Creative Europe programme³. Finally, as far as cultural and creative industries are concerned, Asian countries are increasingly making strong statements to reflect and support them, recognising their wider economic potential. Interesting connections with Europe can therefore be nurtured⁴.

The Luxembourg Agency for Cultural Affairs, Planting Rice and On the Move subsequently received support from ASEF to develop the contents of this E-connector.

The E-connector's objectives and target groups

The aims of this E-connector are to:

- 1) Provide a clear snapshot of existing resources related to cultural and creative industries, digitalisation of arts and humanities and cultural mobility without duplicating existing initiatives;
- 2) Show the diversity of initiatives from networks to projects, magazines and platforms. The E-connector reflects the industry in Asia and Europe and highlights any imbalances and gaps in access to knowledge;
- 3) Identify key resources that facilitate access to information within the art and cultural sector, and to facilitate information monitoring for the content managers of websites, newsletters and social networks;
- 4) Inspire artists, creators and other cultural stakeholders by sharing resources and free information through platforms and tools that encourage capacity building projects, for instance, to nurture creative entrepreneurship.

The E-connector therefore targets:

- 1) Artists, creators and cultural professionals – curators, managers, artistic directors, etc. – in all disciplines across Asia, Europe and beyond;
- 2) Professionals working in the fields of information dissemination or curating, in Europe and Asia, including content managers, community managers, information monitoring experts;
- 3) Funders and policy makers in the 2 regions interested in these issues for the development of policy orientations and potential funding schemes, be they at local, regional, national or international levels.

Methodology

All 3 partners provide complementary types of services, encouraging knowledge sharing and access to resources: the Luxembourg Agency for Cultural Affairs focused on digitalisation of arts and humanities, while On The Move's areas of expertise include cultural mobility and, indirectly, the cultural and creative industries. The added value of Planting Rice helped tackle the challenge of access to information and research in Southeast Asia.

This E-connector, structured around 2 topic-based sections, is mostly concerned with **listing resources**, presented with the following key information:

³ <http://ec.europa.eu/programmes/creative-europe/>

⁴ See, for instance, recent statements by the Chinese and South Korean governments: <http://www.cdc-ccd.org/China-steps-up-support-for-culture> and <http://www.korea.net/NewsFocus/Policies/view?articleid=124424>

- Title (categorised in each section by alphabetical order)
- Short presentation
- Year (starting year or timeframe of project)
- Localisation: Europe, Asia and/or international
- Discipline (except for the section on Cultural and Creative Industries)
- Web-link to other online platforms (including social network)

As far as the disciplines are concerned, a colour code extracted from the cultural mobility funding guides is used⁵:

Performing arts (theatre, dance, opera, circus, street arts)

Visual arts (painting, sculpture, photography, installation, applied arts)

Audio-visual and media (film, TV, electronic art, new media, web)

Music

Literature (literature, translation)

Heritage (tangible heritage, movable heritage, intangible heritage, archives)

Cross-disciplinary arts

Research

Cultural management

All

In terms of geographical focus, the directories and article will focus on the countries of the Asia-Europe Meeting (ASEM)⁶.

Timeline

The e-connector is articulated around 2 separate directories and 1 article:

- 1) **Cultural and Creative Industries** – A first directory online starting from early February 2016
- 2) **Digitisation of arts and humanities** – A second directory listing resources and case studies contributed by the Luxembourg Agency for Cultural Affairs and one research-based article by Planting Rice
- 3) **Cultural Mobility** – One in-depth article, by ASEF and On the Move, articulated around a glossary of key words related to cultural mobility. The article will focus on the state of play of key information hubs in relation to the mobility of artists and cultural professionals in Europe and Asia.

The idea behind this E-connector is to offer a clear gateway to information and relevant resources. Despite the richness of the resources included, the selected format therefore remains concise and is first and foremost conceived as a practical catalogue of resources. The partners will try as much as possible to regularly update these documents.

Challenges

The main challenges faced by the joint research team have been:

⁵ <http://on-the-move.org/funding/>

⁶ The **Asia-Europe Meeting (ASEM)** is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. The 53 ASEM Members are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat. For more information, please visit www.aseminfoboard.org

- The imbalance of access to resources between Europe and Asia, particularly as far as networks and pooling of resources are concerned in Asia;
- Discrepancies in the content shared between websites/portals existing since the end of the 1990's/early 2000 and the emerging platforms and initiatives blossoming particularly for the culture and creative industries;
- Potential cross-over of information between the 3 sections

Some organisations or initiatives could easily have been included in the directories and the glossary, as their missions and the breadth of their activity encompass the whole programme. As such, editorial choices have been made, so we would advise you to read and consult this E-connector by specific sub-section, depending on your interest as a reader.

This E-connector – as it is usually the case for such initiatives – does not claim to be a comprehensive tool of knowledge on the subject but the continuation of an information sharing process that the 3 coordinators and ASEF highly believe in.

Any feedback, comments and additional references can be sent to mobility@on-the-move.org

What's next?

There is an increasing number of initiatives, both in Europe and Asia, on a public and private level that aim to engage more fluently in issues related to culture and creative industries and the question of digitalisation of cultural content. And, of course, the mobility of artists and creative professionals is key in this process to enrich the content, develop innovative solutions and encourage new projects that connect globally, particularly in an Asia-Europe context.

We do hope that this E-connector will help continue the Asia-Europe dialogue and sharing of best practices, and encourage more cross-collaborations. We hope that in a few years, with the next update of this guide, work will have been done to tackle the imbalance of resources between Europe and Asia.

Coordinator of the E-connector: Marie LE SOURD, On the Move with the assistance of Hannah VAN DEN BERG.

Research support: Perine Weiland & Tessy Fritz (Luxembourg Agency for Cultural Affairs) and Lian LADIA (Planting Rice, the Philippines).

Partners & Supporter

Luxembourg Agency for Cultural Affairs (Agence luxembourgeoise d'action culturelle asbl.)

www.agenceculturelle.lu

<http://culture.lu>

<http://plurio.net>

In 1996, the city of Luxembourg and the Ministry of Culture created this Agency to provide a follow-up action to the experience and good collaboration process within the scope of Luxembourg, European capital for culture in 1995. The missions defined by its statutes provide the Agency with the role of impulsion, coordination and organisation of cultural activities. The Agency manages the information platforms Plurio.net and Culture.lu, and the Creative Europe Desk for Luxembourg (Relais Culture Europe).

Coordination of the contents by Périne Weiland with the assistance of Tessy Fritz. Special thanks to Jean Reitz and Frank Thinnes.

Planting Rice

<http://www.plantingrice.com>

Planting Rice is an alternative platform aimed at fostering the rise of cross-pollination among artistic communities. It distributes information on vital exhibitions, events, places and influences by art professionals in Southeast Asia, Australia, the United States and Europe who maintain networks and crossovers in the Philippines.

Their online presence at their website, Facebook and twitter generates a resource of events, mobility opportunities, writings on current discussions and collaborations that are developing beyond available publications or mainstream spaces focused on Manila and greater Southeast Asia through a network of peers, curators, artists, cultural workers and scholars who work in the arts and cultural sector with research on the region. Additionally, Planting Rice recovers an archive relevant to the present climate of cultural interchanges in contemporary art.

Planting Rice is the curatorial banner of Lian Ladia and Sidd Perez.

On the Move

<http://on-the-move.org>

On the Move (OTM) aims to facilitate cross-border mobility in the arts and culture sector, contributing to build up a vibrant European shared cultural space strongly connected worldwide.

OTM signposts on a free and regular basis, information on cultural mobility opportunities and funding on its website, monthly e-newsletters and on social media; co-produces cultural mobility related free guides and toolkits; tackles cultural mobility challenges (on visa, administrative and environmental issues) through reports and meetings and occasionally co-organises training and events for its members and associated partners.

On the Move is financed by the Ministry of Culture and Communication-France, Relais Culture Europe and through project grants by the Asia-Europe Foundation (ASEF), Korea Arts Management Service, IETM, GALA project and networks/art and culture related organisations.

Research conducted by Marie LE SOURD with the assistance of Hannah Van Den Bergh.

ASEF culture360

www.culture360.asef.org

Through culture360.asef.org, ASEF aims to stimulate the cultural engagement between Asia and Europe and enhance greater understanding between the two regions. Created for and fuelled by artists, cultural practitioners and policy makers, ASEF culture360 is a platform to inform, exchange ideas, interact and collaborate with the arts and cultural communities across Asia and Europe.

Team at the Asia-Europe Foundation (ASEF): Anupama Sekhar and Valentina Riccardi