

## Partner Search Form for RO-CULTURE

The Project Management Unit encourages all project promoters to consider involving bilateral partners in their EEA Grants project. This form aims to facilitate the search for partners from the Donor States for cultural projects under the EEA Grants. The filled in form can be sent to [bilateral@ro-cultura.ro](mailto:bilateral@ro-cultura.ro)

All partner requests must be sent minimum three weeks before the deadline of the call to be considered, but we encourage project promoters to start their search as early as possible, and to involve the potential partner in the project development. Tailoring the information to the potential partner/potential partner type as opposed to sending a generic request always yields the best results. We also encourage project promoters to address potential partners directly.

### 1. Contact data:

Name of the organisation: Matca Film

Correspondence address:

Phone:0733644376

E-mail: alexandru.mihai00@gmail.com

Website: <https://www.matca.tv>

Contact person: Alexandru MIHAI

Position within the organization: administrator

Phone/mobile: +4 0733644376

E-mail:Alexandru.mihai00@gmail.com

## 2. Brief description of the applicant:

Matca Film's general objective is to offer integrated story-telling services through the means of visual video expression. Also, Matca Film (former Aurora Independent Film) aims to highlight the intangible heritage, to promote and ensure continuity through the means specific to the visual arts of Romanian crafts, traditions and folk art. The manager graduated from the Faculty of Film, Film and Television Image Department within the National University of Theater and Cinematography, in 2013. Within the faculty, the applicant gained experience in knowing the techniques of film imaging, both analog and digital. The applicant has experience in the management and coordination of a film crew, in terms of his activity as a member in several cultural projects after graduation. He coordinated filming in good conditions and assisted in the organization of filming, in collaboration with the production house Kogainon (Boston, USA) projects that took place in Romania, including: Soundtravels. Also, Matca FILM has as main concern the production of documentary film with social character, but also documentary film that highlights the values of intangible heritage, being in the area of promoting and ensuring continuity through the means specific to the visual arts & crafts, traditions and traditional culture. Matca Film is the producer of the short film Date Night, co-produced with We are Basca, nominated for this year's short film section at TIFF and also nominated for the short film section in Brest and Montpellier, France, where it was in competition at the end of 2017. Also, the applicant carried out 5 projects co-financed by AFCN, three of them having as subject intangible cultural heritage, 1. promotion of traditional masks in the Vrancea area, Masks, mirror of reality, [https:// www.mastilesuntoglinzi.ro](https://www.mastilesuntoglinzi.ro), 2. promoting the Vrancea area - <https://iecumera.ro/>, 3. promoting the carpets in the Bărăgan area - <https://scoarte-in-baragan.ro>

*Please provide a brief description of your organization: intervention area, legal status, activities undertaken, organizational profile, etc.*

## 3. Applicant previous or ongoing experience in international cooperation projects:

*No applicable*

#### 4. Envisaged project idea

Recent statistical data show the need of people to consume modern art, 2014 marking the year in which the first Art International Fair took place in Bucharest. Its success progressively grew and the attention towards art in general has risen exponentially. This had a snowball effect and attracted to Romania curators, artists as well as large audiences from abroad. In regards to contemporary art market, the development of the galleries and art spaces are a real contributing phenomenon.

Creative consumers are of great value to society, even if this value is not directly quantifiable. The ideas people are exposed to shape their identities, aspirations and relations to others and the world, at home, at work and on the move. Creative experiences help meet societal goals such as participation in democratic processes and promotion of social inclusiveness.

Given the substantial growth of interest from consumer public to art and the constant need of local artists to express themselves and exhibit their work, the project “ Matca Arts Facility “ proposes as a general objective designing, creating and restoring an old industrial space from the romanian communist era ( Platforma Progresul, a huge concrete and metal structure, photos attached, 300m x 25 m , a space destined to be used as a production facility for underground wagons ) both functionally and aesthetically in order to transform it into a cultural artistic hub. The specific objects are : Improving acces to culture through exposing new-coming artists’ work; creating artists’ residencies ; developing an artistic manifesto making use of modern practices and creating momentum for the project to build over time ; Identifying innovative solutions to strengthen inter-generational dialogue through contemporary art activities ; Improving the capacity to develop cultural entrepreneurship in regards to the applicant and partner by creating cultural services.

The project will contribute to the Output through 4 contemporary art activities, the 2 workplaces created and 4 experienced professionals at work. The project will promote the cultural artistic endeavour through one documentary film which will be made available online, two film projections with Q & A which will have as subject the complexity of the work involved in creating the hub, a large opening event and an exhibition with selected artist’s work.

Shape the future of creativity through collaboration.

#### 5. Thematic areas covered by the envisaged project:

- Monuments restored and revitalised*
- Innovative cultural exhibitions of restored objects supported*
- Roma cultural heritage revived*
- Cultural entrepreneurship enhanced*
- Larger audience developed*
- Roma cultural initiatives developed*

## **6. Target groups:**

Our project targets young artists, with the age group between 18-40, in urban areas but not limited to them ( as the building is located at the periphery of Bucharest it could also attract audiences and artists from nearby small cities : Jilava, 1 Decembrie - around 5000 people aged between 16-24, of which 600 high school students) We address the general public, through the proposed platform, we estimate 10,000 people, who will be quantified monthly and who will have valuable information about what cultural hubs and why it is necessary in a developing country. Artists selected for residencies will be involved, those who will be selected (minimum 6) and those who will actively participate in mentoring the artists. (3-4) The direct beneficiaries will be the participating artists and those who will be interviewed and whose products and techniques (approx. 10) will be known through the exhibition and the documentary. The direct beneficiary will be the general public who will benefit from all project results. All data that will continue after the completion of this project. Indirect beneficiaries are representatives of local authorities, interested in facilitating the promotion of those who practice arts, about 50 people. Indirect beneficiaries will be the applicant and the partner who will thus develop their portfolio of services, by developing cultural entrepreneurship and the set of services that will develop it after the completion of the project. Indirect beneficiaries will be specialists in the field of art promotion, gallery owners, about 100 people.

## **7. Potential partner organization profile:**

Film Production Houses, Cultural Institutions ,NGOs open to host and organize a projection of the documentary film, followed by a Q&A as well as being able to contribute with their experience in regards to building and developing a space as the project suggests.

## **8. Role of the partners:**

- We would expect from the partner to be an open, communicative entity which has activity in the creative field or tangent to it and has the ability to promote and organize a one day event ( film screening of the documentary and Q&A )
- Experience in know-how practices of developing this type of space and sustainable growth of it.

## **9. Advantages of a partnership project:**

- Creating a context to help better understanding of a cultural difference between the two states as well as lowering the social gap between the two.
- Even though we share the EU space and its policies the differences between the two states can be drastically different. Having a good understanding of how Eastern Europe and Northern Europe operate may lead to larger cultural inclusion which can create artistic exchange opportunities and also long term collaborations.

- Through this partnership and the exchange of ideas involved , an opportunity for creating new projects individually enhances by enriching our horizons together.

## **10. Any other comments/ relevant information:**