



Education, Audiovisual and Culture Executive Agency

Creative Europe - Culture

79	597717-CREA-1-2018-1-SE-CULT-COOP1		SE
EU Arts Live			
Original Budget		Maximum Grant Awarded	% Awarded
395.685,00 €		200.000,00 €	50,55 %
Role	Organisation Name		CO
APP	ICS Sverige		SE
PAR	Asociatia TEATRUL.RO		RO
PAR	Fondation Interface		CH
PAR	La Compagnie TransAtlantique		FR
PAR	Latvijas operetes fonds		LV

COMPENDIUM

EU Arts Live is a two year pilot project to promote the development of Live Broadcast Performances: a new way of preparing, creating and sharing performances with global audiences by small and medium sized performing arts companies. We will do this by equipping our creative partners with the digital tools and online broadcast platform they need to broadcast their performances live on a multi-screen online interactive platform. The preparation for how these multiple cameras will be used during the broadcast will be worked out throughout the long, detailed, planning and rehearsal process. This platform will then carry live transmissions of up to seven cameras focused on the performance, so that the online viewer can choose which camera feed he or she wants to view on the full screen, or which two feeds to view on a split screen. This process will promote true synergy between broadcast possibilities and performance possibilities by adapting the performance to the cameras and vice versa. The broadcast platform will create true synergy between the creators and the audience, as online viewers edit the broadcast by choosing between the camera feeds created by the broadcaster. Finally, we will open wide the backstage doors to online viewers with routine live broadcasts of rehearsals, conferences, workshops and debates. Live performance arts, until now almost absent from the internet, will become a common presence online. We will maximize our outreach to performance arts professionals, theatergoing public, and the online public through live broadcast performances at performing arts festivals across Europe, promoted by an aggressive social media campaign across online media. In this way, we intend to recruit more and more creative partners and build online audiences to sustain EU Fest Live as a vibrant online arts festival where new forms of broadcast performance find a home and a public year round and for years to come.