

Partner search

Culture sub-Program

Strand/category	Creative Europe - small cooperation projects
Deadline	Beginning of October

Cultural operator(s)

Name	Thomas More University College
Short description	<p>Thomas More University is the largest university college in Flanders - Belgium, offering over 30 professional bachelor programs in 7 study areas and 13 campuses in the province of Antwerp. The University College, part of the KU Leuven Association, an association (°2002) of the Catholic University of Leuven, 11 University Colleges and the Catholic University of Brussels. Through state-of-the art education, applied research and scientific consultancy, Thomas More University College plays an important and strategic role in Flanders and the development of the region.</p>
Contact details	<p>This project will be executed by Memori, a center of expertise of the More Media and Business School in Mechelen. Memori realizes applied research and scientific services in the areas of media and communication, marketing and management, tourism and social inclusion. The Memori activities are developed by a multidisciplinary team of researchers and lecturers. In addition, Memori has a tradition of good interaction of expertise between technological and economic/social science oriented researchers and practitioners and a strong involvement of students and lecturers. Research has a strong focus on user involvement and adoption, with special attention for hard-to-reach groups.</p> <p>Mats Vanmolkot Mats.vanmolkot@thomasmore.be +32(0)485 95 23 45</p> <p>Kris Vancluysen Kris.vancluysen@thomasmore.be +32(0)479 68 79 54</p>

Project

Field(s)

Museums

CONTEXT

In an increasingly dynamic and even turbulent digital consumer context, most cultural sectors remain lagging when it comes to catering to significant shifts in the way people experience, interact with and share content through new digital technologies. This is a challenge especially for museums which often have to work with very limited budgets.

However, despite limited budgets a number of promising digital technologies are reaching maturity levels where they can effectively offer a range of possibilities to cater to the changed content consumption patterns of currently unreached and under-served audiences. Examples of such technologies and their applications range from giving continuously updated information, to content and experience co-creation, social networking, interactive communication, community building, online edutainment, mobilization of audiences, crowdfunding, use of virtual or augmented reality, ... and even to complete new business models based on a digital strategy.

The European museums have not all yet fully explored or actively used these new digital instruments. TRACES will bring together museums from different EU countries and offer them a chance to develop or enhance their digital audience development strategy or work on a specific digital project.

Description

OBJECTIVE

TRACES is a transnational project to help the European museums on identifying, developing and sharing essential know-how, competences and skills required for the effective and efficient deployment of innovative digital technologies focused on audience development. In cross border workshops, guided by the partners (knowledge institutions) and digital professionals, we train and educate museum professionals on how to develop and implement their digital strategy to attract and consolidate new audiences.

ACTIVITIES

Project approach:

- Promotion // Application // Selection // Participation // Sharing
 - Participation in the form of transnational, interdisciplinary expert workshops through the “shape – build – launch” principle
 - Duration: 2 years
- ➔ Please contact us for more detailed information about the intended project approach.

TARGETED PUBLIC

Our primary target public are museum professionals participating in the

workshops. We will train and educate them in their skills on digital audience development techniques.

Our secondary target public are museum professionals all over Europe and other people interested in audience development strategies and technologies.

Partners searched

Countries

Northern Europe, Southern Europe, Eastern Europe

Profile

Type of partner wanted: expertise and research centers on audience development, interactive media, digital media, media innovations and technologies; sectoral organizations (cultural and creative industries); public authorities representing museums.

Other

...