

MINUTES OF THE THIRD STEERING COMMITTEE MEETING

4th of April-5th of April 2022 in Vienna

The meeting was organized in Vienna, Museum of Applied Arts (MAK) from 4th-5th of April 2022.

Partners from MUO, ORADEA, STUBA, IMM, INP, RANN, RIPCM and MAK were represented – see the attached presence sheets.

I. 4th of April – Presentation of the agenda points

Ms Kathrin Pokorny-Nagel and Mr Sebastian Bonis welcomed the participants. The representative of the Lead Partner, Mr Bonis, presented the agenda of the upcoming two days. The presentation included the goals of the meeting and the most important outcome expected at the end of the second day.

II. 4th of April – Project management

The representative of the Lead partner presented the partners the status of the reporting exercise. All partners submitted their reports and most of them have been certified. No major problems were reported by the partners.

Afterwards, Mr Bonis presented the partners a short overview of the procedure of the Quality Factsheet and Quality Manager Report. Both of them have to be written by an external expert and have to be submitted after each Output has been achieved. Mr Bonis concluded that he will resend the documents to the partners.

III. 4th of April – Educational programs for children

Ms Marta Kulis Aralica (MUO) presented the current developments of the educational programs of the museums involved in this WP. She briefly (re)familiarized the partners with the developments in this WP.

The partners produced four of five educational videos (Foundation of Oradea is missing, since they joined the project later on), including a unified introductory part. The videos have been transmitted to the partners and were uploaded on the AN2-Youtube channel. The English-transcript of four educational videos has been sent to the partners.

The first workshops have been taken place and the partners translated the evaluation tool into their native language. Each partner has to submit at least 100 evaluation tools (100 participants) until end of June 2022, the number of workshops has not been specified.

In order to emphasize the transcultural aspect of the project the partners agreed to exchange the work materials of each educational workshop. If the partners have capacity, they will try out the partners-workshop.

The 7th educational programs meeting (online) will be organized in end of April, in order to discuss the progress of the educational workshops and the translation of the educational videos into each partner's native language in detail.

The partners agreed to organize an educational program meeting in Zagreb in September 2022, in order to review each partners experience regarding the educational workshops.

IV. 4th of April – Exhibitions

On behalf of the coordinating partner (MAK), Helena Grünsteidl presented the major developments and milestones regarding the WP exhibitions.

The 4th online meeting occurred on 26th of January 2022. All of the partners presented their exhibition concept and progress. MAK offered their support and assistance if needed.

MAK (October 2021), STUBA (February 2022) and INP (March 2022) already celebrated their successful exhibition opening. The exhibition openings of IMM, MUO, RIPCM and Oradea will take place in June 2022. The implementation is ongoing. No problems were reported by the partners.

V. 4th of April – Online lectures

Mr Vladimir Džamić on behalf of the coordinating partner (RIPCM) presented the current developments of the video lectures and the Youtube channel. He firstly refamiliarized the partners about the requirements and description of this WP in the Application Form. It is planned that the Project Partners, Oradea, INP, IMM, MAK, MOU, STUBA, RIPCM produce a series of online lectures in the form of short films, containing lectures delivered by renown experts (minimum 140 minute-long in total). As the purpose of the lectures is to (re)familiarize the general public with the specificities of AN heritage, they shall be audience-oriented, engaging and interesting to the general public meaning that their narration shall be adapted to the public which is not very knowledgeable of AN or art history. Furthermore, the videos may contain interesting stories and facts, captivating footage, appropriate graphic, illustrations and other features which would attract viewers.

The videos may be in the national language of each partner, but have to have an English translation (for example subtitles).

RIPCM presented the online lecture plan (themes, quantity, length,...) from October 2021 and an overview which have been realized until April 2022. IMM published two videos in end of January and beginning of February 2022, MAK released their online lecture in December 2021 and MUO published the video in end of February 2022. Some of the partners created trailers of their online lecture and also uploaded them on Youtube.

Oradea stated that their online lecture should be finished in the next couple of weeks. The online lectures of INP will be published in Mai and June 2022. STUBA already published the video on their COOL NOUVEAU-website, the video-production company currently finishes the English subtitles and afterwards the video will be uploaded on the AN-Youtube channel. RIPCM is currently working on their

online lecture. They are planning to show it on national TV (during WAND 2022) and to publish it on Youtube afterwards.

Furthermore some of the AN2-educational videos as well as the promotion video has been published on the Youtube-channel.

Vladimir Džamić states that the Youtube-views are constantly growing.

VI. 4th of April – Trainings for tourist guides

Ms Krisztina Gerhardt presented the results of the transnational survey which was applied in the first half of 2021 (4050 people participated online, 800 people participated on-site). The partners shortly discussed their progress and the next steps regarding the implementation of this activity. STUBA states that they will probably have to employ an expert for trainings of tourist guides. Furthermore, all involved partners are sharing their experiences. For example RIPCM reports that Art Nouveau heritage is not a common knowledge in Serbia, they organized trainings for tourist guides in December 2021 and May 2022. Mr Bonis comments that the type of training material is not specified.

VII. 4th of April – Exchange of know-how with the tourism industry

Mr Bonis held a presentation about this WP, since the coordinating partners of KJU were not able to participate. MAK presented the Art Nouveau promotional video ART NOUVEAU WITHOUT BORDERS as well as a short, attractive trailer, which has already been sent to the partners. It is a presentation film about AN in the Danube region, and is based on the film developed within the AN1 project. MAK, in close cooperation with ANTO, will present the promotional film at high-level international tourism workshops. Concerning tourism workshops, MAK reports, that the tourism-representative of the MAK (Helmut Lenhardt) participated in six international tourism workshops in March and April 2022. Additionally MUO presents a tourism-leaflet, which they created in order to use them when approaching representatives of tourism industry and when offering their cultural products for tourist consumption.

In case of INP and RIPCM, these promotion materials will focus on the AN heritage from Timisoara and Novi Sad. INP and RIPCM stated that the production is ongoing (finished in June 2022).

The partners agreed to create a joint AN-brochure (discussed in detail during WP Communication).

VIII. 4th of April – World Art Nouveau Day

As a coordinating partner and on behalf of IMM, Ms Julia Katona presented the current developments related to this WP. She reminded the partners, that it is unconditionally necessary to also use the Interreg AN2-Logo while promoting the Event (not only the WAND Logo-Toolkit, which was already presented during the 2nd SCOM Meeting). She concluded that the use of WAND brand and visual identity is not mandatory for RANN members, but is for AN2 Project Partners when they plan and hold WAND events and celebrations.

Furthermore, she presented this year's WAND-topic defined by RANN (Typography), as well as the RANN activities related to the event. As every year RANN is going to propose a photo contest (Topic: Typography), with four categories (Advertising, Publishing, Architecture and lettering, Arts & Crafts) and a special mention for the best Art Nouveau motto. Additionally the Network will create a set of postcards with 26 letters of the "international" alphabet and one with the entire alphabet. Moreover, RANN will publish a Quiz on Instagram/Facebook and set up an Exhibition. The partners' don't have to participate in these activities, but are welcome to do so.

Ms Katona continues with suggestions for each partners' WAND-programme like guided tours and city walks, lectures, workshops and performances, as well as conference lectures and roundtable discussions. Furthermore she states, that the partners, don't have to stick to the RANN-theme (Typography), but she recommends to include it in the programme.

In the next step she presents the IMM WAND-programme ("Festival of Art Nouveau"), which will last two weeks and includes the WAND event itself (11th of June), a conference (16th of June) and a museum's night on which the IMM exhibition opens, among other things.

The deadline for each partners WAND-programme draft will be 15th of May 2022 (should be transmitted to IMM). Afterwards IMM is going to set up an online meeting, in order to discuss the drafts.

After the event took place, the partners should prepare a report with images and videos and are asked to send them to IMM.

Since a lot of RANN-members are interested in WAND, the partners agreed, that IMM will invite offers in order to translate the WAND-Logo in additional languages (RANN-member countries). RANN offered their support.

IX. 5th of April – Digital catalogue

Lucia Leca, from INP, held a presentation, highlighting the envisaged structure and operation of the internet-based platform which shall host the catalogue, specifying the contributions expected from the partners. Furthermore, she presented the record card template to all of the partners as well as the document for digitised sources, which both had already been sent to the partners.

Additionally she gave an overview about what has been achieved so far and how many record cards had been transmitted by each partner. INP gave their record-card feedback during an Expert meeting in February 2022 (reviewed record cards sent via e-mail afterwards) and the partners should update them until 8th of May 2022. Ms Leca stated, that each partner should create 10 record cards until October 2022 (establish partnerships with institutions). Since some of the partners are reporting problems regarding the number of partnerships/record cards, Ms Leca declares that it is not obligatory to obtain 10 record cards per partner, if it is not feasible.

In specific cases, where the partners possess relevant important documents which are not available in digital format, they will proceed with digitizing them. The digital versions will be made available for free on the partners' online platforms, which will also be part of the catalogue.

Next, the partners presented their progress regarding this WP and discussed a possible date of the next expert meeting (October 2022) in order to test the digital platform.

X. 5th of April – Action Plan for RANN

Ms Senka Gavranov presented a brief overview as well as the current developments related to this WP deliverable (RANN in the Danube Region Action Plan). She states, that the Interviews with RANN-members and with organizations which have potential to become RANN-members have occurred and will be finished next week (the AN2-partners supported her, through recommendations). In the next step, she will organize a meeting with other European Cultural Routes in the Danube Region on 21st of April 2022. The partners are welcome to join the meeting, but it is not obligatory.

Furthermore, she shortly described the involvement of the AN2-partners: the first project meeting occurred on the 19th of January 2022 and they supported her regarding contacting interviewees (January-March 2022). The next steps are: the second project meeting in June 2022 in Budapest, the partners will comment and give feedback about the Action Plan draft (June-July 2022), they will organize the National roundtables, in order to discuss and consult with stakeholders (in early September, approximately 5 persons, the presentation-slides will be provided in English) and they will write Minutes of these roundtables (end of September, minimum 1 page). The third project meeting will take place in early October 2022 and the AP will be presented in December 2022 during the AN2-closing event.

XI. 5th of April – Communication

Vedrana Ceranja, communication coordinator from MUO, started her presentation by giving an overview of the activities of MUO. Furthermore she gave an overview of the AN2-communication tools (Interreg-Project Sub-Page, Social Media Posts, Visual Identity Manual, Social Media Visuals, Posters and Logos) and summarized the previous communication activities of the project. Furthermore, she reminded the partners to use the hashtag #artnouveau2 and to tag the AN2-project partners in each post.

Some of the partners have created a (digital) Flyer of the project in their national language (for example MAK). The partners discussed the efficiency of a joint AN2-flyer or a brochure, which presents each partners AN-heritage. Following conclusion was reached: MUO develops and provides a finished digital flyer (printable and downloadable) which promotes the project (deadline: 10th of June, WAND). By the end of the project MUO will develop and provide a brochure which promotes the cultural heritage of all project partner countries (approximately 16 pages). In order to do that, all partners will provide MUO communication coordinator with text and visuals that should be included in the brochure. First step is on MUO to contact service providers. Afterwards, partners will be provided with template of a brochure in order to agree on the concept and layout so MUO can proceed finishing the brochure. The partners will receive the documents in digital format, if required they could translate them into their national language.

Ms Ceranja presented the “Enriching knowledge about Art Nouveau online” activity – a joint action of all partners – which includes monthly posts on Social media and monthly announcements on the project’s subpage (started in March 2022). The partners have agreed on a list of further topics: DISAPPEARED AN BUILDINGS - LOST HERITAGE (May 2022), AN TYPOGRAPHY (June 2022), AN INTERIOR (July 2022), AN OBJECT (August 2022), WOMEN OF AN (September 2022).

Furthermore, she presented the “Communication Dissemination Spreadsheet”, which monitors the dissemination and promotion activities and is organized in 6 different sheets. The partners are updating the Spreadsheet regularly.

She reminded the partners to keep promoting the project and to present the AN2-project during “National and international events” (afterwards mentioning it in the spreadsheet). Furthermore, she asks the partners to share every project related material (e.g. booklets, evaluation tools in native language, tourist guides training material) with her, in order to upload it in the project’s subpage. Additionally, the partners are asked to send the SCOM Meeting presentations to her, in order to make a brief web announcement.

XII. 5th of April – Wrap up and conclusion about the future steps in the project implementation

The partners agreed that the next project meeting will take place in Budapest from 11th-13th of July 2022. The final event in Belgrade will occur from 5th-7th of December 2022. Furthermore, the partners agreed on an educational meeting in Zagreb in September 2022 and a digital catalogue meeting will be organized in mid of October 2022.