

Partner search



Creative
Europe

Culture sub-Program

Strand/category/
Call

Category 1 - Small scale projects

Deadline

December 22, 2017

Cultural operator(s)

Name and
country

ASOCIATIA ESCU (Romania, Bucharest)

Short
description

ESCU Association stands for Education, Society, Culture, Humanity. We are a non-governmental, independent, apolitical, non-profit organization with the primary objective to promote multiculturalism, intercultural dialogue through actions and projects that increase the public's level of tolerance and education, stimulate volunteering and encourage and promote the concept of diversity and inclusion and increase community awareness regarding issues of cultural differences. In this context, we develop projects to promote multiculturalism and intercultural dialogue in order to increase the degree of closeness of the both Romanian and the European public to other cultures in the world.

With this purpose in mind we created the first multicultural event in Romania, The Embassies Festival ([Festivalul Ambasadelor](#)) in 2014, which has grown into one of the most important and complex cultural diplomacy happening in South-Eastern Europe, a project with a unique multicultural concept on the Romanian cultural landscape, with more than 70 embassies, cultural institutions, international organizations and ethnic communities and minorities engaged each edition, over 50,000 active audience and more than 300 national and international press materials covering each edition of the project.

The Embassy Festival has become over the years a signature event in Romania and a moment of multicultural inspiration in Bucharest, an absolutely necessary project on the country's cultural scene, being able to celebrate the world's cultural heritage, conveying messages of respect, tolerance and openness to the rest of the world. The event is especially an opportunity for intercultural institutional cooperation that simply invite the public to feel at a smaller scale what it truly means to be World Citizens.

Following the success of the first edition of the Embassies Festival, we decided to continue developing this unique concept on the Romanian and Eastern European cultural landscape by continuing through the following editions in 2016 and 2017. The latest edition of the Festival, entitled ONE WORLD, focused on promoting a culture of understanding and diversity of the world's non-material cultural heritage, under the aegis and motivation of building a single intercultural dialogue platform between foreign communities and the Romanian public and artists.

Contact details

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Proposed Creative Europe project

Field(s)

Culture

Festival

Description

Asociatia ESCU is proud to present WORLD EXPERIENCE FESTIVAL, shortly WE Festival, the 4th edition under which will be presented the concept of the multicultural platform, the Embassies Festival, organized between 3-9 September 2018, in the heart of Bucharest, proposing to the public a world's experimentation program with a unique sensory concept dedicated to the world's musicality and forms of knowledge of the cultural diversity through the comprehensive power of music and sounds.

The 4th edition of the Embassies Festival, under the new name, will TAKE one step further in experiencing the world through 5 primordial senses. We will outline an immersive journey around the world by celebrating the sense of sound & music, as a bearer of much cultural significance. Equally important, the festival will also allow many different audiences to gain an insight into cultures through the enjoyment of music, as a universal language that draws people *together*.

More than 60 embassies, cultural institutes, international organizations and ethnic communities will participate; the event is organized under the auspices of UNESCO and the Romanian Ministry of Foreign Affairs.

Overall Concept of the project:

The Sound of the World

World Experience Festival proposes a creative and innovative approach to the concept of experimenting the world and intercultural dialogue through music and sounds.

- The 4th edition of the festival will feature a curated program of exhibitions, conferences, cinema screenings and multicultural shows that will feature musicians from many areas around the globe, ranging from native music, jazz improvisations, electronic music with roots and folk influences.

I. Sounds of the World - The World Art World exhibition platform

- Sounds of the world: A concept of a kaleidoscopic exhibition of musical art that will bring to the forefront the instruments and certain musical genres and sounds from different parts of the world, the content being also supported by documentaries and videos and authentic ensembles brought directly from their cultural environment (costumes, photos, traditional decorative elements, etc.). Through VR and AR

applications and devices we will be able to bring to life the musical experience of the exhibition.

- The exhibition will also feature vivid **artistic interactive musical installations**:

II. Workshops: The Sound Experience: workshops and workshops where participants will have the opportunity to test and play with some of the most exciting traditional instruments around the world.

III. Conferences: World Musical Dialogue - a series of discursive events and workshops devoted to world musicology, out of which touching themes such as: Sound Diplomacy, the Voice of Change, the vanishing music: about preserving ancestral musical traditions and musical heritage by reinventing them and introducing them to the avant-garde.

IV. Outdoor Zone of Word Bazaar & World Music, Shows & Live performances

- World Music & Dances Shows - artists from all over the world commissioned for the festival will have exotic music and dance performances on the festival's scene in an effervescent, colorful and rhythm program.
- Live world bazaar - presentation pavilions where embassies and festival partners will exhibit the most representative heritage items, organize workshops and tastings, artistic moments and offer souvenirs and touristic information.
- Craftsmen and craftsmen - visitors will be able to enjoy different handicraft workshops, traditional workshops and cultural authentic ceremonies.
- World Food Market - Restaurants and Chefs will present and expose traditional culture gourmet recipes from many corners of the world.

The World Experience Festival is a unique project through its specificity and has a huge cultural impact as it interrogates the possibilities of contact between cultures through very different artistic and authentic expressions.

World Experience Festival will be the biggest multicultural event ever organized in Central and Eastern Europe. With 3 successful previous editions, [The Embassies Festival](#), managed to enhance the cooperation and cultural dialogue between more than 70 nationalities, represented either by their diplomatic missions, cultural institutes, cultural NGOs, international organizations, ethnic groups or even minorities associations.

Our initiative is conceived as platform for the foreign communities living in Romania and its neighborhood to promote the most valuable cultural patrimony of their countries among the European audience.

Partners currently involved in the project (if any)

Name of organization and country

Asociatia ESCU (Leader)
Romania, Bucharest

Partners searched

Countries

All Creative Europe program countries, states inside and outside the EU.

We are searching for project partners among associations, NGOs and institutions that activate and have a strong bound in the following fields: cultural, creative and audio-visuals sector with a main focus on cultural diplomacy, intercultural dialogue activity and projects, musicology, volunteering projects, cultural heritage, art performance and cultural policy.

Preferred profile

An opportunity to a global network of NGOs that provides opportunities for young artists to express on an international platform through tailor-made music programs, bridging social, geographical, racial and economic differences and creating a chance for intercultural dialogue at an European level through music.

Main responsibilities:

- Developing the artistic and cultural content within the framework of World Experience Festival's curatorial expectations
- Conferences, talks and workshops on music collaboration
- International cultural cooperation and network
- Volunteering exchange activities