



Name of the Project: Euro A.L.A. - Land Art in European Archeological Sites

Deadline: 7 October 2015

Project Description:

The specific objective of the project is the qualification of Land artists and European cultural players; in particular, the project is focused on the valorization of land art in archeological sites.

The project is described by the following general objectives:

- Identification of a common strategy and definition of priorities on cultural hotspots around Europe in order to support the share of cultural policy and development policy between Land art creative and cultural players;
- Promotion of international qualifications of Land artists and support the circulation of cultural and creative works as well as the mobility of cultural and creative players, in particular artists across Europe;
- Development of existing and new audiences tailored for European artists/cultural professionals and their works with a particular focus on archaeological locations;
- Test and trials on new models of innovation and creativity by the use of digital technologies and the promotion of innovative spill-overs on photography and inter-sectoral fields of creativity and cultural management across Europe;
- Dissemination of information on the activities and to all relevant parties (European stakeholders and policy makers, audiences), by promoting the analysis and representation of approaches and common tools used in the project, by preparing dissemination products and channels and by aligning the dissemination strategy.

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