

Europe, let's

WINC

Project Partner  
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# What means W - I - N - C ?

Is an acronym of four words –

**“We Initiate New Communication”**

- ◀ **WINC is also a homonym\* to wink\*\*, which is the most common intercultural non-verbal communication motion.**

*(\*a noun, each of two or more words having the same spelling or pronunciation but different meanings and origins);*

*(\*\*an act of winking, when a person closes and opens one eye quickly, typically to indicate that something is a joke or a secret or as a signal of affection or greeting)*

- ◀ Art is a powerful tool which enables human interaction and brings different European cultures together.

## What is WINC idea?

It is symbolic that WINC project has been initiated by Lithuania. Lithuanian language is one of the most conservative living Indo-European languages in the world, so called a Proto Indo-European, still spoken by 4 million people. It is a relic of Indo-European roots, where most European nations' languages (except Maltese, Finish, Estonian and Hungarian) originated from. The Indo-European family gave us Baltic-Slavic, Germanic, Roman, Celtic, Albanian, Greek spread.

Thousands years ago most of today's European nations spoke same language but then spread across the continent, their languages changed and became natural communication barriers.



## What is WINC idea?

Indo-European origin is our past, European Union is our today and tomorrow.

We will never know if common roots have helped today's Europe grow into such an integrated unit, but we know that 28 nations with different linguistic background agreed to use common language again. Moreover, 60 years of Union and, let us believe, Indo-European origin, should have enabled Europeans understand each other non-verbally, as well. It is just because language is a set of codes describing different phenomenon of life.→



## What is WINC idea?

How strong is mutual understanding among different European cultures?

WINC project takes a challenge to prove that Europeans can perceive the same message communicated through music, dance, theatre and visual arts, equally to its verbal expression. Furthermore, it gathers citizens of different nationalities and languages together for great aim – remind and respect common values of past and future Europe. →



## What is WINC idea?

During arts festivals the WINC project will promote and encourage cultural tourism by introducing ethnic and contemporary artists from specific (some disadvantaged) regions of participating countries. The results dissemination will use routine media and networks but also create a special online brochure for culture travellers, in partners national languages by picking outstanding cultural events in all partner countries.

WINC's sustainability will reflect in future partnerships among artists, tourism agents and local authorities.

# Who is WINC project applicant?



Rokiskis Culture Centre

[www.rokiskiokc.lt](http://www.rokiskiokc.lt)

- a public body which implements culture strategy of municipality according to National Culture Policy.
- organises traditional, national festivals, local events, commercial shows, implements cultural projects.
- 39 employees. 7 management and finance professionals, 16 culture professionals lead folklore, music, dance, theatre amateur groups, 2 specialists lead social clubs.
- 3 amateur groups are ranked among highest performance quality in Lithuania.
- is among leading culture centres in Aukstaitija region (Highlands)

# What are WINC participants?

Project partners from at least 10 different EU countries. Each partner builds a team of 10 participants:

- ▶ **3 different groups:** (*Ethnic Artists, Contemporary Artists, Improvisation Artists*) consisting **of 8 artists each:** at least one theatre actor//mime artist; at least one painter//photographer//graphic designer; at least one dancer//choreographer; at least one musician//composer//instrumentalist.
- ▶ It is normal to build a completely new team or group artists who have worked together before. Why do you need three different groups? It's because artists ARE different!

Ethnic Artists will have 3-day workshop to create a joint performance together. The content of the performance must reflect national identity of a partner country.

Contemporary Artists will receive verbal input of a situation or phenomenon, create a joint performance in a 3-day workshop and present it to the audience.

Improvisation Artists will have 3-day training of possible input phrases and perform on the spot on the input given by the audience.

# What are WINC participants?

each team needs two more people who are interested in European issues, politics, culture, social issues, also culture managers, tourism operators, linguistic scientists, social workers, journalists, public officers etc.

## ◀ a **Coordinator**

his/her role is to plan and implement international WINC festival.

## ◀ a **Thinker**

his/her role is to identify verbal input for project workshops and take project diary notes, identify research goals (based on hypothesis of mutual European communication similarities), make conclusions based on research observations.

Both, *the Coordinators* and *the Thinkers* will work on project results dissemination and communication to tourism operators.



## **Who are WINC target groups? What are they interested in?**

- ▶ Artists - new forms for inspiration.
- ▶ Culture managers - international artists for their projects.
- ▶ Regional audience - intercultural events.
- ▶ Inhabitants - travel destinations.
- ▶ Researchers, linguists, scientists - cultural studies, linguistics, history.

# What and When in WINC?

|                  |   |   |                     |                                |  |  |  |
|------------------|---|---|---------------------|--------------------------------|--|--|--|
| Funding contract | Preparation, team building, dissemination model and tools | Meeting Nr. 1                                     | Meeting Nr. 2       | Mid-term report and evaluation | Meeting Nr. 3                                      | Meeting Nr. 4                                      | Final report                             |
| January, 2019    | February-April, 2019                                      | May, 2019   | September, 2019     | October, 2019                  | February, 2020                                     | May, 2020  | June, 2020                               |
| Lithuania        | each partner in their country                             | ? (most creative country, please, offer yourself) | Rokiskis, Lithuania | each partner in their country  | ? (warm climate countries, please, offer yourself) | ? (most beautiful country, please, offer yourself) | each partner in their country, Lithuania |



# Meeting Nr. 1 - Coordinators&Thinkers

3 days in general: 1 day of „ice breaking” multicultural activities, 2-day workshops and discussions

20 participants plan content and forms of future project meetings:

- ▶ develop a frame of a brand new International Arts Festival WINC. The festival is a unique international, interdisciplinary, integral event showing European citizens' abilities of non-verbal communication through arts and so proving high level of mutual understanding.
- ▶ decide on template of Cultural Tourism brochure which will combine reflections of project events and partner countries cultural delights, give clear cultural tourism directions.
- ▶ discuss European values and social issues, identify a list of 10 European social values and describe desirable status together with actual situation. They form 10 descriptions which will be input for workshops. →

# Meeting Nr. 1 - Coordinators&Thinkers

- ▶ agree on the first (Meeting Nr. 2) Ethnic WINC festival input messages based on previously discussed topics.
- ▶ agree on meetings' organization process, identify needs (travel, accommodation, catering etc.) and share detailed available information and responsibilities.
- ▶ agree on detailed project monitoring and evaluation schemes and shared responsibilities.
- ▶ identify research goals (based on hypothesis of mutual European communication similarities), discuss research observation methods, prepare a model research diary.
- ▶ build Artist database template and a model network among participating countries which will be used to fill the database after project completion.



## Meeting Nr. 2 - Ethnic Artists+ Coordinators&Thinkers

Meeting takes 5 days in general: 1 day of „ice breaking” multicultural activities, infrastructure preparations (stage and equipment, materials etc.), 3-day workshops and 1-day - festival day, performing to the audience.

- ◀ Coordinators take care of all material equipment of Artists’ teams, solve managerial issues, prepare and lead “ice breaking” multicultural activities. Coordinators meet every day twice, before and after workshop activities.
- ◀ Thinkers explain verbal inputs with Ethnic Artists teams, identify observation goals, follow workshop and performances, take observation notes, discuss conclusions. Thinkers meet twice a day, every day, before and after workshop activities. After the meeting, thinkers select festival pictures and prepare brief information for cultural tourism brochure.→



## Meeting Nr. 2 - Ethnic Artists+ Coordinators&Thinkers

- ▶ 10 Ethnic Artists teams are given certain verbal message inputs: these are 10 descriptions of human values, ideal desirable status in the European Union. Each team receives one message. They express it in non-verbal form using ethnic elements in dancing, painting, playing music instrument, playing theatre (miming). Performances should reveal as much national identity elements, motives as possible. The festival has 10 short performances expressing 10 input messages.
- ▶ Audience is an active participant of the festival. They try to retrieve the message which was given to the Artists' team in verbal form and had been expressed non-verbally in the performance.



## Meeting Nr. 3 - Contemporary Artists+ Coordinators&Thinkers

Meeting takes 5 days in general: 1 day of „ice breaking” multicultural activities, 3-day workshops and 1-day - festival day, performing to the audience.

- ▶ Coordinators take care of all material equipment of Artists’ teams, solve managerial issues, prepare and lead “ice breaking” multicultural activities. Coordinators meet every day twice, before and after workshop activities.
- ▶ Thinkers explain verbal inputs with Contemporary Artists teams, identify observation goals, follow workshop and performances, take observation notes, discuss conclusions. Thinkers meet twice a day, every day, before and after workshop activities. After the meeting, thinkers select festival pictures and prepare brief information for cultural tourism brochure.→



## Meeting Nr. 3 - Contemporary Artists+ Coordinators&Thinkers

- ▶ 10 Contemporary Artists teams are given certain verbal message inputs: these are 10 descriptions of negative social issues which European society is struggling to fight. Each team receives one message. They express it in non-verbal form using contemporary expressions in dancing, painting, playing music instrument, playing theatre (miming). The contemporary festival has 10 short performances expressing 10 input messages.
- ▶ Audience is an active participant of the festival. They try to retrieve the message which was given to the Artists' team in verbal form and had been expressed non-verbally in the performance.

## Meeting Nr. 4 - Improvisation Artists+ Coordinators&Thinkers

Meeting takes 5 days in general: 1 day of „ice breaking” multicultural activities, 3-day workshops and 1-day - festival (performing to the audience) and a discussion forum.

- ▶ Coordinators take care of all material equipment of Artists’ teams, solve managerial issues, prepare and lead “ice breaking” multicultural activities. Coordinators meet every day twice, before and after workshop activities.
- ▶ Thinkers explain verbal inputs with Artists teams, identify observation goals, follow workshop and performances, take research observation notes, discuss research conclusions. Thinkers meet twice a day, every day, before and after workshop activities. After the meeting, thinkers select festival pictures and prepare brief information for cultural tourism brochure. Thinkers lead the **discussion forum**: they present research observations, make comparative conclusions, answers how high was intercultural understanding, how much similar or how much different was non-verbal expression of input messages. The Thinkers encourage reflections of Artists about mutual understanding among Europeans of different nations.



## Meeting Nr. 4 - Improvisation Artists+ Coordinators&Thinkers

Improvisation artists - 10 mixed, international teams - have 3-day training workshop, where there are example input messages presented to give overall impression on what performing on stage will be about. The day before performance, Improvisation Artists are given certain verbal message input: problem stories, social issues. Each team receives one message. Teams prepare 10 short incomplete performances. In an open dialogue with the audience, people are encouraged to tell what situation they recognized and offered to complete stories upon their wish. The Improvisation Artists' teams improvise accordingly.

# What are WINC partners responsibilities?

## **All partners will work together on:**

- joint performance rehearsals and festivals
- cultural tourism brochure
- discussion forum, research diary
- online artists database

## **Each partner will work individually on:**

- team building
- participants' selection and visit preparation, material art projects needs identification
- travel preparation and implementation
- dissemination in national language
- photo and video project diary
- relevant parts of the project report
- preparation of artists database profiles

## **Project applicant organisation will work individually on:**

- project communication
- project finances
- coordination and supervision of partner tasks
- project report
- website and social networks

## **Partners hosting a meeting will work individually on:**

- promotion of the festival event
- event infrastructure preparation and cleaning
- necessary materials for artists' projects
- local transportation of participants
- accommodation and catering of participants

# What costs are covered by WINC?

Costs are covered for teams of 10 people. Additional participants may come on own costs.

- ▶ accommodation and subsistence costs;
- ▶ international travel costs, the sum of the cheapest available travel with cabin luggage but not exceeding 100 Euro, e.g. a person has chosen business class flight ticket, he receives compensation for economy flight ticket on the same flight;
- ▶ local travel costs, organized by accepting partner;

Event organisation costs for a partner who hosts a Meeting :

- ▶ logistical resources needed to organize events: materials for performances, stage decorations;
- ▶ communication, research and dissemination costs.

# How we spread WINC news?

## Media:

- local providers, each partner at least 4 press release articles
- regional providers, each partner at least 2 press release articles
- national providers, each partner at least 1 press release article
- each partner, at least 2 interviews on TV channel

## Info signs

#winc #artsfestival

## Youtube channel:

festivals live broadcasting, accessible to everyone

## Social media:

Twitter, Instagram, Facebook etc.: impressions and reflections

## Google Plus:

workshops and festival performances videos

## Website with integrated database for artists

international exchange

Project applicant town Rokiskis is entitled to be Cultural Capital of Lithuania in 2019. Massive interest will be drawn to the region, so the WINC project very much benefits from being a part of it.

# How WINC changes us?

## Local Communities

local audience enjoy leisure and entertainment opportunities. Local accommodation, catering and other business profit from a mass of foreign participants and regional audience. Project volunteers - mainly gymnasium students - improve their English skills, gain intercultural communication competences.

## Culture professionals

national differences fill the visual memory of artists with new forms and expressions, which will be used in the following art projects. Artists develop stronger improvisation skills and intercultural cooperation competences, they cooperate with people of different cultural background, language level, arts form.

## European Union

WINC makes people feel citizens of same integrated Europe, reminds about their common linguistic origin. Intercultural activities strengthen mutual understanding and European bonds, helps to convert stereotyping into attractive national identity. Culture tourism brochure depicts rich cultural life in the EU, which can be experienced without special preparations or language skills.

# What we leave after WINC?

**International Arts Festival WINC** which finds its best shape and becomes annual festival with variable date&venue.

**Culture Tourism brochures** , designed and published online in national languages in 10 project partner countries.

**Artists' database** for further cooperation and exchange projects.  
and a big **European family** feeling

## Any questions to Irena?

You can find me at

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## Ready to join? Then:

Write us an email with Partner infosheet attached.

Please, be sure that your organisation is:

- Non profit
- Public body
- Is properly registered in ECAS and has PIC number