



Creative
Europe

Date: 06/01/2025

Partner search form
Creative Europe project
applications

Call	European Cooperation Projects (CREA-CULT-2025-COOP)
Strand or category	<i>Medium Scale Cooperation Projects</i> Topic CREA-CULT-2025-COOP-2- Medium-scale projects: <ul style="list-style-type: none">- The consortium must be composed of minimum 5 entities, from 5 different eligible countries.- The maximum EU grant amount is of EUR 1.000.000 per project.- The funding rate is of maximum 70%- 30% co-funding supported by all partners

Cultural operator description

Name of organisation	ASOCIATIA ESCU
Country	Romania, Bucharest
Organisation website	https://asociatiaescu.ro/
Contact person	Andreea Danescu-Raicu andreea@asociatiaescu.ro +40 736.038.558
Organisation type	Non-profit cultural association
Scale of the organization	Medium
PIC number in the Creative Europe platform	910170595

Short description of our organization	<p>Asociatia ESCU is an independent NGO, operating in Romania, with projects developed in fields such as cultural heritage, creative industries, visual and performing arts, music, design and applied arts, literature, media, cinema, immersive art and new media, digital art and multiculturalism.</p> <p>Our association operates at the intersection of creativity, art and cultural entrepreneurship, organizing events, educational programs, experimental research and support for the production of cultural and artistic projects, as well as mentoring programs in diplomacy and international relations. With an activity that has had an organic growth, repeatedly exposed to national and international media, with a portfolio of cultural initiatives that was exemplified by good practices in the UNESCO world network, the ESCU Association turned its attention to a process of internationalization, focused on the development of educational, cultural partnerships and</p>
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	<p>exchanges of good practices with other European cultural entities in the coming years to develop projects in areas where our team has expertise such as cultural diplomacy, international relations, cultural heritage, education, cultural repertoire, visual arts and performing arts and cultural intervention.</p> <p>We are organizing several other projects in the cultural and public diplomacy sector, together with partners such as embassies, governmental institutions and cultural public forums, venues and actors and international partners like UNESCO and NATO and European Year of Cultural Heritage (2018).</p> <p>Under our NGOs umbrella, since 2015, we've been organizing several cultural initiatives, among our reference projects we mention the emblematic World Experience Festival/Embassies Festival (5 editions), but also initiatives that focus on fields such as cultural and public diplomacy, international relations, advertising/branding and cultural education on various topics, respectively the Diplomatic Backstage Program, NATO YouthAcademy (3 editions), Made in RO: museum of advertising and Romanian brands (4 editions), Herculane Stories, Illustrated Words: Romanian stories on comics, the exhibitions Romania at the Olympic Games (2 editions), Millennials Generation Pop-up Museum (3 editions), Play & toys around the world exhibitions, The Musical Man, The Brain: mind & emotions and Alice in Wonderland: a recycled story, as well as itinerant exhibitions focused on edutainment for the public present in major shopping centers in various cities all around the country.</p> <p>Our projects are organized under the auspices of UNESCO, European Year of Cultural and European Congress of Local Governments, as well as numerous cultural institutions in Romania. Over time, our projects have gathered more than 350,000 participants.</p> <p>Our projects are yearly co-funded by the Ministry of Culture, Bucharest Town Hall & different departments of the Romanian Governments (e.g. Department for Interethnic Relations), Swiss Cultural Funds and other international co-sponsorships or grants.</p>
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Role of the organisation in the project	<u>Project leader</u>
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PROJECT	
Project title:	BALNEO ROOTS 360°: European baths and beyond – an immersive revitalization of built cultural heritage, communities, stories and legends
Project summary	<p><i>Summary:</i></p> <p>Balneo Roots 360°, a transmedia and transnational project which aims to unite 5 non-governmental, local authorities and galleries/museums from thermal cities to develop tactic, holistic and incremental heritage revitalization and</p>

innovation, through research & development case studies, virtual museum production, exhibitions, 3D mapping (indoor and outdoor), digital art, experiential projections, hands-on training master classes, dissemination activities: website, magazine, podcasts, video reportage, live-streaming events and common graphic identity and resources. The partners' activities will be organized around emblematic cultural heritage cities and their communities with a strong focus on the digital production and development of cultural and touristic products.

Mission:

- Enabling digital storytelling in touristic and cultural production and promotion
- Making cultural data immersive
- Preserving cultural heritage through digitalization and archive
- Enhance the capacity of European cultural heritage sector by reinforcing the capacity of cultural heritage professionals in community engagement, virtual museums production and 3D digitization, creative workshops etc.

Joint activities:

- Research, digitalization, media innovation through creating a main virtual museum that brings together partner countries' cultural thermal heritage
- Public exhibitions in consortium countries, organized in different themes
- Masterclasses in digital cultural platforms, cultural gamification, animation, VR and AR capabilities, touristic promotion and innovation for generation Z.
- Media products development: youth-led media formats generation (podcasts, webinars, magazines, graphic art, online formats etc.).

General:

1) Virtual museum & cultural and touristic digital platform: the creation of a transnational, multilingual platform for the promotion of the spa cities included in the project (brief history about their evolution, emblematic buildings, treatments and properties of the thermal waters in each, tourist itinerary, emblematic stories from their communities etc.)

2) Field visits: for research and the facilitation of exchanges

of good practices between experts, representatives of local authorities for the creation of synergies and partnerships. Based on the meetings, a policy paper with requests for the European Commission and the national authorities regarding the rescue and preservation of the elements of European heritage should be drawn up.

3) "Ambassadors from thermal cities": creation of a program through which students from partner cities are involved in all kinds of promotion and marketing events, proposals of ideas regarding the future of their communities, international cooperation with students from other countries, etc.

4. Spa and beyond: making a series of video materials of the type "travel shows" or "travel vlog" about the stories and the tourist offer from the partner resorts to be broadcast on TV (public stations) or on YouTube by co-opting some travel influencers (entry level) etc.

About the virtualization of culture:

More and more, experiential design has become a key priority for cultural organizations hoping to deepen and broaden their experiential offerings. The use of immersive technologies such as virtual and extended reality haven't just transformed the ways in which visitors engage and interact with exhibitions, but how institutions embark on digital storytelling and preserve cultural heritage.

Immersive experiences for museums have successfully engaged visitors on multiple levels by bringing history to life. Visitors can participate in different time periods, witness ancient battles, and explore archaeological sites. These immersive technologies also make space exploration more tangible by enabling visitors to experience the thrill of cultural expeditions.

Immersive experiences offer cultural operators a powerful tool to captivate and educate visitors in innovative ways. By combining interactive storytelling, realistic simulations, and engaging gameplay, museums can create memorable experiences that appeal to a wide range of audiences. Through immersive experiences, museums are offered the chance to provide accessibility features that cater to diverse audiences, making museum experiences more inclusive. These technologies provide an opportunity to bridge the gap between the past and the present and enable visitors to immerse themselves in historical contexts.

These new technologies and experts will enable our visitors to follow an exciting thematic itinerary and discover the unique works of history and art of thermal baths, and the whimsical and provocative masterpieces that these

	<p>cities have created.</p> <p>The classic concept of spa towns as places for leisure and culture, where one could experience history in first person still applies today, developing new forms of cultural tourism committed to the sustainable growth of their territories.</p>
Coordinator contact:	Andreea Danescu-Raicu, ASOCIATIA ESCU

Partners searched – which type of partner are you looking for?

From country or region	EU member states (preferably thermal cities), also non-EU countries (Norway, Iceland, Lichtenstein and Balkan countries), etc. (preferably thermal cities or destinations).
Deadline for confirming your interest in this partnership	<i>1st of February 2025</i>

Sector or field for partners search	<ul style="list-style-type: none"> • Local authorities, National Councils dealing with the cultural and creative industries; • Public bodies at local, regional or central level involved in the cultural and creative industries. • Organizations or associations, companies, agencies etc. working in the culture, artistic and creative industries • Museums, galleries • Research centers
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Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	Yes
Which kind of projects are you looking for?	<p>Creative industries, audio-visual arts, design and applied arts, museology, mixed reality, VR, AR, digitalization and digital art, 3D design, cultural experts and research, cultural events etc.</p> <p>We are interested in partnering with public authorities, local councils and other public bodies, non-governmental organizations, galleries and museums, as well as studios and production agencies and the university / academic institutional environment or research centers.</p> <p><i>We would be very pleased to know more about your ideas and discuss the possibility to be actively involved in your project.</i></p>

Publication of partner search

This partner search and proposal can be published?	Yes
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