



CREATURE



Co-funded by the  
Erasmus+ Programme  
of the European Union

# *Creature School* *presents* **Culture Backstage**

An international training program for  
future cultural and artistic entrepreneurs

## Do you want to explore the world of cultural entrepreneurship?

You have a great idea and want to acquire the theoretical and practical means to make it come true? You want to learn about culture, entrepreneurship, art, media, philosophy, marketing and much more while exploring major European cities and cultural hubs?

Then the Culture Backstage training program is for you!

## An international program

Culture Backstage is an EU. funded training program for young cultural entrepreneurs who wish to develop and implement projects on a European scale. It is developed by the European Creative Network for Culture, under the leadership of Creature, a Paris-based School of Cultural Entrepreneurship.

Over a period of 13 months, selected participants in the Culture Backstage training program will follow courses, participate in workshops and build connections while traveling to the five following institutions:

- Scuola Holden in Turin
- Heimathafen theater in Berlin
- Public Art Lab in Berlin
- Czulosc Arts Centre in Warsaw
- Creature in Paris
- On the Move in Brussels



CREATURE



on the  
move

PUBLIC  
ART  
LAB

SCUOLA HOLDEN  
STORYTELLING & PERFORMING ARTS

# Timeline

The program will take place between June 1st 2018 and June 30th 2019 and has been designed to enable students to fulfill other professional or academic obligations while following the course: it comprises a total of five weeks of training, approximately one week every 3 months:

18.06.18 22.06.18	<i>Week 1 in Turin</i> <b>Defining a project</b>
08.10.18 12.10.18	<i>Week 2 in Berlin</i> <b>From idea to implementation</b>
07.01.19 11.01.19	<i>Week 3 in Warsaw</i> <b>Funding a project</b>
01.04.19 05.04.19	<i>Week 4 in Paris</i> <b>How to pitch a project</b>
24.06.19 28.06.19	<i>Week 5 in Brussels</i> <b>Communication strategies</b>

All applicants commit to traveling to the above-mentioned cities to participate in this training. The program also involves commitment to attending online courses/webinars and meetings with our partners, as well as involvement in case studies, research projects and, most important of all, building a participative pedagogical platform.



# Learning objectives



Seeking financial support



Building a powerful network



Organizing event and cultural project in the field of theatre, cinema, music industries, graphic arts, photography and publishing



Improving language skills



Exchange of ideas and good practices in a plurality of European contexts



Art and culture as tools to meet social and economic challenges



Advanced digital literacy



Building an informative and inviting online presence

## Application and selection of candidates

30 entrepreneurs or aspiring entrepreneurs will be selected to participate in this program. We are seeking dedicated, proactive, high-potential applicants, which our jury will be assessing on the basis of candidates' personal statement and project description, CV and a brief interview in person or online.



## Basic criteria for selection:

 18-30



Professional experience/have studied:

- Production
- Cultural entrepreneurship



The following fields of activity will be given priority:

- Theatre
- Cinema
- Music
- Graphic arts
- Photography
- Publishing



Basic skills and experience in

- Data mapping / data collection
- Video shooting / editing
- Sound recording
- Basic infographics



Completely fluent and literate in English



Resident of one of the following countries:

- Belgium
- Germany
- Italy
- France
- Poland

## Selection process

Our selection of candidates is not based on their academic level.

**A total of 30 participants** will be selected for this program, **5 from Belgium, 5 from France, 10 from Germany, 5 from Italy, and 5 from Poland.**

## Documents to submit in English

- A maximum 2 pages CV
- A one-page personal statement
- A signed document of commitment to the 13 months program ([download](#))
- One page description of the project to be developed inside the training

**APPLY BEFORE APRIL 22TH 2018**

Pre-selected candidates will be notified before APRIL 30TH and invited to participate in round 2 of our selection process in the form of an interview (online or in person).



# Send applications to the representatives of your residence country

 Belgium: [mobility@on-the-move.org](mailto:mobility@on-the-move.org)

 France: [school@creature.paris](mailto:school@creature.paris)

 Germany: [info@publicartlab-berlin.de](mailto:info@publicartlab-berlin.de)

 Poland: [fgc@czulosc.com](mailto:fgc@czulosc.com)

 Italy: [europe@scuolaholden.it](mailto:europe@scuolaholden.it)

## Cost of participation

93% of fees are covered by Erasmus+.  
Courses, transportation and accommodation are free

 **Free courses**

 **Free accommodation**

 **Free transportation**

Each selected participant will provide a contribution of 20 euros per day of training (26 days total) to cover:

 **Administration costs**

 **Meals**