



Urban Research Institute

## arTVision: Increasing Inter-Cultural Communication between Adriatic Countries

Establishment of arTVision – a Live Art Channel with video and TV content showing contemporary art and culture produced locally and shared throughout the Adriatic region

### About arTVision

Communication between various countries and cultures inhabiting the Adriatic region has become the focus of renewed efforts. With the process of EU integration accelerating, it's important that European sub-regions find ways to increase their cultural and artistic exchanges. This in turns helps a better understanding and cooperation between nations and populations. The arTVision project will establish channels of distribution for art and cultural TV and video productions.

Four different Adriatic countries will exchange reports, documentaries and short films showing contemporary and innovative art content.

### A Cross-Media Channel

arTVision will be a network of media platforms connected with the purpose of producing and distributing content encompassing a wide range of contemporary visual art. As it crosses borders between four countries it will also cross borders between traditional and new media. Short films and documentaries will present artists, their processes and work and these productions will be distributed via TV channels, website and events. A combination of TV crews, light residences, art students and accomplished artists will collaborate to produce stories and display creative processes.

### Promoting Innovation

The project's objective is to increase inter-cultural communication between populations in the Adriatic area. Both the quality and quantity of artistic exchanges between Italy, Croatia, Montenegro and Albania must improve in the context of European integration. arTVision connects artistic forces in the region and promotes innovative creations by capturing contemporary art "as it happens".



A group of 100 young artists will be engaged in producing TV & video narratives describing creative processes in visual arts, cinema, architecture, design and theater. An additional 3,000 art students are expected to be involved in exchanges and dialogues with artists and audiences across the Adriatic borders.

### URI's Role

The Urban Research Institute was called upon to accelerate and facilitate the implementation of this IPA Adriatic project. As a result of our mobilization the project's pace sped up, reporting improved and spending levels increased. This enabled the Ministry of Culture to remain an active and trusted partner in the project. In addition, URI reduced the amount of funds that the managing authorities were about to de-commit due to previous project delays.

By setting up an excellent team of experts, arTVision progressed and its objectives are now closer to being achieved. Particular focus is given to sustainability and future continuation of arTVision as a live art channel.

### MAIN FACTS

#### DONOR:

- ✓ Adriatic IPA Cross Border Cooperation 2007-2013

#### PARTNERS:

- ✓ Ministry of Culture
- ✓ University of Arts, Tirana
- ✓ Puglia Region, Italy

#### DURATION:

October 2012 – July 2015

#### BENEFICIARIES:

- ✓ Young artists & students
- ✓ Cultural institutions and media channels
- ✓ Art lovers and cultural communities across the Adriatic

#### CONTACT:

Zana Vokopola  
Executive Director

Urban Research Institute

Rr. Asim Vokshi, Nd.14  
Hyrja 11, Ap. 56  
Tirana, Albania  
Tel: +355 4 2256840

E-mail: [uri@uri.org.al](mailto:uri@uri.org.al)

Web: [www.uri.org](http://www.uri.org)

### About URI

Since 1999 the Urban Research Institute (URI) has been delivering big results for development projects and programmers carried out throughout Albania. Our core business focuses on community development, local government strengthening, environmental protection, decentralization, and public services. We conduct studies, lobby the government, train local government units, increase public access to information, and connect development partners. URI has worked with donors such as USAID, Swiss Cooperation, the Netherlands Embassy, UNDP, World Bank, EU, SIDA, Open Society/Soros Foundation, etc.