

MISSIONE 4
ISTRUZIONE
RICERCA

SCHEMA DI PROPOSTA PROGETTUALE

ALLEGATO 2



Finanziato
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PIANO NAZIONALE
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AVVISO PER LA CONCESSIONE DI FINANZIAMENTI DESTINATI ALLA INTERNAZIONALIZZAZIONE DEGLI ISTITUTI DI ISTRUZIONE SUPERIORE ARTISTICA E MUSICALE (AFAM) – D.D. n. 124 del 19 luglio 2023 e s.m.i.

Piano Nazionale di Ripresa e Resilienza (PNRR) – Missione 4 – Componente 1 “Potenziamento dell’offerta dei servizi all’istruzione: dagli asili nido all’università” – Investimento 3.4 “Didattica e competenze universitarie avanzate”, sotto-investimento T5 “Partenariati strategici/iniziativa per innovare la dimensione internazionale del sistema AFAM”, finanziato dall’Unione europea – NextGenerationEU.

PROJECT PROPOSAL

(art. 8, par. 4 of the Notice)

Structure of the Proposal

As to the participation in the selection process the Project Proposal must be completed as follows.

The Proposal consists in two parts:

- **Part A** describes the framework of the Initiative including a clear description of:
 - Objectives and expected results;
 - Planned activities;
 - Economic-financial sustainability profile.

- **Part B** describes the implementation of the Initiative in terms of:
 - Partnership characteristics;
 - Activity timeframe;
 - Economic - financial plan.

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GENERAL AND ADMINISTRATIVE INFORMATION

1.Participants

List of participating members of the Partnership: AFAM, private or public University(s), Research Entity (s).

<i>N.</i>	<i>Partnership member Name</i>	<i>Type (AFAM, private or public University(s), Research entity (s))</i>	<i>Role in the Partnership (leader/member)</i>
1	NABA Nuova Accademia di Belle Arti NABA	AFAM	LEADER
2	FATS Fondazione Accademia d'arti e mestieri dello spettacolo Teatro alla Scala	AFAM	MEMBER
3	ABANA Accademia di Belle Arti di Napoli	AFAM	MEMBER
4	CONSMI Conservatorio di musica "Giuseppe Verdi" di Milano	AFAM	MEMBER
5	ABABA Accademia di Belle Arti di Bari	AFAM	MEMBER
6	CONSMT Conservatorio di Musica "E.R. Duni"	AFAM	MEMBER
7	IAAD IADA RSL	AFAM	MEMBER
8	SAE SAE Italia Srl International Technology College	AFAM	MEMBER
9	POLIBA Politecnico di Bari	Public University	MEMBER
10	UNIBZ Libera Università di Bolzano	Public University	MEMBER

Please indicate the details of the possible associate members (non-beneficiaries) of the Partnership below:

<i>N.</i>	<i>Name of the associate member</i>	<i>Type of the associate member</i>	<i>Additional information (if any)</i>
1	ELIA European League of Institutes of the Arts	Association	Please refer to the attached endorsement/commitment letter for further details.
2	Ambasciata d'Italia a Panama	Government Agency	
3	Ambasciata d'Italia a Berlino	Government Agency	
4	Istituto Italiano di Cultura Cordoba	Official Government Organization	
5	Istituto Italiano di Cultura Parigi	Official Government Organization	
6	Istituto Italiano di Cultura Santiago	Official Government Organization	
7	Istituto Italiano di Cultura Marsiglia	Official Government Organization	
8	Abu Dhabi Department of Culture and Tourism	Government Agency	
9	Philippe Rixhon Associates	Private Company	
10	Tecnopolis Parco Scientifico e Tecnologico	Consortium	
11	World Metaverse Council	Cooperation	
12	Kabum	Animation Studio	
13	Nome	Art Gallery	
14	Apulia Retrocomputing	Volunteer organization	
15	Pavana	Association of social promotion	
16	LYQYD	Limited Liability Company	
17	Studio Glowarp	Multimedia company	
18	Martin Petric	Visual artist	
19	Associazione Culturale Oistros	Cultural Association	
20	Autorità di Sistema Portuale del Mare Adriatico Meridionale	Public body with legal personality	
21	Centro di Produzione Artistica Limpa	Cultural Association	

22	PROSUME	Private Company	Please refer to the attached endorsement/commitment letter for further details.
23	Flow Productions Limited	Limited Company	
24	The Sharing	Social Promotion Association	
25	Associazione Culturale FREAKNET	Cultural Association	
26	Aurora Avvantaggiato	Artistic and Literary Creation	
27	Studio Angiuli	Visual artist	
28	Memefest	International network for design, research and education	
29	Dyne.org	Foundation	
30	Parco Nazionale dell'Alta Murgia	National Park	
31	Acquedotto Pugliese	Governmental Society	
32	UNIMED Mediterranean Universities Union	Non profit organization	
33	InArte	Limited Liability Company	
34	Il Riscatto delle Cicale	Advertising Agency	
35	Omni Art	3D VFX Company	
34	Studio Azzurro Produzioni	Active production company	
35	Exprivia Spa	Private company	
36	Fondazione Pino Pascali Museo D'Arte Contemporanea	Foundation	
37	Blockchainarmy	Block chain technologies company	
38	Dipartimento di Biologia dell'Università di Łódź.	Educational Institution	
39	Barreira Arte+Diseño Centro Oficial de Estudios Superiores	Educational Institution	
40	University of Banja Luka	Educational Institution	
41	Pegaso Università Telematica	Educational Institution	
42	Villa Arson, École Nationale Supérieure d' Art, Nice	Educational Institution	
43	Creative Pact for Skills	Association	
44	Ette Plus	Association	
45	Università Federico II- Dipartimento di Biologia	Educational Institution	
46	FCRC	Film Commission	

	FILM COMMISSION REGIONE CAMPANIA	
47	Festival del Cinema di Matera	Film Festival
48	Fondazione Spici	Foundation
49	Comune di Napoli	Government Institute
50	Centro di Competenza Meditech	Competence Centre
51	CTE Casa delle Tecnologie Emergenti Comune di Napoli	Official Government Organization
52	University Of Babes Bolyai	Educational Institution
53	Institute of Philosophy and Social Theory Belgrado	Educational Institution

2. General Information of the Project

Project Title: P+ARTS. Partnership for Artistic Research in Technology and Sustainability
Acronym: P+ARTS
Duration in Month: 24
Start date of the Project: May 2024
Project total amount (euro/€) 4,386,134.80

APPLICATION FORM – PART A

Project description

In section A, the partnership has to declare: the objectives and expected results of the project (*see section A.1*), the planned activities with reference to the methodology involved in the process and the description of Work packages (*see section A.2*). In addition, there is a section (*see section A.3*) dedicated to the financial and economic sustainability profile.

A.1 Objectives and expected results

Please, refer to evaluation criterion n.1 (see art. 9, par. 6, of the Notice), describe and motivate the objectives of the project and highlight the expected results in terms of innovation, internationalization, cooperation and promotion of the artistic and musical Italian cultural heritage. In addition, please also indicate the interactions with other national or international initiatives related to the project as well as the presence of interconnections as to the PhD activities part of the project proposal. (Max 5.000 characters)

P+ARTS: Partnership for Artistic Research in Technology and Sustainability is an innovative biennial initiative dedicated to strategic growth and capacity building. This project, rooted in the vibrant landscape of Italian artistic production, is designed to foster, demonstrate, and consolidate Artistic Research (AR) in Italy through international exchange and promotion. AR, a dynamic form of practice-based research in the arts, has experienced rapid global evolution over the past two decades, emerging as a cornerstone of knowledge in art education at Higher Arts Education Institutions (HAEIs), known as AFAM in Italy.

Led by NABA, Nuova Accademia di Belle Arti, P+ARTS brings together a coalition of 8 Italian HAEIs institutions, representing both private and public sectors, along with 2 Public Universities from North to South of Italy (Politecnico di Bari and University of Bolzano).

General Objectives (GO)

Despite the growth of doctoral programs in ARs in Europe, the field is still emerging, particularly in Italy. Challenges include securing support, funding, and establishing a shared research methodology. In recent years the Italian art-scene is having an exponential interest in AR. Despite that, research practices in art face obstacles in obtaining comparable research funding and lack standardized eligibility for grants or scholarships within the AFAM landscape. P+ARTS aims to address these challenges by connecting with international examples, exporting best practices, and reinforcing a consortium to achieve 3 primary GO.

GO 1 - Foster a Vibrant Artistic Research Culture by fostering cooperation among AFAM institutions. *P+ARTS' goal is to establish a national research approach inspired by and developed with global best practices, paving the way for an Italian National Doctoral Program in Arts.*

- **Expected Results**

- a. Enhanced competencies across institutions, students, faculty, and stakeholders through faculty engagement, conferences, possible E+ KA1 exchange programs, and framework of curricula integration (BA, MA, Ph.D.).
- b. Developed research methodology, allocated funds for art research via grants, scholarships, and subsidies. Fellowships for digitalization engage artists in academic and practice-based research, enriching the artistic knowledge base.
- c. Established ethical guidelines for inclusive art research (NABA 2023-KA2-HED D*ESS granted project), ensuring accessibility and equal opportunities. Guidelines cover intellectual property, cultural sensitivity, and responsible technology use (EU Ethics for trustworthy AI).
- d. Artistic Academy press. A publishing hub for practical inquiry, merging artistry and academia in concise publications. Bridging theory and creation, fostering dialogue and prompting internationally Italian AR by AFAM.
- e. E+ KA1 exchanges drive internationalization. Partners' synergies evaluated by an international board. Events assessed for impact, relevance, and specificity to themes.

GO 2 - Drive innovation in art and culture, in line with the European Green Deal. *P+ARTS aims to impact society, policymaking, and the cultural economy through artistic research, case studies, and experiments, unleashing the power of art.*

- **Expected Results**

- a. AFAM Innovation Ecosystem fosters global collaboration in the arts through partnerships, exchanges, and strategic actions with public administrations and industry, including workshops, exhibitions, and technology-driven research initiatives.
- b. P+ARTS creates an innovative Digital Repository for Artistic Production and AR data, expanding traditional formats with diverse presentation platforms—artifacts, movements, sounds—offering a dynamic space for artistic expressions.
- c. Consortium Public Program: relevant events, exhibitions, forum and symposia.

GO 3 – Redefine Artists’ Role: *Nurturing the “Extended Artist” concept on research and educational fronts, P+ARTS seeks to empower artists to shape opinions, challenge norms, and inspire change. As social and business activators, they evoke emotions, stimulate reflections, and connect people on environmental and innovative issues, contributing to a new shared aesthetic.*

- **Expected Results**

1. Analysis and guidelines for the creation of the Extended Artist Master Program: inspired by European alliances, it trains artists in social, digital, and green activities. Planning for the future Ph.D. program by ABANA turns action indicators into policies, enhancing multidisciplinary learning.
2. Fostering new spaces for artistic engagement: inter-artistic associations and global connections showcase student and professional work, acting as social attractors interfacing with public administrations, ensuring holistic AFAM innovation ecosystem development.
3. Inter-AFAM Artistic association: Promotes artistic endeavors and provides networking opportunities in the creative community.
4. Investment board: connects to the innovation ecosystem's board and international funds, sustaining the global cultural market, including EIT Culture and Creativity investment fund “Next Renaissance.”

A.2 Planned activities

A.2.1 Topics

The Project fosters *[Please, flag one or more of the following topics]:*

- € **Mobility and cultural exchange paths**, promoting study opportunities and internship, for students, PhD, administrative staff and teachers;
- € **Creation and strengthening of international networks** between partner institutions to promote common training paths – including doctoral courses, seminars, workshops, events and webinar, for the empowerment of artistic and cultural education;
- € **Mutual learning paths**, aimed at promoting knowledge exchange activities between institutes that develop internationalization projects in European and non-European countries;
- € **Actions of research, innovation and artistic production**, in order to promote the culture of research and enhance academic excellence through the development of scientific and artistic research projects, as well as support and promotion of PhD activities in the field of digital and environmental transitions.

In order to promote multidisciplinary, the actions should cover one or more of the following clusters, as indicate in Directorial Decree n. 124 of the 19 July 2023, Article 5, paragraph 4

[Please, flag one or more of the following clusters]:

- € Design and Applied Arts;
- € Arts and Technology;
- € Theatre, Acting, Dance and Performative Arts;
- € Cinema and Audiovisual;
- € Visual Arts;
- € Music.

Please, refer to evaluation criterion n.2 (see art. 9, par. 6, of the Notice), describe the cross-sector approach, by highlighting the ability to exploit synergies between different clusters, also taking into account the different types of AFAM institutions, in order to promote the interdisciplinary nature of the proposed initiatives. (Max 5.000 characters)

P+ARTS is an innovative project that harmoniously brings together the diverse realms of Arts and Technology, Theatre, Acting, Dance and Performative Arts, Music, Cinema and Visual Arts. Within the set up of an **Innovation Ecosystem built around AFAM**, the partners, led by NABA as coordinator, develop whole six project clusters.

The project involves different partners, enhancing each of their specific know-how and creative field. Partners like ABANA, ABABA and SAE are in charge of developing the research part concerning Art and Technology, Visual Arts, Media and Cinematographic productions. The exploration of musical, performative, and theatrical and scenic experimentation is spearheaded by consortium members such as FATS, CONSMI, CONSMT, while the engineering and academic aspects fall under the purview of POLIBA developers and UNIBZ together with IAAD social designers.

Artistic Research (AR)

Through its **Innovation Ecosystem**, the project aspires to intricately weave a tapestry of creativity across all the six clusters of the project, ultimately aiming to reshape the very essence of AFAM, thanks to the regenerative power of **Artistic Research (AR)**. P+ARTS wishes to affirm a high-quality AR, something that manifests its impact through advanced artistic practice and contemplation, serving as an epistemic inquiry aimed at advancing knowledge, insight, understanding, and skills.

Aligned comprehensively with the five primary criteria constituting **Research & Development in the Frascati Manual (2015)**, AR delves into topics and challenges rooted in artistic practice while addressing broader cultural, social, and economic issues of significance. AR spans all disciplines of artistic practice, including design, film, theater, visual art, media, digital arts, music, and the performing arts. It produces outcomes within these disciplines and frequently operates in a transdisciplinary environment, seamlessly blending AR methods with approaches from diverse research traditions.

This multidisciplinary and intersectoral initiative strives to establish a dynamic space where creativity, technology, traditional arts, and research converge, giving rise to groundbreaking expressions and experiences. P+ARTS embarks on a visionary journey that resonates across all disciplines, encapsulating a universal human experience and addressing societal challenges.

P+ARTS Clusters

Exploring the intersection of arts and technology, P+ARTS endeavors to push the boundaries of creative expression. Collaborative projects led by NABA, in partnership with ABANA, ABABA, POLIBA, and UNIBZ, leverage cutting-edge technologies such as virtual reality, augmented reality, and interactive installations to enrich artistic experiences. Developers from POLIBA craft a permanent online repository (**P+ARTS Digital**) making AR data more discoverable and accessible in the public domain. AR encompasses diverse elements and attributes, extending beyond, or not exclusively relying on, textual components, including artifacts, movements, and sounds. Researchers require diverse presentation platforms that amalgamate these elements in pertinent forms, deviating from or broadening the conventional formats of journal articles and/or research repositories/archives.

Applying design thinking principles, as the one of New European Bauhaus, P+ARTS ensures that the audience's sensory experience is meticulously considered at every stage. Thus, the project explores the use of interactive elements to engage the audience and blur the lines between performer and spectator. Cinematic elements, led by NABA and SAE, are incorporated to capture and elevate the overall experience, potentially involving live performance filming, creation of short films as interludes, or dynamic space transformation through projection mapping.

P+ARTS actively encourages collaboration between artists and researchers specializing in digital mediums to create innovative, tech-infused art pieces. The project facilitates a dialogue between disciplines, enabling visual artists, media producers, film directors, composers, and musicians from CONSMI to CONSMT to craft a dynamic and emotive score that accompanies the entire experience, rooted in the foundations of popular music.

Research and production in visual art, driven by NABA, ABANA, and ABABA, are propelled towards interdisciplinarity—a post-specific approach that can stand alone or integrate seamlessly with live performances of FATS, offering a multi-sensory experience.

P+ARTS aspires not only to showcase the richness of each artistic cluster but also to push the boundaries of collaborative possibilities. It aims to inspire audiences, foster innovation, and contribute significantly to the cultural and technological landscape. Envisaged as a two-year project, P+ARTS allows for in-depth exploration, experimentation, and the establishment of enduring collaborations. The P+ARTS' **Innovation Ecosystem**, comprising artists, technologists, and researchers, endeavors to break barriers, redefine artistic norms, and create a legacy that transcends individual disciplines.

A.2.2 Project model and Work Package

Please, refer to evaluation criterion n.3 (see art. 9, par. 6, of the Notice), describe the overall project model in order to explain how this will enable to reach the project's objectives. Refer to possible important challenges that may occur due to the chosen methodology and feasible solutions. (Max 5.000 characters)

P+ARTS develops a participatory research model in Artistic Research (AR). The project aims to nurture an **Innovation Ecosystem** to generate new models for artistic production, tailored for research in higher artistic, musical and choreutic education.

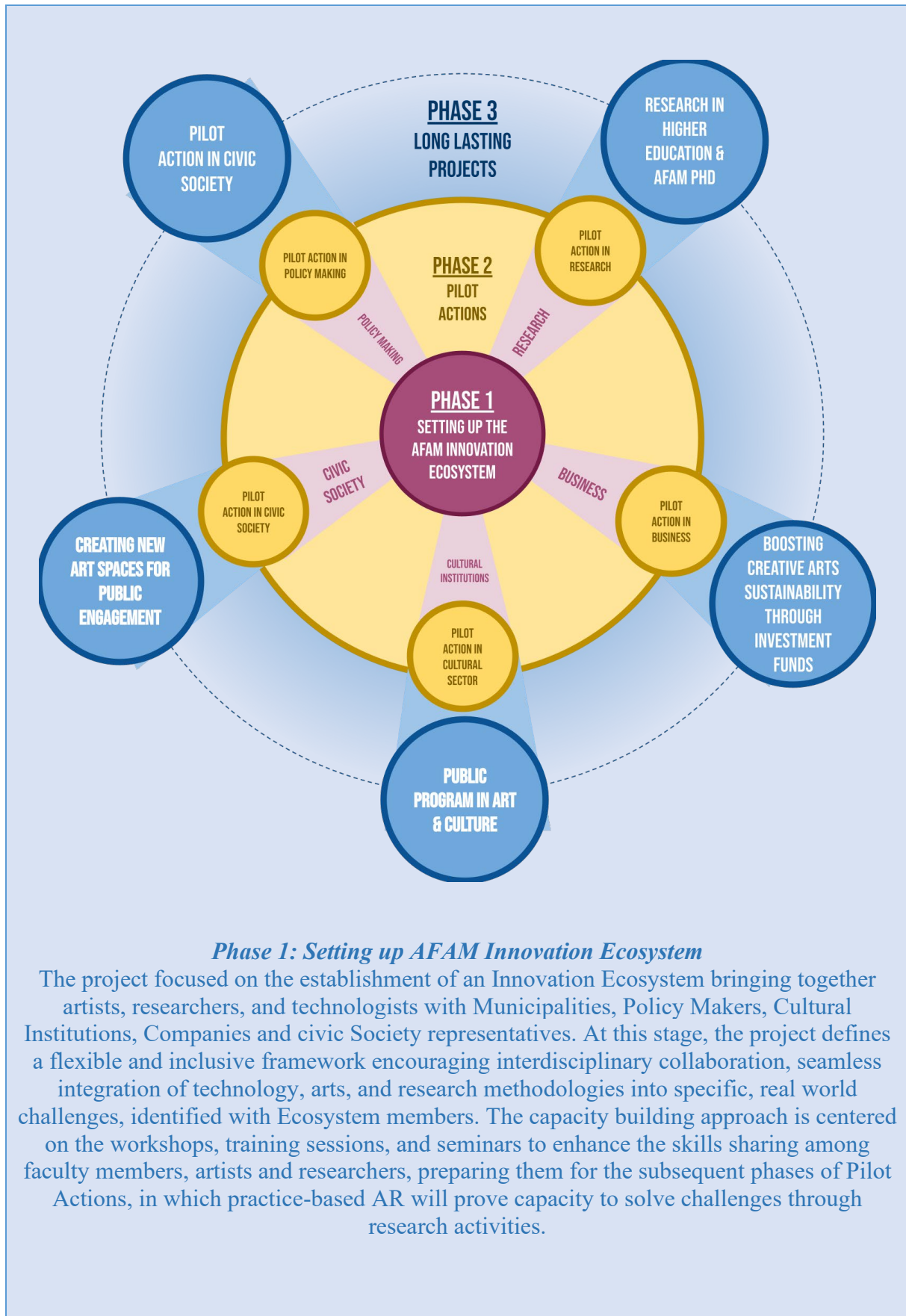
P+ARTS fosters and propels AR through a comprehensive three-phase approach, building the Innovation Ecosystem, conducting Pilot Actions, and delivering long term results. This initiative seeks to create a dynamic space for collaborative exploration, experimentation, and the generation of transformative ideas in the realm of artistic inquiry. By selecting, sharing and analyzing European best practices, leveraging an international board of experts, allocating research grants for creatives, promoting the dissemination of Italian talents and the new **Made in Italy**, this project is a strategic solution for the **New Aesthetics** (NEB) and the economy of culture. Each work package develops specific objectives by kickstarting a process of consortium-level alignment from research priorities and topics (artistic innovation, digitization, technological creativity). It progresses towards the Pilot Action phase (design, implementation and verification of acquired knowledge), and culminates in the grounding of long-term practices that exceed the project's timeline (2 years).

The Innovation Ecosystem

Through three dedicated phases of project development (**Thematic WP: 1, 2 and 3**), the consortium aligns, assesses, implements, and disseminates creative and artistic culture nationally and internationally. Each Thematic WP fosters a specific action, targeting innovation and creativity within the context of the AFAM institutions. The project orbits like a solar system, drawing energy from the collaborative and Innovation Ecosystem's core. It initiates with pilot actions, culminating in tangible innovations across society, culture, and business.

P+ARTS consortium pushes the boundaries of artistic approaches through AR, aiming to generate innovative ideas and groundbreaking initiatives for an enhanced quality of life.

Each sphere of the project is linked by permanent superstructural principles such as: technological innovation, ecological transition, inclusiveness and collaboration between networked institutions. The aim of this collaborative effort is to make the excellence of the new Italian aesthetic increasingly international, through artistic research.



Phase 2: Conducting Pilot Actions

The implementation of Pilot Actions activates the Innovation Ecosystem. It will involve the implementation of pilot actions to test innovative ideas and collaborative processes. Identify and select a range of pilot projects spanning different artistic disciplines, including visual arts, performing arts, digital arts, music, and design. The interdisciplinary collaboration encourages a cross-disciplinary participation among artists and researchers, fostering a rich exchange of ideas and methodologies.

Phase3: Long Lasting Projects

The roll out phase focuses on consolidating the outputs of the pilot actions into tangible and impactful long-term outcomes. Key activities include public showcases and exhibitions to present the concrete outputs of the AR projects, fostering engagement with the broader community. The goal of this phase of the project is to reach and build a legacy in AR that lasts for the Italian AFAM, such as framing the PhD program, the Master of Arts to train Extended Artists. Fostering International relations to establish systematic promotion of AFAM abroad, conceiving a National Prize for AR, a national Board for Investment in Cultural Industry. We wish to Develop a framework for sustaining the innovative ecosystem beyond the project's timeline, ensuring a lasting impact on the artistic and research communities.

Partners

Each partner transforms AR by placing the relationship between arts and performance disciplines and innovative technologies at the center of its activities, within the framework of compliance with the standards proposed by the Next Generation EU for the Green Transition (Research and innovation for the European Green Deal) and Digital Transformation (Shaping Europe's Digital Future).

A.2.2.1 Work Packages

This section contains a list of Work Packages in which the activities are declined.

A Work Packages (WP) is identified as a set of activities aimed at achieving a specific objective of the project. Each WP is composed of one or more activity(s).

<i>WP N.</i>	<i>WP title</i>	<i>Participant(s) name</i>	<i>Start month</i>	<i>End month</i>	<i>Cluster(s) identification</i>
1	CRAFTING THE ITALIAN NATIONAL DOCTORAL PROGRAM IN ARTS	ALL	<i>September 2024</i>	<i>December 2025</i>	ALL
2	PILOT ACTIONS	ALL	<i>October 2024</i>	<i>Decembre 2025</i>	ALL
3	CONSOLIDATING THE AFAM INNOVATION ECOSYSTEM	ALL	<i>June 2024</i>	<i>April 2026</i>	ALL
M	PROJECT MANAGEMENT	ALL	<i>May 2024</i>	<i>May 2026</i>	ALL
C	COMMUNICATION AND DISSEMINATION	ALL	<i>May 2024</i>	<i>May 2026</i>	ALL

A.2.2.2 Work Packages details

Work package number	Thematic Work Package 1
Work package title	<p>CRAFTING THE ITALIAN NATIONAL DOCTORAL PROGRAM IN ARTS</p> <p>Setting up an Innovation Ecosystem for the Artistic Research, and Building Research Capacity and Methodologies within AFAM Institutions</p>

WP objectives and description

Led by ABANA, the first Thematic WP aims to establish a robust framework for the **Italian National Doctoral Program in Arts**, enhance research capacity within AFAM institutions and focus on the creation of an Innovation Ecosystem for Artistic Research (AR).

NABA and ABANA lead the first **Alignment of the Consortium on Research Priorities**, focusing on art's intersection with green and social transition, technological transformation, new aesthetics, and ethics. This alignment involves extensive dialogue and consensus-building within the consortium. The **P+ARTS International Board**, recruited with the support of international partners like ELIA, ensures a global perspective, high standards and guidance. NABA collects EU-level evaluation models for AR, aligning with standards like the Florence Principles and the Vienna Declaration. This collection will constitute the starting point of the **Italian Guidelines for Implementing and Evaluating AR**: a foundational element for the future Italian National Doctoral Program in Arts of AFAM institutions.

In a collaborative effort, partners engage in a comprehensive initiative to establish **Innovation Ecosystems for AR**. This involves creating structured environments for innovative methodologies, aligning policies with evolving artistic needs, integrating art into 5 areas: research, business opportunities, the connection with civic values, and fostering symbiotic relationships with cultural institutions. The goal is a holistic innovation ecosystem enhancing the impact and sustainability of AR in the creative industries.

The Doctorate Program in AFAM Institutions plans actions, including **Exchanges with Foreign Research Institutions** to implement methods and foster international collaborations for a richer Italian National Doctoral Program in Arts (PhD). Additionally, dedicated actions focus on **Knowledge Transfer by Training Faculty**, aiming to equip faculty with skills from international exchanges to implement pilot actions and contribute to the inter-academy PhD development.

Work package number	Thematic Work Package 2
Work package title	<p align="center">PILOT ACTIONS</p> <p align="center">AFAM Institutions and Artists Shaping Research Collaboration for Urgent Challenges in the Social, Economic, Cultural, and Policy Ecosystem</p>

WP objectives and description

Thematic WP 2, led by NABA, builds upon Thematic WP1, aiming to create an innovative artistic research ecosystem in AFAM institutions. It progresses from theory to practical implementation, focusing on theoretical frameworks, relational dynamics, and training. This phase is an effort to prepare, execute, and evaluate Pilot Actions (PA) crafted by subgroups of partners. The exploration spans research, policymaking, cultural business, civic society, and cultural institutions, viewed through the lens of Artistic Practice-Based Research.

Preparation of Pilot Actions

5 partners lead in distinct PA areas over 16 months, spearheading preparation, implementation, and evaluation. The goal is transformative: cultivating AFAMs as research-intensive hubs, emphasizing art's pivotal role in shaping research, society, business, policymaking, and cultural sectors.

Implementation

During the implementation phase, each partner manages a specific area, engaging researchers in several research-based works and grants. These serve as probes into Art and Creativity roles, functioning as a Research Practices System (led by NABA), Innovating Policy Making (led by ABANA), Business Innovation (led by FATS), an Engagement System for Citizens (led by IAAD), and an Innovation Driver for the Cultural Sector (led by CONSMI).

These actions are integral components of a governance system rooted in "practice-based" research methodology, extending beyond traditional research to curatorial works, shows, and public events. The aim is to gather data through evaluation surveys, crucial for testing the trajectory of research in the AFAM sector.

Evaluation

Culmination includes an evaluation by the P+ARTS International Board. Mid-Term Evaluation has sessions for each grant, and a Final Review assesses projects. The Presentation Symposium celebrates innovation, showcasing proceedings and artifacts, emphasizing the transformative power of Artistic Practice-Based Research in AFAM.

Work package number	Thematic Work Package 3
Work package title	<p>CONSOLIDATING THE AFAM INNOVATION ECOSYSTEM</p> <p>Cultivating Sustainable Impact across Education, Business, Research, and Public Engagement in the Artistic and Cultural Industries</p>

WP objectives and description

Led by FATS, this WP seeks to consolidate the AFAM Innovation Ecosystem, fostering mature projects for lasting impact in education, business, research, and public engagement. It comprises long term projects in 5 areas, each refining tested actions in Thematic WP 2 and reinstating complete multidisciplinary.

- (1) **Establishing research in Higher Education Programs.** Led by NABA and participated by all PPs, the framework for the Extended Artist Academy Master Program, inspired by European University alliances, aims to train artists in social, digital, and green activities. The framework for the Inter-Academy Ph.D. & Co-Tutorship program, led by ABANA, transforms pilot action indicators into policies, enhancing multidisciplinary learning.
- (2) **The Public Program in Art & Culture,** led by FATS and CONSMI, promotes cultural international events for AFAM institutions, providing a permanent system of internationalization based on AR and artistic-creative actions.
- (3) **Fostering art and policy intersection through supporting independent research,** led by NABA, introduces a Residency Program for independent artists and Inter-Academy Groups for independent research. The aim is to connect internationally, offering high-standard artistic residencies, rewarded through the AFAM National Prize for AR.
- (4) **Boosting Creative Arts sustainability through investment fund connections,** led by NABA, FATS and CONSMI, the design of a National Prize for AR is established. Connections to the innovation ecosystem's investment board and international funds, like EIT Culture and Creativity investment fund "Next Renaissance," aim to sustain the global cultural market.
- (5) **Creating New (temporary) Art Spaces for public engagement,** led by NABA, involving inter-artistic associations and global network connections. These spaces, showcasing student and professional work, act as social attractors interfacing with public administrations and creative stakeholders, ensuring holistic AFAM innovation ecosystem development and lasting impact.

Work package number	M
Work package title	PROJECT MANAGEMENT

WP objectives and description

Led by NABA, WPM ensures professional, timely, smooth running of the project across all WPs and deliverables. By undertaking both the project partner role and the overall project and communication management role, the Coordinator (COO) gains a solid understanding of all tasks, outputs and deliverables, stemming out from the direct, hands-on needs of actual delivery.

In the first 4 months, the COO sets up the legal structure, drafts a **Partnership Agreement**, and prepares **Project Handbooks** defining internal management, reporting, and financial procedures. Project teams are formed, managed by COO's team, and an external controller group is appointed. The startup phase concludes with a **Kick-Off Meeting**. Internal communication relies on online interactions, with outsourced activities to manage workload.

Each partner delegates a Project Manager (PM) and a Scientific Coordinator to a **Steering Group (SG)**. The SG meets with the compulsory semester reporting period frequency, holding semestral project review meetings, in order to review each semiannual reporting, both of "Milestone and Target" as well as "Financial", to claim the payouts for reimbursement. SG Rules of Procedures are agreed upon at the kick-off meeting. The SG ensures project objectives and core indicators are met, mitigates risks, and allocates tasks with a monitoring system, supported by an **appointed External Controller**.

The COO defines financial responsibilities and contributions in the Partnership agreement and financial handbook. Semestral financial reports are prepared based on partner inputs. A robust expense tracking system monitors spending, identifying variances for correction. Financial controls mitigate fraud risk, with regular reviews and updates to financial policies. Internal audits ensure compliance with regulations and standards, instilling confidence in financial integrity. Continuous financial control, monitoring, and major budget revisions occur after each semester review.

Work package number	C
Work package title	COMMUNICATION AND DISSEMINATION

WP objectives and description

Led by the COO, the WPC aims to drive research in artistic communication using digitalization. The strategy involves four key areas:

AFAM Promotion: Implement a central P+ARTS branding for national and international AFAM promotion. Partners (PPs) will adapt the brand, incorporating their identity. Cross-promotion emphasizes strengths within the collective vision, tailored to specific agendas. Constantly innovate communication strategies for sustained engagement.

P+ARTS_Digital: Led by Politecnico di Bari, a “Research Gate” inspired online repository for Practice-Based Artistic Research" is developed in the initial 3 semesters. Researchers create profiles on P+ARTS_Digital, hosting multimedia outcomes. The platform facilitates monitoring artistic research, following FAIR DATA standards. P+ARTS_Digital transforms research into publications through Academy Press journals, disseminating results internationally (See also Monitoring Strategy).

Academy Press: AP, the first AFAM publishing house, operates on scientific criteria and practice-based research methodologies. It promotes content and appropriate forms for disciplines like music and performing arts.

Events, Promotional Materials and Dissemination: For artistic work, exhibitions, performances, media installations and content, websites, and so on P+ARTS provides appropriate dissemination frames. This comprehensive strategy ensures a unified project brand, individualized partner promotion, advanced data infrastructure for research, and a dedicated publishing arm, creating a robust ecosystem for artistic communication.

A.3 Economic and Financial sustainability profile

Please, refer to evaluation criterion n. 5 (see art. 9, par. 6, of the Notice), indicate the Economic-Financial sustainability profile of the initiative in terms of implementation and feasibility of the interventions, focusing on the adequacy of financed interventions to guarantee the continuity of the project. (Max 5.000 characters)

P+ARTS project, supported by a coalition of 10 dedicated partners among private and public institutions, has a solid economic and financial sustainability profile, embodying meticulous planning and forward-looking strategy. The combination of private and public partners can lead to a more well-rounded project: private innovation meets public accountability, creating a balance between efficiency and institutional impact. Additionally, the financial resources from public partners can complement the agility of private partners, leading to a more sustainable and impactful initiative.

With an approved budget of 4,386,134.80 €, this collaboration not only achieves immediate goals within a 2 years' timeframe, but also aspires to create a lasting economic impact on all stakeholders.

Budgeting and financial Framework

The Annex 2.1 outlines the COO - NABA's strategic budgeting approach during the design phase, aligning partner engagement with their financial capacity. Centered on Thematic WP 2 - Pilot Actions entail a tailored number of activities for each partner, based on their capacity and organizational size, resulting in a final budget categorized into two groups of AFAM partners and a group of Public Universities (POLIBA and UNIBZ).

Among **the AFAMs**, the budget distribution results as follow:

- One cluster of institutions, recognized for their substantial size and financial stability, which includes the coordinator (NABA, FATS, ABANA, CONSMI), oversees a majority, specifically 63.6%, of the overall budget (2,789,645.55 €).
- Another cluster, comprising institutions of more modest size and financial capacity such as ABABA, CONSMT, IAAD, SAE, manages the remaining 22.6% of the budget (993,423.97 €).

The NON- AFAM cluster, comprising POLIBA and UNIBZ, handles 13.7% of the budget (way under the 20% limit allowed), with an overall budget of 603,065.27 €.

While 63.6% of the budget is concentrated within the 40% of the consortium, this strategic allocation ensures the overall sustainability and effective coordination of the consortium's actions. This distribution model fortifies financial stability among partners, subsequently

benefiting the more modest partners by fostering a reliable and sustainable collaborative framework.

In terms of geographical distribution of partners, we highline that 47% of the budget refer to entities placed in Center and South of Italy.

Budget design and implementation

NABA, as the coordinator, adopted an approach prioritizing a phased budget calculation (based on the WP activities) to facilitate gradual expenditure activation over the first 6 months of the project.

In addition, during the budgeting design phase, the COO assured and made partners aware of the financial reporting burdens that the project needs. An efficient cost monitoring system will be implemented, ensuring that milestones will be met without significant discrepancy.

Distribution of eligible costs by project partners has been provided in accordance with the instructions indicated by PNRR program regulations, and budget limits accurately reported.

Partnership Agreement

Although already integrated in the partners' management costs during the design phase, at the beginning of the implementation phase the COO will take care to draft a Partnership agreement and financial handbook, clearly defining each partner's financial responsibilities and contributions to the project, including its role of maintaining financial stability, transparency, and accountability throughout the project lifecycle, and in line with the rules and regulations.

APPLICATION FORM – PART B

In part B, the partnership provides information about the implementation of the initiative, with a precise description (*see section B.1*) of the partnership scope and quality: (i) adequacy of human and organizational resources; (ii) capacity as to activation and collaboration with other European and international organizations.

Part B also includes a section (*see section B.2*) related to the activities implementation time and monitoring as well as a section (*see section B.3*) dedicated to the financial plan as to the attached file excel *Allegato 2.1 Economic-Financial Plan*.

B.1 Partnership characteristics

Please, refer to evaluation criterion n. 4 (see art. 9, par.6, of the Notice), describe the partnership organization features as foreseen in the following subsections (i).

- (i) *Please, describe the organization model in terms of: human resources; relevant professional experiences and competences of the personnel involved in the implementation of the project. (Max. 3.000 characters)*

P+ARTS project skillfully balances public and private AFAM institutions. Comprising 60% public (CONSMI, CONSMT, ABANA, ABABA, POLIBA, UNIBZ) and 40% private (NABA, FATS, IAAD, SAE), strategically distributed in northern (60%) and southern Italy (40%). This equilibrium extends to diverse institution sizes, from large to small, enriching not just the AFAM system but also the partnership.

The P+ARTS consortium operates through a cohesive Shared Management Model, led by a Project Manager and comprising a Scientific Coordinator, Financial Manager and Communication Manager. The P+ARTS International Board oversees research quality for policy, business, society, and the Academy Press. Resource pooling grants shared access to facilities, and specialized experts ensure correct methodologies. Scientific coordinators adept in national and European project management guarantee partnership quality and cluster intersectoral activities.

List of P+ARTS' Scientific Coordinators, Disciplinary Clusters, and Relevant Projects

- **NABA**, Prof. Dr. Elisa Poli, Research Program Leader Senior, NABA Research Centre and Innovation Hub (RCIH).
 - Design and Applied Arts; Arts and Technology; Visual Arts.
 - ARS, Bacteriart, POP!, Orto Tintorio, Z-Pitch, ELL
- **FATS**, Prof. Umberto Bellodi, Coordinator of the Stagecraft Department, Head of International Programs Department.
 - Theatre, Acting, Dance and Performatives Arts; Arts and Technology;
 - Creative Pact for Skills, ETTE Plus (E+), TALQ

- **ABANA**, Prof. Dr. Luigia Annunziata, Coordinator of Cinema, Photography and New Media School.
 - Cinema and Audiovisual; Visual Arts;
 - Non Io ma Noi, Design beyond Design

- **CONSMI**, Prof. Fabrizio Bianco, Coordinator of the Department of Popular Music, Artistic Manager of Higher Music Education Projects - Fondazione Pino Daniele.
 - Music; Arts and Technology;
 - Sull'improvvisazione; Milano e il suo Conservatorio

- **ABABA**, Prof. Antonio Rollo, Full Professor of Digital Applications for Visual Arts, CdA member.
 - Arts and Technology; Visual Arts;
 - Meeting as a Medium: design with the community; Della durezza e morbidezza del Pane.

- **CONSMT**, Prof. Fabrizio Festa, Full Professor of Electroacoustic Musical Composition and Computer Musical Composition, CdA member.
 - Music; Arts and Technology;

- **IAAD**, Raffaella Romano, Dean.
 - Design and Applied Arts
 - BRA-VERY BAR, FUTURE TALKS

- **SAE**, Prof. Dr. Alessandra Micalizzi, Head of Research and Development; Associate Professor in Communication & Cultural Processes, Pegaso University.
 - Music + Cinema and Audiovisual.
 - Play Seriously.

- **POLIBA**, Prof. Dr. Tommaso Di Noia, Full Professor of Computer Science, Head of Information Systems Lab (SisInf Lab).
 - Arts and Technology.
 - AI Recommender Systems, APOLLON

- **UNIBZ**, Dr. Marcello Barison, Researcher (RtdA in Aesthetic), Visual Cultures expert.
 - Design and Applied Arts; Arts and Technology; Visual Arts
 - SIMULARCH, Superlocal, MAKE = FARE, The intertwining between research, teaching and public impact

- (ii) *Please, describe the existing infrastructures and the synergies in order to improve the international organization model/collaboration. (Max. 2.000 characters)*

P+ARTS' international organizational model serves as a dynamic framework for fostering effective collaboration across diverse boundaries and disciplines. Engaging partners from various countries, it cultivates synergies at regional, national, and international levels, as evidenced by the attached agreement letters. Rooted in European values inspired by the NEB pillars (Beautiful, Sustainable, Together), its strength lies in cooperative efforts with both internal stakeholders, such as International Relations offices (internal process), and external partners. Several key partnerships have already been formalized through formal agreements.

P+ARTS collaborates with **ELIA Network** (Globally connected European Network for artistic disciplines), and NABA is slated to host the International Biennale in 2024 under this collaborative venture. This partnership enables the presentation and validation of the first year of work, with ELIA involved in the monitoring project implementation as part of the P+ARTS International Board during the development of the Work Package.

P+ARTS has established a prestigious network by involving the Italian Ambassador in Berlin and Panama, in addition to the Italian Cultural Institutes in Cordoba, Marseille, Paris, and Santiago de Chile. These entities play a crucial role in promoting the WPT and facilitating the development of relationships with new associated partners in both the EU and Latin America. Furthermore, the support from the Abu Dhabi Department of Culture and Tourism extends to actions and project dissemination in the Middle East. Villa Arson has been affiliated with UNIBZ and NABA for a curatorial project since 2022.

For a comprehensive list of associated partners who are not beneficiaries, please refer to the “Non-Beneficiaries Associated Partners” table above in this document.

B.2 Activity timeframe

Please for each WP insert an X in the cells referring to the corresponding semester in which the project will be implemented.

Activities (WP)	YEAR 1		YEAR 2	
	I sem.	II sem.	I sem.	II sem.
WP 1	X	X	X	
WP 2	X	X	X	
WP 3	X	X	X	X
WP M	X	X	X	X
WP C	X	X	X	X

Please, refer to evaluation criterion n. 3 (see art. 9, par. 6, of the Notice), describe the ability to monitor the progress of the project and measure the achievement of the expected impacts of the different activities. (Max. 5.000 characters)

P+ARTS monitoring strategy is twofold.

- On one side the **Project Monitoring** aims to ensure the successful execution of the project activities by fostering collaboration, maintaining transparency, and addressing challenges proactively. Regular communication, milestone tracking, and risk management consists of key elements of the strategy.
- On the other side, the **Artistic Research Evaluation System** builds and establishes a validation framework as a flag component of the project expected results.

Project Monitoring

Internal: It ensures progress alignment with project milestones, facilitating effective communication and collaboration among PPs, budget monitoring and adherence, risk assessment and mitigation.

- (1) With monthly frequency, a **Milestone Tracking** is performed by COO's (NABA) project manager, based on a comprehensive milestone plan outlining key deliverables, deadlines, and responsibilities for each PP.
- (2) Bi-monthly virtual **Progress Meetings** with representatives from each PPs organization. Discuss achievements, challenges, and upcoming tasks, fostering collaboration among PPs.
- (3) Resource and **Budget Monitoring** is bimonthly assessed and reported by the financial dedicated team of each PPs, led by the COO, to fulfill monitoring, reporting and control obligations for measures and projects on **ReGIS**
- (4) Internal monitoring groups: Every **6 months a risk assessment** will be performed by the **Steering Groups**, in strict collaboration with all the PMs to identify potential threats to the project.

External: QA will be implemented by both the external control together with the **P+ARTS International Board** and the **Steering Group**, to assess the quality and impact of research outcomes, by defining key performance indicators (KPIs) will be a review mechanism to ensure that project goals are met.

Digital Infrastructure: For **day-to-day coordination**, a comprehensive centralized ecosystem of communication platforms and real-time collaboration is established, and regularly used.

Artistic Research Evaluation System

To enable a proper development of AR, the Capacity Building phase aims to research, collect and adopt on a consortium level a set of Case Studies and Success Stories in AR Implementation and Evaluation (WPT1, led by NABA). The consortium gains insights about AR outcomes by documenting and spreading among the partners international case studies and success stories. In this case, a KPI is considered the level of implementation of good practices detectable in the research processes of project partners.

P+ARTS intends to follow the Vienna Declaration's standards (2020), enabling AR validation through peer review covering the range of disciplinary competences addressed by the work. Quality assurance is undertaken by recognized independent, international QA bodies and assures the standards described in the European Standards and Guidelines (ESG 2015) for Quality Assurance in the European Higher Education Area. In this project, P+ARTS International Board performs the QA, once a year, in Thematic WP 2 - Pilot Action Evaluation.

AR Measurement of Achievement and Impact

AR's impact extends beyond higher education, reaching diverse fields like culture, creativity, health, environment, and technology. It inspires innovation, fulfilling HEIs' 'third mission' with historical emphasis on societal, cultural, economic, and environmental impact. For qualitative assessment with semi-annual frequency, a set of **Stakeholder (SH) Surveys** are prepared and shared during preparation, implementation and evaluations of Pilot Actions, in WP T 2. Conducted among key SH, including PPs, industry representatives, and relevant communities, the surveys gather feedback on the perceived

impact of the research, effectiveness of collaboration, and any observed changes or improvements resulting from the project.

AR holds unique potential in the 'knowledge triangle'—education, research, and innovation—to boost contributions from higher education and research institutions to innovation, social commitment, and economic growth. P+ARTS employs an annual **Impact Assessment Framework** to systematically evaluate societal and economic impacts. Indicators include policy changes, technological advancements, industry standards, publications, patents, collaborations, media coverage, and industry practice impact.

AR Dissemination

Following the Florence Declaration, disseminating research results in the arts—exhibitions, performances, media installations, websites, etc.—requires suitable channels. P+ARTS_Digital Platform ensures biweekly updates for researchers on artistic research, creating comprehensive archives (see WP C).

P+ARTS_Digital Platform's development, led by POLIBA, focuses on Open Access licensing for project AR, guiding artistic research dissemination. Utilizing P+ARTS Academy Press, it employs journals, conferences, and public events for AR dissemination. Metrics like citations, media coverage, and outreach gauge project visibility and influence.

B.3 Economic-Financial plan

Please refer to evaluation criterion n.5 (see art. 9, par. 6, of the Notice), provide using the attached file Excel Allegato 2.1 Economic-Financial Plan, the amounts (in Euros) for each type of expected expense included in the Economic-Financial plan, as described in Article 7 (Eligible Expenses) of the Notice.

Milano, 4/4/2024

*The Legal Representative of
the Lead Institution*

Costs included in the request for funding (art. 7, par. 1 of the Notice)

Institution name	Institution Acronym	Type of implementing entity	Territorial areas	a. Fixed term personnel specifically hired for the project	b. Didactic and technological equipment for the project	c. Costs of promotion and communication campaigns	d. Mobility program (cost of exchange programs and scholarships)	e. Training program, workshop, festival, etc.	f. Consulting costs	g. Production, distribution, digitalisation and publication activities	h. Costs for location: investment costs aimed at the expenses necessary for the acquisition - purchase, leasing of premises (max 20% of the total), furniture, equipment, materials and infrastructure including digital infrastructure functional to the project	i. Other costs: services, supplies (max 20% of total costs)	Max general costs (up to a maximum of 7% of eligible direct costs)	Total
Nuova Accademia S.r.l. Nuova Accademia di Belle Arti (NABA - MILANO)	NABA	Higher Education in Art, Music and Dance	Centre-North of Italy	230.000,00 €	157.285,41 €	70.000,00 €	60.000,00 €	70.000,00 €	170.000,00 €	100.000,00 €	40.000,00 €	76.000,00 €	68.133,00 €	1.041.418,41 €
Fondazione Accademia d'arti e mestieri della spettacolo Teatro alla Scala	FATS	Higher Education in Art, Music and Dance	Centre-North of Italy	97.199,05 €	37.304,10 €	89.680,00 €	-	20.000,00 €	32.000,00 €	70.000,00 €	96.715,13 €	11.305,00 €	31.794,00 €	485.995,29 €
Accademia di Belle Arti di Napoli	ABANA	Higher Education in Art, Music and Dance	Italian Mezzogiorno	170.000,00 €	220.000,00 €	25.000,00 €	96.000,00 €	70.000,00 €	70.000,00 €	73.000,00 €	30.000,00 €	57.967,11 €	56.840,00 €	868.807,11 €
Conservatorio di musica "Giuseppe Verdi" di Milano	CONSMI	Higher Education in Art, Music and Dance	Centre-North of Italy	30.000,00 €	35.000,00 €	37.000,00 €	49.686,68 €	30.000,00 €	123.000,00 €	33.000,00 €	20.000,00 €	10.000,00 €	25.738,07 €	393.424,75 €
Accademia di Belle Arti di Bari	ABABA	Higher Education in Art, Music and Dance	Italian Mezzogiorno	75.000,00 €	28.000,00 €	25.000,00 €	9.000,00 €	90.000,00 €	80.000,00 €	18.000,00 €	25.000,00 €	10.000,00 €	25.185,42 €	385.185,42 €
Conservatorio di Musica "L.R. Duni"	CONSMI	Higher Education in Art, Music and Dance	Italian Mezzogiorno	100.000,00 €	- €	15.000,00 €	56.000,00 €	74.000,00 €	50.000,00 €	56.500,00 €	- €	22.300,00 €	26.154,86 €	399.954,86 €
IADA RSL	IAAD	Higher Education in Art, Music and Dance	Centre-North of Italy	6.400,00 €	20.000,00 €	2.000,00 €	5.000,00 €	14.915,00 €	29.200,00 €	4.000,00 €	- €	5.000,00 €	6.055,53 €	92.570,53 €
SAF Italia Srl International Technology College	SAE	Higher Education in Art, Music and Dance	Centre-North of Italy	23.141,63 €	20.000,00 €	6.700,00 €	8.000,00 €	6.500,00 €	22.570,00 €	6.230,00 €	5.500,00 €	9.500,00 €	7.569,53 €	115.713,16 €
Politecnico di Bari	POLIBA	University	Italian Mezzogiorno	170.300,00 €	- €	- €	5.000,00 €	4.200,00 €	79.700,00 €	5.000,00 €	50.000,00 €	76.400,00 €	27.324,18 €	417.924,18 €
Libera Università di Bolzano	UNIBZ	University	Centre-North of Italy	142.316,00 €	- €	1.500,00 €	5.000,00 €	5.000,00 €	7.913,06 €	3.900,00 €	2.500,00 €	5.000,00 €	12.112,03 €	185.141,09 €
Total				1.044.358,68 €	517.589,51 €	271.280,00 €	293.686,68 €	384.615,00 €	664.383,00 €	369.530,00 €	269.713,13 €	283.472,11 €	286.906,63 €	4.386.134,80 €