

THE DISASTERS OF WAR

AN IMMERSIVE EXPERIENCE (VR)

CREATIVE EUROPE
CULTURE CALL 2024

#Presentación

Convocatoria Europa Creativa Cultura 2024

Proyectos de Cooperación Europea

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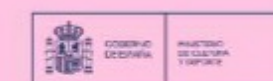


europa
creativa

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Cofinanciado por
la Unión Europea



Partners:

PROJECT & CULTURE
COORDINATOR

Fundación
iberCaja 

TECHNOLOGY
PARTNER


imascono

CREATIVE EUROPE 2021-2027

The EU programme supporting cultural and creative sectors.
Creative Europe will invest in actions that **reinforce cultural diversity** and **respond** to the **needs** and **challenges** of the **cultural** and **creative** sectors.
Its novelties will contribute to the recovery of these sectors, reinforcing their efforts to become more **digital, greener**, more **resilient** and more **inclusive**.

MAIN OBJECTIVES

1. To safeguard, develop and promote European **cultural and linguistic diversity** and **heritage**.
2. To increase the **competitiveness** and economic potential of the cultural and creative sectors, in particular the audio-visual sector.

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PROJECT PROPOSAL

We are working on a proposal of artistic creation to raise awareness about the disasters of war in Europe.

Based on Francisco de Goya's famous series of prints, we want to create an immersive and multisensory artistic experience to bring different groups (especially young people) to the reality of war and its consequences, combining Virtual Reality headset (sight and hearing) with the latest cutting-edge technology such as haptic gloves (touch).

It will be an immersive experience that can be available in any space, in any country (museums, universities, educational centers, old people's homes, etc.) thanks to Virtual Reality glasses, but also through devices within the reach of any user (computer or cell phone).





EXPERIENCE MOCKUP*



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GOALS



To make young Europeans aware of the disasters of wars that have left deep scars on European history.

Just as Goya captured the brutality of conflicts in his engravings, we want young people to reflect on the devastating consequences of wars and build a future in which empathy and understanding prevail over violence and suffering.

The common thread is the disasters of war throughout human history, from the time of Goya to the present day with Ukraine.

Priorities: Digitization; Support for Ukrainian cultural and creative sectors.

Activities: Co-design and production of exhibitions and cultural shows; Common development of tools and content.

CASE STUDIES

Imascono and Fundación Ibercaja have transformed the virtual landscape, **bringing immersive experiences to ordinary people**. Through projects like Ibercaja Frozen Emotion and Ibercaja Portales Digitales, they seamlessly blend cutting-edge technology with creative storytelling.

Ibercaja Frozen Emotion



Ibercaja Portales Digitales



THIRD PARTY REFERENCES

In the pursuit of **project excellence**, it is crucial to consider third-party references that **offer valuable insights and inspiration**.

Third-party references enriches and guides the development of our project towards dynamic success

Dreams of Dali



bHaptics Tactglove



The Night Café (Van Gogh)



PROJECT PARTNERS

Project & Culture Coordinator – Fundación Ibercaja (Spain):

With more than 100 years of experience, the Ibercaja Foundation is expert to schedule, manage and promote different areas: culture, social, training, mobility city. We schedule exhibitions, talks, concerts, courses and educational activities, with the aim of bringing quality culture closer to society as a whole. In particular, we promote the Spanish painter Francisco de Goya and his work.



Technology partner (VR) – Imascono (Spain):

A creative technology studio that allows to enhance business strategy through cutting-edge products and solutions, being specialists in Augmented, Virtual and Mixed Reality. Driven by emotion, they design experiences that connect technology with human emotions, highlighting their own work methodology known as Applied Imagination.



Dissemination and communication strategy – Solvere (Belgium):

Events, dissemination material design, web design and others to make the project known throughout Europe.



Music VR environment – Ritual de Domingo (Portugal):

Creation of the musical material, voice-over, theatricalization, script direction.



PROJECT PARTNERS

WE ARE LOOKING FOR:

Experiences of war in the 21st Century – To be determined (Ukraine):

Co-creation of content to raise awareness about the war (testimonies and different artistic expressions about the war).

Examples: Ukrainian associations of war victims or Association of Photographers of Ukraine.

Activity dynamization – To be determined (TBD):

Programming, production, organization of exhibitions and activities. Production and execution of the immersive traveling exhibition to be taken to different countries.

Examples: Events agency or cultural dynamization company.



JOIN OUR PROJECT!

Fundación
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Solvere

RITUAL
DEDOMINGO
× ASSOCIAÇÃO ARTÍSTICA ×

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