

# ART ECHO

Art, Economy and Technology

Partner



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## 1. Background and objectives

ARTECHÓ - Art, Economy & Technology - Unleashing the potential of Crypto Art and other tech tools for European creative industry, regions and society is a European flagship initiative created by five European institutions: SERN - Startup Europe Regions Network (Belgium), Baltan Laboratories (Netherlands), FZC-Etopia Center for Art & Technology (Spain), Frankfurt School Blockchain Center (Germany) and MEET Digital Cultural Center (Italy).

The main goal of ARTECHÓ is to create a peer-to-peer learning community for artists to learn more about the technical side of the art-making process and its intersection with new technologies, Crypto Art, blockchain, and NFT marketplaces.

To do so, ARTECHÓ is launching this European call for participants to select 15 artists and designers to join a 7-month Fellowship Programme consisting of a blended approach with online meetings, training, mentorship, inspirational sessions, and a 2-week physical residency. During the 7-month programme, selected fellows work on their proposed projects and present them to the public at the end of the trajectory. The Fellowship Programme focuses on digital productions but does not exclude other forms. The selected fellows will receive a grant of €10.000.

ARTECHÓ will combine artistic talent with technological exploration, bringing together experts and recognised artists to share their knowledge with emerging creative practitioners and provide them with inputs to grow artistically and professionally. During the Fellowship Programme, each participant will learn about this field and its current discourses and apply this knowledge in a project developed under the guidance of mentors and in exchange with the fellows, speakers and the institutions involved.

The underlying approach of the Fellowship Programme is to explore these decentralized technologies while being critical towards their economic and ecological implications. Furthermore, the intention is to artistically expand the topic of decentralization beyond the merely technological aspect. To critically implement this approach and intention in the ARTECHÓ program, we will include in our inspirational sessions contributions that highlight the role of art for decentralized technologies, the empowerment and speculation of NFTs, the ecological costs of crypto art and the social implication of the blockchain for alternative economic models, to name a few.

## 2. Program Outline

The aim of the Fellowship Programme is trifold: to discuss the use of decentralised technology in art; to reflect on how these technologies could contribute to different ways of living; to develop and present a project around these themes.

The fellowship will run from April - October 2023. It contains:

## 2.1. Inspirational sessions

April - October | *online* + *on-site* during kick-off meeting and sprint residency

7 gatherings with presentations and discussions from/with invited speakers. Topics we will explore: promises and pitfalls of NFTs and cryptocurrencies, decentralisation and society, arts and design's contribution to decentralised technologies, DAOs (decentralised autonomous organisations), crypto arts and ecology and the social implications of the blockchain.

**Domenico Quaranta** will open the program with a gathering that introduces us to the realm of NFTs and decentralised technologies. Domenico Quaranta is an art critic, curator and teacher interested in the ways in which the ongoing technological changes affect contemporary artistic practices. He recently wrote *Surfing with Satoshi*, a book on how the blockchain is disrupting the art world (or not). <http://domenicoquaranta.com>

**Ruth Catlow** will focus on the social implications of the blockchain, and how to keep it from serving centralised power and capital. Ruth Catlow is an artist, curator and researcher of emancipatory network cultures, practices and poetics and artistic director of Furtherfield, a not-for-profit international community hub for arts, technology and social change founded with Marc Garrett in London. Together with Penny Rafferty, Ruth co-edited *Radical Friends. Decentralised Autonomous Organisations and the Arts*. <https://ruthcatlow.net/>

**Michelle Kasprzak** will guide a gathering around ethics and NFTs. She is an artist, writer, curator and educator. Her essay "Ethical Engagement with NFTs - Impossibility or Viable Aspiration?" is included in the book *From Commons to NFTs* edited by Felix Stalder and Janez Fakin Jansa. <https://michelle.kasprzak.ca/blog/>

Other speakers will be announced soon.

## 2.2. Mentoring sessions

April - October | *online* + *on-site* during kick-off meeting and sprint residency

Mentoring session with experiences artists/curators from the field, will give you the chance to reflect on the inspirational sessions and discuss your project idea. In groups of five, fellows are followed and mentored throughout the program.

**Inte Gloerich** is a PhD researcher at Utrecht University and the Institute of Network Cultures (Amsterdam University of Applied Sciences). In her PhD, she explores sociotechnical imaginaries around blockchain technology as they appear in for instance blockchain memes, startup culture, and art. More broadly, Inte's work involves the politics, artistic imagination, and (counter)cultures surrounding digital technology and economy. She co-edited *MoneyLab Reader 2: Overcoming the Hype* (with Geert Lovink and Patricia de Vries) and *State Machines: Reflections and Actions at the Edge of Digital Citizenship* (with Yiannis Colakides and Marc Garrett) and organised several conferences addressing the crossroads between digital economy, technology, culture, and politics. <https://integroerich.nl/>

**Felix Fritsch** attempts to apply the experience gathered in various social movements and community centres to the digital realm. In the course of writing his PhD thesis on the political economy of Crypto Commons, he co-founded the Crypto Commons Association (CCA) in early 2021 as a way to more directly contribute to the development of protocols for organising around the common good. <https://www.crypto-commons.org/crypto-commons-association>

**Jonas Lund** is a conceptual artist who creates paintings, sculpture, photography, websites and performances that critically reflect on contemporary networked systems and power structures. The Jonas Lund Token (JLT) is a distributed decentralised autonomous artistic practice that aims to optimise and streamline the decision-making process in art production and the strategic decisions concerning a career path. <https://jonaslund.com/>

## 2.3. Kick-off meeting in Milan

MEET Digital Culture Center (Italy) | 17 - 19 May 2023

A 3-day on-site program with talks, workshops and experiences. This will be the first occasion during the fellowship to meet each other in person. The mentors will also join the program.

## 2.4. Sprint-residency in Zaragoza

ETOPIA Center for Art and Technology (Spain) | 2-16 November, 2023

To produce your project for presentation at Zaragoza at the end of this sprint residency. You can use the facilities of ETOPIA. There will be practical working sessions in the new media lab, encouraging collaborative projects for the media facade and the virtual gallery of ETOPIA.

## 3. Who can apply?

We are looking for artists and/or designers working with decentralised technologies, cryptocurrencies and/or NFTs, or who have the ambition to do so. In order to be eligible, proposals must be presented by a single applicant meeting the following criteria:

- Be an artist and/or designer, , working with decentralised technologies, cryptocurrencies and/or NFTs, or with the ambition to do so.
- Be established in one of the 27 EU Member States or non-EU participating countries that, on the date of the publication of the call, participate in the Creative Europe Programme.
- Be registered as a legal entity - this means that you are registered in the Chamber of Commerce and have a VAT number.

We ask artists and/or designers to apply individually (even if you are part of a collective or artist/designer duo). For 3 of the 15 spots available we prioritise artists and/or designers with no experience with decentralised technologies or who are just starting in this field.

## 4. How to apply

You can apply by filling out this [form](#) with the following information/materials (in English):

1. Your motivation letter (max 1 page)
2. Your CV (max 2 page)
3. A portfolio highlighting max 5 of your projects most fitting to the topic of this call
4. A short proposal of the project you want to work on during the fellowship (max 1 page)
5. A portrait picture of yourself

The deadline for application is **1 March 2023, 23:59 CET**.

To be admissible your application needs to comply with the guidelines, meaning that you need to submit it in English, before the deadline and provide all the requested information in the form.

Paper or email submissions are NOT admissible. However, if your submission failed and you believe this is due to a fault in the submission system, you should immediately contact [info@artechoproject.eu](mailto:info@artechoproject.eu), explaining the circumstances and attaching a copy of the proposal (and, if possible, screenshots to show what happened).

For questions, please send an email to [info@artechoproject.eu](mailto:info@artechoproject.eu)

## 5. Selection process

The selection process will be as follows: applications will receive a score from Baltan Laboratories, MEET and ETOPIA for 3 different categories: motivation letter, project proposal and previous experience.

- **Motivation letter** (max 8 points - threshold to be selected 4 points)
  - Urgency (insight in how the fellowship is contributing to the applicants development) (max 3 points)
  - Momentum (insight in why this is the right moment for the applicant to join the fellowship) (max 2 points)
  - Long term motivation (is this fellowship part of a longer development of the applicant) (max 3 points)
  
- **Project proposal** (max 7 points - threshold to be selected 4 points)
  - Is the project fitting to the fellowship's vision and content (max 2 points)
  - Feasibility for completing a prototype of the project within the timeframe and budget of the fellowship (max 2 points)
  - Projects that take into consideration issues of inclusion, diversity, gender equality and environmental sustainability (max 2 points)
  - Does the project challenge and/or expand the vision of the fellowship (max 1 point)
  
- **Previous experience of applicant** (max 6 points - threshold to be selected 3 points)
  - Previous experience related to the field of cryptoart and decentralised technologies (max 1 point)
  - Previous accomplishments that show thought leadership in the artfield - such as awards, publications, exhibitions, talks etc. (max 2 points)
  - Artistic quality of the portfolio (max 3 points)

Criteria	Minimum Score	Maximum Score
Motivation letter	4	8
Project proposal	4	7
Previous experience	3	6
<b>Overall (pass) scores</b>	<b>11</b>	<b>21</b>

Additional criteria :

Baltan and the mentors of the fellowship program will assure that all selected projects comply with the following:

- Group diversity: looking at different levels of experience in the topics and angles, treating the group as a learning community, where the mix of backgrounds, personalities and motivations creates an enriching exchange beyond the content provided by the fellowship.
- Matchmaking with the mentors: to ensure that the mentors have the right expertise to mentor the selected fellow and do a matchmaking of 5 fellows per mentor.
- Compatibility with the overall program: with the aim to establish a group that is fitting with the inputs the Fellowship Programme provides through the online gatherings.

The selection will be communicated latest 21 days after the application deadline.

## 6. About the grant

We have a total amount of €150.000 available, divided among 15 participants each receiving a grant of €10.000. The grant is divided into €5000 for your artist fee, a €3000 budget for expenses for the development of your project and a €2000 budget to cover travel and accommodation to Milan and travel to Zaragoza (accommodation at ETOPIA is already covered).

Selected participants will need to sign an agreement before the grant is transferred.

Moreover, applicants are requested to declare that all information shared in their application is correct, complete and legitimate and that the legal entity is fully compliant with the eligibility criteria set out in the call, is not subject to any exclusion grounds under the [EU Financial Regulation 2018/1046](#) and has the financial and operational capacity to carry out the proposed project. Selected applicants will be asked to sign a Declaration of Honour before signing the grant.

We will plan an online meeting with the selected participants, informing them about the documents that need to be signed and offering support when needed.

## 7. Hosting organisations

The fellowship programme is hosted by Baltan Laboratories, ETOPIA Center for Art and Technology and MEET Digital Culture Centre.

**Baltan Laboratories** is a cultural interdisciplinary lab based in Eindhoven (NL). We focus on societal issues through a relational approach, creating spaces to rehearse living otherwise.

[www.baltanlaboratories.org](http://www.baltanlaboratories.org)

**Zaragoza City of Knowledge Foundation (FZC)** is a private non-profit foundation created in 2004. Its founding objectives include the dissemination of the progress made by the Knowledge Society to build a more participative, equalitarian, inclusive, and innovative society. <https://fundacionzcc.org/> FZC is the main programmer of **ETOPIA Center for Art and Technology** that houses laboratories, creation spaces, exhibition halls, incubators for cultural and creative industries, and a residence for multidisciplinary creators, with a human team that favours the interconnection between all of them. <https://etopia.es/>

**MEET Digital Cultural Centre** is Italy's leading organization for the support and dissemination of digital culture. We provide an online and onsite program in order to reduce the Italian digital divide and develop new opportunities through creative technology.

<https://www.meetcenter.it/en/home-page/>

## 8. Visibility

Selected applicants must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. In this respect, if you are selected you will be required to give prominence to the name and emblem of the European Commission on all your publications and other products realised under the co-financed action.

## 9. Processing personal data

The reply to any call for proposals involves the recording and processing of personal data (such as name, picture, e-mail, and address). Such data will be processed pursuant to [Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016](#) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data. Unless indicated otherwise, the questions and any personal data requested that are required to evaluate the application in accordance with the call for proposal will be processed solely for that purpose by the consortium.



## 10. Timetable

<b>Call opening</b>	<b>February 7, 2023</b>
<b>Deadline for submissions</b>	March 1, 2023 - 23:59 CET
<b>Evaluation</b>	March 2 - 21, 2023
<b>Information on evaluation results</b>	March 22, 2023
<b>Online information meeting about documents to be signed and provided by selected participants</b>	March 27, 2023 - 17:00 CET
<b>Contract signature</b>	March 31, 2023
<b>Project start date</b>	April 6, 2023



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