



scroll to get involved



**1 – What is the Motto for “Europe at Home” project?**

The moment we are living has no parallel in our recent history. In Europe, citizens of all generations never before faced such a collective challenge, resisting to an invisible enemy and deeply questioning the future of our societies and different dimensions of our prior assured realities.

All our social and personal conventions are being put at proof and we look to feed our hopes from what we see and read in the digital sphere. Artists everywhere are bursting with initiatives to support people to build a new – inner and outer - world beyond the fear. People’s behavior and awareness hits the curve line of the community’s salvation, although the concept of citizenship is dressed under a call for stillness. The sharing of physical spaces is now under strict limitations and public spaces are to be avoided. Our homes and windows took on a new dimension and we look at our neighbors with different attention. Neighbors next door but also neighboring countries. Europe, and particularly the European Union, faces a dangerous irony on the dilution of its borders. With efforts focused on combating the virus, the dimension and function of what is the largest community of prosperity, peace and development in the world, is also being challenged.

Will we be able to reset and turn towards each other, holding uncertainty together in a creative and life-affirming way? This project aims to join different European cities and bring an artistic perspective, that can be seen and read, to this particular moment in our history that is being lived “at home”.

**2 - What is “Europe at Home” in practical terms?**

An initial set of partner cities will launch a challenge to one photography artist and one literary author to reflect and give their perspectives on how is “Europe at Home” during these times of emergency. These cities and its respective artistic photos and texts will be presented on the launching of the website [www.europeathome.eu](http://www.europeathome.eu). The motto of the project will serve as inspiration and frame for both artists that will work in each city.

After this first phase, we want to open the possibility of participation for any city in Europe that wishes to join the map of “Europe at home” but also to citizens that through social networks can join this project, showing their perspective of this moment.



**3 - Project promoter**

“Europe at Home” is a project carried out by Faro - European Capital of Culture 2027 Candidate City. It is up to the promoter to launch the project and create the conditions for its realization. Inviting the initial cities, creating the technological conditions for this purpose, such as: website development, social networks and coordinating the project’s communication and follow-up.



**4 – Initial group of partner cities**

The promoter will challenge an initial group of cities to engage in the project, contributing with both photography and literary work, in order to launch the project online.

Partner cities must:

- Designate a person who should be responsible for communicating with the promoter, providing the necessary materials and complying with the defined deadlines;
- Invite a photography artist to register “Europe at Home” inspired by the project’s motto and framed in its territorial scope. Each city/artist must provide 10 photos (with the technical characteristics indicated below);
- Inviting a literary author to write a text with a reflection on the project’s motto “Europe at Home” and framed in its territorial scope. Each city/artist must provide two versions: the native language and in English (with the technical characteristics indicated below).

The motto for “Europe at Home” will serve as an inspirational basis for both artistic works. There is no mandatory relationship between the work of the artists (photographic and literary), since they can be independent from each other. However, if the city wishes so, points of connection can be established between the two. On the project website the only link that will be presented between them is their connection to their city. The cities are responsible for the direct invitation to both artists and for the articulation with both, including financially. We suggested that cities invite authors recognized locally and, if possible, nationally and with published editions. In the case of photographers they can be emerging or more established artists.

The cities have total freedom on choosing the artists. It is important that the cities and artists to be invited can review themselves in the spirit and motto of the project.

The designated responsible from each city must compile and send the following materials:

- Brief presentation text of the city (up to 100 words);
- 1 photo of the city;
- Short bio of both artists (up to 100 words each);
- The 10 photos selected by the photography artist, with <5000px wide horizontally; 72 dpi; jpeg or .png format and authorship data (the artist must keep the raw format for possible printing in the future);
- A declaration signed by the photography artist to grant the use of the photos to the promoters for non-commercial uses, as well as, an indication that he/she has authorization to use the images of any persons, private places or other elements present in the photos;
- The text made by the author in his/her native language and in English. The original text should be up to 500 words. The translation must be accredited, and it must have the agreement of the author. The author must also select 3 citations from the original text for social networks dissemination proposes (around 30 words each);
- A declaration signed by the literary author to grant the use of the text to promoters for non-commercial uses.

Both artists declarations, as well as, the brand kit for the project promotion will be delivered to the partners after having its participation on the project confirmed.

**5 - Other cities that want to become partners**

After the launching of the project’s website, we want to open the possibility of participation for any city in Europe that wishes to join the map of “Europe at Home”. To do so, they must submit their intention on a form on the website of the project. After contacting the promoter and having the city’s agreement with the project’s norms, the city must comply with the same stipulations made for the initial partner cities.



**6 - Public participation**

Further information on the project’s public participation will be shared by the promoter. European citizen participation will be encouraged through the dissemination of the hashtag #europeathome. The project website will select and present images and videos that are published publicly with the hashtag.

**7 - Communication**

The project’s communication will be coordinated by the promoter. A brand kit with graphic communication supports will be delivered to all partner cities. Cities should promote the project through their communication channels.



**8 – Deadlines for Initial partner cities**

- April 10th: deadline for cities to respond to the invitation on participation.
- April 22th: deadline to send all materials referred in point 4.
- On a date to be defined between April 27 to May 1: public launch of the website.(If all necessary conditions to launch the site exist before that date, it will be done)

