



## Norwegian partner search in Cultural Cooperation projects in the EEA and Norway Grants 2014-2021

In order to get the best results from your search for partners for the EEA and Norway Grants, the Arts Council Norway recommends completing the following form. The text boxes that make up the form are based on feedback that we have received from Norwegian cultural players. Tailoring the information to the potential partner/potential partner type as opposed to sending a generic request, always yields the best results. The form can be used for partnership requests sent directly to identified, potential partners, as well as those sent to the Arts Council Norway [eeagrants@kulturradet.no](mailto:eeagrants@kulturradet.no) and Programme Operators. It can also be used for Norwegian entities seeking partners in the Beneficiary States.

This form will be published on our website.

Name of organisation	Latvian National Museum of Art Reykjavik Art Museum
Country	Latvia Iceland
Name of contact person	Astrida Rogule Ingibjörg Hannesdóttir
Position	AR - Contemporary Art Senior Curator IH - Project Manager in Education and Exhibition department
Telephone number	AR +371 26595419 IH +354 6981998
Email address	<a href="mailto:astrida.rogule@lnmm.lv">astrida.rogule@lnmm.lv</a> <a href="mailto:ingibjorg.hannesdottir@reykjavik.is">ingibjorg.hannesdottir@reykjavik.is</a>
Website	<a href="http://www.lnmm.lv">www.lnmm.lv</a> <a href="https://artmuseum.is/">https://artmuseum.is/</a>



<p><b>Your organisation</b></p> <p>Describe the type of organisation and include a good description of your own areas of activity/fields (Visual arts, Performing arts, Interdisciplinary art, Music, Architecture, Library activities, Ethnic culture, Literature, Culture and art education, Museum and gallery activities).</p>	<p>Latvian National Museum of Art is the leading organization for collecting, preserving and promoting of Latvian professional visual and applied arts. I am the curator of Latvian and international contemporary art collection of LNMA and Ass. Professor of Latvian Academy of culture where I run courses of museum management, PR, culture tourism, contemporary arts and arts market.</p> <p>Reykjavik Art Museum is the leading organization for collecting, preserving and promoting of Icelandic professional contemporary visual art. I myself am an expert in the communication between art institutions and the school system, and how to mediate art to children and young adults. I have been working as a teacher and project manager in the school system in bigger art projects, and held both courses and lectures for teachers and museum people as in the University environment. As have I work as a project manager in developing projects with the main art museums in Iceland and in collaboration with individual Artists also, before I began working full time for Reykjavik Art Museum almost 3 years now.</p>
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<p><b>Project idea</b></p> <p>Provide a brief description of the project idea, what you want to achieve and how you plan to achieve it. Ideally the idea should give an idea of what is planned, but be open enough for the partner to influence.</p>	<p>The project idea is to find communication models for interaction with young audiences to help them to get familiar and appreciate contemporary art and to create and encourage the habit of consuming contemporary art on everyday basis. Latvia is almost the only country in Europe not having a museum for contemporary arts. Therefore the Latvian National Museum of Art has created several projects (as “ Young Museum Visitors Club” , “ School Bag” , “ Museum Sundays for Youngsters” etc. and at the same time it has to undertake every effort to widen and enrich the professional communication methods with a focus on young audiences.</p> <p>Even though Reykjavik Art Museum has a good functional educational department, it is always a big task to widen and enrich the professional communication methods with a focus on young audiences in their communicational ways. Contemporary Art is a treasure for everyone – and we need to give young people tools and information to be able to enjoy it and participate – both individually and through their educational platform. That is a task we want to address, and we truly believe that we can do it better in collaboration with similar museum organizations in Norway and Latvia.</p> <p>The cooperation project could be implemented in four main streams:</p> <ol style="list-style-type: none"> <li>1. Studies on culture consumption experience of today’s young audiences. Research: market and marketing studies (also for cooperation partners, if relevant), secondary research (examples of good practice in Iceland, Norway and Latvia), which includes networking and mobility.</li> <li>2. Development of communication models in cooperation with museum educators, IT companies, local authorities in regions, schools, etc. A strong focus on quality of the selected communication messages and channels.</li> <li>3. Pilot project to determine the effectiveness of communication models done in all participation countries.</li> </ol>
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<p><b>Relevance of potential partner:</b></p> <p>Based on your research show why you have identified this particular potential partner is relevant, for example does the organisational type match, similar or complementary experiences, etc.</p> <p>If you have not identified a specific potential partner, try to describe the type of organisation you are looking for. Try to be specific and to link it to your areas of activity, project idea and the role of the partner.</p>	<p>We are looking for different partners who are dealing with art communication and education: contemporary art museums, galleries, educational institutions, designers, IT specialists, performing organizations, etc.</p> <p>But most of all we are looking for the partnership with museums in Iceland and Norway with the same profile - contemporary arts and dealing with the same challenges in finding best ways, methods and channels for a fruitful and mutual communication with young audiences.</p>
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<p><b>Partner role:</b> What role do you foresee the partner as having in the project? What value do you feel the partner can contribute to the project?</p>	<p>The best partnership is always based on having the same vision and goals, on a strong wish to achieve the best. In a partnership, on equal rights and responsibilities, on willingness to share knowledge and practice. The outcomes of four main streams of the project could be highly needed not only in Latvia, but also in Iceland and Norway. Young people are not the same as 10 years ago, or even 5 years ago. Especially after pandemic lockdowns their habits and ways of communication and information consuming have to be examined and studied.</p> <p>The contemporary arts could play essential role not only as a source of entertainment and education but also could help to strengthen mental health of young people.</p> <p>Therefore all four divisions of the project are meant to be implemented, evaluated and disseminated in all participant institutions and countries.</p>
<p><b>Any other comments/ relevant information</b></p>	<p>Welcome!</p>

