



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 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.

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| Name of organisation | Lumea Veseliei srl |
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| <p>Your organisation</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>Our organisation is a dynamic and innovative private company in the market of education and entertainment services for children . The axis on which the projects created by us are based is one in which we value edutainment and frame it in all our concepts, thus managing to get closer to children; with the help of stories and characters so loved by them.</p> <p>We are creators of interactive theatre shows for children. From 2015 until now we have created 25 children's theatre performances. Annually we sign about 50 cultural partnership contracts with educational institutions such as kindergartens and schools, which means we perform almost 500 children's theatre performances, annually. Shows were performed in private and public schools and kindergarten based on a cultural partnerships, public events for two cultural public institution such as cultural department of Bucharest' s Hall</p> |
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| | <p>(called Arcub, Proedus), The Medieval Festival of the Transylvanian Fortress Sibiu, Indie Cinematographic Festival- opening film section for children, private MSMEs entities who are specialized in organising private and public events.</p> <p>We are pleased to tell you that in November 2019, our company won the prize for the best independent children's theater company with the 'Cinderella' interactive show.</p> <p>The festival was called "Festival Stories", organized by Akka Show, in collaboration with the Sun Piazza Mall, and the jury was made up of prestigious personalities from the local theatrical world.</p> |
| <p>Project idea</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 proposed project aims to create an online theatre platform for children with children's theatre performances, performances that will be adaptations of Romanian literature and universal literature.</p> <p>We will also add two shows based on stories from the Hungarian and German repertoire to also encourage ethnic German and Hungarian children to participate in cultural events.</p> <p>The project focuses on encouraging, promoting culture in small urban areas and in rural areas, creating an audience and eliminating cultural discrepancies between children from different backgrounds.</p> <p>We encourage the development of the expertise and experience of young actors, recent graduates of the actor's art faculty by participating in this project.</p> <p>We focus through our creative process to demonstrate that modern technical means and the art of acting and children's theatre performances can make the team and bring added value to the European cultural society through a digital-cultural product.</p> <p>And the collaboration with the artists from the donor states comes to emphasize the need to become a team for the good of the communities in which we live in general but also for the good of the artistic communities, in particular.</p> <p>We know stories, we borrow knowledge and artistic experiences to make friends and to make a better and fairer world.</p> <p>The lyrics, the actors, our experience, along with the music, the concepts, the stories and your experience will bring smiles on the children's lips and we will make a more beautiful world!</p> |
| <p>Relevance of potential partner:</p> | <p>We are looking for a partner from the donor states to represent a government institution, a private or state cultural company, an NGO to come to our support</p> |



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| <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>in order to finally deliver an online theatre platform of a high European artistic quality.</p> <p>We wish that our partners had previously collaborated in projects under the patronage of EEA Grants, in which they proved their maturity and cultural professionalism. We are interested in the partners having as themes one of the following cultural activities: musical composition / circus performances for children / street performances for children / comedy shows dell arte for children / puppet theater performances for children / non-verbal pantomime performances or themed dance for children.</p> |
| <p>Partner role: 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>If our collaborator will be a music composer for children's theatre performances, he can come up with his own creations to be part of the soundtrack of theatre performances on the online platform.</p> <p>If our partner will be an artist who performs shows (circus / pantomime / commedia dell arte / dolls) he can guide us with his experience gained and perfected in the donor state to make this show, he being our mentor and director of one of our shows on the platform.</p> <p>***</p> <p>The most important advantage of a partner is that this project will take place mostly on the Internet and our vision is that in addition to direct and indirect beneficiaries we want to be very present online in these two years of collaboration. , to make this project as well known as possible. We have every interest in making this project as well known as possible so that we can then, at the end of the contract with EEA GRANT, our entrepreneurial activity to reap the fruits of such a cultural collaboration.</p> <p>We will discuss the eligible expenses through the program: expenses with salaries and social contributions in force, travel expenses if applicable, audit expenses.</p> <p>And, of course, we are at your disposal to share our significant cultural experience as directors and producers of children's theatre performances and why not, maybe you like one of our scenarios and you will want to mount it. in your country.</p> |



**Any other comments/
relevant information**

Target group:

Our target group will be composed of school and preschool children, aged between **3 and 10 years**.

We want this online platform to reach homes / schools in Romania. We anticipate a number of 3,000 children from small urban and rural areas who will receive access to our platform for children's theatre performances.

We also want to have live shows and play our performances in front of 1000 children.

Also, our indirect beneficiaries will be represented by the educators and teachers of these children who will thus have access to a cultural platform that will come to their aid and that will demonstrate that art and education are congruent and non-formal education based on theatre, culture will bring many benefits to the classical learning system.

The indirect beneficiaries will be the collaborating actors, approximately 20 artists (actors, scenographers, operators, sound director).

We are also delighted that we had the chance to perform the multimedia show *Pantalone saves Christmas*, a show that combines film with theatre, magic, dance, song. This show premiered in 2016 as part of a festival of the Capital City Hall (Fulgi de Nea), there were 16 performances in which 10,000 students were seen for 5 days, and the children were particularly excited about the multimedia effects.

We are the creators of 25 theatrical productions, we have cultural collaboration partnerships with 50 educational institutions in Bucharest and even now when the Covid crisis stopped our live activity, we did not stop looking for solutions to continue the cultural activity, that's why we designed a mini platform from the best filmed materials from our children's shows. We have 8 theatre shows on the platform. We would have liked to have all 25 but they were not videos that lived up to our expectations. That's why we want to make a new platform with new videos, filmed and specially designed. We invite you to watch trailers from our shows on this beginning of the platform: www.teatru.tv

