

The eARTh project

Descrizione

An introduction to the Project

In a world brimming with complexities and challenges, the power of art to educate, illuminate, and foster empathy remains a beacon of hope. As humanity grapples with the unfolding climate crisis, the need to transcend conventional educational boundaries and employ the transformative potential of art has never been more pronounced. This project aims to be a testament to the intersection of art, education, and empathy, a roadmap for a diverse group of transdisciplinary creators, and an invitation to embark on a journey that places art at the heart of climate awareness and activism.

The eARTh Creative Europe programme serves as the catalyst for this odyssey, an initiative that seeks to unearth the profound connections between artistic expression and environmental consciousness. Through a dynamic and interdisciplinary approach, participants have traversed the landscapes of Greece, Italy, and Hungary, not merely as spectators but as active interpreters of the world around them. As they explored the cultural and environmental tapestries of these regions, they were united by a shared belief in the power of art as a driving force in education and empathy, especially in the context of the climate crisis.

One of the most profound and often underestimated roles of art is its ability to generate empathy. The climate crisis is not a distant, theoretical issue; it is an existential challenge that affects us all. Art has the power to make the intangible tangible, to transport us to distant landscapes, to allow us to feel the heartbeat of a melting glacier or the whisper of an ancient forest. It speaks a universal language, traversing cultures and boundaries, fostering connections that transcend words.

In the creative process, empathy emerges naturally. As artists explore the intricacies of nature and the consequences of climate change, they imbue their work with emotions and experiences that resonate with viewers, readers, listeners, and audiences. Empathy is the conduit through which the urgency of the climate crisis is communicated. It bridges the divide between knowledge and action, transforming

passive awareness into proactive engagement.

The eARTh program has three primary goals at its core:

- To enable a healthy discussion, raise awareness and allow its participants to learn and produce intercultural works of upcoming EU artists
- To contribute actively to the EU audiovisual compendium with works that promote global citizenship, cultural diversity and cross-border collaboration.
- To foster cross-border collaboration and leverage digital opportunities for maximising the impact of mobility training between three organisations from different countries (Greece-GM STUDIO, Italy-LEOPOLDA, Hungary-ProProgressione)

The main idea for the eARTh project is conceived when one tries to answer the following question:

“What is it like to get on a bus that does not follow a regular route but sets artistic destinations around Europe and when reaches them remains still and turns into an artistic work space?”

Following the formalism of modernist and avant-garde theatre in the wake of the 1950s and 1960s experiments that moved performances out of traditional theatre buildings into real, social spaces (in the form of happenings, documentary theatre, living theatre, café théâtre, fringe theatre etc.), eARTh project consortium team members choose to set artistic events outside theatres. The bus-workshop/performance is meant to travel around EU countries – an allusion to the booth stages of medieval and renaissance theatre and some of their later, adapted forms, like the Greek traveling theatre groups of the 19th and early 20th centuries (the so-called “bouloukia”).

The idea of “roving artists” or the aforementioned Greek “bouloukia”, strengthens the idea of being an artist in a changing world and society and helps bring together diverse background experiences, breaking down borders and dividing lines.

UNVEILING THE MOTIVATION:

In a world where the pulse of life quickens, and the symphony of existence becomes increasingly complex, we find solace in creativity. A brushstroke of color, a melody of notes, a well-crafted sentence – these acts of artistic expression are our way of deciphering the enigmatic language of the universe.

The participants of the Creative Europe programme called “eARTh: the Earth without art is just eh”, embarked on a journey to uncover the profound connection between art and the environment.

Our quest was not just a mere exploration of artistic realms, but a profound revelation of how art, when interwoven with our surroundings, can engender a profound transformation.

The inexorable link between art and the environment has been the keystone of our journey. We embraced the notion that the Earth itself is an artwork in progress, and its fate depends on the creative strokes of the collective human spirit.

The eARTh programme, an initiative under Erasmus+ Creative Europe, served as a crucible where diverse talents converged. In the midst of rigorous training, spirited workshops, and awe-inspiring interactions, we unearthed the tremendous power that art wields to awaken a deeper sense of ecological responsibility.

A Multifaceted Exploration:

The journey began within the charming embrace of Greece, a land where myth and reality merge, and creativity knows no bounds. Through national labs, we delved into the world of creative writing, acting, animation, and music. The Hellenic landscapes bore witness to our artistic metamorphosis, as we discovered how each discipline could reflect and harmonize with the natural world. The majesty of the Mediterranean, the whispers of ancient olive groves, and the songs of mythological creatures became an integral part of our artistic tapestry.

In Italy, we found ourselves amidst the backdrop of a rich artistic heritage that reverberates with the echoes of the past. The rolling hills of Tuscany and the enchanting streets of Piza were our classrooms, where we learned the intricate dance between art and environmental sustainability.

As we venture forth, it is important to remember that this journey was more than a physical or intellectual exploration; it was a voyage of the heart and the soul. Art has the potential to inspire change, not through force, but through the gentle nudging of the human spirit. It encourages us to see the world anew, to appreciate the beauty that surrounds us, and to recognize our shared responsibility in preserving it.

eARTh will work as showcase of a new form of pan-European storytelling, since the participants will work together to overcome old and established narratives and tap

into their collective identity as modern EU citizens that share common concerns and feelings about the climate situation. eARTh want to celebrate these diverse experiences which are share through a high-quality digital storytelling material, with benefits for the participants and the audience alike.

Through an intensive mobility training, the groups of various participants from each country (writers, actors, animators, tech specialists) came together to form to learn about climate change, to incubate on their primary idea and finally form production teams that will assemble a hybrid and inter-disciplinary storytelling narrative with visual, performing and holographic components, giving the opportunity to educate and entertain various audiences, while at the same time teaching them and giving them space for emotional growth.

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