

EU RA NIM

Euranim is a three-year educational program exploring a novel, innovative use of animation, while presenting progressive technical possibilities: video mapping.

This technique is still emerging and consists in using objects to turn them into a display surface for video projection. The objects used can be large like landscapes or façades or smaller, like everyday objects.

The project will allow young artists and students from animation and audio-visual schools to launch their career. They will have opportunities to use their tools and knowledge in a progressive, innovative way, thanks to an ambitious programme of workshops, festivals and artistic residencies in six European countries, focusing on the teaching of 2D and 3D "projection" or "video mapping".

The Euranim partnership comprises European universities of Art and Design, from five different countries: Howest (Kortrijk, Belgium), MOME (Budapest, Hungary), Plymouth College of Art (Plymouth, United Kingdom), The Animation Workshop (Viborg, Denmark), Turku University of Applied Sciences (Turku, Finland). The project is led by the cultural organisation Rencontres Audiovisuelles (Lille, France) and is co-financed by the Creative Europe Programme of the European Union.

It brings together more than 60 partners from the creative industries, across these six countries.

Euranim will enhance the career prospects and facilitate the mobility and cross-cultural exchange of more than 400 young digital artists and staff working on the project via the organisation of five international cultural events, which will attract more than 45,000 people.

Showcasing events will disseminate the results of the project activities and enable a sustainable network to be built. These showcases will demonstrate the opportunities offered by animation and video mapping in terms of artistic creativity, commercial use and wider societal benefit. All these events will also allow the general public to get familiar with this emerging creative medium and generate a demand for such creations.



**BOOSTING THE CAREERS
OF YOUNG ANIMATION ARTISTS
WITH VIDEO MAPPING**

HOWEST

Kortrijk, Belgium

Digital Arts and Entertainment (DAE) is one of the 22 Bachelors and 7 Masters you can follow at Howest, University College in West Flanders.

DAE is a three-year full-time bachelor program designed by and developed for creative, ambitious, passionate and exceptional individuals, ready to push the limits of tomorrow's interactive or pre-rendered 3D.

DAE has a three-year curriculum. After a first joint orientation year (two semesters), students can choose to further specialize and major in: 3D Production and VFX, Game Graphics Production, Game Development and Independent Game Production. The major choice depends on the kind of job and industry they want to end up in.

www.howest.be
www.digitalartsandentertainment.be

MOME

Budapest, Hungary

Moholy-Nagy University of Art and Design Budapest (MOME) is one of the most significant European institutions of visual culture due to its traditions and intellectual background.

In its effort to visualize its professional concepts MOME compounds its own character and traditions with the most up-to-date trends.

Its educational structure comprises architecture, design, media, as well as theory. Therefore, MOME has a great international potential considering its broad field of education and synthesis of students.

The three-cycle study structure (BA/MA/DLA) provides adequate flexibility and mobility for its students. MOME's definite ambition is to further broaden its international relations. It welcomes every professional co-operation which inspires its educational and artistic work. MOME on the one hand is a university which educates professional designers, and on the other hand an intellectual workshop with the aim of setting up creative process in order to enhance design consciousness in Hungary.

www.mome.hu/en
anim.mome.hu/en

PLYMOUTH COLLEGE OF ART

Plymouth, United Kingdom

Plymouth College of Art is a specialist independent art school, run by artists for artists. Founded in 1856, PCA offers a range of Undergraduate, Postgraduate and Pre-Degree study across Art, Design and Digital Media – combining over a century's worth of history with up-to-the-minute thinking and cutting-edge facilities.

The city centre campus is home to the Gallery at Plymouth College of Art and FabLab Plymouth, and the college also offers a range of short courses, masterclasses, and Young Arts Club.

More than 2 500 students study at the campus in the heart of Plymouth. Expert tutors share their expertise, while encouraging students to develop their own creative strengths. PCA continues to invest heavily in specialist resources and facilities – for digital media and technology, as well as fine art and handcrafted traditions. The college has strong links with the creative industries and wider community so students have the opportunity to connect with a range of artists and potential employers from day one.

www.plymouthart.ac.uk

RENCONTRES AUDIOVISUELLES

Project's lead partner

Lille, France

Founded in 1998, Rencontres Audiovisuelles is an association based in Lille (France), specialised in showcasing independent visual creation and digital arts, as well as developing educational projects around images: Fête de l'anim' (Animation Festival), Lille's International Short Film Festival, L'hybride (an independent audiovisual centre opened in 2007), Ciné Soupe (a touring short film program), workshops, screenings and mapping in collaboration with sociocultural structures (schools, social centers, etc.) to increase young people's awareness to images.

Rencontres Audiovisuelles has specialised in video mapping (immersive, interactive, on objects or façades) through different activities:

- **Video Mapping Contest:** international video mapping competition taking place each year in September during the European Heritage Days.
- **Creations:** production of video mapping performances on buildings, objects, indoor, for events, on stages, etc.
- **Trainings:** in order to support the evolution of this creative sector and facilitate the adaptation to new jobs, Rencontres Audiovisuelles offer trainings for young professionals, especially from the animation or VJing sectors.
- **Residencies** for young video mapping artists, always followed by a public screening.
- **Workshops** for animation students and professionals, or in collaboration with sociocultural organisations. Rencontres Audiovisuelles organises workshops for groups of people on how to use tools and how to write and create video mapping for a building in the city or on objects.

www.rencontres-audiovisuelles.org

THE ANIMATION WORKSHOP / VIA UNIVERSITY COLLEGE

Viborg, Denmark

The Animation Workshop is a 26-year-old animation film school located in Viborg, Denmark. It is a part of VIA University College's School of Creative Industries and is Scandinavia's leading animation institution, with activities in the areas of education, culture, communication and business. To this effect it benefits from a strong international network of artists, professionals, companies, funding institutions and partner schools.

It consists of:

- **Bachelor of Arts**, in the 3 lines of study: Character Animation, Computer Graphic Arts and Graphic Storytelling.
- **Professional Training** (all projects supported by Creative Europe): Animation Sans Frontières, 3D Character Animation, AniDox:Lab, The 15-week VFX course.
- **Open Workshop:** a production, development and residency center supported by the Danish Film Institute and Viborg Kommune.
- **The Drawing Academy:** classical drawing from A to Z.
- **Animated Learning Lab (ALL):** an autonomous development department within The Animation Workshop. The objective of the department is to acknowledge animation as an alternative learning- and communication tool.
- **The Arsenal (Arsenalet):** a cluster of creative companies, situated right next to The Animation Workshop.

www.animwork.dk/en
www.animationsfestival.dk

TURKU UNIVERSITY OF APPLIED SCIENCES

Turku, Finland

Turku University of Applied Sciences (TUAS) is a multi-branch educational community of some 9 000 students and 750 experts.

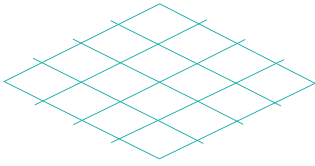
Arts Academy at TUAS provides a wide range of the Bachelor of Arts degree programmes: Media Arts, Fine Arts, Music and Performing Arts.

Media Arts includes Animation and Film Arts, Advertising, Journalism and Media Production.

Education in the Degree Programme in Media Arts is partly based on professional requirements and partly on the objective of giving students an opportunity to develop their own personal expression.

The education gives solid basic skills and knowledge in each specialization, and thus the prerequisites for ongoing professional development and entrepreneurship.

www.tuas.fi/en
turkublogs.fi/anielo



2015

June 2015: project launch

September 2015: workshop + showcase event / Lille (France)

2016

January 2016: workshop + showcase event / Kortrijk (Belgium)

March 2016: Fête de l'anim' / Lille (France)

April 2016: Kiskakas Festival / Budapest (Hungary)

September 2016: VAF Viborg Animation Festival / Viborg (Denmark)

2017

March 2017: Fête de l'anim' / Lille (France)

April 2017: Kiskakas Festival / Budapest (Hungary)

September 2017: workshop + showcase event / Plymouth (United Kingdom)

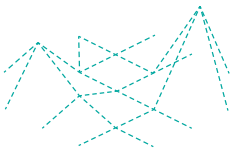
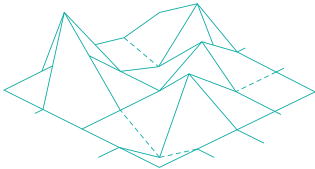
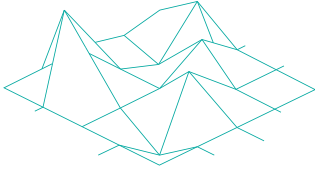
September 2017: VAF Viborg Animation Festival / Viborg (Denmark)

2018

January 2018: workshop + showcase event / Kortrijk (Belgium)

March 2018: Fête de l'anim' / Lille (France)

September 2018: end of the project



Fête de l'anim', a key moment each year

Each year, during **Fête de l'anim'**, in March, Rencontres Audiovisuelles and its Euranim partners will organise creative challenges, masterclasses and job dating sessions to create links between students, professionals and the general public, as well as to build bridges between animation, video games and video mapping.



EURANIM - RENCONTRES AUDIOVISUELLES

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