



Partner search form

For Creative Europe project applications

Call	<i>E.g. Support to Western Balkans Cooperation Projects 2020</i>
Strand or category	

Cultural operator – who are you?

Name of organisation	University of Belgrade, Faculty of Pharmacy, Museum of the History of Pharmacy
Country	<i>Republic of Serbia</i>
Organisation website	http://www.ph.bg.ac.rs/en/about-us/museum/1775/museum-for-the-history-of-pharmacy-in-belgrade/
Contact person	<i>Jelena Manojlovic, curator jmanojlovic@pharmacy.bg.ac.rs +381641908222</i>
Organisation type	<i>University museum</i>
Scale of the organization	---
PIC number	---
Aims and activities of the organisation	<i>Museum of the History of Pharmacy at the Faculty of Pharmacy in Belgrade was founded in 1952 by a great contribution of many pharmacists and historians. Its historical value is attested by the fact that it has been under the state protection since 1948 for its precious cultural and scientific treasure including its apothecary vessels, apparatuses, manuscripts and books dated since XVI, XVII, XVIII and XIX century.</i>
Role of the organisation in the project	<i>project partner</i>
Previous EU grants received	---

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<i>Cultural Heritage/ History/ Audience development</i>
Description or summary of the proposed project	<p><i>Although the presence of various entertainment media, low living standards and underdeveloped cultural habits of citizens represent a major barrier to the achievement of a dialogue with the audience. There is no common recipe for audience development and only experimentation, exchanging experiences and coming up with new solutions leads to an active audience. These are precisely the goals we want to achieve. Questions whose answers we want to reach are:</i></p> <p><i>Who is the audience of cultural institutions today? In what way can the public become a partner? Who is responsible for audience development? How to attract and keep audiences? How to use the new tools available to communicate with the audience?</i></p> <p><i>This information is particularly unfavorable when it comes to visiting museums or galleries, and the situation is particularly</i></p>

	<p><i>bad when it comes to people whose living conditions are insufficiently developed (low income, low education level). We want to develop a program of "lifelong learning for all" through software packages and a segmented offer adapted to different generations, from the youngest to the oldest.</i></p> <p><i>(A concrete proposal: "A cup of tea", where the visitors would, apart from visiting the exhibition, have the educational part that would be achieved through dialogue with the audience)</i></p> <p><i>The result we want to achieve is:</i></p> <ul style="list-style-type: none"> <i>- Development of the existing group of audience</i> <i>- The establishment of new groups of audience</i> <p><i>This is achieved by the wide availability of our programs. Individuals and communities will be given the opportunity to experience, enjoy, evaluate and participate in creative work. The benefit of applying the concept of audience development would have several aspects: cultural (inclusion of a greater number of audiences and education), economic (new sources of income), social (meeting of different cultural communities, inclusion of a greater number of audiences in public life, social activism, intercultural dialogue, development of empathy).</i></p>
Partners currently involved in the project	

Partners searched – which type of partner are you looking for?

From country or region	<i>Any EU country participating in the Creative Europe Program, EEA countries</i>
Preferred field of expertise	
Please get in contact no later than	<i>10th March 2020</i>

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	<i>yes</i>
Which kind of projects are you looking for?	<i>Any project in the field of cultural heritage that would include our interest.</i>

Publication of partner search

This partner search can be published?*	<i>Yes</i>
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