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Ayuntamiento  
de Murcia

# PROJECT CULTURAL REACTIVES



Ayuntamiento  
de Murcia



European  
Commission



Agenda Urbana  
**MURCIA**  
2030

# GENERAL TERMS AND GUIDELINES FOR CULTURAL REACTIVES

## CALL FOR THE CONTRACTING OF ARTISTIC AND CREATIVE PROJECTS BY MURCIA CITY COUNCIL

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### 1.- OBJECT OF THE CALL

The main objective of this call is to allow artists and creatives to continue producing and creating projects even in a situation of confinement or limited movement, promoting the network of cultural production in all its fields (amateur, professional, national and international) and promoting the use of digital tools to ensure safe cultural production and consumption.

The call aims to hire production of original and innovative artistic and creative project, accepting proposals from any artistic or creative discipline: performing arts, music, plastic and visual arts, audiovisual projects, photography, poetry or literature projects, gastronomy, urban innovation, education and mediation, tradition and folklore, neighborhood projects, technology and robotics, and any other conceivable and duly justified creative manifestation.

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The proposed lines are:

#### CUARTEL DE ARTILLERÍA

- > Cuartel Creativity Line
- > Cuartel Gastronomy Line
- > Línea Cuartel Infant Mediation Line

#### CREATIVE SECTORS

- > Performing Arts Line
- > Plastic Arts Line
- > Photography, Architecture and Design Line

#### DIGITAL CULTURE

- > Audiovisual and Digital Production Line

#### MURCIAN CULTURAL IDENTITY

- > Tradition and Popular Culture Line

The selected projects must promote values such as creativity, innovation, respect, empathy, diversity, common wellbeing, solidarity, equality, sustainability and, in general, responsibility towards the environment.



Projects that have the participation of other entities, institutions and groups, as a way to enrich the cultural life of the city will be encouraged and welcomed.

The projects framed in this call will be aimed at promoting social participation in the cultural activity of the city of Murcia. Murcia City Council reserves the right to pre-release them and may premiere those selected, within the established lines and depending on the available budget.

## 2.- DEADLINE FOR APPLICATION SUBMISSIONS

The application period will be open from:

**the 1st of March 2021 to the 31st of March 2021 at 23:59h.**

**Application requests: form available at <https://murciacultura.es/es>**

All application requests must be submitted via the platform available at <https://murciacultura.es>, with the established form set for each specific line, within the set time period.

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## 3.- AMOUNT

- ⇒ **Cuartel Creativity Line.** up to 150.000 €
- ⇒ **Cuartel Gastronomy Line.** up to 35.000 €
- ⇒ **Cuartel Infant Mediation Line.** up to 35.000 €
- ⇒ **Performing Arts Line.** up to 150.000 €
- ⇒ **Plastic Arts Line.** up to 100.000 €
- ⇒ **Photography, Architecture and Design Line.** up to 40.000 €
- ⇒ **Audiovisual and Digital Production Line.** up to 75.000 €
- ⇒ **Tradition and Popular Culture Line.** up to 100.000 €
- ⇒ **Medieval, Historic Murcia and Three Cultures Line.** up to 125.000 €

## 4.- REQUIREMENTS

- ▲ Projects may be presented by any artists, companies, organisations and / or associations that have full capacity to act and are not subject to a ban on contracting in the public sector.
- ▲ The projects must be **original and unpublished**. The participants guarantee the authorship and originality of the project they present, assuming the responsibilities that may arise for that purpose.
- ▲ Applications must include a budget, that will serve as economic quote, not being obligated to reach the maximum limits established for each type of project.
- ▲ Projects that require a deadline for their production **must be completed and delivered within the agreed deadline**, and an approximate delivery date must be stated in the application.
- ▲ Applications must propose **digital content** related to the project presented, to be included on OCULTO.TV, Murcia City Council's audiovisual platform enabled for this purpose.
- ▲ Applicants may apply to as many lines as they wish, but cannot be selected in more than one during the same year.

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## 5.- DOCUMENTATION

**APPLICATION REQUEST:** form available at <https://murciacultura.es> that will include:

// The trajectory/CV of the person or entity that owns the project or of its members if deemed appropriate,

// As well as the main characteristics of the project.

A single pdf document, with a maximum length of 20 pages, may be attached to the application. This will include a specific project proposal that includes: name, description, justification, intended audience, content proposal (including content for the virtual platform **OCULTO.TV**), objectives, schedule, itemised budget and other aspects to consider.

To finalise the registration process, applicants must mark the declaration that confirms being up to date with tax and social security obligations, and must not being prohibited from contracting within public sector.



## 6.- SELECTION CRITERIA

The evaluating committee will take into account the following aspects:

**Technological and educational:** Applications / interconnectivity (municipal platforms) / Communication, dissemination and educational capacity.

**Research and cataloguing:** Compilation - archiving / Intergenerational and participatory capacity.

**Participatory - training processes. Digitalisation - audiovisual.**

**Artistic development.**

**Degree of innovation:** In this case, two types of innovation will be scored equally, the first being innovation regarding the subject matter, especially aesthetic qualities and the degree of originality and sense of “avant-garde”; on the other hand, innovation in the field of communication technologies and audiovisual resources that are explicitly mentioned in the bases open call.

**Project assessment.** In this section we will attend to the drafting of the project, its comprehensibility and whether it answers the fundamental questions that allow us to assess the characteristics of the project. The clarity of the project layout and presentation will also influence, to a lesser extent.

**CV / experience.** Particular attention will be paid to the adequacy between the curricula presented and the profile required to carry out the project.

**Production development.** Credibility will be fundamental in concept description, with no ambiguity. In the production it will be very important to describe the concepts included without ambiguity and credibility. The inclusion of clear and viable schedules, and aspects related to production in the professional field will be positively valued.

**Price adequacy.** Here two considerations will be taken into account, mainly in equal parts. First, if there is adequate correspondence between products, tasks, qualities, and the prices presented. The global amount will also be considered, so that its selection does not impede the selection of other projects in the same category.

**Criteria of equality, gender, inclusion:** mentions of equality, gender, inclusion and / or environmental sustainability will be positively valued within projects.

**Proposal of content to be exhibited on Murcia City Council’s audiovisual platform OCULTO.TV** (interviews, explicatory videos, making of, and general content that adds value to the projects).

## 7.- SELECTION PROCESS AND RESOLUTION

The study and selection of proposals will be carried out by a Selection Committee, presided by the Councillor for Culture and made up of other Council workers. The amount of assessors and specialised technicians involved in the selection can vary depending on the requirement of each case.

In the event that the documentation presented is incomplete, the Commission will allow until the **10 days** to correct any possible errors. Should this not be done, the candidacy will be rejected.

Murcia City Council will publish the proposal for contracting projects before the **30th of April 2021**. The Council may select projects subject to the review of the economic breakdown with the applicant.

Once the projects have been selected, the Council will carry out the appropriate procedures for hiring each one, where the specific conditions will be set by mutual agreement: the object of the contract, terms and conditions, amount due to pay and any other consideration.

The person named as responsible for the project will receive notification via the email indicated in the application form.

The evaluation committee's decision is unappealable.

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## 8.- PERSONAL DATA PROTECTION

Participation in the Murcia City Council call for cultural projects implies the processing of personal data of those who wish to participate.

This will require the treatment of the name, surname, NIF, CIF, NIE, email, telephone and profile of the person responsible for the project. If the project is presented as a group, the name and surname of all the members of the group must also be included.

Murcia City Council is responsible for the processing of said data, and will proceed according to the General Data Protection Regulation (EU) and Organic Law 3/2018, of December 5th, on Protection of Personal Data and guarantee of digital rights.

Personal data will be processed to execute the aforementioned call, according to public interest purposes (the dissemination of cultural values), in accordance with Article 6 of the General Data Protection Regulation.

Participation in this call implies the acceptance of all conditions and, thus, all beneficiaries are obliged to comply with all requirements in their entirety.



## 9.- INQUIRIES REGARDIN CULTURAL REACTIVE PROGRAMMING LINES

Any inquiries regarding the Cultural Reactive Lines must be carried out through the selected call, leaving a name, email address and indicating the inquiry or consultation required.

### SPECIFIC TERMS AND GUIDELINES FOR CULTURAL REACTIVES

#### // LINE 1

#### CUARTEL CREATIVITY: Up to 150.000 €

Call for the selection and contracting of artistic creation and production projects that are related to the Cuartel lines of work:

**Artistic and Creative Production Projects:** Artistic and creative production projects based on current cultural models, experimentation, innovation, education and science in all its disciplines.

**Citizen Laboratory Projects:** Research, production and entrepreneurship laboratories for neighborhood projects or territorial structuring based on citizen participation, which address challenges related to coexistence in urban environments.

The call will be open to **neighborhood projects** related to **childhood** in the city, **street games, quality of life, loneliness, care networks, cultural diversity, the memory** of the city or any other issue deemed innovative and interesting for its development and implementation in the municipality.

Likewise, **urban innovation** projects related to **mobility, urban critical intervention and experimental architectural projects** for the improvement of public space will also be accepted.

- ⇒ **Performance projects:** Up to 3.000 €
- ⇒ **Musical production projects:** Up to 3.000 €
- ⇒ **Sound art and experimental music projects:** Up to 3.000 €
- ⇒ **Visual art projects:** Up to 3.000 €
- ⇒ **Literary/poetry projects:** Up to 3.000 €
- ⇒ **Design projects:** Up to 3.000 €
- ⇒ **Urban Art projects:** Up to 3.000 €
- ⇒ **Audiovisual projects:** Up to 3.000 €
- ⇒ **Video game development projects:** Up to 3.000 €
- ⇒ **Circular Economy projects:** Up to 3.000 €
- ⇒ **Robotics and technology projects:** Up to 3.000 €
- ⇒ **Education and mediation projects:** Up to 3.000 €



## // LINE 2

### CUARTEL GASTRONOMY. Up to 35.000 €

Call for the selection and contracting of artistic creation and production gastronomic projects related to promoting conscious and sustainable production and consumption, mitigating and adapting to climate change through food, and global and fair nutrition.

The selected proposals should promote values such as creativity, innovation, inclusion, equality, sustainability and general environmental responsibility, 0 km products, and the conservation, protection and promotion of Murcia's "Huerta".

All products involved in the execution or carrying out of the presented proposals should comply with the following prerequisites:

The main ingredient of the proposal must be a variety of **vegetable**.

- ✔ Products must be **local** or **0 Km** (Produced within a 100 km radius)
- ✔ Products must be **seasonal**.
- ✔ Products must be **ecological**, and production must be subject to regulations that guarantee that products are natural and free of chemical or toxic elements.
- ✔ The transport and production throughout the execution of the proposal will be carried out with maximum care and **environmental awareness**.

Projects that include the participation of other entities, institutions or groups so as to enrich the cultural life of the city and community will be positively taken into account.

✔ **Gastronomy projects:** Up to 2.000 €

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## // LINE 3

### CUARTEL INFANT MEDIATION. Up to 35.000 €

Call for the selection and hiring of education and mediation. Projects that develop alternative education methods, essays and experimentation, where special importance is given to artistic and cultural education, collaboration and teamwork, the promotion of creativity and curiosity, artistic decision-making by minors, the development of critical thinking and creative self-expression.

For this, projects aimed at **infant professionals** will be accepted (meetings and creation of a citizen network, congresses, forums that incorporate the different agents of childhood with the figure of the minor), projects that promote citizen participation and volunteering for the childhood sector; training and education projects for mothers and fathers, artists, child educators and other professionals in the infant sector, that promote creativity and the arts in childhood, and any other project that is developed in line with the values and interests collected in this line.



Likewise, projects aimed at **children** are admitted, including creative or artistic training projects aimed at minors between 0 and 12 years of age in various disciplines (literary, visual and audiovisual, scenic, music and sound creation), specific projects that develop sensitivity and the relationship between parents and children between 0 and 3 years of age; education projects in culture and arts through digital media, as well as the use of new tools and technologies: drones, 3D printing, etc.; projects that favour social and cultural integration in the childhood sector, with special attention to minority population groups or at risk of social exclusion.

It will be positively valued that all projects contemplate audiovisual or digital content.

✔ **Training and mediation projects for childhood professionals:**

Up to 2.500,00€

✔ **Training and mediation projects for children:** Up to 1.500,00€

## // LINE 4

### PERFORMING ARTS. Up to 150.000 €

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Selection and hiring of stage productions that enrich, strengthen and help the development of the performing arts and music in the city of Murcia.

The projects must be adapted for their exhibition in the Murcia Theatre and Auditorium Circuit, as well as, if possible, allow their exhibition in other municipal cultural spaces with a scenic vocation, such as open-air auditoriums and the network of Cultural Centres.

The term of completion of the projects must be defined in the proposal submitted. Three specific areas are raised:

#### PERFORMING ARTS PROJECTS

Original and innovative montages in the field of performing arts (theatre, circus, dance, micro-drama, performance, etc.) with special attention to first works of young talents in text, direction or interpretation. And especially to works with high doses of research in any of the aspects dramaturgy, interpretation and editing.

#### MUSIC PROJECTS

As in the case of the performing arts, works with a marked innovative and investigative character will prevail. On the other hand, it will be necessary, in this case especially, that the proposals are adapted to the scenic spaces for their exhibition in the circuit of theatres and municipal auditoriums of the city, to favor their circulation.

#### EDUCATION AND MEDIATION PROJECTS

This field is the most open and one of the most necessary in our current context. We will only refer here to the importance of scenic projects that are aimed at the younger population, that are committed to inclusion and that approach groups at significant risk



of exclusion and, finally, those that venture into a dialogue with sustainability as engine of social development.

Projects that have the participation of other entities, institutions and groups, as a way to enrich the cultural life of the city will be welcomed.

- ✔ **Performing arts projects:** Up to 7.000 €
- ✔ **Music projects:** Up to 7.000 €
- ✔ **Education and mediation projects:** Up to 7.000 €

## // LINE 5

### PLASTIC ARTS. Up to 100.000 €

The purpose of the call is the selection and hiring of proposal related to the curating of collective exhibition projects of contemporary artists from the Region of Murcia or linked to it, for their exhibition in the municipal halls belonging to the Department of Culture of the municipality of Murcia, as well as projects that provide visibility and enhancement to these exhibition spaces.

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#### EXHIBITION PROJECTS

Each of the projects must be presented by a curator or curators, who will select and present the artists, with the number of artists not exceeding 4 per project presented, and should all be related by birth or residence to the Region de Murcia. The projects presented by the curator(s) must contain the exhibition discourse and will deal with any aspect of contemporary artistic creation related to the visual arts, standing out for their quality, interest of the exhibition discourse, for the mediation project to disseminate on the virtual platform and adaptation to the resources available for its implementation.

The selection of artists and works by curators should guarantee major projects not only in terms of the themes of the exhibitions, but also by introducing the role that young generations play in the art world, as well as historical perspectives and generations of artists that questioned and debated the main tendencies of their era in the Region of Murcia.

#### PROJECTS FOR THE VISIBILITY AND ENHANCEMENT OF EXHIBITION SPACES

We will select projects provide visibility and value to the different exhibition spaces of the municipality, for a broad audience that encompasses all generations, tastes and interests.

In these projects, creativity, quality and novelty will be valued in terms of the information that can be provided to citizens, and the increase in number of spectators interested in the art world from a young age.



Regardless of whether it is through advanced and innovative means or traditional mediums, the aim is to select projects that in one way or another place value on the Murcia brand desirable destination and point of interest from a cultural point of view.

Depending on the type of project presented, the maximum funding amounts will be those indicated below, taxes included.

▶ **Production of exhibition projects:** up to 7,000 €

▶ **Production of visibility and enhancement projects:** up to 5,000 €

## // LINE 6

### PHOTOGRAPHY, ARCHITECTURE AND DESIGN. Up to 40.000 €

Call for the contracting of projects for the creation of artistic productions related to the lines of work and promotion of Espacio Molinos del Río-Caballerizas:

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**PHOTOGRAPHY PROJECTS:** Artistic and creative production projects based on current cultural models; creative images, documentaries and narratives consistent with social research, urban space and the characteristic ethnography of our environment. Photography as a means of expression of the present day parallel to new formulas and new languages.

**Design projects:** Artistic, creative and innovation production projects. They will excel in the areas of graphic design, product and fashion. Selection of original and innovative projects in the field of design providing new fusions between the image, inclusion concepts, dialogues with the urban and heritage space, technological advances and the situations of change caused by a new reality.

**Architecture projects:** projects that highlight the human scale, the conservation and protection of historical-artistic heritage and that focus their gaze on the human aspects inherent to architecture, urban planning and design. The cities of the future, with a prevalence in the quality of life of its inhabitants. Projects that integrate nature with architectural renovation, sustainability and mobility in urban areas will be highlighted.

▼ **Photography projects:** Up to 2.500 €

▼ **Architecture projects:** Up to 4.000 €

▼ **Graphic design projects:** Up to 2.000 €

▼ **Product design projects:** Up to 2.000 €

▼ **Fashion design projects:** Up to 2.000 €

## // LINE 7

### AUDIOVISUAL AND DIGITAL PRODUCTION. Up to 75.000 €

Selection of projects for contracting original and innovative audiovisual productions (video art, cinema, audiovisual installations, video-mapping, animation, video-poetry, VJ, DJ, glitch art, generative art ...) adapted to exhibition spaces for display in the municipality of Murcia, and facilitate their circulation.

The projects presented and selected (which are susceptible to it) automatically accept to grant the premiere of the project to the OCULTO.TV platform, Murcia City Council's digital content platform (the right to display the project for a short period of time will be agreed between the creators and the organisers, so that it does not become an impediment for participating in other events. Once the distribution phase is finished, it will be republished on **OCULTO.TV**).

▼ **Audiovisual projects:** Up to 5.000 €

▼ **Post-production, distribution and/or premier projects:** Up to 3.000 €

## // LINE 8

### MEDIEVAL MURCIA, HISTORICAL MURCIA AND 3 CULTURES.

#### Up to 125.000 €

Call for the selection of proposals related to Medieval and Historic Murcia, and Three Cultures, its dissemination, data archiving, tool and prototype development, digital apps and media, organisation and systemisation of registers, interactive maps and other technological mediums.

Call for the selection and contracting of projects based on the creation of shows and artistic productions related to Medieval Murcia and Three Cultures, as a meeting point between cultures above any political or religious difference, underlining the figures of Alfonso X 'The Wise', Ibn Mardanis' the Wolf King' or the scholar, mystic and poet Ibn Arabí, among others.

The call will be open to projects related to:

**PERFORMING ARTS** (dance, theater, performance ...)

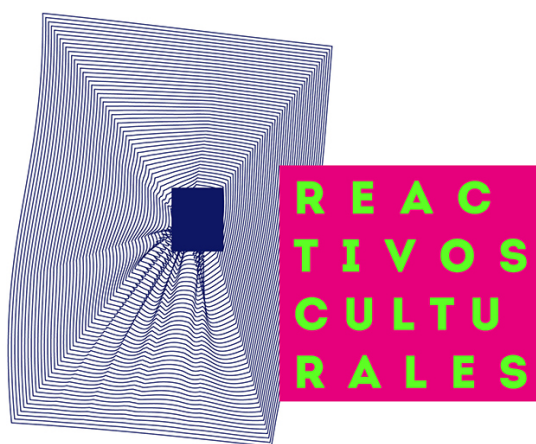
**MUSIC, PLASTIC ARTS** (painting, sculpture, illustration ...)

**POETRY AND LITERATURE, AUDIOVISUAL** (photography, video art, cinema, art sound ...)

**GASTRONOMY AND EDUCATION AND MEDIATION.** The projects included in this call will be aimed at promoting cohesion and social participation in the cultural activity of the city of Murcia, and promoting the dissemination and knowledge of our medieval history and traditions.

1. Projects involving new technologies applied to cultural mediation regarding history, local heritage and municipal heritage sites (AR, Social Media, Virtual Tours, QR, inclusive visits, routes, etc.)
2. Artistic, audiovisual (video art, cinema, documentary, sound art) projects related to the history and cultural identity of Murcia (figures, monuments, cultural landscapes, historical events).
3. Projects based on women in any of the historical stages that are present in the Murcia Historic Area. (characters, historical moments, cultural spaces, etc.)
4. Didactic projects that generate content and programmes developed in the City Museum.

- ▼ **Historical Murcia projects:** Up to 3.000 €
- ▼ **Medieval Murcia projects:** Up to 3.000 €
- ▼ **Three Cultures projects:** Up to 10.000 €
- ▼ **Didactic projects:** Up to 2.000 €



# PROJECT CULTURAL REACTIVES