

# MARKETING FOR ARTISTS

## NEWSLETTER

ISSUE II- MAY 2023

### MARKETING 4 ARTISTS TRANSNATIONAL MEETING AND LEARNING ACTIVITY: A WEEK AT “ROMULUS LADEA” HIGH SCHOOL OF VISUAL ARTS

**What an important month for M4A project and for its partners! They all gathered for the third Transnational Project Meeting and for the first Learning Activity (LA), between March 27th and 31st, 2023.**

Hosted by “Romulus Ladea” High School of Visual Arts, in Cluj-Napoca (RO), the LA lasted one week, during which all project partners had the opportunity to get acquainted with each other and had the chance to know the teachers and students of this school who participated in this M4A activity.

The purpose of this LA was to pilot M4A Training Content and Evaluation System (Project Result 2) and so it was very intense and also very enriching since day 1 for everyone involved!

All 6 theoretical and practical Didactic Units of the project were implemented, with a very positive feedback from participants.

On the last day of the LA, students had the chance to deliver and present their portfolios, developed based on what they learned all week with M4A partners, and received their certificate. Students provided their insights about this activity, saying it was an opportunity to explore a new topic (marketing applied to Art) and to work on it collaboratively, and that they will use what they have learned from that moment onwards to become more successful as future artists.

It was so successful that other students from the school, who were not involved in the LA, joined the class!



Participants of M4A LTTA, with M4A Partners

The two last days of this week were also focused on M4A Transnational Project Meeting, relevant to make an overview of the achievements made so far by the partnership, and to plan the next project's activities, which include:

- A Policy Recommendation (Project Result 3) aimed to promote the adoption of M4A innovative methodology beyond the project and its partnership (to be ready by the end of 2023);
- Organisation of M4A Events, to be carried out in November 2023 in all countries of the partnership with participation from VET Art schools, cultural institutions, national and European policy makers interested in the outputs of the project, which will be presented in these Events.



M4A Partners, at the end of the TPM/LA week, at "Romulus Ladea" High School of Visual Arts

M4A partners are now focused on this specific project result and activities, and on concluding the development of the online training platform, where all training material and evaluation system part of M4A Training Content and Evaluation System will become available to Art teachers and students from across Europe.

**Do you want to be kept updated on the latest news about M4A project?**

**Then follow us on M4A website and Facebook by accessing to:**



**Website:** <https://m4a.erasmus4artists.eu/>

**Facebook:** <https://www.facebook.com/M4Aeu>

# M4A TRAINING CONTENT AND EVALUATION SYSTEM: AN ONLINE TRAINING PLATFORM FOR ART TEACHERS AND STUDENTS IS ARRIVING!

One of Marketing 4 Artists (M4A) results is its Training Content and Evaluation System, which targets:

- **Art teachers**, who will be capacitated to adopt M4A approach to training and implement it with their students;
- **Art students**, who will acquire marketing skills and knowledge, crucial for their future professional careers as Artists.

It is comprised of a learning module with six Didactic Units with theoretical and practical contents developed by M4A partners, based on the [Council Recommendation of 22 May 2018 on key competences for lifelong learning \(2018/C 189/01\)](#), and on the results from a previous research focused on the needs of Art teachers and students related to marketing skills and knowledge. Didactic Unit 0 is aimed at teachers, and the remaining Units are aimed at students:



Titles of the six M4A Training Didactic Units

All training materials will be available in an online training platform, accessible to the public as an Open Educational Resource (OER) by the end of 2023.

In this platform, users will be able to access to a description of each Didactic Unit and to the contents of its chapters, and to complete each Didactic Unit through an evaluation questionnaire focused on the learning outcomes set, with questions related to those contents. After completing the evaluation questionnaire, the platform will issue a certificate containing information about the type of participant (Teacher or Student), the user level (from “Beginner” to “Expert”), the title of the Didactic Unit accomplished and the total score (percentage).

Overall, by focusing on the application of marketing to Art, M4A Training Content and Evaluation System aims to increase the attractiveness of Vocational Education and Training (VET) while reducing the mismatch between formal education and labour market needs in the Art sector by providing teachers and students with the opportunity to explore this relevant subject for empowering students' future professional career once they finish their studies.

## CREATIVITY BLOOMS IN LIVE

Art can be enjoyed and appreciated by everyone regardless of their age, background, ethnicity, or social status. Art can take many forms, including music, literature, painting, sculpture, dance, theater, and more. It can evoke emotions, express ideas, and communicate messages that transcend cultural boundaries.

Art has the power to bring people together, to inspire, to educate, and to enrich people's lives. It can also be therapeutic, providing a form of self-expression and a way to cope with life's challenges. Art can be created by anyone, regardless of their skill level or training, and it can be enjoyed in many ways, from visiting museums to attending concerts or reading books.

Vocational College Live (FI) promotes the use of creative and art-oriented methods as a tool for teaching and community activities. We recognize the factors affecting the well-being of art and want to offer our students equal opportunities to experience art, express themselves creatively and influence the educational institution as a community. We want to support all our students' participation in culture and art.

Under the umbrella of Luova (Creative) Live's activities are, for example, art workshops, art exhibitions made up of students' work, social circus, art of meeting and community events built from the ideas of students and staff. Luova Live lives and shapes itself into an activity that looks like its community.

As creativity has been chosen as one of our corner stones at Vocational College Live, in 2021 we established our own Art Gallery Lilla Live to promote our students' artistry and creativity. Art Gallery Lilla-Live offers space for students' art and the exhibitions are held approx. every two or three months. The Finnish artist and writer Rosa Liksom was invited to be the gallery's "godmother". Rosa Liksom has also deposited more than 150 of her own works on the walls of Live. ([Maalaukset > Rosa Liksom](#)).



Virtual art tour at [Art Gallery Lilla Live](#)

Interpretation of art is a subjective and personal process that involves making sense of the visual or sensory elements that make up a work of art. The interpretation of art can vary widely between individuals and can be influenced by a range of factors, including personal experiences, cultural background, education, and knowledge of art history and theory. Ultimately, the interpretation of art is a deeply personal and subjective process, and there is no one "correct" way to interpret a work of art. Rather, the meaning and significance of a work of art are often shaped by the individual experiences and perspectives of the viewer.

Art is indeed for everyone. It is a universal language that can be appreciated and enjoyed by people from all walks of life, and it has the potential to enrich our lives in many different ways.

# MOSAIC: A CENTRES OF VOCATIONAL EXCELLENCE PROJECT FOCUSED ON ARTS & CRAFTS

The European Arts and Crafts field is a colourful mosaic of passion, heritage, culture and skills. It represents a substantial challenge for the economy as well as international and European competitiveness and requires an effective training system adapted to its professional challenges, as well as to the crucial societal challenges related to rapid technological change, digitalisation, climate change, circular economy and new forms of work.

MOSAIC Mastering job-Oriented Skills in Arts & crafts thanks to Inclusive Centres of vocational excellence (June 2022 – May 2026) is a project coordinated by SEPR Société D'Enseignement Professionnel du Rhône (FR), funded by Erasmus+ Programme, under the CoVEs action. It gathers 15 relevant EU and non-EU partners representing both the Education and Professional worlds. Its purpose? To foster Excellence in Vocational Education and Training (VET) within the Arts & Crafts sector and to ensure high quality skills that lead to quality employment and career-long opportunities, which meet the needs of an innovative, inclusive and sustainable economy.



MOSAIC logo and its website QR code

Currently on the phase of concluding the necessary research which will be crucial for the design of MOSAIC training courses, MOSAIC aims to achieve the following results:

- A European Arts & Crafts Observatory that will reflect the sector's market and its needs, gather findings and publications on sector-specific and transversal topics, and provide an online scientific journal;
- Training courses aimed at learners (EQF levels 3 to 6) and teachers focused on topics such as digitalisation, social entrepreneurship, social inclusion, internationalisation and mobility;
- Online catalogue of study programmes abroad (mobility of learners attending VET courses in Arts and Crafts).

One of the purposes of MOSAIC project is to create Local Networks of Stakeholders in the countries of the partnership, comprised by representatives from Arts and Crafts Companies, VET Providers and Institutions working in education and/or Arts and Crafts sectors, where they can network and collaborate in the project's initiatives. If you are interested in knowing more about these Networks and how to become part, contact [mosaic@sepr.edu](mailto:mosaic@sepr.edu).

