

## EVENT DESCRIPTION SHEET

*(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)*

 *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	101156886 - Comune di Modena – MOD
PIC number:	997624631
Project name and acronym:	Citizens' dialogue and exchange on CULTural heritage and media arts as a tool for creating a stronger EU identity – CULT

EVENT DESCRIPTION			
Event number:	2		
Event name:	Exchange visit in Karlsruhe		
Type:	Exchange visit		
In situ/online:	in-situ		
Location:	Germany, Karlsruhe		
Date(s):	From May 21 <sup>st</sup> to May 23 <sup>rd</sup> 2025		
Website(s) (if any):	<a href="https://www.cityofmediaarts.de/en/citytocity/city-to-city-cult/">https://www.cityofmediaarts.de/en/citytocity/city-to-city-cult/</a>		
Participants			
Female:	24		
Male:	16		
Non-binary:			
From country 1 [Italy]:	25		
From country 2 [Germany]:	15		
Total number of participants:	40	From total number of countries:	40
Description			
<i>Provide a short description of the event and its activities.</i>			



## About the project

CULT – Citizens’ Dialogue and Exchange on Cultural Heritage and Media Arts as a Tool for Creating a Stronger EU Identity – is a European project co-funded by the CERV Programme (Citizens, Equality, Rights and Values). Led by the City of Modena in partnership with the City of Karlsruhe (Germany) — both members of the UNESCO Creative Cities Network in the category of Media Arts— the project aims to foster intercultural exchange and dialogue through media arts among European citizens from the two cities.

The project has brought together 25 citizens from Modena and 25 citizens from Karlsruhe, all actively engaged in the fields of culture and media arts, either professionally or on a voluntary basis, including cultural professionals, artists, creators, students, and members of cultural associations.

The main idea was to involve citizens from the two cities in exchange activities – both in presence and virtually – and in the co-creation of a new cultural itinerary per city dedicated to media arts. Thus, beyond exchange visits, the project promoted direct involvement and collaboration in joint creations, thereby reinforcing interaction, cooperation, and knowledge exchange between participants.

During the preparatory phase, each city formed a local group by involving representatives from cultural institutions and launching a call for expressions of interest. The call targeted artists, students, young cultural professionals, and creative entrepreneurs living, working, or studying in Modena or Karlsruhe who were eager to explore Europe’s cultural diversity and contribute to developing new media arts itineraries. Once participants were selected, each city held an introductory meeting to present the project’s objectives and activities.

Moreover, two preparatory webinars were organised before the exchange visits. An external facilitator supported the organisation of the webinars and both visits, playing a key role in guiding discussions, summarising outcomes, and fostering connections between the two cities.

The first webinar (February 26th) focused on the role of media arts in the two cities. Speakers included Daria Mille (Curator, ZKM Karlsruhe), Matteo Al Kalak (Professor, DHMoRe, University of Modena and Reggio Emilia), Filippo Aldovini (Production and Communication Manager, Fuse\*, Modena), and Hanna Müller (Communication Designer, Artist, and Anti-Discrimination Trainer, Karlsruhe). Their presentations were kept brief to allow ample time for an open discussion, in which all participants could actively engage. The discussion explored topics such as the impact of media arts on the cities, technology as an opportunity or barrier, the contribution of media arts to cultural heritage promotion, and the benefits of this transnational cultural exchange.

The second webinar (March 26th) introduced collaborative work on potential media arts itineraries in Modena and Karlsruhe. Mixed groups of participants from both cities discussed and proposed key locations and themes to include in these itineraries.

These two online sessions served as a preparatory phase for the subsequent exchange visits between Modena and Karlsruhe.

## The Exchange Visit in Karlsruhe

From May 21<sup>st</sup> to 23<sup>rd</sup>, 2025, Karlsruhe hosted the second exchange visit of the CULT project, welcoming a delegation of 25 participants from Modena.

Participants had the chance to know the City of Karlsruhe with a special focus on its media arts scene and the innovative cultural policies developed by the city over the past decades. The visit combined guided tours and co-design sessions enabling participants from both cities

to collaborate on the creation of new media arts itineraries that will be presented at the end of CULT project.

The delegation from Modena was also joined by a journalist from a local newspaper, who conducted interviews and published articles and social media updates.

### **Exchange visit agenda**

#### **Wednesday, 21 May – Welcome and Introduction**

In the afternoon, the Modena delegation was warmly welcomed by their Karlsruhe counterparts, who had taken part in the earlier visit to Italy. After a kick-off session, participants joined a guided tour of the Alter Schlachthof, a former slaughterhouse and livestock market converted into a creative park for culture, media, creative industries and arts. The site retains its original industrial architecture while hosting ateliers, offices, studios, event halls, and cultural centres.

#### **Thursday, 22 May – Media Arts in Practice**

The second day was dedicated to exploring Karlsruhe's rich cultural and digital ecosystem, through a series of visits and meetings. Participants discovered a variety of institutions and creative spaces, including:

- [ZKM | Centre for Art and Media](#), internationally renowned for its pioneering work in media arts, combining research, production, exhibitions, and education; as well as the [Karlsruhe University of Arts and Design](#) (HfG) located in the same building;
- [Cola Taxi Okay](#), an intercultural and artistic centre;
- The [Municipal Library of Karlsruhe](#);
- Artistic studios and collectives within the independent cultural scene, such as [Bspace](#), [studio hö](#), and [Francis Karat](#);
- [KIT, the Karlsruhe Institute of Technology](#);
- Public installations including a [Soundwalk](#) at Nymphengarten and [Flora Momentum](#) at Stephanplatz;
- The Karlsruhe [Kinemathek](#);
- Presentation of the festival [Schlosslichtspiele](#), the city's famous light festival held annually at Karlsruhe Palace.

To allow for deeper conversations and meaningful reflection, the group did not visit all locations together. Instead, participants chose which sites to explore according to their interests, ensuring a more interactive and dialogic experience rather than a traditional guided tour.

#### **Friday 23 May – Reflection and Co-Creation**

On the final day, the delegation visited the [Baden State Digital Theater](#), where participants were given a short guided tour offering an exclusive look behind the scenes. They explored rehearsal rooms, stage areas, and technical spaces, gaining insight into how digital technologies are integrated into contemporary theatre production.

The visit concluded with a collective reflection session summarising insights, shared experiences, and ideas for the media arts itineraries and for future collaborations.

### **Themes and Discussions**

This second visit allowed participants to deepen their understanding of the two cultural ecosystems of Modena and Karlsruhe, gaining a clearer perception of their respective approaches to media arts, local identity, and citizen participation.

The discussion was very fruitful and highlighted the synergies between the two cities, underlining the importance of collaboration, citizen participation, and interdisciplinary exchange, as well as the need to foster collaboration between cultural institutions and the free scene of artists.

The discussions highlighted both divergences and complementarities between the two cities. While Karlsruhe's long-standing investment in media arts has resulted in a structured and internationally recognised ecosystem, Modena is witnessing a growing and dynamic scene, and it is shaping its own identity, mainly by using media arts as a tool to valorise its cultural heritage.

Participants recognised the importance of:

- strengthening collaboration between cultural institutions and the independent art scene;
- promoting citizen participation in cultural creation and urban storytelling;
- encouraging interdisciplinary and cross-sectoral dialogue between technology, art, and education;
- developing cultural itineraries that can be accessible and meaningful for diverse audiences.

The co-creation session led to the formulation of several thematic itineraries for both cities. These itineraries explored possible narratives connecting historical and contemporary sites through the lens of media arts — from public installations and digital archives to creative hubs and festivals.

The exchange concluded with a shared sense of continuity: participants expressed the desire to maintain contact, share resources, and explore new opportunities for joint artistic residencies, student exchanges, and collaborative exhibitions.

Following both visits, the third and final webinar was held on July 9th. During this session, participants discussed the outcomes of the media arts itineraries and shared their reflections on the experiences from the exchange. They also proposed concrete examples of potential future collaborations between Modena and Karlsruhe, highlighting opportunities to continue fostering transnational dialogue, joint projects, and cultural innovation.

### **Key Results**

- Strengthened partnership between the City of Modena and the City of Karlsruhe through mutual learning, cultural dialogue, and shared creative processes.
- Enhanced mutual understanding among local actors working in the field of culture and media arts.
- Creation of new transnational connections among artists, cultural professionals, researchers, and institutions.
- Generation of innovative ideas for cultural itineraries focused on media arts and digital heritage.

### **Impact**

- Participants developed intercultural competences, a deeper sense of European belonging, and a greater awareness of the potential of media arts as a bridge between cultures.
- Cultural institutions from both cities established cross-border networks that will serve as a basis for future collaborations and joint projects.
- The visit reinforced the role of media arts as a driver for civic dialogue, creativity, and inclusion, demonstrating how cultural exchange can actively contribute to shaping a shared European identity.

Photo gallery



Photo 1 – Kick-off session, May 21st

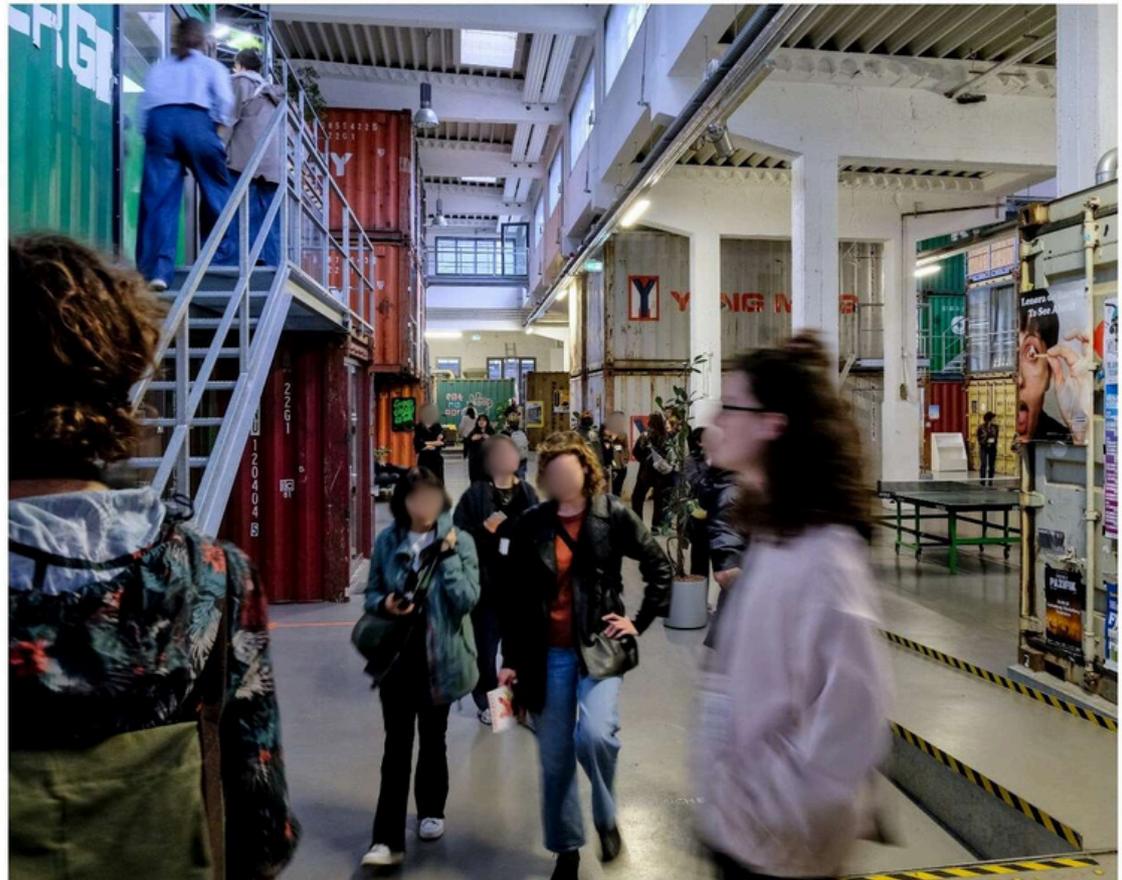


Photo 2 – Alter Schlachthof, May 21st 2025



Photo 3 – Working session, May 22<sup>nd</sup>



Photo 4 – Working session, May 22<sup>nd</sup>



Photo 5 – Karlsruhe Palace, May 22<sup>nd</sup>



Photo 6 – Final working session at Baden State Digital Theatre, May 23rd, 2025



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