

Call for applications Digital Music Cultures for innovative concert formats

New event formats are becoming increasingly important, and not just because of the Corona crisis, but there is a new urgency. The months-long standstill in spring was followed by a series of well conceived open-air concepts as well as pragmatic solutions through hygiene and distance rules in larger buildings. Streamed concerts and videos from the pandemic off were also able to make a part of the music scene visible.

However, with the end of the open air season and a new lockdown, musicians and stages alike need more perspectives for sustainable concert formats. The insufficiently perceived scene of global music cultures suffers particularly from the renewed lockdown of the concert and club scene.

So how can other formats help musicians in NRW to perform? Which digital strategies and practical concepts can be used to address and involve the audience beyond mere streaming? How can live experiences be supplemented or partially replaced by digital components? Which hybrid formats might be considered and how can participation be ensured through digital communication? Which experimental ideas can lead to future-oriented approaches?

The NRW KULTURsekretariat (Wuppertal) is therefore calling on musicians and event organisers in the field of global music/world music who live in one of the 21 member cities of the NRWKS to develop such new digital formats that represent viable alternatives in the pandemic (and beyond). The integration of interactive elements, the inclusion of digital media as well as new ways of addressing children and/or adults should be considered. In all considerations regarding the feasibility of concepts, the corona-related protective regulations and safety rules must be taken into account as a matter of principle.

The informal concept must include the following:

1. name and address as well as a short CV of the applicants and the names of possible cooperation partners
2. description of the approach with concrete measures for implementation in terms of content and time
3. identification of potential target group(s)
4. cost framework in the event of realisation

The closing date for entries is **25 November 2020**. A jury of experts will judge the concepts submitted and award **five prizes of €3,000** each for the best ideas.

Informal applications are to be sent **exclusively by e-mail** to info@nrw-kultur.de with immediate effect.

If you have any questions, please contact Rita Viehoff at 0171 / 5450116 or viehoff@nrw-kultur.de.