1. **Methodology**

The aim of the cultural policy of Montenegro is to develop and promote cultural and artistic creativity, cultural activities and cultural life in general, valorize cultural heritage, contribute to intercultural dialogue and preserve the specificities of different cultural identities, in order to assist in the affirmation of Montenegro's identity as a state, and promote cultural ties with the other countries.

By strengthening the national identity of Montenegro, the Ministry of Education, Science, Culture and Sports wants to strategically highlight and promote local products, creators and the arts and to establish a permanent presence of these categories at the international level.

Over the past period, the Ministry of Education, Science, Culture and Sports was oriented towards development and promotion of both creative industries and the creative sector in general. Such orientation has been confirmed recently by a series of initiatives, projects and activities that the Ministry is conducting. In such a context, the Ministry initiated and conducted activities related to the establishment of a broad spectrum of "Creative Hubs" in the south, north and central part of Montenegro, with the main aim of establishing artistic residences and production in the area of Creative industries.

All of these positive practises will lead Montenegro into an established, creative destination, with diverse output products, especially with the support of the national Creative MNE program and will undeniably help us into achieving the goals provided in Deliverable 1.1 and 1.2, especially having in mind that these will be produced with two more culturally different countries (Italy and Albania) so an infrastructural strong base as in Montenegro is of crucial importance.

Also, we have to bear in mind the current status of the COVID-19 pandemic that may affect the executions of all offline events that have been planned under Deliverables 2.1 and 2.2, including the mobile exhibitions, but we will continue monitoring the situation and suggest virtual alternatives if applicable.

By having vast experience of capacity building in the creative sector in general, and by having an experienced knowledge in product design and development, especially the ones from CCI areas, we will provide artists support for the following areas:

* **Product design**, in terms of generating basic concepts of functionalities, aesthetics and end-user experiences;
* **Creative direction**, in terms of generating a storyline for the product, in order to achieve the best possible connections with areas we tend to connect the product with;
* **Product development**, in terms of providing basic technical knowledge of how the product can be produced in the state of a prototype and in serial production (if applicable);
* **Product placement**, in terms of generating the possible commercial or artistic markets in order to push potential sales (if the generated product has that kind of potential) including a marketing plan with advertising guidelines;
* **Economical sustainability,** in terms of providing a solid basis for potential futures businesses or startups these products will evolve to.

Therefore, with these strategic guidelines, we will include our expertise and generate the tasks as they follow:

* An initial research in each country, in order to provide precise information for applicable sectors in product design;
* Communication with relevant institutions in order to generate additional references and guidelines for conceptualization of the areas in which the CCI products have to be developed;
* Organisation of a Public call for artist to apply for the programme and potential workshops;
* Selection of artists for product design and development;
* Organisation of workshops in order to achieve the best possible compliances with the strategic guidelines proposed before;
* Categorization of produced prototypes and preparation for the initial presentation (exhibition);
* Organisation of 3 mobile exhibitions (virtual or offline ones) in Montenegro, Italy and Albania;
* Evaluation and analysis of product’s acceptance by the referent audiences;
* Generating a set of pragmatic guidelines for the artists to implement, after they comply with the audience evaluation process;
* Generating a set of strategic documents, based on the above mentioned guidelines (marketing, economic plan etc).

With this done, we expect the following outputs:

|  |  |
| --- | --- |
| **OUR INPUT** | **ARTIST’S OUTPUT** |
| Product design direction | Product concept |
| Creative direction for the concept | Storyline and artist’s statement |
| Development direction | Technical specification with a produced prototype |
| Placement and marketing/sustainability plan | Product showcase (exhibition) and preparation for potential markets |

1. **Identified areas and products**

All the stated partners on the project have identified their areas of interest in terms of production and realisation of different cultural expressions:

|  |  |
| --- | --- |
| **COUNTRY** | **AREA OF INTEREST** |
| **Montenegro** | Product design, ICT and contemporary crafts. |
| **Regione Puglia** | Theatre, music and spatial art installations. |
| **Regione Molise** | Intangible heritage affirmation |
| **Albania** | Fashion design, architecture and arts & craft. |

By analysing the current state of culturas events and products in the complementary areas of Montenegro, Italy and Albania, we have defined two levels of production type with its own scope and purpose.

(Next page)

1. **Primary purpose**, with the affirmation of complementary activities and excellence in the areas of:  
   1. **Design**  
      (industrial design, architecture, textile design and fashion ...);
   2. **ICT**  
      (video gaming);
   3. **Modern crafts**  
      (art or naval technology).
2. **Secondary purpose**, with the affirmation of local activities and expressions as well as artist’s capacity building:
   1. **Annex 1 - “The City of lights”**  
      (Video art and 3D mapping production);
   2. **Annex 2 - “The Music roots”**  
      (Creating complex expressions through affirmation of local musical heritage in contemporary and experimental expressions);
   3. **Annex 3 - “The culture of a memory”**(Creating contemporary theatrical expressions with the exchange of local past memories and their current implementation).
3. **Tertiary purpose**, in the capacity of obtaining an experimental prototyping laboratory, for draft product development and testing, in each premises (center).

All of these expressions are to be realised in the current residential capacities of all partners, with the following products, with a minimum of one product per area of input.

|  |  |
| --- | --- |
| **OUR INPUT** | **ARTIST’S OUTPUT** |
| Design | One contemporary industrial product in the stated areas. |
| ICT - video game design | One screenplay, concept art and demo of a video game focusing on heritage. |
| Art and Innovative crafts | One technological template for patent in the area of naval design or a contemporary arts and craft expression |
| Annex 1 - The City of lights | One video art or interactive video mapping installation. |
| Annex 2 - The Music roots | One original musical piece, fully produced. |
| Annex 3 - The culture of a memory | One contemporary theatrical piece. |

All of these areas of input will be methodologically based on interdisciplinary connectivity, with provided mentorship and international cooperation between local stakeholders, authors and partners.

1. **Next steps**

In communication with the LP and other partners, we will place a Public call for the organisation of workshops and mentoring programs during January. All candidates will have to provide a motivational letter, CV and portfolio, in order for the evaluation team to have a clear image of potential thematic groups and subjects.