

- ▼ **Mobility Programme.**
Support for Spanish cultural institutions (AECID, Ministry of Development)
Venice Architecture Biennale, 2012

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Cover
Participation in international and universal expositions
Expo Yeosu 2012, Korea

AC/E

ACCIÓN CULTURAL ESPAÑOLA

ABOUT AC/E

www.accioncultural.es

- ▼ **Support for Spanish cultural institutions**
Encounters with the 30s
MNCARS, Madrid, 2012-13



Acción Cultural Española (AC/E) is a public institution whose purpose is to further and promote Spain's culture and heritage within and beyond our borders through a wide-ranging programme of activities including exhibitions, conferences, cycles of lectures, cinema, theatre, music, audio-visual productions and initiatives designed to encourage the mobility of professionals and artists.

It is a flexible and effective instrument for projecting an image of Spain as a talented country that is innovative and dynamic in its artistic production and proud of its legacy. Culture, language and historic and contemporary heritage are essential components of Spain's image.

From heritage to emerging art, from cinema to photography, from science to history and from architecture to town planning, AC/E's projects explore the most diverse aspects of Spain's contribution to universal culture while also updating it with the most recent contributions from our artists and creators.

LINES OF WORK



◀ Participation in historical commemorations. Support for Spanish cultural institutions (MECD, Cordoba council and provincial authorities) Góngora. The Never-Fading Star Biblioteca Nacional, Madrid, 2012 and Centro de Arte Pepe Espaliú, Sala Vimcorsa, Cordoba, 2012

▶ Participation in historical commemorations. Support for Spanish cultural institutions Juan López, Instinto cuco in Artium, 1812-2012. A Contemporary Approach, Vitoria, 2011-12

▼ Own production designed to travel abroad Three-faceted Music. Medellín, 2010. Antigua, 2011. Cádiz, 2011. San Salvador 2011-12. Managua, 2012. Tegucigalpa, 2012-13. Badajoz, 2012-13. San Juan de Puerto Rico, 2013



Support for the internationalisation of the cultural sector

The most effective means of helping our cultural sector and fostering its internationalisation is to create programmes to encourage the mobility of our creators and their access to benchmark cultural institutions and to the most thriving markets. The following actions are carried out for this purpose:

1 Programme for the Internationalisation of Spanish Culture (PICE)

This programme is based on two essential pillars or lines of work:

A Visitors Programme that embraces all sectors and allows leading influencers and planners in the cultural field (exhibition curators, festival planners, museum curators, etc.) to learn about our creators and foster their internationalisation by incorporating them into their programmes.

A Mobility Programme for creators that provides benchmark public or private cultural institutions interested in including a Spanish artist or creator in a programme with a financial incentive for doing so.

It is a comprehensive plan designed to boost the internationalisation of Spanish culture by spurring the interest of foreign benchmark institutions in order to help Spanish creators and artists become part of foreign cultural circuits. It is considered the most effective means because it stems from each sector's interest in our professionals, because it does not aim to impose but to facilitate, and because the costs are perfectly controllable.

2 Participation in different overseas commemorations

With respect to commemorations, together with some history-related activity linked to the theme of the anniversary, the idea is to propose a number of activities in the cultural sphere that reflect the strength of our most contemporary creators by projecting a modern image that is a far cry from stereotypes. Design, architecture, contemporary art and young creators are the backbone of a programme aimed at promoting knowledge of these aspects of our culture.

3 Productions that can travel abroad

The purpose is to reflect aspects of our culture that we wish to stress and which contribute most effectively to improving our image as a country; these productions begin their tour with the commemorations described in the previous paragraph.



Participation in international and universal exhibitions

Our presence at international exhibitions should be based on equal participation of the private sector and on a formula that cuts costs considerably. One of AC/E's purposes is to organise our participation at these events which are held periodically and should be launching pads for projecting Spain's image abroad.

Support for Spanish cultural institutions

AC/E supports projects of Spanish institutions by taking part from the outset in their design, endeavouring to give them an international dimension or to link them to both national and international commemorations. AC/E focuses on supporting projects which meet these requisites and involve several Spanish institutions in order to improve exchanges and networking.

Principles of action:

- 1 Coordination of the strategy in Spain and its overseas promotion
- 2 Securing private or international funding
- 3 Coordination with other cultural institutions
(AECID, Instituto Cervantes, Ministry of Education, Culture and Sport)