

▼ **Mobility Programme**
Elías Aguirre and Álvaro Esteban
Festival Between the Seas
New York, 2011

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Support for Spanish cultural institutions.
Visitors Programme
Arco, 2012

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Dora García in Documenta 13
Kassel, 2012

PICE

PROGRAMME FOR THE INTERNATIONALISATION OF SPANISH CULTURE

AC/E
ACCIÓN CULTURAL
ESPAÑOLA

ABOUT AC/E



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.

PROGRAMME FOR THE INTERNATIONALISATION OF SPANISH CULTURE



Visitors Programme Ensemble Plus Ultra. Music and Dance Festival of Granada, 2012



Visitors Programme European Curators' Network. Matadero, Madrid, 2012



Mobility Programme Andrés Jaque at the Gwangju Biennale, Korea, 2011

Boosting the internationalisation of Spanish creators and artists is one of the strategic courses of action of Acción Cultural Española (AC/E). As Spanish culture is a thriving sector—not only in the traditional areas of culture but also in the new modes of production and distribution—AC/E should foster its internationalisation. For this purpose AC/E has devised the [Programme for the Internationalisation of Spanish Culture \(PICE\)](#) featuring different tools for enabling it to travel abroad, acting as facilitators.

The PICE is based on two pillars, a [Visitors Programme](#) that enables influencers and planners from different artistic disciplines to learn about the situation of their sector in Spain in order to incorporate Spanish creators into their programmes; and a [Mobility Programme](#) that makes it possible for benchmark public or private cultural institutions interested in including a Spanish artist or creator in their programmes to receive an economic incentive to encourage them to do so. Both tools are thus complementary and need to be coordinated.

Visitors Programme

The Visitors Programme is aimed at fostering exchanges between international influences and planners from prestigious institutions and Spanish creators.

The who, when and how are essential factors to achieving this aim. As for the who, we are interested in establishing contact with centres of excellence and receiving visits from the people in charge of or involved in planning the programmes of cultural institutions (curators, festival planners, etc.). As for the when, we wish to optimise visits and schedule them to coincide with events that bring together creators or artists (fairs, sector meetings, festivals). And concerning the how, AC/E takes care of the logistic side of visits after visitors express an interest, but also proposes meetings in their field that we consider may be useful.

How the programme works:

- 1 Annual budget.
- 2 Candidates can only be proposed by Spanish institutions (AECID, Instituto Cervantes, INAEM, ICAA, Dirección General de Bellas Artes, Archivos y Bibliotecas, Dirección General de Industrias Culturales y del Libro).
- 3 An Advisory Committee appointed by AC/E selects the candidates based on objective criteria related to the nature of the programme and its proposals.
- 4 Twice a year (in March and September) proposals submitted so far are studied and those considered most interesting are approved.

- 5 At the end of the year a report is drawn up to assess the results of the programme and establish the effects of the visits and the number of Spanish artists or creators the programme has helped secure a presence on the international scene.

Mobility Programme

The aim of the artist and creator Mobility Programme is to provide incentives to benchmark public and private institutions in different disciplines to feature Spanish artists and creators in their programmes.

How the programme works:

- 1 Annual budget.
- 2 Candidates can only be proposed by prestigious foreign institutions.
- 3 An Advisory Committee appointed by AC/E selects the candidates based on objective criteria in relation to the nature of the programme and its proposals.
- 4 Twice a year (March and September) proposals submitted so far are studied and those considered of greatest interest are approved.
- 5 Every project that is approved is allocated a sum of money to be used to cover the expenses arising from the Spanish artist or creator's participation (travel, stay, media, etc.). The institution receiving the financial support must subsequently justify the expenses related to the participation of the Spanish artist or creator for the amount allocated. When approving proposals, preference is given to those originating from the Visitors Programme.

The Mobility Programme is thus a useful instrument in itself as it allows institutions interested in including a Spanish artist in their programmes to cover some of the cost, making an initiative that is already culturally attractive economically appealing too, as it would otherwise be more difficult for them to do so. It is also an ideal complement to the Visitors Programme, as following their visit the influencer or planner receives an incentive to include some Spanish creator or artist in their programmes.

The PICE is a comprehensive plan designed to internationalise 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 the most effective formula because it originates from each sector's interest in our artists and creators, because it does not aim to impose but to facilitate, and because it is perfectly controllable and can be adapted to the budget allocated each year.