

## **GUIDE TO COLLABORATING WITH AC/E**

### **Recipients**

National and foreign organisations, institutions, agents or professionals interested in collaborating with, or submitting proposals to, AC/E for the production or design of projects and activities consonant with its objectives, especially those of international scope, should bear in mind the specifications set out in this Guide.

As a public body responsible to the Spanish government, AC/E brings to bear its experience in managing cultural projects within and outside Spain, providing special international added value through its track record and relationship with foreign organisations, professionals and cultural institutions.

It should also be stressed that one of AC/E's main tasks is to collaborate in achieving the overarching aim of the 2012–2015 General Strategic Plan (PEG) of the office of the Secretary of State for Culture of the Ministry of Education, Culture and Sport, namely to 'give impetus to culture as an essential element of the overseas promotion of the Spain Brand'.

### **AC/E's scope of action**

#### **1.- Commemorations at the initiative of the government**

AC/E is the state company entrusted by the government with managing cultural commemorations considered to be of special interest both in Spain and abroad.

These commemorations place emphasis on art-historical, scientific or cultural events, people and facts to which the government attaches importance; in many cases this makes it possible to revisit, reinterpret and update their contemporary influence.

Given that, in accordance with the PEG, it is AC/E's responsibility to guarantee Spain's presence at cultural or art-historical commemorations that allow the Spain Brand to be promoted abroad, these commemorative activities are likewise an opportunity to strengthen Spain's international relations with a particular country or region,

These commemorative events are also regarded as a chance to present an updated view of the contemporary reality of Spanish creativity in different areas of the cultural sector, and as an approach to a modern Spanish culture, exploding clichés and stereotypes.

⇒ **See Commemorations AC/E**

#### **2.- Universal and International Expos**

AC/E is the state company entrusted by the government with managing Spain's presence at the Universal and International Expos approved by the intergovernmental organisation Bureau International des Expositions (BIE).

It organises and manages Spain's participation in these periodic events, which are platforms for projecting Spain's image abroad.

⇒ **See International Expos**

#### **3.- Cultural events of international significance**

AC/E, in compliance with the PEG, promotes the presence of Spain's creative sector at special overseas events in order to convey a cultural brand image that is contemporary, plural, modern and creative. The PEG specifically entrusts AC/E with promoting the Spain Brand overseas at internationally renowned artistic and cultural events and forums.

Our participation in these international events, especially those involving visual arts and architecture, can furthermore be traced back to the purpose of two of the three state companies – SECC and SEACEX, which merged with SEEI to give rise to AC/E – of projecting an image of Spanish creation and innovation in these areas in keeping with the latest realities.

#### **4.- Production of exhibitions**

AC/E produces exhibitions and cultural activities in three main formats :

- The 'extended version', which incorporates original pieces with an intrinsic artistic and cultural value, historical documentation and photographs, etc., in order to develop a full and rich exhibition argument.
- The 'basic version', which features a number of basic original pieces that present the narrative fully but

succinctly; it is suitable for travelling to exhibition venues or centres that do not comply with the technical conservation and security requirements for showing the original pieces.

- The 'touring version', which is an adaptation of the basic version and is designed to facilitate its movement abroad in formats that are practical and economical to transport; in particular this makes it possible to accord international significance to specific cultural aspects and to reach the largest possible number of spectators in the most diverse geographical areas.

For most of the commemorations held in Spain, the different versions of the exhibition design are produced in order to adapt them to the needs of the Spanish venues, be they smaller spaces (basic version) or major museums and art centres (extended version).

Exhibitions are usually accompanied by a catalogue raisonné of pieces. The catalogue incorporates studies by curators and experts in that particular field, which contextualise the commemoration retrospectively and prospectively, in addition to enriching the exhibition display. Catalogues are published in two languages, Spanish and English, for the touring version that travels abroad. **See Digital books**

As a complement to the exhibition, AC/E organises parallel activities such as congresses, conferences, workshops, interactive activities, meetings, etc., while the show is running. These activities are aimed at encouraging general or specialised audiences to take part, as well as promoting the updating of academic studies relating to the commemoration.

## **5.- Internationalisation of Spanish culture**

The **Programme for the Internationalisation of Spanish Culture (PICE)** is an initiative of AC/E to support the growing internationalisation of Spain's cultural and creative sector.

⇒ **See PICE**

Started up in March 2013, it is based on the idea that it is not enough to organise activities that export works and activities of the sector from time to time or temporarily, but rather that it is essential to facilitate their greater presence on the agendas of the most significant influencers, programmers, organisations and institutions belonging to the international cultural market.

Through the **PICE/Visitors** AC/E collaborates with the other official Spanish institutions with responsibilities in the cultural field, such as the office of the Secretary of State for Culture, the AECID and the Instituto Cervantes, in selecting international agents, influencers and programmers in order to facilitate their presence at leading Spanish professional events. Networks and contacts are thus established and they gain first-hand international experience of what is going on in the creative and cultural industries sector in Spain.

Conversely, **PICE/ Mobility** allows Spanish professionals or creators to feature in culturally significant events, programmes and activities abroad. Support is thus given to the international presence of Spanish creative production by facilitating the ability of our creative and cultural industries to generate wealth, as well as reflecting Spain's contemporary and plural cultural reality.

## **6.- Artists' and creators' residencies**

The residency programmes are aimed at providing the creators who take part in them with the time, space and means to work abroad in optimal conditions; they can be either one-way or part of exchange schemes with those of other countries.

These programmes are implemented by providing support, including grants for the travel, accommodation and production expenses of creators and specialists, in order to facilitate the transition or consolidation of their professional practice. They are designed to achieve the maximum professionalization of participants by equipping them suitably in both theoretic and practical aspects and to boost their international contacts within today's complex world of creation.

⇒ **See Programme of residencies**

## **7.- Events of Special Cultural Interest**

Since 2002 Spain has had legislation that regulates the tax treatment of non-profit organisations and tax incentives for patronage. These advantages extend to cultural programmes in support of events of special public interest. This designation is granted by the government when it includes these events in the

preliminary draft budget that is approved annually by Parliament.

This instrument facilitates collaboration with the private sector, to which it provides competitive advantages, and improves its image by emphasising corporate social responsibility. To cite an example, AC/E has obtained the designation of Event of Special Cultural Interest for the Spanish Pavilion at the Milan Universal Exposition (2015).

As ExpoMilano 2015 focuses on agriculture, food security and cuisine, it offers companies belonging to the agrifood and catering sector the possibility of taking part in this very important international showcase event.

## **8.- Cultural programmes of the European Union**

As its purpose is to internationalise culture, AC/E is especially interested in boosting its role in leading projects in support of the cultural and creative sector that obtain funding under the EU's new 'Creative Europe' programme for the sector, which covers the period from 2014 to 2020:

[http://ec.europa.eu/programmes/creative-europe/index\\_en.htm](http://ec.europa.eu/programmes/creative-europe/index_en.htm)

The purpose of this programme is to strengthen the contribution made by European cultural sectors to the EU's 'Europe 2020' strategy of job creation and sustainable and inclusive growth called 'Europe 2020'.

The sum available for the seven-year period is €1.462 billion in three sub-programmes: Culture, which accounts for 31%; Media, for 56%; and the cross-sectoral strand supporting the cultural and creative industries, which accounts for 13% through a new financial instrument (the guarantee fund)..

The Culture and Media sub-programmes are structured into two groups of priorities: strengthening the capabilities of the respective sectors and promoting transnational movement and mobility in them. Four percent of the cross-sectoral strand will be allocated to the Creative Europe offices in each Member State and to producing studies and reports.

### **Organisational structure of AC/E**

As AC/E is a state company, its governing bodies are the Board of Directors, which establishes the company's strategic plan, and the Management Committee whose team draws up the action plan every year and implements the decisions and guidelines issued by the Board, through the company's qualified team of specialists in cultural management.

The **Board of Directors** is headed by the president of AC/E and made up of representatives of various government institutions (Ministry of Finance and Public Administrations, Ministry of Foreign Affairs and Cooperation, and Ministry of Education, Culture and Sport).

The **Management Team**, as the management team, is made up of the director general, the chief financial officer, the director of production and the director of programmes.

After being assessed by AC/E's team of experts in cultural management, all the projects and proposals for collaboration that are received in the proper form are analysed by the Committee or, if appropriate, the Board.

AC/E has neither exhibition premises of its own nor overseas offices. It works in close collaboration with the other official Spanish bodies with responsibilities in the field of culture and an overseas network: the office of the Secretary of State for Culture of the Ministry of Education, Culture and Sport; and the AECID and Instituto Cervantes of the Ministry of Foreign Affairs and Cooperation and their cultural centres in other countries.

It also works jointly with local institutions in Spain (museums, theatres, cultural centres, etc.). This provides it with first-hand knowledge of the cultural fabric and has enabled it to establish a privileged network of collaboration with prominent institutions all over the world (MOMA, New York Library, National Gallery of Art in Washington, Museo Nacional de Antropología and Museo Nacional de Historia in Mexico, Museo Contemporáneo de Chile, National Art Museum of China, Korea Foundation, Museum of Contemporary Art of Tokyo, The National Museum of Philippines, Museu da Cidade and Museu Nacional de Arte Antiga in Lisbon, among many others).

### **Who can collaborate?**

Any public institution (government, regional, local or international) or private organisation (foundations, associations, cultural centres, companies, etc., both Spanish and international) operating in the cultural and creative sector.

In the case of Spanish proposers, AC/E can provide support to projects from organisations and institutions in Spain. It is always involved in their conception from the outset and endeavours to ensure that they have an international dimension or are linked to commemorations, both national and overseas.

A proposal for organising commemorative activities, whose reach must be broader than merely local, will require the involvement of public organisations in various places depending on whether the projects are devised for Spain or overseas. There are two formats:

- Domestic format: involvement of at least three autonomous regions, including the proposing initial venue (1+2 format)
- Overseas format: involvement of at least two autonomous regions – including the proposer – plus one international venue (2+1 format).

As for international organisations or institutions, AC/E regularly collaborates with them from the moment when the country of destination becomes a strategic objective of a specific action in connection with either a commemoration or another type of event. In overseas proposals, AC/E seeks to strengthen the local partnership in order to allow greater penetration, tailor the activity to the target audience (specialists, schools, students, young people, general public, etc.) and secure social visibility.

Through its team of qualified experts AC/E provides a range of high value-added services to all collaborating institutions and organisations in devising projects, namely:

- Coordination of a national promotion strategy combined with overseas promotion.
- Seeking and raising of funds through private sponsorship, both in Spain and overseas.
- Coordination with the main Spanish cultural organisations and institutions.

#### **What is the scope of the proposals?**

In accordance with its purpose, and in order to implement its priority aim of supporting the cultural and creative sector, AC/E is equipped with two main tools:

- Self-production or co-production of significant cultural projects, in coordination with other local, regional, national and international cultural agents.
- Collaboration or participation in projects, especially those of international reach, proposed by Spanish or foreign organisations, professionals and institutions.

The requested collaboration may refer to a whole programme or a complete event (exhibition, publication, concert, conference, specialists' meeting, etc.), a specific activity within a programme, or cross-cutting activities that connect several programmes.

Depending on the degree of involvement of the proposing organisation, national or foreign, it is structured into three general types:

- Co-organisation or co-production means equal participation of AC/E and the organisation or organisations involved.
- Collaboration means that AC/E bears proportionally greater organisational responsibility and/or expenditure than the rest of the organisations taking part.
- Participation means that AC/E bears proportionally less organisational responsibility and/or expenditure than the rest of the participating organisations.

The proposer and AC/E will establish their institutional and working relationship, the desired degree of involvement in staging the activities, the division of expenses and income and all the other aspects arising from the project in question through a legally binding agreement including a financial report, which will be negotiated with the production department.

#### **How to approach AC/E and submit proposals**

Offers of collaboration or for the presentation of proposals should be made preferably at the initial stage of devising, designing, producing and implementing the projects and activities and, in any case, always before their initial public presentation or dissemination.

- Organisations interested in collaborating with AC/E in general can directly contact:

Acción Cultural Española

José Abascal, 4. 4º

28003 Madrid, España

Telephone: +34 917 004 000

[info@accioncultural.es](mailto:info@accioncultural.es)

- Preferably, they can also contact one of the following areas of action, depending on their specific interest:  
Performing arts: [artescenic@accioncultural.es](mailto:artescenic@accioncultural.es)

Visual arts: artesvisuales@accioncultural.es

Film and documentary: cine@accioncultural.es

Literature and books: literatura@accioncultural.es

Music: musica@accioncultural.es

Other (architecture, design, fashion, cultural industries): otros@accioncultural.es

In both cases the project must previously be sent electronically. The project must necessarily include:

- CV of the proposer and other participants.
- Detailed description of the project or proposal for activity, identifying the participants, objectives and potential audiences.
- Dissemination plan, impact and possible returns of the project.
- Detailed itemisation of the budget, contributions received or expected, other income and possible sponsors.

After the studying the proposal AC/E, through the experts belonging to its department of programmes, may agree to a meeting or personal contact at its offices to discuss the proposal in greater depth and to allow the different experts of the management team to carry out a fuller assessment; they may request the opinion of the advisory committees in the different areas who evaluate the PICE grants.

- See more at: [http://www.accioncultural.es/en/guide\\_to\\_collaborating\\_with\\_ac\\_e#sthash.DLoj7RyM.dpuf](http://www.accioncultural.es/en/guide_to_collaborating_with_ac_e#sthash.DLoj7RyM.dpuf)