PES – Projeto Entre Serras, Contemporary Art Network in Mountain Territories

COMMUNICATION PLAN





Context

Mountains share similarities and unique characteristics regardless of administrative boundaries. The **Project Entre Serras (PES)** explores the articulation of image with other artistic practices, focusing on the experimentation of the mountain landscape — regions typically marked by low population density. Between the neglect of the past and the urge to return to the land, mountains are both a privileged field of observation and a meaningful metaphor for questioning the challenges of the future. In the light of postmodernity and the climate crisis, the Project establishes itself as a contemporary art network reflecting on how we affect and are affected by the ecosystems we belong to. The project aims to initiate dialogue, encourage reflection, and eventually generate new axes of solidarity.

Activities: 6 residencies (renowned artists and open calls), workshops (with artists, art students, cultural producers, and local communities), 1 artistic walk, 3 gatherings, 3 exhibitions, 3 seminars, 1 Geographic Information System, 1 artists database, 1 book, 1 issue of the art magazine Mésozoaires.

Expected results: Creative portrayals of the territory to foster environmental awareness, mobility and co-creation of European artists, exhibitions in three European countries, engagement of local communities with contemporary art and sensory practices, international exchange and training of cultural producers, inclusion of contemporary art in local organizations' agendas, seminars on art in European mountains, digital mapping of art in European mountain regions, creation of an art network for European mountains, publication of a book and a special edition of the Mésozoaires magazine.

The proposal involves: 3 countries, 8 partners, more than 20 artists, more than 20 cultural producers, over 500 direct community participants, as well as an undefined number of digital platform users, exhibition visitors, and readers of the book/magazine.



Mission

To encourage a sensitive understanding of the place humans occupy in the world, looking at mountains as laboratories for artistic investigation of the territory.

Objectives

- Motivate artists to work on agriculture and biodiversity issues.
 - Use art to explore relationships between high and low population density territories, urban versus rural.
- Encourage reflection and debate on art, ecology, territory, and sustainability.
 - Build networks between partners, territories, and communities.
- Develop new audiences and foster a sense of responsibility and agency toward the territory.



Values

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Connection — Network — Community

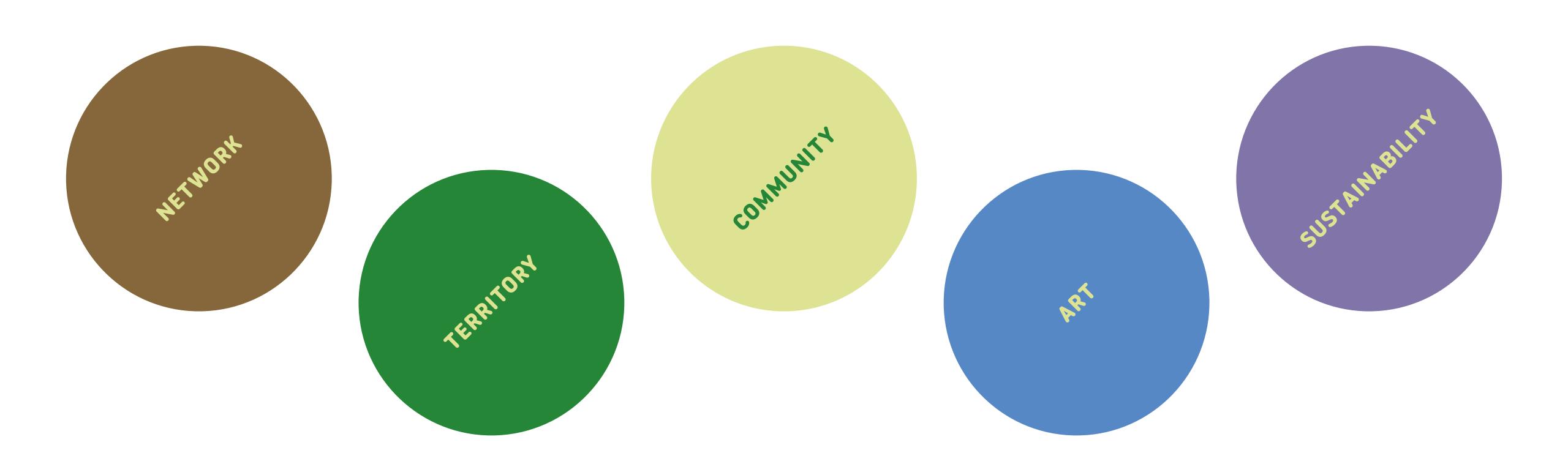
Sustainability — Environment — Biodiversity

Creation — Art — Contemporaneity

Action — Movement — Walking
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Inclusion — Participation — Belonging

Keywords





Audiences

Local population

Non-resident population

Visitors/participants in project activities

General public

Audiences

Local partners

(municipalities, higher education, museums and cultural agents, local associations, businesses and economic agents)

International partners

(municipalities, higher education, museums and other cultural agents, associations)

Audiences

Higher Education

(research centres, universities)

Cultural Agents

(Museums, theatres, artists, and cultural projects working with art, territory, and sustainability)

Media

(Newspapers and radios stations)





Local population

Non-resident population

Project activity participants

General public

Artists

Local partners



General public

Local partners

National and international partners

Academia

Cultural agents



Local population

Visitors / participants

University and polytechnic students in art and design courses



Local population

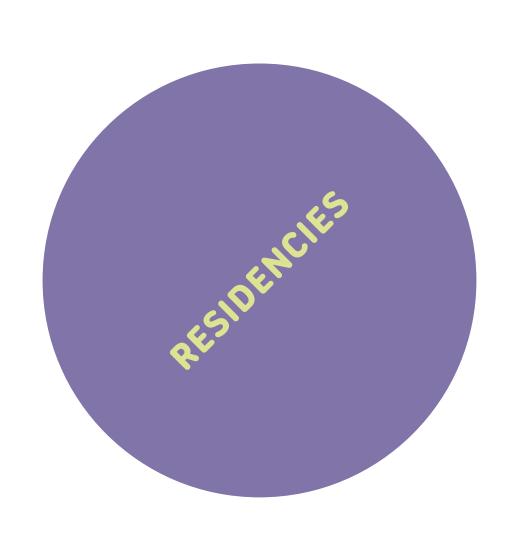
Non-resident population

Local partners

National and international partners

Academia

Media



Cultural agents

(museums, theatres, artists, and cultural projects)

Local partners



Local partners

National and international partners

Media

General public





For all actions:

Visual identity

Website (with information about PES)

Exhibitions:

Poster

Social media

Online newsletter

Press releases

Opening event

Publications:

Social media

Online newsletter

Press releases

Launch event

Workshops / Activities:

Poster

Social media

Online newsletter

Direct contact with partners

Conferences / Talks:

Poster

Social media

Online newsletter

Press outreach

Direct contact with partners and guests

Residencies:

Social media

Online newsletter

Direct contact with partners and artists

Project Presentation / Dissemination:

Social media

Communication materials



- Start (between February and April 2023)
 - Partners general meeting
 - Internal communication within partner organisations
 - Institutional communication on partners' websites
 - Press conference

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Visual identity and website (between May and December 2023)

- Graphic standards manual for visual identity
 - Basic elements (symbol and logo)
 - Graphic standards
 - Applications
- Website with PES information
 - UX and Information architecture
 - User Interface design
 - Content creation
 - Programming and implementation

- Presentation brochure
 - Definition and content creation
 - Graphic design
 - Printing

- Visual identity and website (between May and December 2023):
 - Poster and brochure templates
 - Communication materials (for partners, media, and PES journalist network across the 3 countries)

Calendar

WEEK	MONTH	VISUAL IDENTITY	WEBSITE	BROCHURE E TEMPLATES
1	May	Basic elements	UX and Information Architecture	Information gathering for brochures
2				
3			Graphic design Content creation	
4				
1	June	Visual identity manual		Brochures Poster templates
2				
3			Development	
4				
1	July- December	Mockups		
2				
3			Implementation	Communication materials (Press Kit)
4				



- Direct contact with partners (guests, artists, schools, etc.)
- Poster, brochure, newsletter (email), social media (variable number of posts), press release
- Opening event

Calendar

WEEK	MONTH	TASK	
1	1	Preparatory meeting: define support materials, dates, task distribution among partners	
2		Information and image collection (texts and photographs for communication) – IPL	
3			
4			
1	2	Adaptation of templates (posters, brochures, newsletters) – IPL	
2			
3		Preparation of press releases and social media messages – IPL	
4			
1		Dissemination – PES and partners	
2	3		
3			
4		Opening event – PES and partners	

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- Results / Final Presentation / Continuity (between October 2025 and January 2026)
- Partner meeting
- Internal communication within partner organisations
- Book
- Press releases / Press conference



Recommendations

- A. All communication actions must be coordinated with the project coordination team: Ricardo Pereira Rodrigues, Carlos Casteleira, and Manuela Pires da Fonseca.
- B. All communication materials must include the PES logo and the Creative Europe logo.
- C. All actions/residencies carried out by partners must include a public event (exhibition or conference) with communication aligned to Phase 3 timeline.
- D. All project communication should be collected and archived on cloud.
- E. Partners must include information about the project on their institutional websites.
- F. Project dissemination must be based on information from the Press Kit (PES website) and the shared on cloud.
- G. Press conferences and/or presentations of the artist residencies must be part of each partner's communication plan.



Evaluation (results quantification)

- A. Number of actions carried out.
- B. Number of participants in activities, conferences, and events.
- C. Number of exhibition visitors.
- D. Number of website visitors.
- E. Number of views on social media.
- F. Number of published/broadcast articles and features about the project.
- G. Number of publications distributed.

Plan to be implemented between February 2023 and January 2026 by the partners:

Polytechnic University of Lisbon (PT) — Coordination

ADXTUR - Schist Villages Tourism Development Agency (PT)

Association Geopark Estrela (AGE) (PT)

CAIRN - Municipio de Digne-les-Bain (FR)

Câmara Municipal de Castelo Branco - Fábrica da Criatividade (PT)

Centro de Vías Pecuarias - Ayuntamiento de Malpartida de Cáceres (CVP/AMC) (ES)

ESAAIX - École Supérieur d'Art d'Aix-en-Provence (FR)

MVM - Museo Vostell Malpartida (ES)





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