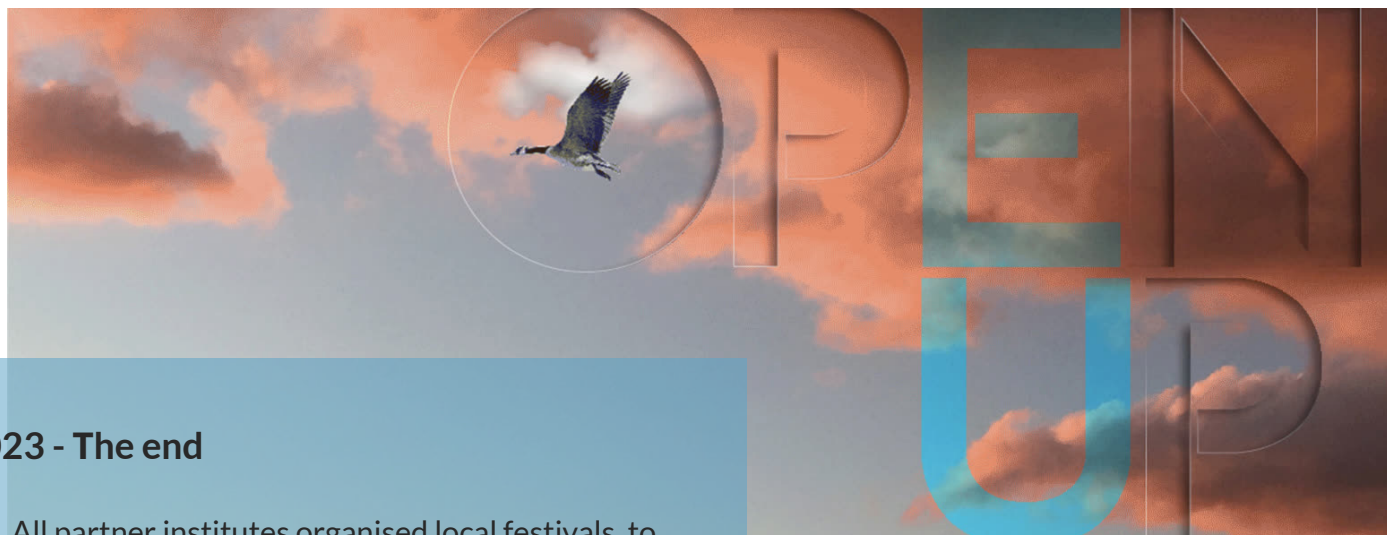


Open Up (OU) is a four year-long cultural project (2019-2023), co-funded by the Creative Europe programme, that aims to bring to the surface and promote under-represented artists, designers, craftspeople and performers located in the seven cities of the partner organisations: Nicosia, Helsinki, Amiens, Volos, Gothenburg, Barcelona & Covilhã. OU aims to help them establish sustainable art practises, by enhancing participants' creative skills and entrepreneurial knowledge via the project's training activities and workshops. It intends to empower creators to develop their skills, present their work and create new business model frameworks, which will enable them to sustain their work even after the end the project.



2023 - The end

- All partner institutes organised local festivals, to demonstrate the results from local workshops and laboratories.
- A multi-dimensional art festival “OPEN-UP NICOSIA FESTIVAL, took place on the 19-22 October and indicated the close of the four-year long programme.
- During the OU Nicosia FESTIVAL, the last consortium meeting took place in Nicosia on the 20th October 2023.
- Development and maintenance of the COPE-IN platform.
- Generally, the festival was a tremendous contribution to city’s cultural life, and among the 4 days was the go- to event for tourists, schools and locals for cultural expedition.



All the activities of the Open Up programme culminated to the Open Up Nicosia Festival, which took place in Old Nicosia, Cyprus, between 19 and 22 October 2023. The festival was a celebration of all the underrepresented artists who took part in the laboratories organised across the seven partner institutions. Spanning over three venues (NiMAC of PF, Teatro Polis OPAP and Gardens of the Future), the visitors roamed in the streets of the historic centre of Nicosia, discovering what is possible. Through an extensive exhibition, an elaborate programme of performances and other events, the 4000 visitors were culturally fulfilled and entertained for the four day festive event.



OPEN DISCUSSION ABOUT CREATIVE EUROPE FUNDINGS

During the first day of the Open Up Nicosia Festival, the open discussion panel was organised with the participation of all partners as well as Michalis Karakatsanis, the Officer of the Organisation of European Programmes and Cultural Relations of the Creative Europe Desk in Cyprus.

The purpose of the gathering was first to have an open discussion regarding challenges on the practices of European cultural projects based on our experience from the Open Up Project, then to talk about sustainability of such projects and, finally, to have a first-hand briefing on the new Creative Europe call.

More than 20 participants attended the open discussion panel and the proceedings of the discussion are publicly accessible through the Open Up official website.



Photo from the Open discussion during the OU Nicosia Festival

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More than 100 artists participated, with their artworks including performances, workshops, paintings, garments, videos, installation from all the partner organisations.

More than 4000 people visit the festival's activities.

Performance "La Poterie est Politique" by Lise Lerichomme



OU Nicosia Festival exhibition hall

The Pierides Foundation staff extended their heartfelt gratitude to the 12 volunteers for their hard work and dedication to the four day Open Up Nicosia Festival, stating that "This would not have been made possible without your participation and contribution!"



OU Nicosia Festival street party



GrandXPRT' workshop "How to thrive as an artist and an entrepreneur"

Full program of festival's activities can be found on our website [here](#).

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FESTIVAL TEAM

General Coordination

Sophia Antoniadou

Curator

Xenios Symeonides

Programme coordination

Marika Ioannou

Programme & Production

Maria Efstathiou

Volunteers coordinator

Vasia Zisimou

Technical production

Constantinos Filiotis

Technical team

Filios Filokyprou

Charalambos Charalambous

Christakis Christodoulou

Eraklis Constantinou

Michalis Nicolaou

Volunteers:

Aysel Amir

Kistia Andronikou

Sofia Christou

Marianna Efstathiou

Panagiota Georgiou

Ilaf Haidar

Hasan Kayiplar

Cigde Kahvecioglu

Georgia Kyprianou

Georgia Papasozomenou

Rafaella Piyoti

Phillipos Stavrinos

Eleni Voila



Natalia Panagioutou performance "La Patronne"



"Feed Canteen" by Soumeia Manika



Volunteers on the last last day of the festival

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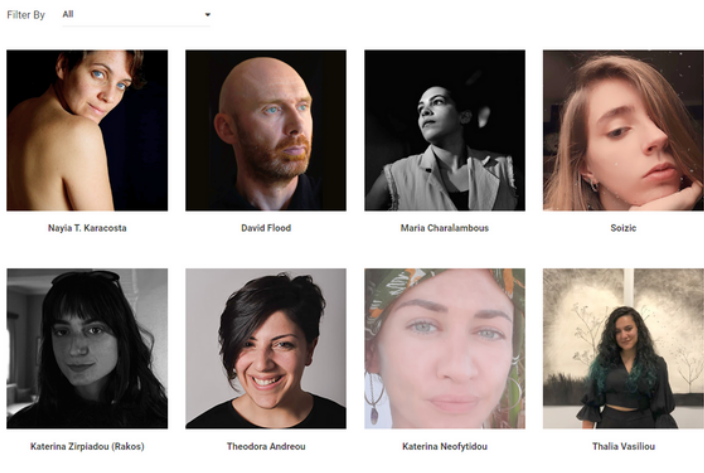
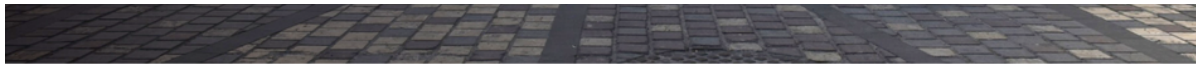
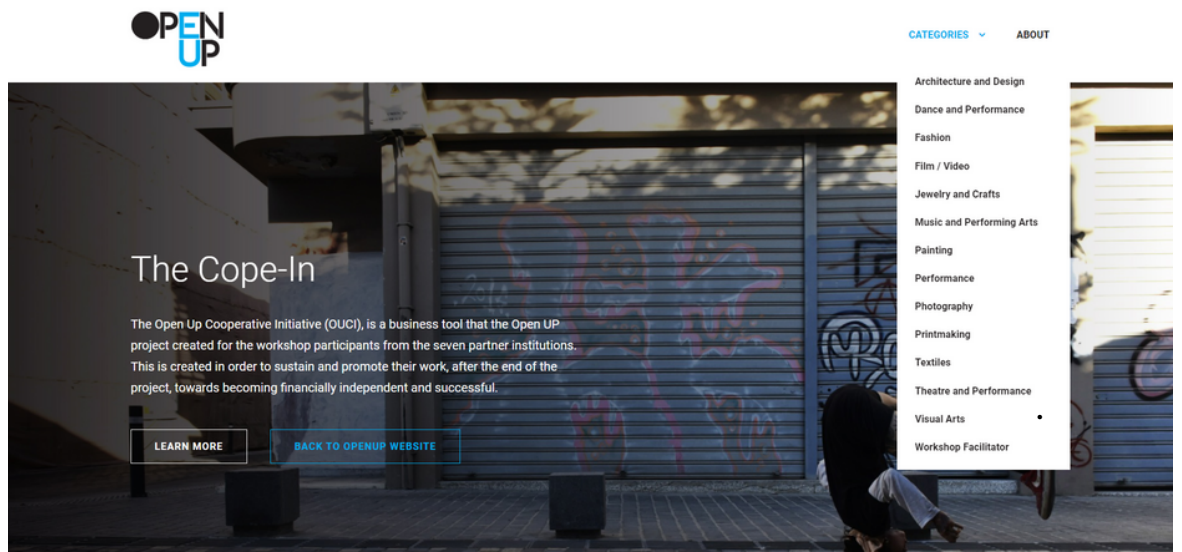
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“COPE-IN” ONLINE PLATFORM

The Open Up Cooperative Initiative (OUCI), is a business tool that the Open UP project created for the workshop participants from the seven partner institutions. This is created in order to sustain and promote their work, after the end of the project, towards becoming financially independent and successful. The platform was launched in Summer 2023. Currently, there are 65 artists in 20 artistic categories. One can access the platform either through OU website [here](#), or through the link of the [platform](#).



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The advertising campaign was designed to promote the Open Up Festival and the associated platform. The platform featured the CVs of 70 artists, and the promotional efforts focused on utilizing static visuals to showcase the artists. Simultaneously, the campaign aimed to generate anticipation and increase attendance at the Open Up Festival, scheduled for October 2023. The promotional tactics included leveraging Meta platforms, advertorials, press releases, and banners. The advertising campaign utilized Meta platforms, including Facebook and Instagram, to target users aged 28-60 across Cyprus, Greece, France, Spain, Portugal, Finland, and Sweden. The campaign's primary objectives were centered around fostering engagement, raising awareness, and driving traffic. The targeting strategy involved tailoring ads based on users' interests in arts and crafts, coupled with behavioral targeting, specifically for frequent travelers in all targeted countries, except Cyprus.

In terms of performance metrics, the campaign achieved a unique reach of 1,718,738, with an average frequency of 6.13 and a significant 10,539,281 impressions. The engagement levels were noteworthy, generating 15,843 link clicks and 124,543 overall engagements. The impact varied across different countries. In Cyprus, the campaign reached 141,755 users with a high frequency of 9.96, resulting in 5,502 link clicks and 6,642 post engagements. In Greece, the outreach extended to 309,746 users with a frequency of 6.55, leading to 6,034 link clicks and 8,082 post engagements. For the combined targeting in France, Spain, Portugal, Finland, and Sweden, the campaign achieved a unique reach of 1,231,591 with an average frequency of 4.92. Notably, Portugal and Spain emerged as the top-performing countries in terms of awareness, engagement, and traffic.

The budget allocation reflected a strategic emphasis, with the majority directed towards campaigns targeting multiple countries, including France, Portugal, Spain, Finland, and Sweden. Highlighting individual successes, the artist post by Eleana Charalambous garnered the highest engagement, accumulating 1,292 total reactions. Simultaneously, the Point of View (POV) video emerged as the most engaging reel, underlining its impact within the broader campaign context.

It's worth noting that our reels delivered an impressive performance, accumulating a total of 891,960 plays. The POV video, in particular, stood out with the highest number of plays, reaching 184,540.

University of Thessaly



Photos from OU UTH local festival 2023.

The Open Up Uth Festival organised an exhibition with the results of the program's workshops on the 29th of May until the 1st of June 2023. In the context of a current reflection on everyday practices and their environmental footprint, the exhibition poses the basic question of the design of produced objects in relation to their function and materiality and examines reuse as a methodological and design tool for the production of everyday objects.

The festival hosted a discussion about Permaculture the garden of the Campus with guest Matthias Fritsch and the team @futweleftera.



Festival at New Hand Lab.



Photos from OU UTH local festival 2023.

New Hand Lab

The Local OpenUp Festival inauguration, in New Hand Lab took place on the 12th of May 2023. The festival was an exhibition with the artist presenting their work to the audience. At the end of the festival a part was held at New Hand Lab for the Local OpenUp Festival.



Portuguese artist Rita Gascão Nunes presenting her work

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University of Picardie Jules Verne, Amiens

The OPEN UP project, conceived in partnership with Méru’s municipal facilities (Centre culturel le Domino, ESCAB, Médiathèque, Musée de la Nacre et de la tableterie) and with the support of Emmaus, is a four-part residency with workshops and conferences on the use of ornaments, buttons and insignia on clothing as cultural, political, family, professional or spiritual markers.

To conclude this residency, during which the workshops took place, the Festival Open UP Amiens à Méru is presenting an account of all the exchanges in the form of an exhibition in the Centre Culturel le Domino, featuring the plastic creations imagined during the residency, historical documents and archives, and one of the mother-of-pearl tablecloths created by the méruvien-nes.

To mark the occasion, meetings were organised around dialogues with a researcher and historian, an exhibition curator, a tour of the Musée de la Nacre’s collections and a workshop to understand how history is alive and well, and also echoes what we go through on a daily.



Photo from the local festival organised by University of Pixardie Jules Vernes in Amiens.

PUBLICS

Initiated by PUBLICS the Festival of Books and Voices spreads out through September, October, and November 2023, bringing together themes of Publishing and Voice. Our space in Vallila is showcasing an exhibition of 100 books published by Lugemik, an independent publishing initiative based in Tallinn.

In celebration of the show, we will have a monthly program consisting of book launches, vinyl sound lounge, lectures, screenings, pop-up bookstores, discussions and readings. Connecting with local publishers, artists associations and artists that have been involved with OPEN UP over the last 4 years the festival continues the tradition of bringing attention to books and emphasising the context of our Library – a crucial and ever growing part of PUBLICS identity.



Photo from Festival of Book and Voices ; photo by Aman Askarizad

Co-funded by the Creative Europe Programme of the European Union



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