



HERALD

Hermes Encourages and Reshapes the Arts' Longevity and Development

SMART

HERALD - Hermes Encourages and Reshapes the Arts' Longevity and Development is a project funded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



Duration

start date - end date

01.02.2024 - 31.01.2025

Main Goal

HERALD addresses the fragmented structure of the Performing Arts sector in Italy, Albania, and Montenegro, by creating a cross-border community to enhance business opportunities among professionals and sustain artistic productions through innovative methodologies and institutional support.



Total budget

195.947,74 €

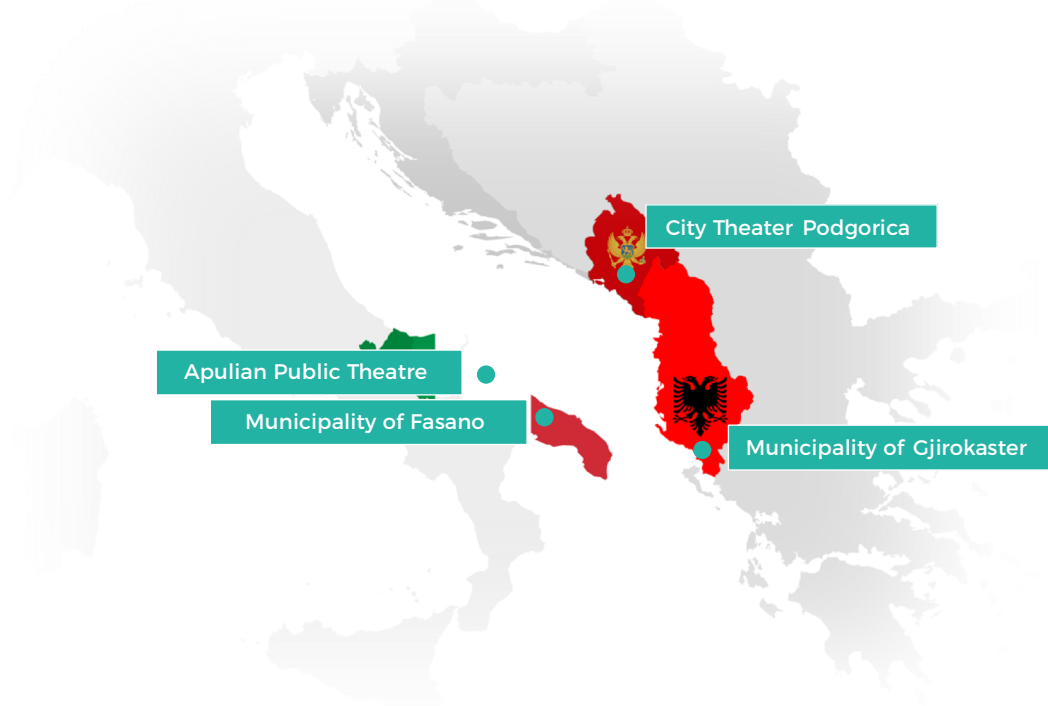


EU funding

160.275,59 €

Project Partners

- **Lead Partner** - Municipality of Fasano (**Italy**)
- **Partner** - Apulian Public Theatre Regional Consortium for Arts and Culture (**Italy**)
- **Partner** - City Theater Podgorica (**Montenegro**)
- **Partner** - Municipality of Gjirokaster (**Albania**)



Project main activities -Expected output/results

Through workshops and B2B meetings that will help define a Joint Action Plan for the development of Performing Arts' sector, HERALD Partners will sign a Memorandum of Understanding that will lead to the development of a Cross-border Performing Arts' Community based on a unique methodology, aimed at creating, promoting and distributing artistic productions that are interesting for the markets of Italy, Albania and Montenegro.

Contacts

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