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Art meets digital technology – Art2.0

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About the project

The fact that over 70% of European citizens engage in communication in a digital context can no longer be overlooked by the artists in order to reach their audiences. The audience turns to digital platforms to search for information, communicate, share, contribute to joint projects, shop or enjoy entertainment activities. So artists need to consider how to expand their action-sphere, sustain their work to achieve greater impact and audience by using digital technologies and the digital media to disseminate and share the artworks with the community.

Artists also as being entrepreneurs need to know who their audience is and where to get the resources – money, knowledge, partnership to generate sustainable revenues. E-commerce, fundraising, advertising, sponsoring, and branding are explored as potential revenue models.

This project is aimed at exchanging experiences and good practices on how digital technology is affecting the art, and at discussing digital technology tools and their usage, the necessary setups and pathways to upskilling artists.

Project partners



DIE ETAGE – Schule für die darstellenden und bildenden Künste e.V. (Germany)

Vocational school (secondary level) of Circus Arts in different artistic disciplines, Physical Theater and Pantomime, Drama, Contemporary Dance, Artistry/Painting and Stage Design, Musical.

Smashing Times Theatre and Film Company (Ireland)



The Smashing Times International Centre for the Arts and Equality, incorporating Smashing Times Theatre and Film Company and Smashing Times Youth Arts Ensemble, is dedicated to the promotion, study and practice of the arts and equality

Soros International House (Lithuania)



SIH is an adult education provider digital technology and their usage, necessary settings and pathways to upskill artists.



K MILIOS UND SIA OE (Greece)

DIAN is an adult educational provider and offers training to several target groups with its wide network partners (from theater to health, business, entrepreneurship, ICT, environmental protection...) and has been implementing several EU projects with European partners

Project implementation steps:



Project website:

<https://www.dieetage.de/erasmus-projekte-der-etage/art-meets-digital-technology-art2-0/>

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