

## **Artist with disabilities online - guidebook.**

### **1. Introduction**

The COVID-19 pandemic has had a negative impact on every level of the economy, causing a global crisis. The cultural and creative sector in particular felt the effects of the critical situation (restrictions or closures of theatres, concert halls, open-air events, art workshops, etc.), and the sanitary regime caused mobile people with knowledge about the functioning of the network to adapt and move their activities to internet.

However, a group of artists, especially artists with disabilities, did not have the basic knowledge of how to do it: from the preparation of the material, technical service and promotion. The key task of the project was to provide solutions (acquisition of new skills, competences) to create opportunities for this group to act creatively and artistically in the new reality.

We could not allow an artist with a disability to be excluded from social, cultural and professional life due to the lack of the necessary skills and competences to strengthen creativity. The answer to this problem was the project "Artist with disabilities online". The project was primarily intended to support artists with disabilities in gaining competence in the preparation of an artistic offer and its presentation online, i.e. preparation of film and photographic material, its processing in the appropriate program and posting it on the Internet, on the relevant portal, as well as promotion and marketing.

Support for creativity and cultural awareness, and thus support for creating paths to acquire new skills and supporting people in acquiring and improving basic skills and key competences, are the main priorities of the "Artist with Disabilities Online" project.

### **2. Artist with disabilities - problems, challenges, needs (in partner countries)**

#### **• Centrum Kultury Wroclaw-Zachod (Poland)**

The lack of effective solutions in terms of access to culture and culture-forming activities by people with disabilities, both as viewers and artists, is undoubtedly a problem of contemporary Europe. There are countries where a person with disabilities is still a disabled citizen due to the lack of solutions enabling active participation in social/cultural/artistic life.

From our experience, observations and conducted research, it is clear that despite a clear increase in proposals addressed also to people with disabilities, their number is insufficient. The reason for this is, among others, the lack of qualified staff who would take care of adapting the current offer to the needs of people with disabilities, as well as financial, mental and organizational barriers.

As the organizer of the International Review of Creativity of People with Disabilities, we know how much work and commitment these people put into preparing the artistic program and how much they lost socially and materially

due to the situation created by the COVID-19 pandemic. We also know how important contact with the viewer and the continuity of creative work are for a disabled artist, which is often their therapy.

Our action, the project "Artist with Disabilities Online" was a response to the needs of artists, the need for education in the preparation and presentation of their creative work online and meeting the new standards introduced by the pandemic.

### • **Idea Cultural Association (Spain)**

The situation of artists with disabilities in Spain varies and depends on several factors, such as the type of disability, the degree of support and recognition they receive, and existing policies and programs that promote inclusion and accessibility in the arts. In Spain, considerable efforts have been made to promote the inclusion and participation of disabled artists in various artistic fields. There are organizations, associations and programs that promote accessibility and encourage people with disabilities to be creative in the arts. There are exhibitions, festivals and events that highlight the work of artists with disabilities and promote the visibility of their talent. These initiatives aim to challenge stereotypes and prejudices and encourage greater appreciation and recognition of their contribution to the artistic world.

However, it should be noted that in Spain, despite the measures taken, there are still barriers and challenges for artists with disabilities. Some of these challenges include physical and sensory accessibility in cultural spaces, a lack of awareness and sensitization in society, and the need for more specialized training and support for artists with disabilities.

In conclusion, while significant progress has been made in promoting the integration and support of artists with disabilities in Spain, there is still much to be done to ensure equal opportunities for them and the opportunity to fully develop their artistic talent.

### • **LUETEC Third Age University (Italy)**

LUETEC was founded in 2000 in Naples as Third Age University. During the years has become a Long-Life Learning centre for students with different age. LUETEC is also an Europrojects consulting company and took part part in many Erasmus + partnerships projects in VET, in young and adult education field. LUETEC' s staff and project managers support private and public bodies in projects writing and management and reporting: Municipalities, Consortium of Municipalities, Universities , High schools Universities, Third Age Universities, NGOs, Foundations and other education organizations throughout Italy and Europe .

LUETEC' teachers has also a great experience in teachers' training for different contexts (formal and non-formal), mainly focused on low-skilled and disadvantaged and disabled people.

Indeed, LUETEC main goal is to give rise to studies and researches in the development of new teaching/learning methodologies based on different topics: foreign languages, creativity, human rights, ICT, art and music therapy, critical thinking, green and cultural heritage safeguard and inclusion.

LUETEC also organizes edutainment art and culture events such as Opera concert lessons, classical music concert lessons and Neapolitan classical music and temporary art exhibitions.

### **3. Project and workshops "Artist with disabilities online" / project partners, their activities within the project**

#### **• Workshop in Poland "Photographic and film material"**

##### **Leader: Centrum Kultury Wrocław-Zachod**

Since 2002, Centrum Kultury Wrocław-Zachod has been organizing activities promoting cultural and culture-forming events for people with disabilities. By implementing projects aimed at people excluded from culture, we have seen how huge the demand is for events adapted to be received by excluded people.

The acquired experience, skills and the need to act and promote accessibility made Centrum Kultury Wrocław-Zachod an example for other cultural institutions not only in Wrocław but also in the country - being a kind of model cultural institution, supporting artistic and culture-forming activity of the disabled. CKWZ is an organizer, coordinator or partner of many activities aimed directly or indirectly at excluded people.

The experience of the Centre results primarily from the implementation of the following projects: "Iceland and Poland against exclusion from culture", "Open doors - integration", "Excluded from culture", "Ani moj", "Let's open cinemas", "Castle", "Be able to meet " and many others. All project activities were focused on promoting access to culture for people excluded from it due to their disability. CKWZ trained, shared and presented the possibilities of adapting the cultural offer to the needs of the disabled in every field of cultural activity.

##### **The international workshops were held in Poland in Wrocław at the headquarters of the Leader,**

The workshop began with a mutual introduction of the participants, identifying their creative interests, artistic activities and sources of inspiration.

Fields of creativity included painting, poetry, photography, acting, music. The host presented the general assumptions of the workshop, i.e. finding the answer to the question of what the workshop participants as artists are aiming at when making a film about their art and how to achieve this goal. It was also considered what impact disability has on the perception of their work and what kind of disability can be an obstacle in making films. In the course of the talks,

production groups were formed to mutually support the authors in their film projects. An action plan was also established.

The first day was devoted to discussing various ideas behind films about art. They also talked about the recipients of such films and how the decision about who we tell our story affects our story. Basic concepts from the language of the film were also introduced. The lecturer used examples existing in the media sphere to illustrate different approaches to the discussed issues. Among the presented inspirations there were impressions from the 20th Review of Contemporary Art SURVIVAL, a series of films made for the New York Times entitled Actors Acting, or Baz Luhrmann's music video "Everybody's Free To Wear Sunscreen". The first day ended with the suggestion that the participants look for inspiration and ideas for films that they would like to make during the workshop in their free time.

The second day began with the presentation of technical issues related to the production of films. Particular emphasis was placed on the differences between professional and amateur equipment, with a clear focus on working with cameras in mobile phones. The lecturer used a camera connected to a projector, in cooperation with the participants, presented the functioning of professional lenses and show how they differ from lenses in phones and how to work with generally available equipment. The same was done with the issues related to sound recording. The relationship between the equipment used for audiovisual recording and the language of cinema has also been demonstrated. The second part of the day was devoted to an initial discussion of the ideas prepared by the participants. The day ended with an encouragement to develop scenarios for implementation.

The third day was devoted to a detailed discussion on ideas and their implementation. Among the works to be performed were:

- the painter's silhouette told through a series of digital reproductions of his works, re-edited with shots of the progress and the artist's clothing disappearing,
- a film showing the sensitivity of a street photographer who, while walking around the city, catches the shots that interest him,
- a short etude telling the experience of contact with the aggressor by a person on the autism spectrum, and the example of a staged scene of a meeting in the park,
- an impressionistic reportage about a person with a hearing disability who composes and performs music.

During the discussion of the proposed scenarios, the host suggested how to bring the ideas behind the scenarios even more strongly with the help of film language.

The fourth day was devoted to discussing the completed materials, as well as making the missing shots resulting from the conversations. At the same time, there was a presentation of stage performances by an Italian group of actors. On that day, selected aspects of the editing and sound stage were also outlined using the recordings made by the participants. This time was devoted primarily to technical issues arising from the editing technology.

The fifth day was a continuation and the presentation of the possibilities of working with recorded material during editing, in accordance with the idea that the film is created during editing work. The host encouraged activities that were supposed to give the participants a fresh look at the shots they had taken, as well as the original concept of organizing the recorded material into a film. The main purpose of these treatments was the intention to show the editing of the film as a creative process that allows you to strengthen the ideas that previously stood behind production of a film. At the same time, the lecturer presented the most common editing forms that enable a creative approach to the edited etudes.

### • **Workshop in Spain "Processing of photographic and film material"**

#### **Partner: IDEA Cultural Association**

Association for the Integral Management of Sociocultural Services Idea is a non-profit organization whose main goal is to promote creativity and talent through the synergy of cooperation and mutual relations. It is made up of people associated with various fields of art, culture and education.

We operate in cultural, educational and socio-environmental areas, offering our experience and skills, as well as the opportunity to cooperate at the local, national and international level with other people and entities related to our association. The members of the organization are professionals from the cultural sector with a wide and recognized trajectory, as well as collaborators with extensive experience in organizing, disseminating and creating multimedia events. Idea is a member of ADRINOC (Leader Rural Development Group), Network of Production and Creation Spaces of Catalonia and Jeunesses Musicales International

**The international workshop was held in Spain in Amer at the Partner's headquarters from 24.10.2022 to 28.10.2022.**

These workshops were aimed at highlighting the work of artists with disabilities who, due to their conditions, cannot disseminate their artistic activity. This is a big obstacle compared to other artists who, due to their physical conditions, can easily communicate with a wide audience.

The implementation of the workshop provided them with a very important communication tool, and at the same time increased their sense of security and self-esteem

The workshop allowed the participants to become part of the digital family, which is so important nowadays. Workshop meetings also allowed for communication between artists in the same conditions in our country and abroad.

The workshop was carried out in three stages:

- 1- Recording systems
- 2- Editing processes
- 3- Uploading videos to digital platforms

1 - Recording Systems - Introduction to video or photo recording, recording systems, shot techniques, positioning, script building, situational shots, action tracking.

2- Editing processes - For good results, editing is a very important process as it is a way to show your work (painting, poetry, photography, sculpture, etc.). This is the reason why we must be careful at every step of the process. During this phase, the workshop taught:

- How to select recorded clips.
- How to reject the wrong material.
- How to deal with the color and duration of each clip.
- How to add effects and change sound.
- How to calculate the structure of the video to make it attractive to the audience.
- How to provide precise information to whom we want to show our work.
- How to choose a digital platform: the quality and size of the video depend on it.

3 - Uploading to digital platforms, how to create your own account on a digital platform, upload videos, promote their viewing and monitor the effectiveness of visits.

Workshop promoting the work of artists with disabilities on the Internet had to take into account several key aspects to be effective and achieve goals. Below are some of the important elements to consider in the methodology of such workshop:

1. Focus on technical skills. The workshop taught technical skills in video and photography, including the use of cameras, editing software and online publishing.
2. Development of creative skills. In addition to technical skills, the workshop stimulated the creativity of artists with disabilities and helped them express their art effectively.
3. Cooperation and teamwork. The workshop encouraged cooperation and teamwork of artists with disabilities, enabling them to learn from their partners and develop their social and communication skills.
4. Online promotion. The workshop taught artists how to promote their work online, including creating social media profiles, using hashtags, and collaborating with other online artists and organizations.

There are several ways to promote an artist with disabilities online, such as:

1. Creating a website or social media page: This is an effective way to showcase your work and share it with a global audience.
2. Collaboration with art blogs and sites: These sites can help spread the artist's work and increase his visibility online.
3. Using SEO Tools: Improving your search engine rankings can increase the visibility of your artist's work online.

4. Participation in art fairs and virtual exhibitions: These platforms can offer disabled artists the opportunity to show their work to a wide and diverse audience.

**A guidebook to various video and photo editing programs and means to promote the work of artists with disabilities online.**

There is a wide range of programs and media that can be used to edit video and photography and promote the work of artists with disabilities online. Some of the most popular are:

1. Adobe Creative Cloud - An online platform with many photo and video editing tools, including programs such as Adobe Premiere Pro, Adobe Photoshop and Adobe Lightroom.
2. Final Cut Pro - Video editing tool for Macintosh that offers a wide range of advanced features, including support for high-definition formats.
3. iMovie - A free video editing tool available for Macintosh computers that offers an intuitive interface and a large number of basic functions.
4. Lightworks – A free video editing tool that includes many advanced features, such as support for high-definition formats and the ability to work with multiple clips at once.
5. GIMP – Free and open source image editing program similar to Adobe Photoshop.

After editing videos and photos, there are various online platforms where you can share and promote the work of artists with disabilities. Some of the most popular are:

1. YouTube - an online video sharing platform that allows users to upload, share and watch video clips.
2. Vimeo - an online video sharing platform that offers a wide range of advanced features, including support for high-definition formats and the option to share private videos.
3. Instagram – an online image sharing platform that allows users to share photos and short video clips.
4. Flickr – an online image sharing platform that offers many advanced features, including support for high-resolution formats and the option to share private images.

- Workshop in Italy - "Artist in the web - social media"

**Partner: Luetec**

In Italy, above all, it is the no-profit associations and Foundations that organize artist training paths or performances for artists with physical or mental disabilities as protagonists.

In 2015 Arte nel cuore was born, the first Academy also dedicated to children with disabilities: a free school of theatre, cinema, dance and music. Students in

wheelchairs, with Down syndrome, blind and deaf train every day to become professional artists. And they show that talent can break down any prejudice. The national law from 2022 supports the inclusion of disabled artists in artistic events of various kinds by financing theatre, dance, music and circus projects and also multidisciplinary projects, which provide for the participation of artists with disabilities at a professional level to live entertainment activities and promote their skills, enhance their talents.

These projects must include paths aimed at developing creative processes, new productions of live shows or rearrangements of productions with the professional artistic participation in various capacities (e.g. idea making , writing and/or reading ) of artists with disabilities. This is an absolute innovation in the Italian law-making overview.

### **The international workshops took place in Naples at the Partner's headquarters from 11.10.2023 to 15.01.2023**

How to promote yourself on social media.

The main theme of the workshops conducted in Naples by Maria Martina Peluso was the use of digital tools to increase the visibility of disabled artists online and build a visual identity.

During the first two days of the workshop, we advised them on how to make their personality and art harmonize with their online image. She asked each participant to introduce themselves and tell us something about themselves in order to bring out their characteristic features.

Part 2: After this first phase, we showed them the very popular now digital tool Canva, which offers various possibilities to create both virtual and printed promotional materials such as posters and flyers.

We started with the basics of creating a logo identifying the artist and his work. We showed them step by step how to create a logo. To make the workshop more engaging, we took up the idea of creating a logo for the project, we collected people's suggestions and with our technical suggestions we created a prototype. We then asked everyone to design a promotional logo for their artistic activities to be used on social media. Each participating artist developed an idea for their own logo with our support, we listened to them and helped them understand the right ways to make their image consistent with their business and personality. At the end of the workshop, everyone showed the created logo.

Part 3: The third day of the meeting took place at the Figli in Famiglia association in San Giovanni a Teduccio with the participation of local artists. During this session, we created a video recording workshop.

I asked participants to conduct video interviews. They worked in pairs, and through role-playing, one participant represented the artist and the other the journalist. This exercise allowed them to describe their artistic performances for promotional purposes.

Part 4: On the fourth day, we had a podcasting lesson. Our speaker, Roberto Malfatti, explained the history of podcasting and the differences regarding radio



and the benefits of podcasting to promote your own art and philosophy. He explained various forms such as documentary, feature, educational, opinion podcast and audio talk. Then he showed what digital tools are most important for the production of a podcast and what platforms are used to upload them and make them available to the audience. Then all the participants created small groups to work on the podcast and he noticed that all the subgroups were able to work together and the results were better than expected.

Part 5: On the fifth day, Maria Martina Peluso explained how to open a LinkedIn account and create an engaging and interesting profile. She explained how to create a contacts network and get the most out of this very popular platform. Participants were divided into groups to create their social profiles, and the session ended with the presentation of profiles created to promote their art.

We used a mixed methodology in both workshops. The first part of the session was dedicated to introducing the topic through digital tools, and the second part of the session was dedicated to building teamwork and cooperative learning. All participants were able to experience firsthand what they learned during the workshops, and also improve their skills in working with others.

In order to promote artists with disabilities a range of measures can be implemented that encourage their integration and support their artistic development.

1. **Accessibility and adaptation of cultural spaces:** It is essential to ensure that cultural spaces such as theatres, galleries, museums and recording studios are accessible to people with disabilities. This includes the provision of ramps, lifts, adapted toilets and appropriate audio and visual systems.
2. **Economic and financial support:** Establishment of grant, scholarship and financial assistance programs specifically for disabled artists. These funds can be used to finance artistic projects, purchase adapted equipment, cover production and promotion costs, and facilitate participation in festivals and exhibitions.
3. **Education and training:** Offer education and training programs in various artistic disciplines adapted to the needs of artists with disabilities. This can include workshops, courses and mentoring by arts and culture practitioners that provide them with the necessary tools to develop their talents and develop their skills.
4. **Visibility and promotion:** Promoting the visibility of artists with disabilities through exhibitions, festivals and inclusive cultural events. Create platforms and exhibition spaces specific to your work, as well as opportunities to collaborate with other artists and industry professionals.
5. **Awareness and Education:** Implementing public awareness and education campaigns to promote greater understanding and respect for artists with disabilities. This may include talks, conferences and activities in schools, universities and community centers where issues related to inclusion and diversity in the arts are addressed.

6. Networks and associations: Supporting and promoting the creation of networks and associations of artists with disabilities where they can share experiences, knowledge and collaboration opportunities. These networks can act as platforms for exchanging information, defending the rights of artists with disabilities and promoting their work.

#### 4. Comments

All project participants unanimously stated that participation in the "Artist with Disabilities Online" project raised their qualifications and professional competences, and the result obtained is at a level that allows them to create their own productions. They learned to develop guidelines for their films while developing a script. They recorded and edited their films. Thanks to the skills gained during the workshops, participants will be able to make more extensive recordings and edit their own promotional films about their work.

It is worth mentioning that from the first days of the workshop all participants were very active. They asked questions and gave ideas to make the final product more attractive. They all provided feedback on the improvements that were incorporated into the final videos.

Thanks to the workshops, the participants' creativity developed and their confidence in their own creative work increased. Undoubtedly, this will enable artists with disabilities to improve their position as artists in the world of culture and art

#### 5. Conclusions

It is very important to provide artists with disabilities with sufficient competition and dissemination tools as they have significant limitations when they want to disseminate their work. Given that approximately 90% of the work of artists with disabilities remains unknown, such projects are very important. These activities add value to integration, self-esteem and dignity of those who, due to circumstances, do not have the same opportunities to offer what they do, to offer their art.

6. Project and workshop "Artist with disabilities online" / project partners, their activities within the project

- Workshop in Poland "Photographic and film material"
- Workshop in Spain "Processing of photographic and film material" (also with technical remarks)
- Workshops in Italy - "Artist on the web - social media" description (also with technical notes)

7. Comments/conclusions

8. Summary