

GUIDELINES

FOR THE DIGITAL#EXHIBITION

**FREE TO
CREATE**

CREATE TO BE FREE



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**Draft Guidelines for the digital #exhibition
“Free to Create, Create to be Free”
organised by the Council of Europe and featuring works of art from participating
States¹ to promote the importance of freedom of artistic expression
(version of 30 April 2021)**

Introduction

To mark the 70th anniversary of the European Convention on Human Rights (ECHR) in 2020, the Steering Committee for Culture, Heritage and Landscape (CDCPP) decided to set up a new digital #exhibition, entitled “**Free to Create, Create to be Free**”.

The [accompanying brochure](#) explains the background and aims of this digital exhibition.

The information that follows provides **complementary practical guidelines** for States participating in the exhibition, together with recommendations about the technical details concerning the artworks to be submitted and displayed.

Participating States may be guided by the following parameters:

- The exhibition will include one to two artistic works per participating State and specifically feature the works offered by the incoming and outgoing member State holding the Chairmanship of the Council of Europe’s Committee of Ministers;
- It is recommended to organise the selection of the national exhibit in a multi-stakeholder consultation process, involving civil society and art professionals. Thus, the process would result in co-operation between governments (Ministries responsible for culture) and independent cultural organisations, curators or other institutions in the field of arts and culture;
- In order to ensure a diverse programme and create an inviting and dynamic project attracting a wider audience, the framework for the works of art remains open in terms of content and concept, allowing participating States to select freely and reward diversity and creativity, while at the same time keeping in mind the main theme: freedom of artistic expression²;
- The permanent digital #exhibition will be accessible online and as a kiosk-version that can be specifically displayed in museums and other relevant cultural institutions in interested participating States, hence reaching very wide audiences;
- Access to the digital #exhibition will also be offered in different locations at the Council of Europe’s headquarters;
- The exhibition will be coordinated and communicated by the Council of Europe and its chosen operational partner on a digital platform, ensuring that the diversity of the artistic projects is kept vivid and at the same time conforms to its focus: Freedom of Expression.

The Council of Europe will use online artworks only for non-profit purpose on the website, the social media channels and in its communication strategy, with the following requirements:

- Information provided on the artworks and the artists, such as: the artist’s name, title of the work, technical details, date of the artwork, artist’s statement (preferably indicating how the submitted artwork connects to the Manifesto and the overall topic of artistic freedom); as well as a short statement by the curator or the curatorial board with information on the selection process of the artwork and other relevant statements connected to the overall topic;

¹ The 50 States Parties to the [European Cultural Convention](#).

² Please note that artworks containing scenes of explicit violence, racist, xenophobic or LGBTQI+-hostile content and gore will be desk rejected.

- Artists shall retain their copyright of any image and sound in the submitted artwork;
- The platform will use open-source software and creative common license. Submitted artworks have to be clear of any copyright-issues concerning content and audiovisual material and are embedded in the site without third party intervention. Artworks may be used for dissemination and promoting the exhibit in press releases, future call entries, videos, trailer, social media and curated collections on the platform;
- All artworks will remain online for at least one year, therefore videos housed on an artist's personal platform must remain accessible for the period of the #exhibition. It is planned that all artworks will be included in a future archive of the #exhibition.

Submission procedure

Opening date for submissions: June 2021

- Artists, curators and board members of selection committees are encouraged to reflect on the Council of Europe's [Manifesto on the Freedom of Expression of Arts and Culture in the Digital Era](#). The #exhibition is a complementary project to the Manifesto.
- Artwork must be appropriate for general public viewing and should respect the Council of Europe's values.
- Artists have to submit their original artwork. Only completed artworks will be considered.

Artists will have to provide:

- Written confirmation that they own the copyright over the work or have obtained the copyright owner's authorisation to display the work in the exhibition;
- Written authorisation of usage by the Council of Europe, stating that it is given for the entire duration of the exhibition and can be presented online as part of the #exhibition and used for dissemination and archival purposes in the context of the #exhibition;
- Written confirmation that the work is copyright-free;
- A file containing the name, title, medium, year created, technical details, as well as courtesy information;
- A brief artist's statement, ideally thematising the link between the submitted artwork and the overall topic (preferably ca. 250 words);
- Links to personal or professional websites, social media channels (optional).

Curators, board members or selection committees are kindly requested to provide additionally:

- A brief curatorial statement (preferably ca. 250 words) with information on the background and context of the selection process;

Image Requirements:

- Images of artworks should be in jpeg, tiff or png file format.
- Files should be saved as the artworks title for identification purposes; i.e thescream.jpg
- Preferred file size and resolution: Limited to 5MB or 2200px. Larger files can be sent via WeTransfer.
- RGB colour profile is preferable.
- Images can include artwork in frames but not behind glass. An artwork in a frame may be cropped.
- Videos should be encoded appropriately for web usage. Artists should provide videos preferably in the following formats/codecs: - A WebM container using the VP8 codec for video and Opus codec for audio, ****and**** an MP4 container using the AVC (H.264) codec for video and ideally AAC as the audio codec. Alternatively, artists could send a high-quality version of the video (e.g. MP4) for transcoding into the appropriate formats. Finally, good quality videos available on Youtube could also be used, although good source files from the artist, in HD quality, would be highly preferable.

Some examples of possible formats are³:

- Artistic and music videos (preferably up to 8 minutes in length, with English subtitles if the original language is not English);
- Documentation of live actions, performances, happenings (preferably up to 8 minutes in length, with English subtitles if the original language is not English);
- Sound files (in MP3, with English subtitles if the original language is not English);
- Audio books (in MP4, with English subtitles if the original language is not English);
- Literary texts, downloadable open access PDF presentations (in English);
- Two-dimensional artworks (photography, paintings, drawings, printmaking, digital, and mixed media, graphic novels, cartoons);
- Three-dimensional artworks (Digital 3D models or sculptures will be exhibited in the #exhibition as 3D digital art. Other three-dimensional models or sculptures made with different mediums (non-digital) will be displayed as images.

Selection procedure

- Themes for the national exhibit could be chosen with regard to relevant issues concerning freedom of expression in the country itself, highlighting the subject for the respective country.
- Consulting, at national level, a curator or a curatorial collective is strongly recommended, considering the effective planning of an artistic concept and the selection of appropriate exhibits. Curators may be specialised individuals, curatorial collectives or artists working with/commissioned by the respective Ministries responsible for Culture.
- The Council of Europe is setting up a small taskforce to coordinate the digital #exhibition. An independent expert will curate the exhibition, in cooperation with the taskforce made up of the Council of Europe's Director of Democratic Participation and Head of the Culture and Cultural Heritage Division, the Chair of the CDCPP and a representative of the host company of the digital exhibition platform.

How participating States can proceed

- Participating States are free to organise the submission of their art works to the Council of Europe as they wish. Governments might like to involve art councils, institutions, art professionals and/or a Board of Curators to collect, review and select the material. These art entities could also be involved in the announcement and promotion of a national call for works. Such calls could be a good way of identifying a whole range of potential works of art of interest, ensuring both transparency and wide participation in the process.
- The Council of Europe is currently developing the web platform that will host the exhibition and incorporate the technicalities required for the project. This work involves a certain budget that will be partly covered by the Organisation and partly by extrabudgetary resources. We would like to invite participating states to join the governmental group of project supporters by providing a voluntary contribution to this project in 2021 and beyond. We strongly believe that this project will also make the case for artists who have been so badly affected by the pandemic to bring their practices online in order to showcase and promote the importance of their work. Governments' backing will be acknowledged in all project communication materials and the relevant logos made visible on the sponsors' section of the web platform. If you would like to contribute to this project, please contact Ms Jennifer Trudeau [jennifer.trudeau@coe.int; cc: cdcphp@coe.int; digital.exhibition@coe.int] who will be able to provide you with practical assistance regarding donors' funding.

³ Where an art piece does not entirely comply with the requested requirements, the Council of Europe will endeavour to accommodate it, insofar as the technical constraints of the platform allow.