

Acronym – CROSS-LOOKING

Title – Image education and circulation to portrait the society we live in and narrate intercultural relations

Scientific coordinator – Maria Malvina Borgherini

Project ID – 101174138

CUP (National Project ID) – F73C24001310006

Department – Department of Architecture and Arts

Topic – CREA-CULT-2024-COOP-2

Iuav Role – Lead Partner

Other Partners – Unione della Romagna Faentina (Italy), Photography Association Organ Vida (Croatia), Noor Foundation (Netherlands), Paris Cité University (France), National Gallery of Armenia (Armenia), Garanti Kultur AS (Turkey), Armenian General benevolent Union Cairo Chapter (Egypt)

Duration – 30 months

Start – 01/01/2025

Closure – 30/06/2027

Project budget – € 946 201.00

Iuav budget – € 213 037.00

Funding to Iuav – € 149 125.90 (70%)

Source of funding – Creative Europe Programme (CREA) 2021-2027 – Call: CREA-CULT-2024-COOP

Description – CROSS-LOOKING aims to educate young audiences to the use of images for the representation of reality by rediscovering the **storytelling** of analogue photography and investigating **East-West relations** as a key reference for multiculturalism and intercultural dialogue.

To this extent, the project embarks on a storytelling journey across several EU and non-EU countries (Italy, Türkiye, Egypt, Armenia) with the active participation of young people from different backgrounds, all united by a strong interest in **photography and visual languages** as tools to narrate both the past and the present.

During the 30 months of implementation, a travelling editorial group, composed of selected young editors and a professional photographer, will travel to 5 destinations to collect testimonies on East-West relations, produce original photographic content and offer a unique perspective on multiculturalism, with the final aim of creating a blended itinerant exhibition to present the experience to a wide audience in 5 countries (Italy, France, Croatia, Armenia). In parallel, an awareness-raising and educational campaign will be launched to train young audiences towards a more conscious use of photography and visual communication, stimulating a reflection on the use of images in today's society compared to the past.

Overall, CROSS-LOOKING has the ambitious objectives of exploring the use of images in narrating reality, exploring the context of East-West relations not only in a historical perspective, but also in close connection with today's cultural challenges; and of making young people active agents and co-creators of cultural products, while broadening their vision of how to properly communicate through multiple visual languages.

Objectives – The project defines **4 specific objectives**:

1. Set common knowledge references to analyze East-West relations as framework to investigate how images narrate reality;
2. Raise youngsters' awareness on photography as a storytelling tool to tackle cross-cultural narratives;
3. Produce & mainstream new artistic works valorizing photography as a visual language;
4. Engage & educate cross-sectoral audiences on the potential of photographic images to understand reality.

The specific objectives are met through **3 sets of activities**:

1. Detailed research, analysis & artistic production work to carry out an international photographic journey
2. Direct involvement of youngsters in all project phases as trainees, co-creators & knowledge multipliers
3. Engagement & outreach of a diversified target audience by a merger of different communication languages

Project website – <https://cross-looking.eu/>

F&T Portal – <https://ec.europa.eu/info/funding-tenders/cross-looking>